

IEC Guidelines for Total Sanitation Campaign - 2010

Background:

Individual Health and hygiene is largely dependent on adequate availability of safe drinking water and proper sanitation. There is, therefore, a direct relationship between water, sanitation and health. Consumption of unsafe drinking water, improper disposal of human excreta, improper environmental sanitation and lack of personal and food hygiene have been major causes of many diseases in India. Prevailing High Infant Mortality Rate is also largely attributed to poor sanitation.

Panchayats must play a key role in promoting regular usage and maintenance of toilets and for hygiene education.

Total Sanitation Campaign (TSC) emphasizes on Information, Education and Communication (IEC), Human Resource Development, Capacity Development activities to increase awareness among the rural people and generation of demand for sanitary facilities. TSC focuses on community-led and people centered initiatives. 15% of each district project outlay is for IEC activities to generate effective demand in spreading hygiene education.

Information, Education and Communication (IEC) has to inform, educate and persuade people to realize their roles and responsibilities, and benefits accruing from investing in right practices. The focus of any communication activity should be on awareness, sensitization and motivation of people to follow right hygiene, sanitation and water handling practices. IEC activities must create demand for sanitary facilities in the rural areas for households, schools, Anganwadis, Balwadies and Community Sanitary Complexes.

Community and culture specific plans are necessary to achieve 100 per cent sanitation coverage. Hence the following four broad areas need to be kept in mind while preparing the IEC strategy of the State

1. **Content:** The community should be made aware about impact of safe sanitation practices and its impact on health, water borne diseases, various aspects of safe drinking water, technologies, concept of Nirmal Gram, Solid & Liquid Waste Management (SLWM).
2. **People's Participation:** Total involvement of rural community in planning, implementation and monitoring of the programme. While designing the programme for the community need, resources and challenges have to be assessed..
3. **Transparency:** Programme should be transparent at all stages including financial matters. The village committee should display details of funds of received and utilized

at prominent place in such a manner that ordinary people can understand. This should be updated on regular basis.

Objective of IEC Campaign:

The focus of IEC campaign must be on:

1. Creating awareness, knowledge about construction and use of sanitation facilities, safe disposal of child excreta, solid & liquid waste management etc. As a result facilitate behavior change of families and communities by improving health and hygiene practices
2. Bringing awareness on various activities/ programmes of the Government of India and create demand for construction and use of sanitation facilities and leading towards achieving Nirmal gram Pruskar status in true sense of the term
3. Building capacities and strengthen skills of the Panchayat members, line department functionaries, Village Water and Sanitation Committee, Pani Samiti members, self employed mechanics, masons, school teachers and students, etc.
4. Creating an enabling environment at the national, state, and district level through strengthened coordination with partners, sustain political commitment; effective advocacy with media and other critical stakeholders for mass mobilization
5. Launching and sustaining nationwide mass media campaign - thematically, the campaign focuses on promoting personal accountability and responsibility

Features of the IEC campaign

1. An IEC strategy must be able to communicate with the people in simple local idioms which can explain the message clearly for people to understand.
2. Linkage between poor sanitation and health must be brought out for example mosquito and flies first seat on human excreta and then on food consumed by human, which in turn affects the health of human being.
3. Focusing on convincing people not to eat or drink faecal matter in an indirect manner. It must convey how open defecation and a dirty environment generate bacteria that enter the human body through vector like flies and mosquito that contaminates food and water and causes diseases.
4. It must also bring out how good hygiene practices prevent diseases by controlling birth of disease causing germs that may attack the immune system of the human body through hands etc.
5. Must inculcate personal accountability and responsibility for appropriate use of water resources, sanitation facilities and hygiene practices.
6. Must be acceptable to the people, with a strong emotional appeal that cuts across linguistic and cultural groupings.
7. Focus on children as the agents of change should be present and this be built upon during mobilization
8. Must generate awareness among the rural community about link between safe hygienic sanitation practices and its impact on life, health related problems caused due to improper disposal of human excreta, lack of personal and food hygiene and improper disposal of solid and liquid waste.

