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**Year: 2019-2020**

**Admission number: ACPM/PGD/138/2019**

**Assignment Model: One (1)**

1. Community radio station is considered under mass media communication. This is a channel of communication which expose large numbers of people to the same information at the same time (Reardon & Rogers 1988)

(i)-**Audience:**

These are the target group of people to whom the message is directed; therefore the importance of a radio station includes:-

* Create interest: in the period of broadcast, the audience will listen in due Couse the pick concern and develop interest to act or implement.
* Education: a radio can be used to educate the population. This involves designing programs for example waste management campaigns. Here the population can be educated on the types of waste, sorting waste and waste management.
* Public announcement: the large population can be reached by a radio within a short time than writing letter or door to door passing the information.
* Develop programs to engage listeners on good hygiene practices; a radio station is an institution. It can initiate projects and develop programs for the listeners.
* Spreading and raising awareness: dissemination of water, sanitation and hygiene key messages are cheaper when done by the use of a radio station, so nonprofit organizations take it as an efficient means of communication.
* Influence and change public opinion: majority of the people are able to receive a message hence are therefore able to view each other feelings in a glance due to their reactions and the general public is able to take one sole decision.
* Advocacy tool: an NGO can use a radio station to encourage or ask the general community to contribute and participate in a program.
* Encouraging audience: In general they feel positive when a repeated awareness is made of a situation is announce making everyone to be on the same level of understanding.
* Sharing experiences: Messages are on air, the audience and attend and share their experiences with the large population and learning from each other is possible.
* Ask question/finding solution: if a targeted group of person has some challenge, they can ask questions and being answered by the public to address the challenge and find a solution.
* Influential: A radio is effective to persuade the ordinance.

(ii)-**WASH messages:**

* Wider coverage: a radio can cover a large geographical area. If it is used as a media for communication, a message can cover a wide area within a short time.
* Quicker: is quick and rapid for example in cholera outbreak. A radio can be used to convey messages of ways of preventing within one day.
* Capture many people: in a comparison of a radio to a house to house visit, WASH messages reaches many people when delivered by a radio.
* Cheap: in the sense that no other materials are need as a medium. Only broadcasting than printing cost.
* Conveys right and clear information: once a message is designed, it is handed to the responsibility of one right person after thorough analysis of the message in kind, its impact to the public then its passed to the public in the same not edited form.
* Educate: Media is the primary or sole means for achieving health promotion goals. Changes of risks behavior over a short time is realized when media is use but needs to be supplemented by face to face interaction to enhance long term change (Kellog, 1984)
* Support, promote, supplement and accepted source of information.

1. Public health involves all activities and program put in place to monitor, protect and improve health of the population. It concerns with the health of the population not an individual, is more of preventive and encourages the whole community to have healthier life styles.

To prevent the community from public health diseases and issues, the public health professionals prevent problems from happening or recurring through the implementation of educational programs, recommending polices, administering services and conducting research then treating the sick by the doctors and nurses. In a large scale, public health is to promote health care equity, quality and accessibility.

**Key public health elements**

* Evaluate effectiveness, accessibility and quality of personal and population base services
* Research for new insights and innovative solution to health problems.
* Monitor health status to identify community health problems
* Diagnose and investigate health problems and health hazards in the community
* Inform, educate and empower people about health issues
* Mobilize community partnership to identify and solve health problems
* Develop policies and plans that support individual and community health efforts
* Enforce laws and regulations that protect health and ensure safety
* Link people to needed personal health services and assure the provision of health care when otherwise unavailable
* Assure a competent workforce for public health and personal health care

1. Public health in its view is very wide and needs some joint venture interventions. The local government could not have managed alone if left to as a sole responsibility which will lead to high mortality rate. The help of non-governmental organization has proved of importance to the public noted by reduce prevalence of water related disease and low rate of mortality especially for infants.
2. **Recruitment**

Number of experience health staff has increased: In a normal setting, a knowledgeable public health professional goes to work for high paid incentives; as a result, there was increase in the number of experienced staff when the NGOs came in to intervene in Yei County in South Sudan.

Reduced mortality rate: the number of people dying was high, within a period of three months it reduced due to the presence of professional staff being employed by the non-governmental organizations to work in the public health sector programs.

Research expert are recruited: in public health, experts are needed to carry out research for new insights. They were recruited by the NGOs working in South Sudan leading to the discovery of presence of Guinea worms.

