**Assignment #1**

**WASH Diploma Course**

**Strategia Netherlands**

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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 i) audience, and ii) WASH messages?**

The media ([Television](https://www.sswm.info/water-reporting-and-journalism/reporting-water-stories-tv), [radio](https://www.sswm.info/water-reporting-and-journalism/radio-stories-water), [print media](https://www.sswm.info/water-reporting-and-journalism/water-stories-print-media), [internet](https://www.sswm.info/water-reporting-and-journalism/online-journalism-water), social media and email) play a significant role in spreading information and raising awareness on water and sanitation. They enable to influence and change public opinion and behavior on an issue. This can lead to public pressure on the local policy actors, so the media can indirectly influence decision makers as well. Furthermore, the media can play a role as an advocacy tool (WATERAID & [WSSCC](https://www.sswm.info/glossary/W#glossary-10104) 2003). Here we will focus on why and how to develop an appealing radio campaign, which reaches a wider audience than any other medium (BURKE 1999). Also, radio campaigns are a cheap method to spread information about water-related projects widely (WATERAID & [WSSCC](https://www.sswm.info/glossary/W#glossary-10104) 2003).

i**)** Audience: These are the planning steps

Step 1: Define your audience ;Whom do you want to reach your with your message? Can you reach this audience within available resource? Do you enough about your audience to select effective messages and channels of communication?

Step 2: Set clear objectives;What is your overall goal? Do your plans fit with other activities and plans in the community? Have you identified your objectives?

Step 3: Define Channels and vehicles for communication**;** which channel is the best to use for your targets?

* Raise awareness/Spread information: accessible media (Radio) with broad reach.
* Change attitudes: Radio with emotional impact.
* Model specific skills: Radio can work best due to sound and motion.
* Change public opinion: Look for news coverage via editorials, news interviews

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* Complex messages.

Step 4: effective messages: Have you chosen a message for your audience that has t the right emotional ? would you using the right message content o theme? Does the message have the right tone and the right emotional ? would you humor or fear be appropriate and effective?

Any message you choose should pass the "What? So What? Now what? Test:

* "What? "refers to the basic information being conveyed
* " So What?" Addresses the reasons or benefits for action
* "Now What?" Clearly defines some desirable and productive action.

Step 5:Implement your campaign**:** What work needs to be done? have you made a timeline ? When and how long will you run your campaign-WASH Campaign and with what intensity? When will you obtain the messages you selected in the format required? have you set out a work plan that defines required tasks, the people responsible and the timing?

Step 6: Evaluate your campaign: Does your campaign track coverage (Coverage indicators?Can you see changes in knowledge or attitudes (outcome indicators)? Are there any letters or phone calls with questions on the topic?

ii) WASH Messages: As a community Radio station: Soundbites ([WHO](https://www.sswm.info/glossary/W#glossary-9675) 2008) is the best wayto address**; w**hen you have only a few seconds in front of a microphone, you need to use memorable phrases — sound bites — that will stay with your audience long after you have left. The sound bites should capture and communicate the one key message you want to leave with the audience, if they remember nothing else.

Some sound bite examples of WASH Messages ([WHO](https://www.sswm.info/glossary/W#glossary-9675) 2008):

* 2.6 billion people (41% of the global population) lack access to sanitation.
* 88% of all diarrheal deaths are attributed to unsafe water supply, inadequate sanitation and hygiene.
* Hand washing with soap is estimated to reduce the risk of contracting diarrheal diseases by 42-47%.
* 11% increase in girls’ enrolment mainly due to the provision of sanitary latrines.

As a community radio station, to address Water, Sanitation and Hygiene issues with regard to my i) Audience , and ii) WASH messages, I can dothe following steps for the developing a Radio campaign regarding the matter.

There are lots of ways to create a radio campaign: Short on-off programs can be broadcast to highlight or explain particular issues, whereas series of programs give a longer period for the

introduction of a set of ideas (BURKE 1999). Below we can find seven different ideas how to make an appealing radio campaign for your issue, we can use one or more:

1) [Participation](https://www.sswm.info/glossary/P#glossary-9740), local and community radio (BURKE 1999)**:**Individual radio programs can be made with the direct involvement of poorer people. Most people are able to speak on radio eloquently after only minimal instruction, so community radio provides a means to voice local concerns, as well as a way to reach people with messages.

