**Assignment:**

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?

Ad i Radio is a very useful medium to communicate simple messages provided they are repeated often. Most people have (access to) a radio, also in isolated rural areas. Radio build on the oral tradition of (rural) populations. The message can also be understood by illiterate people. People can listen to the radio together and discuss the program afterwards. The audience not only consists of “ordinary people” but the radio programs also can reach local leaders, influencers and religious leaders.

Ad ii The messages should be short and repeated. Radio is a cheap communication medium as making a program can be done with a low budget. In general radio programs are broadcasted on national level or locally developed. Vernacular radio stations broadcast in local languages and that is important in countries with different populations.[[1]](#footnote-1) The radio station partners can invite experts like technical advisors, politicians and local community representatives to the studio to interview them or organize discussions with about WASH. Listeners can participate by telephone. Experts are not only people from ngo’s or government but also a schoolteacher, community health worker or people participating in a WASH project. The staff of a radio station can be trained so they can develop their own radio spots and promotion activities. Special programs can be developed around World Toilet Day and Global Handwashing Day. The radio reaches not only people in the communities etc but also government employees/staff. So the radio spots/program can be used for advocacy purposes also.

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

Public health is provided by governments and its main objective is to keep the population of a country healthy(prevention). In the Netherlands we have the RIVM: National Institute for Public Health and the Environment (RIVM) Centre for Infectious Disease Control. The RIVM is implementing programmes on prevention (f.e HIV/AIDS, smoking, alcohol abuse, obesitas, food security,environment) and vaccination. Another important activity concerns research. The objective of the research is to get a better understanding of certain diseases and the results can be used to develop necessary health strategies and influence government, so the necessary budgets become available. Government also plays an important role when it comes to public campaigns on f.e. abuse of alcohol, smoking etc.

In developing countries health institutions are generally weak and their budgets are small. The most common causes of death/disease are caused by contaminated water, traffic, air pollution, contaminated food, malaria and climate change’.

But in countries prone natural disasters the public health services also focus on reducing the risks and effects of those disasters like hurricanes, earthquakes and floods.

By organizing a good functioning public health system a government can save a lot of money.

1. Public health is about partnership between the different players. Explain how the role of international non-profit/NGO in terms of
2. 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

ad I When recruiting staff for their programmes ngo’s should avoid a brain drain from the ministries. Most recruiting is done locally and that is positive but in most cases. ngo’s offer better wages and labour conditions and are therefore competing with local government.

Ad ii Training is important because international ngo’s have more expertise on the different health issues and should share those with the local staff and government/ministries. This way they can contribute to the strengthening of the local health system and also to the professionalization of the health sector. Ngo’s will be present in the country during a certain period of time me and by sharing their knowledge they contribute to a sustainable health system that will continue functioning after their departure.

Ad iii Funding has a positive and a negative side. The funding makes the implementation of health projects possible but the moment the funding ends, the project also ends. So, the moment a project gets approved it is important to take this in consideration and make sure that the activities can continue after project closure (if relevant). This can be done by looking for new funds. Ideally the local governments should also be willing to invest. As soon as the development of a project starts it is important to involve all stakeholders and perform a risk analysis. The project should be planned according to expected goals and available budget. The project should fit in the national plan for say HIV/AIDS/WASH/ food security etc.

Ad iv Monitoring of the implementation of projects is always important and not only for health projects. The donor wants to know how the money has been spent. The donor also wants to know if the implementation is on track and if the amount of money is sufficient. Most projects come with e Theory of Change and indicators (output and outcome). During the monitoring process the consultants will also look at the relevance of these indicators and if there is a need to adjust them.

For a country the monitoring provides relevant data that can be used to strengthen the health sector and as reference/input for new projects. If a project is very small (including 1 or 2 villages) these data are not very relevant but linked to data of more similar projects can provide useful information.

1. Retrieved from: http://www.braced.org/news/i/?id=43c9c494-98b2-4646-8283-21b15ca2cb09 [↑](#footnote-ref-1)