



IRC

**Assessment of Hygiene Promotion & Communication
Activities in the Aftermath of the Earthquake -
Pakistan**

Friday, 4 May 2007



Picture details: Muzaffarabad, AJK Province, IRC International Water and Sanitation Centre, February 2007.



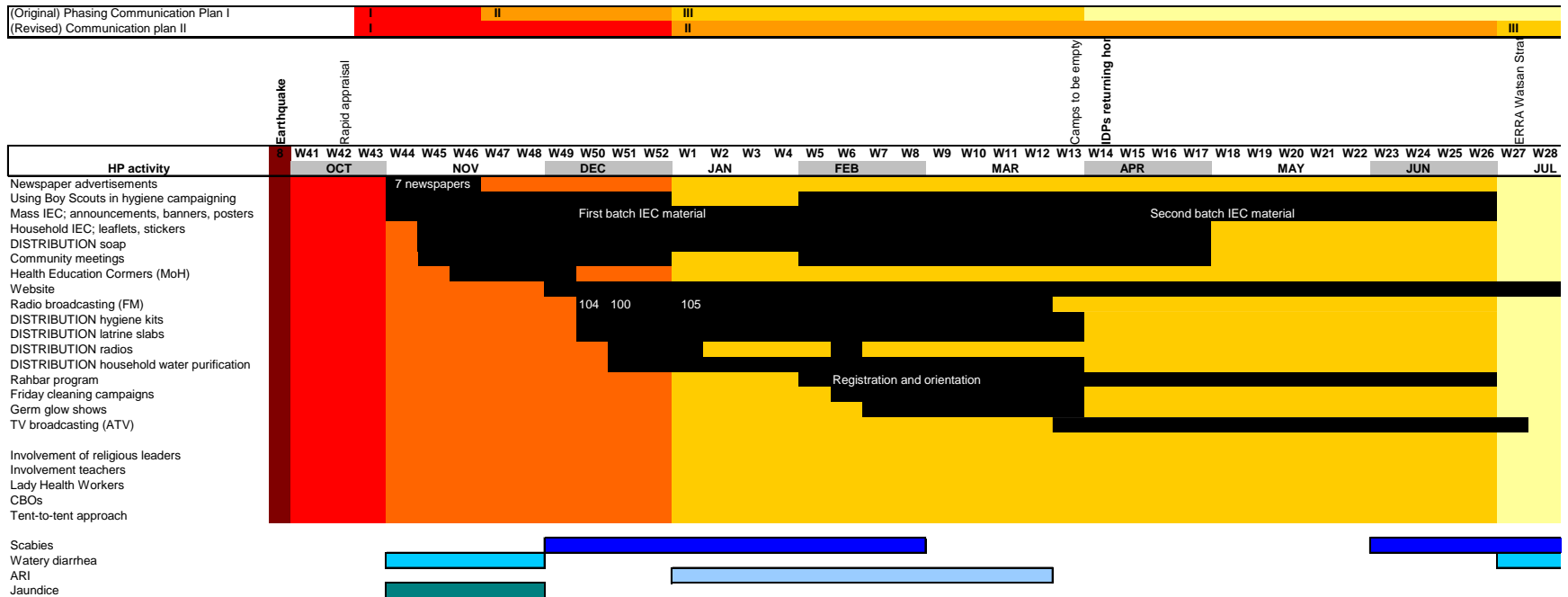
Setting the Scene

“A simple dry latrine is not a latrine. It is only a latrine when it includes a (nearby) water point for cleansing”

“Some 15 years ago, when I returned from city life, I wanted to construct a latrine but people were laughing at me. I had to argue with my father, who stated that there was enough space to defecate. Eventually, I convinced him. A latrine is more convenient, for instance when it rains or when there are guests. I paid 75 rupees for the latrine. Nowadays, constructing a latrine cost 5000 rupees and about half that price for a mud block latrine.”

