Community Design of Hygiene Promotion IEC Materials
by Champion Families / Individuals
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Lao PDR
Presented by:

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- National Environmental Health and Water Supply Centre, Lao PDR.
- World Bank, Water & Sanitation Program - East Asia & Pacific, Lao PDR.
- World Bank, Water & Sanitation Program - East Asia & Pacific, Jakarta Regional Office.
Lao PDR’s first attempt to report on, map and pave the way forward for the hygiene sector, November 2001.

Proposes - communities can choose the kind of hygiene promotion in which they want to participate.
• Development of the Ladder of Hygiene Options

A matrix to Facilitate Informed Choice for Hygiene Promotion Program

Option 1: Hygiene Education
Option 2: Mass Media Campaign
Option 3a: School Sanitation (Education)
Option 3b: School Sanitation (Promotion)
Option 4a: Participatory Hygiene Promotion
Option 4b: Social Marketing (externally facilitated)

The Report highlighted that so far NO materials have been developed for 'informed choice' for hygiene promotion.

• Development of the Ladder of Hygiene Options

A matrix to Facilitate Informed Choice for Hygiene Promotion Program

Level of Participation

Level of community decision-making for hygiene promotion materials

Option 1: Hygiene Education
Option 2: School Sanitation (Education)
Option 3a: School Sanitation (Promotion)
Option 3b: Social Marketing (externally facilitated)
Option 4a: Participatory Hygiene Promotion
Option 4b: Social Marketing (externally facilitated)
Option 4c: Local promotion (community facilitated) by ‘champion’ families

Additional approach

‘Translating Strategy into Practice’
• Whose viewpoint?

Insider’s View (also known as ‘Emic’)
What local people themselves see and think.

Outsider’s View (also known as ‘Etic’)
The perception of outsiders, such as scientists, doctors and health staff.

Motivating factors are directly related to life in the community.

Focus on health - factors usually related to the prevention of disease.

Refer: Box 1, Page 3 of the Hygiene Situation Report
Existing Methodology* for pre-construction dialogue

- **Community Dialogue**
  - Village History Profiling
  - Village Mapping
  - Gender analysis of Tasks & Roles
  - Control of Resources in the Household
  - Decision Making in the Community
  - Hygiene Awareness Assessment
  - Identification of Community’s perception on the Routes of Transmission of Faecal-Oral Contamination
  - Local Blocking Methods of Faecal-Oral Contamination Routes
  - Analysis of Health Status of the Community
  - Prioritising of Problems of the Community

- **Informed Choice**
  - Sanitation Ladder
  - Water Supply Ladder

(*Based on PRA, SARAR and PHAST)
How does this activity link with the existing methodology?

This is a post-construction activity that links with the following earlier steps: -

- **Community Dialogue**
  - Village History Profiling
  - Village Mapping
  - Gender analysis of Tasks & Roles
  - Control of Resources in the Household
  - Decision Making in the Community
  - Hygiene Awareness Assessment
  - Identification of Community’s perception on the Routes of Transmission of Faecal-Oral Contamination
  - Local Blocking Methods of Faecal-Oral Contamination Routes
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  - Prioritising of Problems of the Community

- **Informed Choice**
  - Sanitation Ladder
  - Water Supply Ladder
IEC materials designed by communities

• Promotion of the RWSS Strategy through involvement of the communities.

• Community selects ‘champion’ family (demonstrating best attitudes, knowledge and practices in their community), who are then assisted to design hygiene promotion IEC materials.
IEC materials designed by communities

• Builds on primary benefits as perceived by the users – ‘Comfort and convenience*’.

• Supports innovative latrine design through community dialogue and informed choice.

• Supports other forms of hygiene promotion.

