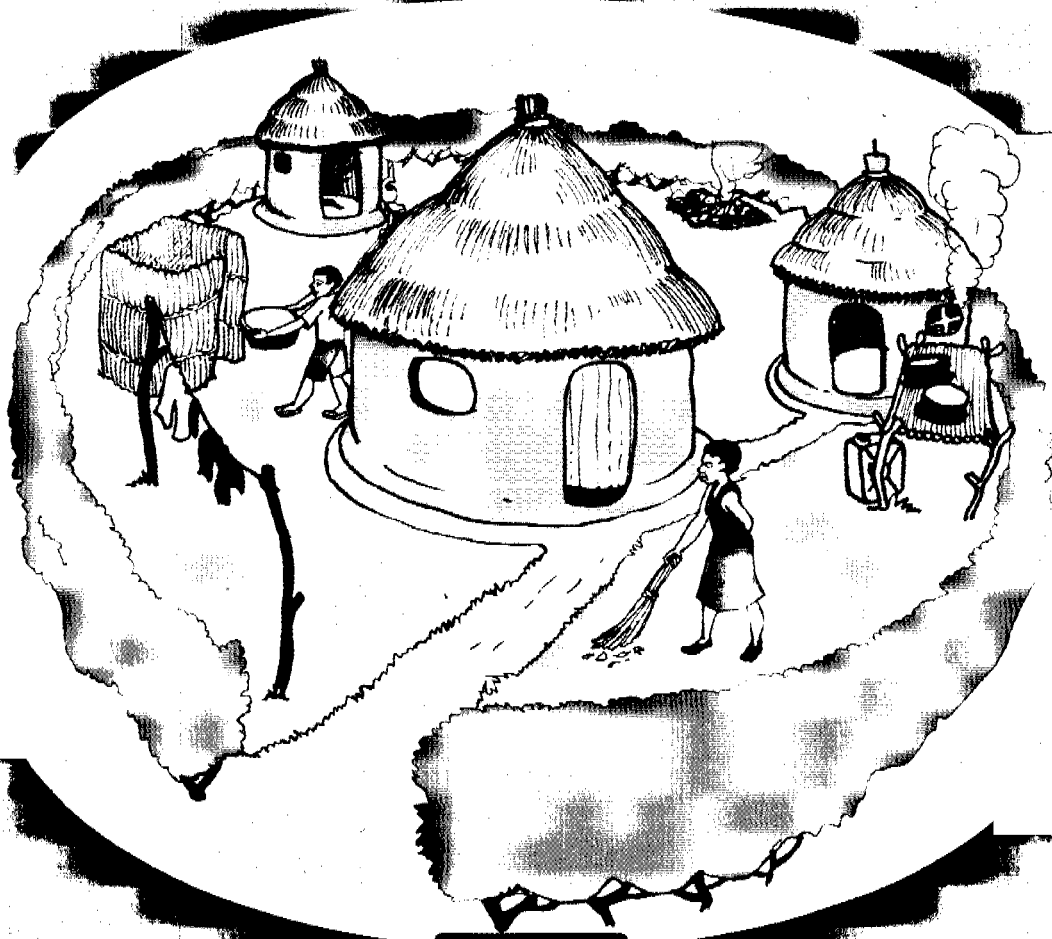


Home and Environment Improvement Campaign Guidelines

BETTER SANITATION RESPONSIBILITY FOR ALL



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What is home and environment improvement campaign?

This is a strategy to inform, motivate, persuade, educate, and involve communities to improve their sanitation and hygiene in their homesteads.

This is done through the use of an integrated approach and different strategies e.g competitions, media, home visits, drama etc.

Objective

To promote improvement of sanitation and hygiene at household level

Rationale

- Past experience shows that campaigns are effective in the promotion of sanitation and hygiene improvements in communities.
- HEIC help to concentrate efforts of different disciplines and workers.
- The competitive element of HEIC appeals to human nature.
- Increases awareness and motivates community participation.
- Uses many approaches like competition, media, home visits, drama etc.

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PO Box 93190, 2509 AD THE HAGUE
Tel.: +31 70 30 689 80
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- There are spill over effects from neighbours and secondary effects because benefits are seen by the community.
- It enhances social status of individuals and communities as they are recognised and appreciated for their efforts.
- Puts pressure on communities by fellow community members to engage in sanitation and hygiene improvement.

