**NAME: SUNDAY BENJAMIN**

**MODULE 1: INTRODUCTION TO WASH**

**ASSIGNMENT 1**

**QUESTION NO 1**

**THE ROLE OF MY COMMUNITY RADIO STATION IN ADDRESSING WATER, SANITATION AND HYGIENE ISSUES WITH REGARDS TO AUDIENCE AND WASH MESSAGES**

As a worker with my community radio station, I have to admit that Water, Sanitation and Hygiene issues have to be addressed through inspiring behavioral and attitude change amongst all the age groups in my community. This said, my radio station is placed in a central point with regards to information dissemination, regarding frequency and modes of dissemination of this information as outlined below.

1. **Audience**

As a community radio station, the following outline the ways we would apply to improve the size and the reach to different demographic denominations of the community

* Timing of Programs and WASH messages: Through timing, targeted messages may be directed to different age groups, for instance; the old and elderly listen to radio in the evening after work, the youth would listen to entertainment programs, and this is the perfect time to slip in WASH messages for the groups to benefit from.
* Initiation of age targeted programs: It is known that age groups listen to each other more often than not. Having specific programs in partnership with implementers where members of different age groups, water user groups are invited to try to focus and direct the solutions to challenges that face youth especially when it comes to hygiene. A good example is having women counsellors to discuss menstrual hygiene with the girls in the community.
* Forwarding content to more National radio stations: While competition between radio stations is something we would have to think about, hygiene and sanitation issues have no competitive bounds that competitors are not affected by them. Therefore, our radio station would disseminate this information to other radio stations with more coverage to reach a wider audience, and also generate more interest among the populace, who do not listen to our radio station. This would increase stakeholder involvement, and possibly lead to more funding for these projects

1. **WASH messages**

We hereby try to explain the way my radio station would be involved in trying to solve some Water, Sanitation and Hygiene issues.

* Jingles: It is usually rear that my radio station would be involved in the generation of WASH content on its own accord. However, in partnership with WASH Partners and Implementers, we would be involved in the creation of jingles, necessary for certain themes like say in the Global Hand Washing Day.
* Talk shows: Holding weekly talk shows with government officials like in the Department of Water, Sanitation and Hygiene, and Non-Government Organizations partners, where sanitation concerns of the communities are aired, while inviting them to air them, for the targeted people to get involved.
* Radio coverage of WASH Programs: Coverage of WASH Programs like Global Hand Washing Day, Open Defecation Free celebrations, Graduation ceremonies of hygiene promoters and water user committees is one of the approaches we would use. Reduced or no fare for these messages would be one of our biggest contributions so that even small projects would be able to get their messages across and for the community to have higher chances of change from all these messages.

**QUESTION TWO (2)**

**THE MEANING OF PUBLIC HEALTH, AND ITS KEY ELEMENTS**

In my own words, public health refers to the methods (scientific or social) that are involved with the enrichment of the health and wellbeing of the entire community. These scientific methods may range from data driven reasoning to statistical analysis, while the social methods are majorly focusing on behavioral change communication methods.

The key elements of public health are outlined and discussed below:

1. Monitor health

Being evidence based and statistical in its nature, one of the key elements of public health involve data collection and analysis to try and understand the threats and dangers to the health of the community members

1. Diagnose and invest

From the analysis of the threats to the public health, a diagnosis of the probable cause is necessary and this will follow with the development of an approach that is intended to directly counter the cause.

1. Inform, educate and empower communities

Informing and educating the public to initiate behavioral change in the community members. This is crucial in the success of any public health intervention. Through media coverage, targeted training and consistent monitoring of the behavior of the public.

1. Mobilize community partnership

Through partnership with community members like Community Service Organizations that may be engaged in training and effecting change. Health extension workers may also be engaged in this key element for effective communication in this sector that is ultimately aimed at behavioral change, and deviation from destructive norms of the community

1. Develop policies and plans

Having collected the information from monitoring the communities, the second key element for effecting public health is liaising with the government officials to update, modify and/or creating practical, context specific, financially sustainable policies that may be implemented by all the involved stakeholders of public health.

Public health involves developing and updating plans for instance on the global scale the change from the millennium development goals (MDGs) to the sustainable development goals (SDGs) in 2015.

1. Enforce laws and regulations

Having been involved in policy formulation with the government, it is still prudent to implement what has been agreed to by all the stakeholders in terms of new strategies for upcoming projects, government legislation and enforcement. In some cases, at the community level, bylaws are developed, for instance a rule for every household to own a latrine and a ban on open defecation at the village level are some of the examples of policies developed and enacted through various strategies like heavy fines.

1. Link people to the needed personal hygiene needs

Public health is a community effort where every stakeholder has to play their part in collectively ensuring that community wellness and equity is to a fair degree ascertained. A key element of public health is stakeholder involvement through stakeholder meetings that are important in coming up with ideas and strategies to enforce and act upon the developed ideas

1. Evaluate the effectiveness of interventions

Being an evidence-based field, one key element in public health activities is the evaluation of the effectiveness of the programs being implemented. This is vital and necessary to address any false assumptions that were made at the start of the activities, and improve on any future activities that need to be implemented within this sector. This iterative nature of public health is what makes it flexible and very adaptive in facing newer situations and societies

1. Research regions for new insight into public health challenges in the community

Without research for new insight into how to enable efficient and cost effective interventions, public health would be repetitive and unprogressive. A key outcome of research can be cited with the Community Led Total Sanitation that is not only cost effective but almost ensures community involvement from the start to the end of the project, while leaving the project in the hands of the community members. This is profound in enabling the safety of public health.

Through research, the technological envelope of affordable means of preventing and curing diseases is developed further and further, making implementation of public health better, and easier by the day.