*Refer: MPA Study, March 2002
Advantages / Disadvantages

• Advantages
  - The process builds on the 'emic' viewpoint, it is what the local people feel is important.
  - High level of community ownership.
  - Very relevant to the village situation.
  - Encourages new skills (e.g. design, artisans) in the community.
  - Not expensive to produce the hygiene promotion materials.
  - Helps to promote 'champion' families as local resource persons who can support the district Nam Saat staff.
  - Supports informal discussion in the local area about hygiene, especially for local people who cannot read, because they can recognise the family in the photo and talk with them directly - 'they are one of us'.
Advantages / Disadvantages

- **Disadvantages**
  - Requires many visits (at present) to check the draft versions are as the intended design of the 'champion' family.
  - Reaches only small concentrated audiences.
  - Requires well-trained facilitators to support the design process.
Champion

• Usage is from a minority language - Yorkshire!

also

• verb: to fight for or speak in support of a group of people or a belief
• noun: a person who fights for, or who speaks in support of, a group of people or a belief.


• noun: An ardent defender or supporter of a cause or another person.

Champion Families
Community design of Hygiene Promotion IEC materials

Usual approach:
IEC materials have been distributed to other provinces from the Centre.
- Local people do not know or understand the people or images (often cartoons) being portrayed.

In the remote, rural area there is little understanding of or access to media
- no televisions, radio, newspapers, magazines etc.
- little exposure to marketing
Champion Families
Community design of Hygiene Promotion IEC materials

New Methodology:
IEC materials are produced within province using photographs of “Champion families” and innovative design features, and distributed from a community to other local communities.

- Village of ‘Champion’ family
- Surrounding villages
- Area with 10 Km radius
- Piloting provinces (all supported by IDA Credit)
Champion Families
Community design of Hygiene Promotion IEC materials

New Methodology:
IEC materials are produced within province using photographs of "Champion families" and innovative design features, and distributed from a community to other local communities.

VTE Pref.
Village of 'Champion' family
Surrounding villages
Area with 10 Km radius
Piloting provinces (all supported by IDA Credit)
Champion Families
Community design of Hygiene Promotion IEC materials

New Methodology:
IEC materials are produced within province using photographs of “Champion families” and innovative design features, distributed from a community to other communities (all supported by IDA Credit)
Champion Families
Community design of Hygiene Promotion IEC materials

New Methodology:
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Village of ‘Champion’
Surrounding villages
Area with 10 Km radius
Piloting provinces (all supported by IDA Credit)

Luang Namtha
Champion Families
Community design of Hygiene Promotion IEC materials

Why to do?

Enables local promotion to surrounding villages within, for example, 10 Km radius.

- All people within surrounding villages will recognise the picture of the family.
- Enables informal dialogue, particularly for illiterate people.

- Village of ‘Champion’ family
- Surrounding villages

Area with 10 Km radius
Meaning and Linkage

1. It builds on and supports other promotion methods.
2. Links to Governments policy:
   * **Central Level**: Strategies Designer
   * **Provincial Level**: Facilitator
   * **District Level**: Implementation Planner
   * **Village Level**: Implementer
3. Community choose ‘Champion family’ in the village, showing best practice for latrine construction and environmental hygiene.
4. The district / provincial staff facilitate to help the Champion family design their own IEC material such as poster, card, etc. for promotion in the local area.
Champion Families
Community design of Hygiene Promotion IEC materials

Meaning and Linkage

5. Poster contents: Major important components
   * Champion family/individual photo
Community design of Hygiene Promotion IEC materials
Meaning and Linkage

5. Poster contents: Major important components
   * Champion family/individual photo
   * Innovate design ideas
Champion Families
Community design of Hygiene Promotion IEC materials

Home-made lock

Light powered by water-driven dynamo
Champion Families
Community design of Hygiene Promotion IEC materials

**Meaning and Linkage**

5. Poster contents: Major important components
   * Champion family/individual photo
   * Innovate design ideas
   * Hygiene promotion messages
     esp. hand-washing with soap before eating and after defecation
Champion Families
Community design of Hygiene Promotion IEC materials

