**INTRODUCTION**

The media have been shown to be a primary source of health information. The media can be the best friend or worst enemy of health promotion and community development initiatives. Getting involved with the media can yield great benefits. Newspapers, television, and radio have access to different kinds of people and audiences. Your voice, and the voices of those you’re concerned with, can be made many times louder and more convincing through media attention.

**DEFINITION OF MEDIA ADVOCACY**

Media advocacy is the use of any form of media to help promote objectives or goals for an individual or communities. As media advocate championing for improved water, sanitation and hygiene practices among members of the community, I will attempt to Change the way community members look at water sanitation and hygiene to make it clear who it affects and why.

Create a reliable, consistent stream of publicity for urgent community issues and activities, including more airtime on the causes and results of water sanitation and hygiene and also bringing onboard stakeholders through personal interest stories, success stories and interviews with agency staff and former staff.

Motivate community members and policy makers to get involved. Incubate ideas about what could be done with public funding, or with government policies that addressed water sanitation and hygiene. Inform on various volunteer opportunities and publicize community-sponsored WASH initiatives that needs public input and support.

Inform the public about what really causes or contributes to public health and development issues, and educate them about the concept of a healthy community.

Recast problems such as water sanitation and hygiene as public health concerns that affect everyone, not just individuals.

Encourage professionals and community members to find out more about public health and WASH issues in general, and to get involved.

To give communities more control by letting residents who might not otherwise be heard have a stronger voice in the media. Shining the spotlight on a community can give its members the power and the desire to change the policies and situations that affect their lives.

To lobby for more media coverage of stories that will "light a fire" under other community members, so that they get involved and contribute to community-based solutions.

2. Public health and the key elements

Public health is defined as the science of protecting the safety and improving the health of communities through education, policy making and research for disease and injury prevention.

1. Innovation to develop the evidence base for action;
2. A technical package of a limited number of high-priority, evidence-based 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, and the public to effect behavior change and engage civil society; and
6. Political commitment to obtain resources and support for effective action.

3. The role international non- profit/NGO and how they contribute to the success and failures of WASH projects in terms of;

**Recruitment**

Recruitment and selection process is one of the most important function in organizations which makes a great impact on the success and also failures of a project. Recruitment and project personnel selection process is also more important than restructuring the organization.

If the number of employees in a project exceeds the need, then the organization will suffer a loss as the cost of maintaining the project increases in comparison to its finding expectations. On the other hand, if a key position is left vacant then that causes losses too as it directly results in reduced project need. Today, we need a shift from the traditional concept of hiring that treats all job vacancies equally to one that prioritizes each vacancy depending on criticality. A perfect balance of employees and work needs to be maintained in an organization. In addition, recruitment managers needs to ensure that only the most skillful and competent people should be selected for the jobs. The costs of hiring an inappropriate candidate can be enormous for an organisation

**Training**

A training program allows you to strengthen those skills that each employee needs to improve. A development program brings all employees to a higher level so they all have similar skills and knowledge. This helps reduce any weak links within the organization who rely heavily on others to complete basic work tasks. Some of the key benefits include

**Improved employee performance** – the employee who receives the necessary training is more able to perform in their job. The training will give the employee a greater understanding of their responsibilities within their role, and in turn build their confidence. This confidence will enhance their overall performanceand this can only benefit the organization.  
  
**Improved employee satisfaction and morale** – the investment in training that an organization makes shows employees that they are valued. The training creates a supportive workplace. Employees may gain access to training they wouldn’t have otherwise known about or sought out themselves. Employees who feel appreciated and challenged through training opportunities may feel more satisfaction toward their jobs.

**Addressing weaknesses** – Most employees will have some weaknesses in their workplace skills. A training program allows you to strengthen those skills that each employee needs to improve. A development program brings all employees to a higher level so they all have similar skills and knowledge. This helps reduce any weak links within the organization who rely heavily on others to complete basic work tasks. Providing the necessary training creates an overall knowledgeable staff with employees who can take over for one another as needed, work on teams or work independently without constant help and supervision fromothers.  
**Consistency**– A robust training and development program ensures that employees have a consistent experience and background knowledge. The consistency is particularly relevant for the organization’s basic policies and procedures. All employees need to be aware of the expectations and procedures within the organization. Increased efficiencies in processes results in financial gain for the organization.  
**Increased productivity and adherence to quality standards** – Productivity usually increases when a organization implements training courses. Increased efficiency in processes will ensure project success which in turn will improve the organization turnover and potential market share.  
**Increased innovation** in new strategies and products – Ongoing training and upskilling of the workforce can encourage creativity. New ideas can be formed as a direct result of training and development.  
**Reduced employee turnover** – staff are more likely to feel valued if they are invested in and therefore, less likely to change employers. Training and development is seen as an additional organization benefit. Recruitment costs therefore go down due to staff retention.  
  
Enhances organization reputation and profile – Having a strong and successful training strategy helps to develop your employer brand and make your organization a prime consideration for graduates and mid-career changes. Training also makes a organization more attractive to potential new recruits who seek to improve their skills and the opportunities associated with those new skills.  
Training can be of any kind relevant to the work or responsibilities of the individual, and can be delivered by any appropriate method.

**Funding**

the amount of funding and resources committed to a project directly affect the development and performance of any given project. Funding, strategy is needed for appropriate spending to maximize the benefit among the community members Therefore we can conclude two things: firstly, funding is needed to improve every stage of a given project secondly, it is only beneficial if regulations are in place to ensure that the funds are used appropriately to maximize their value

**Monitoring for public health projects**

Monitoring is the continuous assessment of a programme or project in relation to the agreed implementation schedule. It is also a good management tool which should, if used properly, provide continuous feedback on the project implementation as well assist in the identification of potential successes and constraints to facilitate timely decisions. Unfortunately, in many projects, the role of this is barely understood and therefore negatively impacts on the projects. Monitoring is not only concerned with the transformation of inputs into outputs, but can also take the following forms. Monitoring of project is therefore a key component in determination of project success or failure