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**Course code PGD002 -Post Graduate Diploma in Water Hygiene and Sanitation 2019-2020 online course**

**ASSIGNMENT 1 Module 1 2019**

**1.** Suppose you work with a community radio station, describe what your radio station would do to address water, sanitation and hygiene issues with regard to your

1. **audience, and**

**First step** what my radio station would do to address water, Hygiene and Sanitation issues regard to my audience is to analyzing the situation; this means that by covering the material I studied in study session

**Second step by defining the target audience**

This may be done by more or group of people targeting populations identified

**Third step I should identify the objectives of the session**

Identifying the objectives is a key starting point when planning a WASH campaign. A radio operator can consider my objectives in terms of what needs to change. It may be knowledge, attitudes or practices and it is important to identify and describe specific objectives to which can be measured to help him identify how the effectiveness of the campaign will be ascertained.

**Fourth step, designing the campaign**

After the objectives have been identified the campaign strategy should be defined. This includes deciding upon the type of campaign (for example media-based only or an integrated campaign using several communication channels) and its scale (national and, regional and local). When I plan the activities of the campaign, I will need to match the behavior change campaign activities to the determinants that have been identified in the WASH

1. **WASH messages?**

**Fifth step selecting media**

Once I have defined the design for an appropriate Water, Hygiene and Sanitation campaign, careful selection of right communication media is a critical next step. There are four important factors to consider in selecting the most appropriate campaign media;

1. First, how closely my audience fits, the audience profile of the different media
2. Second the comparative cost of reaching the target audience through media
3. Third, time taken for messages to reach the target audience using the timing of the campaign
4. Fourth, the appropriateness of the media to communicate the message

**Six step, planning campaign timing**

Timing is crucial I must create a realistic schedule. I should estimate the time required for the campaign and decide and decide how long it will take and use this estimate time to decide when campaign should start and when should it stop.

**Step seven, deciding on frequency required for messages**

Campaign messages raise levels of awareness each time they are communicated. They also move individuals further along the decision-making process and can serve to maintain contact during an extended process. Campaign should use repetition to reinforce the opportunity to communicate or complex messages about Water, Hygiene and Sanitation

**Step eight setting a budget**

There are various cost associated with a campaign and I must to plan a careful budget to accommodate them. A campaign budget will include both direct and indirect costs. Direct costs include the of designing, writing and producing materials and media costs. Indirect costs can include the costs of activities such as planning, managing and evaluating the campaign.

**Step nine delivering the messages**

Once the decisions have been made about the appropriate communication channel and design of the campaign, the campaign messages should be delivered. Messages should be clear and most importantly few in number. I should try to identify one key message for campaign with two or three supporting messages that reinforce the central point. I must ensure that, messages should be presented to audience at an appropriate time for them to receive, consider and act on the messages.

**Step ten, evaluating the campaign**

Finally the campaign should be evaluated. The evaluation report ends the campaign process. It is what justifies the work and money spent in campaign by those who provide the finance, the policy makers, authorities, partners, stakeholders and the campaign team. The final report should provide an overview of each step carried out in preparing and conducting the campaign. The campaign’s basic design includes campaign strategy, how the messages were developed, the communication channel used, the frequency and the intensity at which they were presented.

The evaluation report should end with a discussion and final conclusion about the strengths and /o weakness of the campaign and its effectiveness

1. In your own words, what is your understanding of public health and what are its key elements?

According to my own understanding; public health is a sciences and art of preventing diseases in the public and promoting good health within the group of people from small communities to entire states or Countries of the world. Its promotes human health through organization efforts by analyzing the health of a population and the threats it faces in the basis for public health.

**It key elements are as follows**;

**Assessment;**

1. Monitoring and evaluating health status to identify community health problems.
2. Diagnose and investigate health problems and health hazards in the community.

**Policy development**

1. Inform, educate and empower people about health issues
2. Mobilize community partnerships to identify and solve health problems
3. Develop policies and plans that support individual and community health efforts.

**Assurance**

1. Enforce laws and regulations that protect and ensure public health and safety
2. Link people to needed personal health services and assure the provision of health care when otherwise unavailable
3. Assure a competent public and personal health care workforce
4. Evaluate effectiveness, accessibility and quality of personal and population base health services
5. Research for new insights and innovative solutions to health problems

**Others key elements can be seen below**

1. Innovation to develop the evidence base for action
2. Technical package of a limited number of high-priority, evidence base interventions that together will have a major impact
3. Effective performance management, especially through rigorous, real-time monitoring, evaluation and program improvement
4. Partnerships and coalitions with public and private sector organizations
5. Communication of accurate and timely information to the health care community decision makers obtain resources and support for effective action
6. Political commitments to programs including small pox eradication, tuberculosis control, tobacco control, polio eradication and others have made progress by addressing these six areas.
7. Public health is about partnership between the different players. Explain how the role of international non-profit/NGO in terms of
8. **Recruitment**

In terms of recruitment non-profit/ NGO are to recruit qualify people who are having knowledge, skills and experiences and besides right people from or among the target community who know local language, culture and the procedures to carry on and implement the project within the community targeted by the by project for the success of the project. However, the qualified personals recruited by the NGO or non-profit partners will meet the expected interest and goals the project wants within the target state or Country/ Community because they have the capacity, knowledge, skills and ability to achieve the vision and goals of the project within area activities.