Gaps in health service delivery are solved: service delivery was difficult, when more staffs were employed, the general population could be reached and the existing gaps were solved.

Advocacy: huge funding is needed in the public health, non-governmental managers and administration are equipped with skills like project management and have built reputation with donors, by this they lobby for funding in the sector.

Flexible planning: some public health issues are dynamic and risk. For their smooth running this call for experienced budget management and planning.

Ability to design population base projects: the NGOs helps greatly in public health concerns affecting the entire community or the nation. Population base projects are designed by the non-governmental organizations and the concerns are intervened for benefits of the population. For example, education, hygiene promotion, social marketing and community development programs.

More equity and good governance: with the presence and helps of these NGOs, public health services have become more equity and there is an eye on the proper governance of all the systems in functions.

ii) **Training**

Participatory and consultative: Due to sharing of experiences and taking part to participate in a training sessions, the public health workforce was develop and is able to manage different tasks.

New approaches: Were learnt as the impact of the training. For example in handling HIV/AIDS, patients require a different kind of counseling from patients of other diseases.

Health education: Conceptualizing the public on sanitation and health matter is of public health concerns. The non-governmental organizations have done a great job to do massive education of the entire community in health. The impact of this is that the community is able to change their behaviors and do good health practices.

Health promotion: Hygiene promotion as a systematic planned activities prompting the community to take action to mitigate water related disease is carried out in the public with the help of expert from these non-governmental organizations, without it the impact of health education would not have impact in the health of the community as a whole.

Capacity building: when a disaster occurred, the community will start using the skills they have as a coping mechanism, what the NGOs do is to identify this skills and take a training to improve on the existing skill the disaster affected population have and use the same people from the community in addressing problems caused by the disaster than to hire from outside. This builds a feeling of ownership leading to sustainability of the project.

Provision of technical trainings: The NGOs tends to hire and expert to train trainer of trainers in the community. For example in 2008, training was done in Yei County on how to construct Echo sun toilet as a new technology in south Sudan. This is an environmental technology.

iii) **Funding**

Health facilities construction: there is in adequate health facilities and some of them are worn out. With the help of NGOs, new ones are constructed and the existing old ones are rehabilitated.

Improved distribution of resources: with the varied distances of the health services, assets like vehicles are purchase because of funding lobbied by the non-governmental organization improving uniform distribution of resources to the entire health facilities.

Trained health care providers: the presence of the funding was used to capacity built the health force to become skilled service providers.

Improved quality of service: greatly and so much the quality of service is seen to have improved from the earlier situation compared to today. Simple surgeries are not being carried out in the facilities compared way back where there was no funding when all the health care service was left under the government.

Financial benefits: there is funds for public health professional, they feel motivated and work with moral saving human lives.

Hire of more staffs: due to geographical condition, the coverage is wide and calls for construction of more health facilities for easy access and equity. Many staffs could be hired due to availability of funds.

Specialized equipment: funds made it possible for sophisticated equipment to be purchase to be used in the hospitals. For example x-rays and cancer machines.

Supply of adequate drugs: world Health Organization today if supplying drugs to general parts of south Sudan with the availability of funds. Vaccines of dangerous diseases like polio and hepatitis A could not be controlled if funding does not exist.

iv)**Monitoring and Evaluation**

Supplemented efforts in activity monitoring of many public health projects proves possible due to funding which comes because of the NGOs. When no funds exist that means projects progress monitoring could not take place, this will mean planned projects output could not be realized.

1. Assessment in a disaster affected situation is carried out to identify the needs of the population (live serving services). When a disaster strikes, people lose their normal daily services even if is a mere displacement, the WASH services in the new location are poor than from where they left; therefore the general scope of the situation has to be assessed including the host community to avoid future tension between the refugees/displace and the host community.

(i) **General overview of the situation**

* Are people displaced from their homes?
* What are people’s coping strategies?

(ii)**Water supply**

* How much water is available per person per day
* What are the sources of drinking water used by the community for the last 30 days

(iii)**Solid-waste disposal**

* How do people dispose of their waste?
* Where are menstrual pads disposed of in the community

(iv) **Excreta disposal**

* What is the current defecation practice?
* Is the current defecation practice a threat to water supplies

(v)**Vector-borne diseases**

* What are the vector-borne diseases risks and how serious are they?
* Are there traditional beliefs and practices