



Water Services Trust Fund

Outline of a General Sensitisation/Education Programme and of a Health & Hygiene Sensitisation/Education Programme for Public Sanitation Facilities in Urban Areas

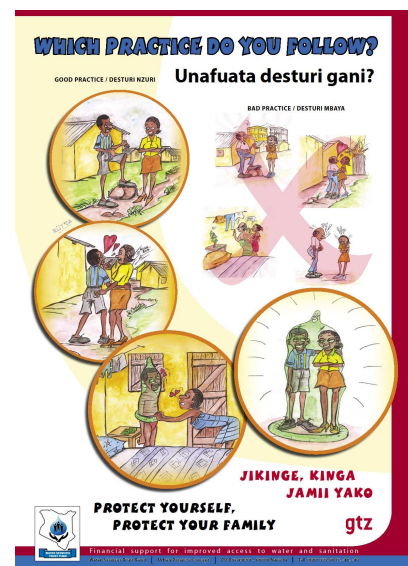
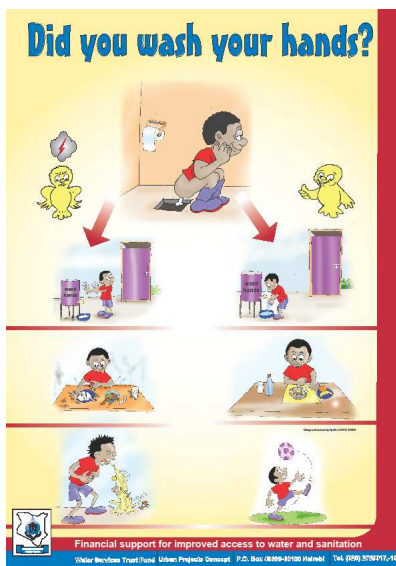


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1 INTRODUCTION

To guarantee a flawless and sustainable operation of a public sanitation facility, a well designed:

1. **general sensitisation/education** programme (see Chapter 2) and a
2. **health & hygiene sensitisation/education** programme (Chapter 3)

should be implemented in addition to the technical works. These accompanying measures should continue during the operation phase of the facility.

These accompanying measures will be presented in the following chapters.¹

2 GENERAL EDUCATION/SENSITISATION PROGRAMME

2.1 Objectives

The main objectives of the general education programme can be summed up as follows:

- Explain the customers how to use the Public Sanitation Facility (PSF).
- Create a sense for service provision at the level of the Water Service Provider and the facility Operator).
- Make customers aware of their rights , responsibilities and obligations.
- Explain that customers have to pay for the use of the PSF in order to achieve cost recovery and sustainability of the services.
- Create a sense of involvement and ownership among the residents living in the vicinity of the PSF.

2.2 Target Groups to be Reached

The sensitisation programme aims to reach the following target groups/categories:

- The Water Service Provider (WSP) in charge of the PSF (responsible Supervisor).
- The Operator of the PSF.
- The potential (future) customers of the PSF.
- The population of the area in which the PSF is located: Residents living in the vicinity to the PSF and other people who (frequently) pass by the PSF (e.g. staff and customers of nearby shops or market stalls, bus passengers, bus drivers, etc.).

All messages, media and activities should be designed in such a way that each target group or category is reached with the right messages using the right media. There will be the need to develop separate messages and activities for one specific target group.

¹ Public sanitation facilities include toilets, showers and sinks for hand washing. In this document “public sanitation facility” is abbreviated as “PSF”.

2.3 Messages

Planning (of the PSF):

- The tender of the Water Service Provider should include the sensitisation programme.

Construction:

- The residents living in the vicinity of the PSF should be informed about the project before the start of the construction works. They may be the future customers of the facility.

Operation:

- The Water Service Provider should understand how the facility and installed technologies function have to be maintained and, if necessary, repaired. The WSP should be able to explain the operation and maintenance of the PSF to the Operator.



In case the PSF is connected to a bio-digester, the WSP should be able to explain the concept and the use / recycling of products (e.g. the production and use of biogas or compost) to the Operators and other stakeholders (the Council, potential customers, the Public Health Department, etc.).