When a project fails it means that, non-profit/NGO have recruited unqualified who have no knowledge, skills and experience to implement the project in the community. In other words the project may recruit non-citizens who do not even know the local language and the culture of the community hence leads to failure of the project in that society.

1. **Training**

When non-profit/NGO have recruited qualified who have knowledge, skills, language and experience have right to conduct training within that countries and State where project activities are effective. The reasons why they are to carry out or conduct the training is to make people aware and have knowledge, skills and experience for the life and continuity of the project in the developing Countries. The trainings conducted during the project activities, determine the strength and weak of the project or else the capacity of the community / beneficiaries in their locality. This is done for the success of the project within the State or developing Countries. However, the project can fail when non-profit/NGO do not conduct or carry out training and make the project clear and understood by the people targeted, the project will remain unfamiliar to the developing community and non-profit /NGO are going to achieve nothing within that developing Countries hence failure of the project comes in.

1. **Funding**

Funds are the resources mobilized by the different donors and NGOs from different nations of the world to serve the needs and situations people are facing in their locality and respective nations or Countries of the world as whole. Each and every project needs funds to run activities in the areas of work where project is implementing its activities. The utilization of funds in transparency and an accountability management can lead to the success of the project within the developing Countries. Funds pave a way and usher in the full capacity of men power, mobility and implementation of the project and the failure of the project through funding is that, when funds are mishandled and managed the project implementation cannot and will never have progress in the developing Countries. If non-profit /NGO misuse the funds it will lead to failure of the project in the developing Countries

1. **Monitoring**

For public health projects contribute to the success or failure of those projects in the developing countries

It is the responsibility of the non-profit/NGO to design monitoring policy to find out the achievements, success and failures of the training, recruitment and funds used in the process. Monitoring is the gate way to find out weaknesses and success so that weak areas can be mentored and the areas of success are encouraged to keep on progressing in implementing the project in developing Countries. Monitoring direct and guide beneficiaries to keep on going implementing and make implementers to have clear way forward to increase energy and enthusiastic perspective of the project. However, the failure of the project in the developing is due to lack of regular and rapid monitoring in the field of work and this leads to failure of the project in the developing Countries

4. In your capacity as the environmental health officer you have been tasked to lead the assessment of a disaster situation. Come up with two key questions under each of the following five headings in your assessment list, namely

i) **General overview of the situation**

1. What is the condition of the general situation over here?
2. What should the community or government do to overcome the situation people are facing in this area?

ii) **Water supply**

1. Do the communities here have water sources around for water supply and if so do they have good drainage or poor, and hygiene practices around them?
2. How far are the water sources to the community around and do you as user have well storage for safe and drinking water at your respective homes and are these sources free from contamination?

iii**) Solid-waste disposal**

1. Do people in this community have problem in solid-waste disposal, are there latrine facilities for solid-waste disposal around here and are they used by people; such disable and many others?
2. Is it important to have solid-waste disposal latrines facilities here in this community and what is the advantage of solid-waste disposal?

**(iv). Excreta disposal**

1. What are the procedures that should be followed for excreta disposal in order to avoid excreta accumulation in the community?
2. Who are responsible for excreta disposal in the developing Countries or communities to good health and prevent disease outbreak in the community?

And v) **Vector-borne diseases**

For purposes of assessing local conditions, health needs and identifying local resources in the disaster situation that you are addressing.

1. Are there signs and symptoms of vector borne diseases in this community and what are the causes of vector borne diseases for sure and how are they controlled?
2. Can vector borne diseases be controlled or not controlled and what are the controlling measures of the vector borne diseases in the developing Countries or Community?

**Key References**

*1. Bartram J, Ballance R (ed), 1996 water monitoring, E&FN Spon, London.*

*2. UNICEF, 1995 monitoring progress towards the goals of the world summit for children: a practical handbook for multiple-indicator surveys UNICEF, New York.*

*3. WHO, 1993, guideline for drinking water quality volume 1: Recommendations (2nd ed), WHO Geneva.*

*4. National Health and Social Welfare Policy and Plan 2011-2012, Ministry of Health and Social Welfare, Government of Liberia, 2011.*

*5. Winslow, Charles-Edward Amory (1920), “The Untilled Field of Public Health”. Modern Medicine, 2: 183-191*

*6. The World Book of Encyclopedia, 1994, p 135*

NB: All questions carry 10 marks each