No word for SANITATION in Urdu

Rough overview HP



The Hygiene Promotion Communication Campaign

Messages

- hand washing
- drink 'safe' water
 - use a latrine
- cover water containers
- personal hygiene

Products, Activities, Services

Hygiene Kit Distribution
 Entertainment programmes
 Latrines & Washing Facilities
 Health Corners
 Public meetings
 Water Filtration kits
 IEC materials
 PUR-sachets
 U-bags

Channels

Product Distribution
Mass Media: FM Radio;
 Television; Newspapers
Face-to-Face/interpersonal:
 Boy Scouts;
 Lady Health Workers;
 Rahbers; Religious Leaders;
 Camp Committees



Picture details: FGD with Women, Chattar Camp, Bagh District, taken by NWDA, February 2007

Assessment Framework

- Appropriateness +
- Relevance +
- Coherence +
- Achievable +
- Effectiveness = ARCAE = **'Success'**



Picture details: FGD with Men, Narrul Camp, Muzaffarabad District, taken by NWDA, February 2007

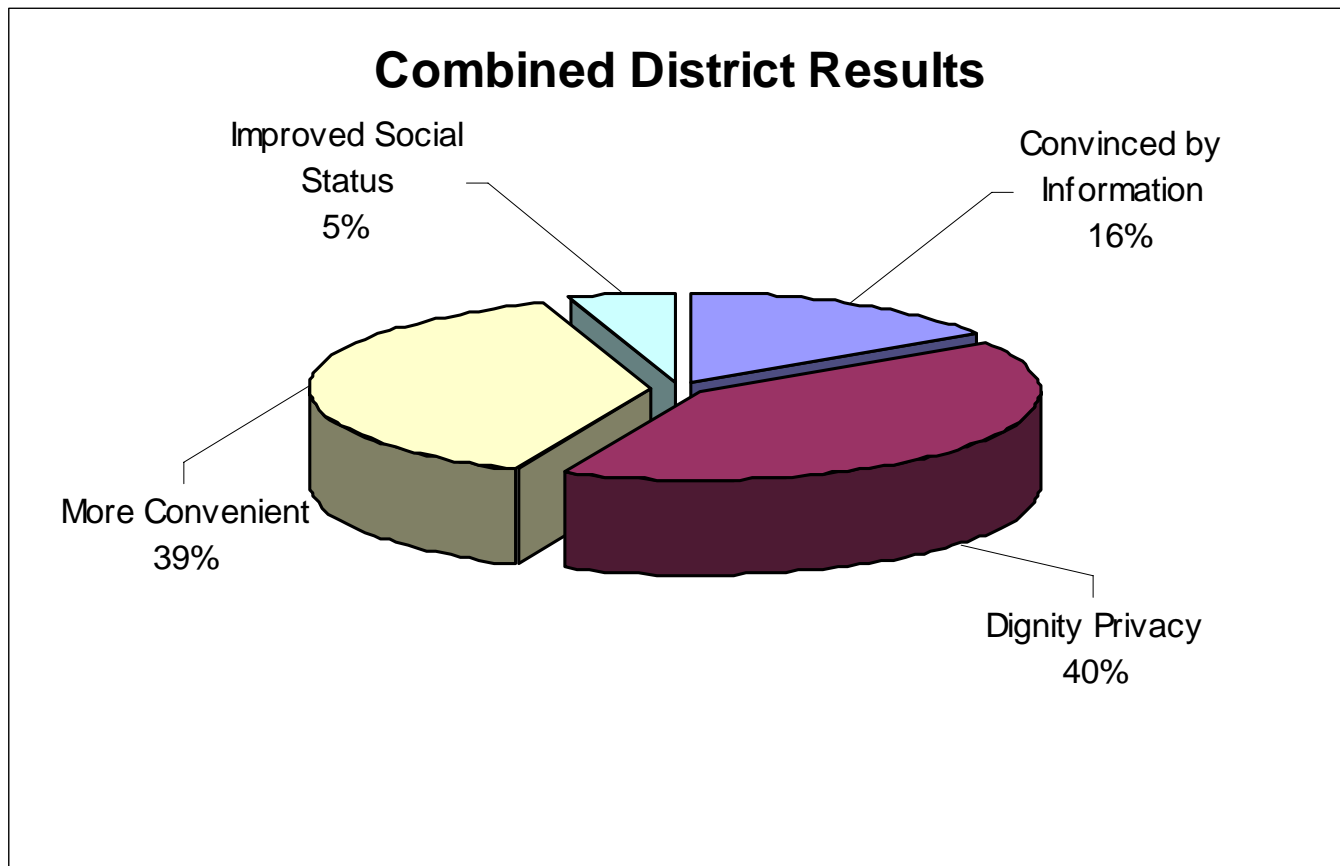
Descriptive Ordinal Scoring: Quantifying Qualitative Information