- Operators and customers should be made aware of the advantages of water saving. In case of ecological sanitation, they should be made aware of the advantages of reusing human excreta.
- The Operator should be able to provide his or her customers explanations on the use of the PSF.
- The Operator should be able to provide his or her customers explanations on the installed technology (e.g. on-site wastewater treatment). In case ecological sanitation technologies are used, the Operator should be able to explain the concept and the use / recycling of products (e.g. the production and use of biogas or compost).
- The customers should be informed which services are provided at the PSF and by the WSP and should be sure about their rights and responsibilities as customers who pay for a service (the PSF customer care concept of the WSP).
- The customers should be informed on how to use the PSF (interior and exterior).
- The customers should be informed on the tariff system and what is included.
- The customers should be informed on the business hours of the PSF.

2.4 Recommended Activities, Messages and Media

In the following table, examples of activities aimed at communicating the messages of the programme to the respective target groups are provided:

Table 1: General Sensitisation & Education Programme

No.	Activity	Message / Text	Medium	Number	Organised by	Provided by	Location	Timing
1	Information on: what is constructed, what will be provided, the importance of the project, the technology	"We (= the WSP) are constructing a public sanitation facility for you. Start of construction period is: mm/yyyy"	Metal sign board (min. 1m x 0.5m)	1 (or 2) sign board(s) (depending on PSF location & accessibility)	WSP	-	Construction site (the signboard should be clearly visible and easily readable)	<u>Construction period:</u> From the beginning until the end of the construction period
2	Information on what is constructed, what will be provided and on the importance of the project	"We are constructing a public sanitation facility for you. The project location is... Start of construction period is: mm/yyyy"	Public message (via local radio station)	2 radio messages	WSP	-	Project area	<u>Construction:</u> At the beginning and at the end of the construction period
3	Information on what is constructed, what will be provided, on the importance of the project and the tariff system	"We are constructing a public sanitation facility for you. The project location is... Start of construction period is: mm/yyyy" Objective & importance of: user involvement, tariff structure, safe sanitation, facility operation, etc.	- <u>Baraza (public meeting)</u> in informal settlements; - <u>Stakeholders meeting</u> (at bus parks & markets)**)	1 Baraza	WSP (and Operator, if available)	-	Neighbourhood in project area	<u>Construction:</u> In the middle of the construction period
Construction phase 				Operation phase 				
4	Provide Operators with information on the operation and maintenance of the installed technology	- How to become a good Operator. - How to clean the facility and how often. - What to know about the technology. -How to maintain the facility. - Impact of poor maintenance and hygiene, etc.	Standard Training Programme for Operators (based on the PSF management document)	1 Operator Training Workshop (*)	WSP	WSTF		<u>Operation phase:</u> Not more than 2 weeks before start of operation (and maybe refresh later)
5	Introduction of the PSF and its technology to the customers (e.g. the EcoSan components)	Explain the technology of the PSF. Use a slogan like: "Sanitation is coming near you, it's affordable" or: "Sanitation is everyone's business, big business, small business, let's manage it together." and "How does the technology work?"	Poster (A2) (to be developed)	1poster	WSP	-	Entrance / lobby of the PSF (maybe outside on the veranda)	<u>Operation</u>

*) : An Operator Training Workshop should only be organised if the project includes the construction of more than 2 PSFs, or if the training of PSF Operators can be combined with the training of Water Kiosk Operators. **) : Stakeholders include: market committee, local residents, stall operators, council staff responsible for the cleanliness of the bus park or market, etc..

Table 1: General Sensitisation & Education Programme (cont.)