Radio is a medium that allows for almost anybody's participation. Source: RADIO FOR DEVELOPMENT (2010)

2) Soap operas and serial dramas (BURKE 1999**):**Good serial dramas and soap operas can make a considerable impact One of the key components in each case is high quality staff, with media experience and close working relationships with development specialists. The main benefit of soap operas is, that they allow the repetition of educational messages (SCHAAP et al. 2002).

3) Radio spots with traditional songs:Radio has the power to motivate people by building on oral traditions (WATERAID & [WSSCC](https://www.sswm.info/glossary/W#glossary-10104) 2003). To carry a message a radio-spot can for example rely on traditional songs as well as a composition of sanitation messages, like in the [UNICEF](https://www.sswm.info/glossary/U#glossary-9926)’s Saniya Project in Burkina Faso (SCHAAP & VAN STEENBERGEN 2001).

4) Infomercial (SCHAAP & VAN STEENBERGEN 2001): Infomercial are two-minute animations that dramatize an issue (e.g. germs) and show the audience a solution sequence.

5) Break-bumpers (SCHAAP & VAN STEENBERGEN 2001): Break bumpers are five-second messages that promote core-behavioral changes, for example, “Did you wash your hands today?”

6) Interviews ([WHO](https://www.sswm.info/glossary/W#glossary-9675) 2008): Hosts and hostesses of talk shows are almost always looking for people to [interview on radio](https://www.sswm.info/water-reporting-and-journalism/radio-stories-water/the-telephone-interview-for-radio-broadcast). Just call up your local radio station and suggest someone for an interview. Some information about interviews is listed below (WATERAID & [WSSCC](https://www.sswm.info/glossary/W#glossary-10104) 2003).

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

Public Health is the Science and art of Preventing diseases, prolonging life, and Promoting health through the organized effort of the society, organizations, public and private communities as well as individuals.

Public health promotes and protects the health of people and the community where they live , learn, work and play (Reference: American Public Health Association)

while a doctor treats people who are sick, those of us working in public health try to prevent people from getting sick or injured in the first place. we as a public health promoter, promote wellness by encouraging health behaviors.

The aim of Public health is to enhance the health of populations(Last, 1994).

Public health systems are commonly defined as “all public, private, and voluntary entities that contribute to the delivery of essential public health services within a jurisdiction.” This concept ensures that all entities’ contributions to the health and well-being of the community or state are recognized in assessing the provision of public health services.

The public health system includes:

* Public health agencies at state and local levels
* Healthcare providers
* Public safety agencies
* Human service and charity organizations
* Education and youth development organizations
* Recreation and arts-related organizations
* Economic and philanthropic organizations
* Environmental agencies and organizations

Key elements can include:

1. Focus on the health of Populations
2. Address the determinants of Health and their interactions.
3. Base divisions on evidence
4. Increase upstream investments
5. Apply multiple strategies
6. Collaborate across sectors and levels
7. Employ Mechanisms for public involvement; and
8. Demonstrate accountability for health outcomes.
9. **Public health is about partnership between the different players. Explain how the role of international non-profit/NGO in terms of**
10. **recruitment ii) training iii) funding and iv) monitoring for public health projects contribute to the success or failure of those projects in the developing countries**

International NGO role regarding public Health include:

I) Training aspect:

* They can provide assistance to develop and strengthen Local NGO capabilities and activities with particular attention to local community development groups; at all stages in the development of primary health care programs, Go's can be effective.
* They develop innovative programs placing primary health care in the context of comprehensive human development.
* Target groups awareness and health promotion.
* Social behavior change communication.
* Media campaigns.
* They expand training efforts to respond to the needs of primary health care programs, e.g. Training of health workers, supervisors, administrators, planners, etc.

Recruitment side:

* Assist communities in the exercise of their own roles.
* Recognize the essential role of woman in health promotion and in the full of community development concerns.
* Further extend their capacity to work with poor, disadvantaged, and remote populations, enabling them to break the cycle of deprivation and in this way contribute to the search for greater social justice.

Funding:

* Design and implement project specific interventions.
* Counseling services provision.
* Development, Production, and distribution of IEC (Information, Education and

Communication) Materials.

* Contribute and make fund raising for those areas in need

Monitoring:

* They conduct reviews and assessment of existing health and development programs.
* Evaluation of those conducted projects using indicators.
* Assist communities in the exercise of their own roles