The scope of the Home and environment improvement campaigns

1 ***What is involved/steps***

1. Identify areas for improvement by survey/reviewing of the records, liaising with community leaders.
2. Action planning
3. Sensitisation and orientation of the community leaders
4. Launching of the campaign
5. Community mobilisation
6. Implementation of the activities
7. Follow up on progress
8. Assessment/adjudication
9. Monitoring and evaluation

2 ***Themes/ message***

Depending on the resources available the campaign may focus on a few key themes at a time or go for a holistic approach of all major indicators of an improved home. Focusing on key message at a time is encouraged because communities should not be pressured to making many

changes at a time which they may not be able to afford and which may not be their priority.

The message will depend on the problem that you want to solve. This can be established through surveys, reviewing of records, liaising with community leaders and getting opinions from other stakeholders, monitoring and by analysing reports and opinions.

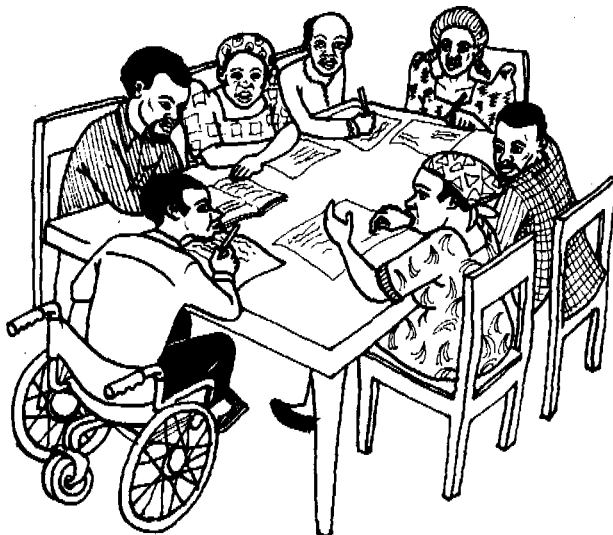
Statement of the theme should clearly show the time frame, what is to be changed and the amount of change expected.

3 **Action planning**

Planning

The DHI through CAO arranges for a meeting of leaders,

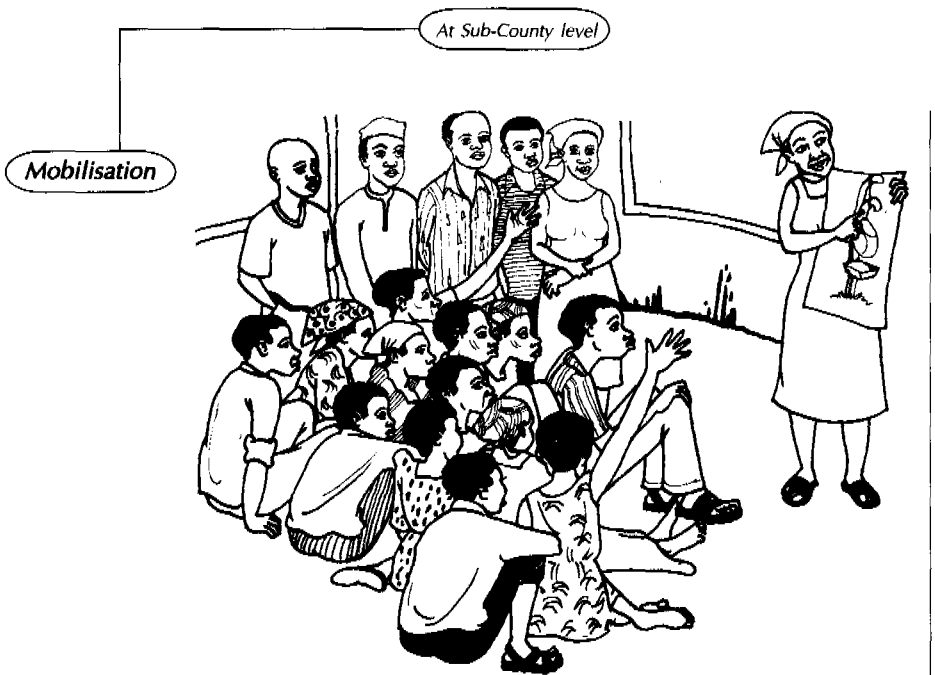
- (a) Sells the idea and lobbies for support.
- (b) Members identify and allocate roles to different relevant stakeholders.