No.	Activity	Message / Text	Medium	Number	Organised by	Provided by	Location	Timing
6	Introduction of the Operator to the customers and presentation of the <u>PSF customer care concept</u> of the WSP	Information plate showing the name of the Operator and information that PSF is operated by him/her/them	<u>Poster</u> (A4) or nameplate) (or written on the wall)	1 poster (or sign)	Operator	-	Entrance / or the lobby of the PSF, next to the Operator's shop (maybe painted on the wall)	Operation
7	Information on tariffs and business hours	Tariff: Toilet (including toilet paper and a paper tissue): KSh **, Shower: KSh ** Business hours: Mon-Fri from ** hrs until ** hrs	<u>Poster</u> (A4) (or sign) (or painted on the wall)	1 poster (or maybe painted on the wall)	Operator	-	Entrance / or the lobby of the PSF	Operation
8	Information on how to keep the toilet clean (ladies')	- Do not throw things in the toilet that do not belong there. - Dispose pads in the provided bin to avoid blocking the toilet. - Please flush after use. - Do not eat, do not litter	Standardised Poster (A4) (see Posters folder)	1 poster per ladies' toilet and 1 per toilet for disabled	WSP	WSTF	In each ladies' toilet (and the toilet for disabled) on the door	Operation
9	Information on how to keep the toilet clean (gents')	- Do not throw things in the toilet that do not belong there. - Please flush after use. - Please leave pan and floor clean, etc. do your part! - Do not eat in the PSF and do not litter	Standardised Poster (A4) (see Posters folder)	1 poster per gents' toilet	WSP	WSTF	In each gents' toilet on the door	Operation
10	Information on how to keep the urinal clean (gents')	- Do not throw things in the toilet that do not belong there. - Please flush after use. - Please stand closer, do your part!	Standardised Poster (A4) (see Posters folder)	1 poster for the gents' urinal	WSP	WSTF	Above the urinal	Operation
11	Incentive for men to target in the urinal	- Please target! (Research showed that men like to target) do your part!	Standardised sticker (see Posters folder)	1 fly-sticker per urinal	WSP	WSTF	In the urinal	Operation

Table 1: General Sensitisation & Education Programme (cont.)

No.	Activity	Message / Text	Medium	Number	Organised by	Provided by	Location	Timing
12	Information on how to keep the showers clean (as a customer)	- Do not throw things in the shower. - Do not flood the building. Do your part!	Standardised poster (A4) (see Posters folder)	2 posters (1 for each shower)	WSP	WSTF	In the shower (1 in ladies', 1 in gents')	Operation
13	General information on do's and don'ts (rules for users)	- Do not litter, do not eat inside the toilet, etc.	Standardised poster (A3) (see Posters folder)	1 poster	WSP	WSTF	1 in the lobby	Operation
14	General information on do's and don'ts (rules for the veranda)	- Do not litter, no repairing no donkeys or donkey carts, no selling, etc.	Standardised poster (A3) (see Posters folder)	1 poster (or maybe painted on the wall)	WSP	WSTF	1 on the veranda	Operation
15	Information for the Operators	Recommendations for operation and maintenance (e.g. when to clean what, etc.)	<u>Poster</u> (A4) (to be developed)	2 posters	WSP	-	1 inside the Operator shop and 1 inside the store	Operation
16	Information for WSP supervisors	How to supervise operation and maintenance, what to consider, etc.	Standardised Training	1 training workshop ^(*)	WSP	WSTF		Operation
17	Reminder flush	Please flush!!!! Flushing is helping us to keep toilets clean and free of smells	Standardised poster (A5) (see Posters folder)	1 poster next to each flush	WSP	WSTF	1 next to each flush inside every toilet	Operation

*): The WSP staff responsible for the PSF should be asked to participate in the training (workshop) for the PSF Operators. The Social- and Engineering Field Monitors should organise a special capacity building meeting for these WSP staff members.

3 HEALTH & HYGIENE EDUCATION PROGRAMME

3.1 Objectives

The main objectives of the health education programme can be summed up as follows:

- Create a sense of the importance of maintaining hygiene in PSF.
- Create a sense of the importance of hand-washing after toilet use.
- Create a sense of the importance of providing the customers with clean facilities (from a health point of view).
- Advocate the customers, the neighbourhood and also the general public to behave more considerately when using public toilets.

3.2 Target Groups to be Reached

The health education programme aims to reach the following target groups:

- Water Service Provider in charge of the PSF (responsible Zone Supervisor).
- Operator of the PSF.
- Customers of the PSF.
- The population of the neighbourhood of the PSF: Residents living in close vicinity to the PSF and other people that (frequently) pass the PSF (e.g. shop staff, shop customers, bus passengers).