WASH HANDS USING SOAP BEFORE EATING

WASH HANDS USING SOAP AFTER USING LATRINE
Meaning and Linkage

5. Poster contents: Major important components
   * Champion family/individual photo
   * Innovate design ideas
   * Hygiene promotion messages
     esp. hand-washing with soap before eating and after defecation
   * Family information
     ** Family background
     ** Past sanitation situation
Champion Families
Community design of Hygiene Promotion IEC materials

Meaning and Linkage

5. Poster contents: Major important components
* Champion family/individual photo
* Innovate design ideas
* Hygiene promotion messages
  esp. hand-washing with soap before eating and after defecation
* Family information
  ** Family background
  ** Past sanitation situation
* Benefits (from the family point of view)
Champion Families
Community design of Hygiene Promotion IEC materials

Meaning and Linkage

5. Poster contents: Major important components
   * Champion family/individual photo
   * Innovate design ideas
   * Hygiene promotion messages
     esp. hand-washing with soap before eating and after defecation
   * Family information
     ** Family background
     ** Past sanitation situation
   * Benefits (from the family point of view)
   * Contribution profile
Champion Families
Community design of Hygiene Promotion IEC materials

Meaning and Linkage

5. Poster contents: Major important components
   * Champion family/individual photo
   * Innovate design ideas
   * Hygiene promotion messages
     esp. hand-washing with soap before eating and after defecation
   * Family information
     ** Family background
     ** Past sanitation situation
   * Benefits (from the family point of view)
   * Contribution profile
   * What other environmental hygiene improvements
     the family wants to make for their household/village
Champion Families

Community design of Hygiene Promotion IEC materials

Creative latrine design encouraged through Informed Choice and Community Dialogue

Using latrines together for comfort and convenience, good health and a clean environment

Mr. Theen and his family were able to choose their own style of latrine through the "Community Dialogue" process.

Contributions

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latrine equipping slate</td>
<td>Cement 1 x 50kg bag</td>
</tr>
<tr>
<td>Latrine housing:</td>
<td>1.edit</td>
</tr>
<tr>
<td>Timber planks:</td>
<td>18 planks @ 1.20 x 0.20 x 0.02 m</td>
</tr>
<tr>
<td>Timber posts:</td>
<td>16 posts</td>
</tr>
</tbody>
</table>
| Spring action test for door | Cement for door window
| Latrine roof:       | 66 x 1/2 split bamboo poles, about 2.5 m long |
| Latrine seat:       | 23 wooden timber poles x 1.5 m long |

Sanitation: To assist with the purchase of materials for the latrine and sanitation plate Current: 15kg. USD0.05 kg. USD0.05

Averages: 
- Average quality per person in this household: USD0.10
- Average quality per person in this village: USD0.12

Innovative design features:
- Thicker san planks
- Extended roof made from half rice barns for Sally area
- Electric light from water-powered dynamo
- Hybrid mode: Cement for door window

Ban Vang Va Village
Beng District
Oudomxay Province

Prepared by: Provincial Health Office, Ministry of Health and Social Welfare,
and National Health and Environment Promotion Program—Health Access and Outreach
**Champion Families**

*Community design of Hygiene Promotion IEC materials*

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**Meaning and Linkage**

6. This family can be resource for surrounding villages
   * Help to build the latrine or train other villager
   * Can receive payment for this work

7. Community promote good hygiene practices to other local communities

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Through

- Community Dialogue
- Informed Choice
Champion Families
Community design of Hygiene Promotion IEC materials

• Next steps
How to design other IEC materials using the communities ideas, beliefs and perceptions, in collaboration with other support agencies?

Children's story: Original produced by Save the Children Australia (SCA) and PADETC with support from Canada Fund. Second print run organised by SCA in collaboration with Nam Saat Central, and supported by WSP-EAP.
• **Major challenges**

- Development of this process within the hygiene ladder of options.
- Being able to completely design the materials at the village / District level, rather than the present system of dialogue and then preparing the results at the Province / Central level.
- Development of printers / distributors at the local level.
- Involving more partners in the process.
- Testing the process in other countries that have better access to and more developed media systems.
- Formalizing the process for the selection of the ‘champion’ family, e.g. using MPA.