- (c) Develop the programme/schedules which will include:
- i) theme
 - ii) activities
 - iii) time frame
 - iv) budget
 - v) source of funding
 - vi) responsible persons
 - vii) monitoring indicators

Mobilisation

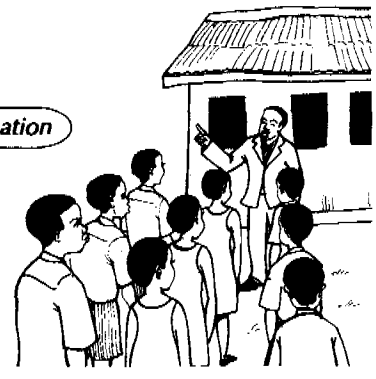
The extension staff presents/introduces the proposed idea of the campaign to the respective Local Council. The LC members and the technical staff extend mobilisation upto homestead level through meetings, rallies, announcements among others.





Mobilisation

At Village level



Mobilisation

At Parish level



At Household level

Mobilisation

Training

Select and train persons who will be responsible for assessments and monitoring. They should clearly understand their responsibilities, how to use tools developed and what parameters will be monitored. They should also be refreshed on key sanitation and hygiene messages.



4 Launching the campaign

This is an official announcement and introduction of the campaign. This is important because it helps create awareness among stakeholders and enlist their support towards the campaign.

This can be done by inviting a dignitary and important members of the community to a function where different



activities can take place like demonstrations, exhibitions, games, music, speeches. Information flyers should be produced to inform the public about the campaign.

Get press coverage by informing the press in time.

This activity should be carefully planned and budgeted for.

5 *Implementation of the programme*

1. Set up a task force that will be responsible for the organisation and holding of regular progress meetings. Organise meetings for key persons at all levels to inform them about the campaign and to set off the mobilisation process.
2. Prepare communication materials and other requirements for the campaign.

Carryout home visits to assess the progress. Give education, information and motivate the households to make improvements in their homes and environment.

3. Monitor progress using indicators developed during planning.
4. Make regular reports, ensure support, better follow up and replanning from funders.
5. At the end of the period carry out the assessment.
6. Then reward those who deserve.(individuals, villages, parishes, sub-county, districts, institutions)

6 Funding

Sources

- Local Councils
- Line Ministries
- NGOs/CBOs
- Donors
- Community

Examples of budget items

- transport
- training
- assessment/adjudication
- rewards
- periodic review
- allowances
- communication materials and forms
- launching
- drama shows
- mobilisation

7 *Assessment of Improvement and Rewarding/Adjudication*

Assessment

- Identify areas of assessment
- Develop assessment tools/forms, e.g. questionnaires/forms
- Identify, select and appoint adjudicators
- Train adjudicators
- Draw up an assessment programme with the adjudicators, this will include time schedule, materials and equipment to use.
- Carry out the assessment/adjudication
- Compile and analyse reports
- Rewarding

Rewards

- compliment
- certificate of recognition
- material rewards (sanitation and hygiene related e.g soap, handwashing facilities)

8 *Monitoring and Reporting*

Monitoring can be done by

- support supervision from district level and or health sub district
- follow up activities within the sub-county
- review meetings at all levels
- interviews

Reporting

- written reports
- photographs
- video tapes
- audio tapes
- press reports

9 Sustainability of improvements

This is the most crucial part of the campaign. Communities should be encouraged to maintain their improvements. This can be done by continuous home visits by community resource persons who have acquired skills during the period.

There should be deliberate and planned efforts by district, Health sub-district and sub-county staff to visit the communities in order to enhance the efforts of the community resource persons, encourage and educate these communities.

Make sure that the local leaders are involved and ensure that the community based information system is functional to monitor improvements. Each community should keep a record of their basic Home and Environment Improvement Campaign information.

Refresher courses for lower level Community Resource Persons can be organised to motivate, update and help sustain improvements.

10 Evaluation

At the end of the campaign there should be an evaluation carried out by external persons or in house staff. This will help assess the efficiency and effectiveness of the campaign.

Things to look out for:

- (i) Successes
- (ii) Failures
- (iii) Lessons learnt
- (iv) Areas for improvement
- (v) Gaps

These can be achieved by examining the following areas

- Effectiveness of campaign
- Management of the process
- Resources procurement and utilisation

Methods of evaluation: surveys, focus group discussions, interviews, observations, report reviews/analysis

11 Resource Persons

You can get help from:

- LCs / Politicians
- CBOs/NGOs
- Religious leaders
- Teachers/ community workers. (extension workers)
- Health trainees
- Opinion leaders
- Cultural leaders