In summary, the key elements of public health may be summarized through its strategies as protection of individuals from exposure to ill-health, prevention of diseases from being contracted, promotion of the state of the art hygiene practices in the community while discouraging ill health practices, prognosis which involves identifying the threats to potential outbreaks of diseases, and finally provision of treatment facilities in the event of an outbreak.

**QUESTION THREE (3)**

**THE ROLE OF INTERNATIONAL NON PROFIT /NGO IN THE SUCCESS OR FAILURE OF PUBLIC HEALTH PROJECTS IN DEVELOPING COUNTRIES**

Non-Government Organizations have a crucial role in the success or failure of public health projects in developing countries, with regards to the approach towards funding, managing and enabling sustainability of these projects. Success or failure of a project may be defined based on whether indicators like percentage change is seen in the community, and whether the project effects will have a longer lasting effect even after these organizations have pulled away from them or handed over to the government. The descriptions below detail how the role of INGOs is crucial through recruitment, training, funding and monitoring in ensuring the success of the public health projects, and doing the opposite would increase the likelihood of failure of the project:

1. **Recruiting**

* The above mentioned organizations have a role in recruiting the best talented and skilled team available to them that can be able to solve issues and respond to them timely as they arise. This is crucial as changes in implementing the project arise unexpectedly, and some projects that are based on emergency response base mostly on this trait.
* Recruitment is much more than employing skilled labor, it also ranges to selection of the right partners that can smoothly implement the activities of the project and are well known in the community for example Community Support / Service Organizations. This is key to how the public health messages are received and are conveyed to the communities, as its people who are familiar with the belief system of the communities and the right approach needed are involved
* Organization levels of recruitment are also important, that is, recruitment should not be majorly based on international recruits, as community members can play a role in achieving the targets of the project sustainably. This can range from field officers to hygiene and public health promoters.
* Outsourcing and contracting are also part of the public health projects. It is crucial that when providing infrastructure like household construction, hand dug well construction, borehole drilling and so forth, local capacity has to be engaged as part of a sustainability strategy, so that even in the absence of the INGO (International Non-Government Organization), continuity of important aspects like latrine construction become part and parcel of the community and they have no trouble with the logistical part of the project.

1. **Training**

Being a developing country, the technical capacity is usually limited in trying to develop behavioral change patterns in the community. Here below is a detail of how training may affect the success of the community.

* Training of trainers is crucial in extending technical knowledge like repair of hand pump mechanics just beyond the scope and immediate reach of the INGO staff.
* The methodology of training is also important to take into consideration. Before the training and the project is commissioned, the INGO should do a baseline survey with focus discussion groups to identify the belief systems and communication barriers amongst the different demographic groups in the community.

1. **Funding**

Being developing countries, there is limited resources for the continuity of the projects. The following are the ways that through funding the INGO can ensure that the projects are successful.

* The INGO should provide sufficient funding for an extended period of time, such that the behavioral changes expected to be seen in the community may be experienced and observed as these will lead to achievement of the project overall goals and objectives of the project.
* Intermittent withdrawal of funds towards closure of the project is important in observing the sustainability of behavioral change amongst community members. This will show if there is any tendency for back sliding within the community.
* The direction of funding is also crucial. Funding Community Society/Support Organizations that will most likely remain in the area to solicit funds in the future, and develop their capacity to be able to manage these problems is a better way of ensuring sustainability of the project.

1. **Monitoring**

It is through monitoring indicators of success of a project that we are able to know the impact of any project, given the uncertainty entailed in every new project, as the variables from one community to another in political, social, economic and technological terms are indeed quite variable. Below, find how monitoring by INGOs may influence the success of the project.

* Frequency of monitoring: the higher the frequency of monitoring visits aimed at reviewing the indicators of the success of the project activities, the more the project is able to lean towards the success of the business. This enable fine tuning of strategies that work and dropping those that do not.
* Stakeholder engagement in the monitoring process: While implementing this project, the INGO staff should aim at involving stakeholders in the monitoring process through stakeholder workshops (say monthly) that detail how the communities have been responding, and what is the follow-up action on some of the faults and successes from all parties involved. This is so great that when a project is to be handed over to final implementers (say government), there is a high chance of continuity. This should be the last part of the project to phase out.
* Policy formulation based on findings from the monitoring visits. Monitoring visits may not only be aimed at obtaining data on indicators of the success of a public health project, they should also be aimed at sharing the information with the policy makers at the funding and government level, so that better policies can be made and revised then implemented.

**QUESTION FOUR (4)**

**KEY QUESTIONS FOR THE PURPOSE OF ASSESSING LOCAL CONDITIONS, HEALTH NEEDS AND IDENTIFYING LOCAL RESOURCES IN A DISASTER SITUATION**

In the assessment of a disaster situation, speed and accuracy are a good consideration in collecting information as fast and reliably as possible to not only curb the further spread of the disaster, but also look at ways of immediately tackling and back-striding the situation. That said, the following are two key questions that I would ask in my assessment under each of the five topics below:

1. General overview of the situation

When did the first symptoms of the situation start?

Where did the first contacts of the disaster emanate?

1. Water supply

What are the nearest sources of water in your community?

What is the taste, smell and colour of the water from the mentioned sources in the community?

1. Solid-waste disposal

Where do community members damp waste within their area?

What happens to the waste after being disposed off?

1. Excreta disposal

Where do children go for open defecation?

Is there soap and hand washing facility near the point of excreta disposal?

1. Vector-borne diseases

How many people have been affected by vector borne diseases (e.g malaria) in your household?

How often do children suffer from malaria in a year and in which month are they most vulnerable?