Newspapers

Options	Scores	Score
Before 8 October 2005, newspapers (local/national) were not traditionally purchased or read in this town/village.	0	
Local newspapers were traditionally purchased and read by residents of this town/village <i>but</i> , none were available in the camp/village until 1 January 2006. Those who read them only read the news, not the hygiene promotion advertisements. No hygiene messages shared with wider community.	25	
Benchmark: Local newspapers were available within one month of the earthquake. Those residents who read local newspapers regularly shared information with others in the community, including hygiene promotion messages published in the newspapers.	50	
<i>In addition</i> , local and national newspapers were available again in the camp/village by 1 st November 2005 and some residents recall the UNICEF-supported hygiene promotion messages, but not all community members heard the messages.	75	
Ideal: All women and men in the camp / village could access local and/or national newspapers within one week after 8 October and they recall the hygiene messages posted in the newspapers by UNICEF which were discussed by IPs with community members to ensure clear understanding.	100	
<i>Reason for Score/ Comment:</i>		



Reasons Households Constructed Latrines February 2007





Picture details: Women at Oxfam-supported Washing Point, Narrul Camp, Muzaffarabad District, taken by NWDA, February 2007



Messages

- **Highly relevant messages** selected based on prior experience & rapid assessment
- **Capacity to absorb messages** after traumatic event is limited to essentials
- **Standard messages** (malaria, handling snake bites) of little contextual relevance in Phase I
- Messages on **importance of face washing to reduce ARI and eye infections missing** in Phase I communication campaign

Products

- **generally appropriate and relevant** in the given context,
- **poor product quality** and **product delivery delays** experienced
- **inconsistent information and skills-sharing on appropriate product use** for IPs and end-users
- **single local language** for written instructions on product use & IEC materials in multi-lingual area

Hygiene Promotion Activities and Services

- Key to success: **REPETITION** - same message, through many & various channels
- **Emphasis on interpersonal contact** to disseminate hygiene products and promote safe hygiene behaviours very relevant & appropriate
- Boy Scouts, Rahbers and Religious Leaders **relevant as familiar traditional sources of information**
- **Risk of (information) overload** – particularly if interaction not felt a priority
- **Face-to-face approach is labour intensive** and relatively expensive



Channels

- Most relevant, appropriate and effective channels: **(FM) radio, interpersonal communication and entertainment events.**
- **Newspapers and television were less relevant and appropriate** in immediate aftermath
- TV broadcasting **effective in disseminating information** about situation **to other areas of country**
- **Timing hampered effectiveness:** TV broadcasting started when IDP camps emptied
- **Effectiveness of various channels hampered by cross-cutting factors** - coordination, programme communication between national and local level, cumbersome admin procedures, lock in MoUs, and ineffective monitoring of activities.



Hygiene Promotion Activities and Services

- **Baseline information gathering** to identify needs, practices, esp. appropriate personal hygiene products
- Facilitate **development of a simplified method, based on PHAST (?)**, for gathering BL information in early response phases
- **Greater programme coherency** for *simultaneous provision* of corresponding software (hygiene awareness) and hardware (provision of supplies, facilities).
- **Integrated programming:** hygiene, sanitation and water together, through a public health 'lens'.
- **Revise monitoring protocols and formats** for emergency WES-related activities of IPs - include qualitative feedback about project impacts, effectiveness, etc. – reduce focus on numbers alone
- Regular **sanitary surveys**, especially in closed settings (e.g. IDP camps), as part of formal agreement with IPs & monitor.

Recommendations



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Channels

Many recommendations (and ideas), amongst others:

- **Use hygiene products as channels** by clearly displaying messages on products distributed