

## 7. Hygiene promotion & communication in the aftermath of the Pakistan earthquake

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Rutger Verkerk showed the main results of a research done on the Hygiene Promotion (HP) strategy used during the earthquake in Pakistan.

The study carried out aimed to identify the main lessons learned from the actions taken in this case, by analysing the successes and failures. The objective was to do a summary of the activities developed instead of assessing the strategy. It was not an evaluative exercise.

- **Highlighted points:**
  - Factors considered:
    - Reflexion on survival behaviour: Help among the group.
    - Importance given to the affected area at governmental level.
    - Role of international cooperation.
  - Factors analysed:
    - What was it like before the disaster?
    - Time – when strategies for hygiene promotion were visible. Definition of segments – analyzed period of time (October – March).
    - Communication strategies.
    - Coordination among actors.
  - Facts:
    - Crucial role of religious leaders.
    - 21% of sanitation coverage during the emergency (governmental data)
    - When the situation is stable after the disaster the international aid is gone – difficult point considering the need of impact.
    - The methodology used for the analysis was the definition of qualitative case scenarios.
    - The combination of coordination, logistic and expertise facilitates the success of the strategy implementation.
    - In emergencies there is shock among sectors – the priorities change, the affected area becomes the main point of governmental actions.
    - When disseminating messages repetition is a key factor. To use different channels for transmitting the same message.
    - The short and direct messages are the most effective ones.