All messages, media and activities should be designed in such a way that they can reach all target groups. In some cases, there will be the need to develop separate messages and activities for one specific target group. All messages and activities need to be adapted to the environment.

3.3 Messages

Planning:

- All stakeholders should be aware of health education and its link to sanitation.

Operation:

- The Operator should be aware that ensuring the cleanliness of the PSF and its surrounding is an ongoing activity and strongly linked to hygiene and health. The Operator should know how often the PSF have to be cleaned. For example, each toilet, shower and sink at least 4 times a day!!!!
- The Operator has to inspect each toilet at least once an hour and clean them if they are dirty.
- The Operator should be aware that the health education & sensitisation in the PSF is an ongoing activity.
- The Operator should be aware that in order to prevent infections but also such diseases as cholera, malaria and diarrhoea, the PSF and its direct surroundings have to be kept as dry as possible at all times.

- The Operator and the Zone Supervisor should always emphasise that customers and other neighbours (shop keepers, bus passengers, etc.), in the interest of public health, are not allowed to pollute the PSF and its direct surroundings.
- The Operator and the Zone Supervisor should be aware that it is their responsibility to sensitise customers and the community as a whole on the importance of keeping the PSF clean at all times.
- Having public education messages in the toilets can help persuade users to do their part in keeping toilets clean. In order to be effective in persuading people to do their part, a message has to be attended to, assimilated, and remembered (for future action).
- No one is allowed to wash at or near the Public Sanitation Facility except if there is a designated laundry area.
- People are not allowed to eat in the PSF. (Experience shows that organic waste and food wastes in particular are major pollutants that can also cause soak away blockages.)
- No one is allowed to wash or repair bicycles, cars (etc.), at or near the PSF.
- No one is allowed to use the veranda of the PSF as a public toilet.
- No one is allowed to dump refuse near or within the facility premises.
- Owners of donkey carts should see to it that their donkeys and carts are not polluting the PSF. Dung dropped at the PSF has to be removed by the cart rider.

3.4 Activities

In the following table (see next page), examples of activities on how to communicate the messages of the health education programme are provided.

3.5 Posters for the Public Sanitation Facility

The Water Services Trust Fund (WSTF) provides the following standardised material for the PSF health education programme in PSF (see Section 2 of this Module):

- Poster (A3): Clean toilet.
- Poster (A3): Did you wash your hands?
- Poster (A3): While in the toilet!
- Poster (A3): In the nappy room.
- Poster (A4): How to wash your hands.
- Poster (A4): The disabled toilet.
- Poster (A3): No littering and idling, please!
- Poster (A3): HIV / Aids education (Condom use).

For further information, please contact the Help Desk of the WSTF.

Table 2: Health & Hygiene Sensitisation and Education

No.	Activity	Message / Text	Medium	Number	Organised by	Provided by	Location	Timing
1	General health education campaign	Health and sanitation are important, hand washing is important, etc.	Radio message on a local radio station	1 radio message	WSP	WSTF	Project area	Construction: End of constr. period
2	General health education campaign	Health and sanitation are important, hand washing is important, etc.	- <u>Baraza (public meeting)</u> in informal settlements; - <u>Stakeholders meeting</u> (at bus parks & markets)	1 baraza	WSP (and Operator if available)	WSTF	Project area	Construction: End of constr. period
3	General health education campaign	Health and sanitation are important, advantages, hand wash is important, transmission, etc.	Flyers	200 flyers	WSP (and Operator if available)	WSTF	Project area (during baraza and in front of the construction site)	Construction: At the end of construction period
4	Health education	Health & sanitation are important, how diseases are transmitted, etc. Safe sanitation is coming near you	Standardised Poster (A3) (see Posters folder)	3 posters	WSP	WSTF	1 for ladies' area, 1 for gents' area 1 for lobby	Operation
5	HIV / Aids education	Awareness for HIV / Aids	Standardised Poster (A3) (see Posters folder)	4 posters	WSP	WSTF	1 for ladies' area, 1 for gents' area 1 for disabled Toilet 1 for lobby / veranda (maybe painted on the wall)	Operation
6	HIV / Aids education	Awareness for HIV / Aids	Condom dispenser	2 dispensers	WSP	Ministry of Health	1 for ladies' area, 1 for gents' area	Operation
7	HIV / Aids education for WSP and Operators (during general training)	Awareness for HIV / Aids and other health issues, like TBC, Malaria, etc,	Standardised Training	1 training	WSTF	Ministry of Health	Project area	Operation: At the beginning
8	Hand wash and hygiene education	Wash hands after toilet use, with soap, use paper towel, throw towel in bin, do not wet the floor, safe water, etc.	Standardised Poster (A3) (see Posters folder)	3 posters	WSP	WSTF	Above sinks: 1 for ladies' area, 1 for gents' area 1 for disabled toilet	Operation
9	Hand wash and hygiene education	Reminder: did you wash your hands?	Standardised Poster (A4) (see Posters folder)	2 posters	WSP	WSTF	At the exit of the area: 1 for ladies' area, 1 for gents' area	Operation

4 PREPARING AN ACCOMPANYING MEASURES BUDGET

After having established the elements of the **(1) general education/sensitisation programme** as well as the elements of the **(2) health & hygiene education programme** we are now able to prepare the:

- Overall accompanying measures programme.
- Budget for the accompanying measures (non-technical works).

An example of a PSF project work plan (programme) is presented in this folder.

It is important to emphasise that it is important to coordinate all accompanying measures with the planned and on-going technical works. For example, the training of the Facility Operators should not precede the commissioning of the facility by more than 2 weeks. The knowledge the Operators have acquired during their training should still be “fresh” by the time they assume their duties at the PSF.

The budget, which can be prepared after the various elements (activities) of the accompanying measures have been determined, can be presented in table like the one below. Table 3 is based upon the programme elements presented in tables 1 and 2.

The budget presented is divided into 3 sections:

- Project Administration, Data Collection & Task team Activities
- General education/sensitisation programme
- Health & hygiene education programme

Table 3: Budget for the accompanying measures

Project Administration, Data Collection & Task team Activities				
Activity	No	Unit cost (KSh)	Total cost (KSh)	Remarks
Project administration			10,000	
Data collection			10,000	
Project Task Team activities			15,000	
Total:			35,000	
1) General education/sensitisation programme				
Activity	No	Unit cost (KSh)	Total cost (KSh)	Remarks
1 Preparing the signboard	1	50,000	50,000	
2 Radio message (2 minutes)	2	20,000	40,000	2 broadcasts
3 Public meeting or stakeholder meeting	1	50,000	50,000	<i>Baraza</i>
4 Training of Operator(s)	1	75,000	75,000	
5 Tour of the treatment works	1	4,000	4,000	
6 Posters (4 types)	14	3,000	42,000	Prepared, printed & laminated
7 Name plate for Operator	1	2,000	2,000	
8 Posters provided by WSTF (6 types)	24	0	0	Laminated (A3)
9 "Target stickers" (provided by WSTF)	30	0	0	
10 Commissioning and Inauguration	2	4,000	8,000	
Total:			271,000	
2) Health & hygiene education programme				
Activity	No	Unit cost (KSh)	Total cost (KSh)	Remarks
1 Radio message (1 minute)	4	20,000	80,000	4 broadcasts
2 Public meeting	1	50,000	50,000	<i>Baraza</i>
3 Flyers (1 type)	200	100	20,000	
4 Condom dispenser	2	0	0	Provided by GoK ^(*)
5 Posters provided by WSTF (4 types)	16	0	0	
7 Drama group performance	1	20,000	20,000	
Total:			170,000	
Grand Total (1. General plus 2. Health & Hygiene):			476,000	

*) GoK = Government of Kenya

5 COMPOSITION OF THE PROJECT TASK TEAM

Considering the importance of sanitation hygiene, it is important that the Public Health Officer is a member of the Project Task Team. Other stakeholders, in addition to the WSB, the WSP, the Council and the Chief, who should be invited to become part of the Project Task Team are:

If the project is implemented at a market or bus park:

- Local (market) stall operators.
- The market committee or bus park committee.
- The persons (Council staff) responsible for cleaning the market or bus park.
- Local residents.

If the project is implemented in an informal settlement:

- Local residents.
 - Local health and hygiene oriented CBOs.
-