9. Must impress upon transparency in the process of implementation of water and Sanitation projects, including financial matters.

Thrust Areas: Sanitation sector

1. Eradication of poor sanitation practices such as open defecation
2. Construction & use of sanitation facilities
3. Low cost technological options in sanitation
4. Safe disposal of child excreta
5. Sustainability of the programme especially in NGP awarded villages
6. School and anganwadi sanitation
7. Solid and liquid waste management
8. Ecological sanitation as a technological option
9. Operation and Maintenance of sanitation facilities
10. Gender specific sanitation issues (women)

Guidelines for implementing IEC Campaign:

1. For effective implementation of the IEC campaign, the following issues needs to be understood clearly:
 - It is necessary to understand whose behavior (*target group*) needs to be changed
 - Which behavior pattern needs to be changed and in which direction
 - Specific messages should be given to specific groups
2. Hence it is necessary to know:
 - What do people already know and do in terms of water and sanitation facilities
 - Their perception regarding health and hygiene aspects
 - How do they define safe water, sanitation, health and hygiene
 - How much importance do they attach to safe drinking water and basic sanitation facilities
3. IEC campaign should focus on Behavior Change Communication (BCC), Inter Community Communication (ICC) and Inter Personal Communication (IPC). Involvement of different implementing agencies is required in order to motivate the users in planning and implementing of the project.

Target Audience:

Since the focus of the communication is household and schools awareness, sensitization and motivation to follow proper hygiene, sanitation two types of audience are identified who are stated below:

Primary Audience: Children, women, men, youth, adolescents (especially girls), differently abled & elderly persons

Secondary Audience: PRI, village motivator, key opinion leader, government officials, teacher, health worker, policy maker & religious leader

Religious and other local leaders are important to a campaign like Total sanitation Campaign. All out efforts must be made to spread awareness on sanitation health and hygiene through the talks of such leaders in social gatherings.

Implementation Plan:

A proper documentation based on the above needs to be developed well before start of the financial year and be approved in the relevant committee i.e.. SWSM/DWSM/VWSC etc. The same should be followed during the implementation for effective IEC campaign. Following key points should be considered while implementing the IEC campaign:

1. To understand basic information about the target audience and their felt needs, problems and service available
2. Preparation and up-gradation of specific IEC strategy and activities for different stakeholders. This may be flexible and can be modified as per actual requirements.
3. Activation of Village Water Health and Sanitation Committee (VWHSC)
4. Intensive use of motivators and natural leaders for door to door campaign for brining desired behavior change in the community
5. Conducting focus group discussion to understand needs, challenges and perception of the community about the programme and
6. Monitoring and evaluation of the IEC by end use monitoring etc.

Role of Panchayats suggested activities:

Panchayats are frontline of implementation and have a key role in ensuring that safety standards are being met with all components of TSC. Some of the prime role and responsibility of panchayats in awareness generation is as below:

1. In Gram sabha meeting plan the strategies to stop open defecation and for making clean village. Set some rules for those who disobey including impose of fine
2. Panchayats must focus not merely on construction of infrastructure but also maintenance and usage of sanitation facilities
3. Panchayats should identify and list out the number of household wherein the construction of toilets is left out. Develop a separate list of families who falls under BPL category
4. Plan the strategy for the material required for the construction of infrastructure
5. explain the family about importance of sanitation and its impact on health through door to door contact on a frequent basis
6. Talk repeatedly about toilet usage with the community in Gram Sabha, jansabha and in various public gathering meetings
7. Involve motivator, NGO, youth group, women , elderly person, teacher, school children, anganwadi worker, health workers, religious and local leaders etc. for awareness generation
8. Make use of various nonconventional medium for awareness generation such as street play, sports, fair, mobile van, rallies
9. Use various printed IEC materials like posters, booklet, leaflet etc. to explain the toilet construction

10. Train the community and masons about toilet construction
11. Involve women Self Help Group in toilet construction
12. Utilize the funds available with panchayat for school toilet construction and appointment of cleaner for maintenance of school toilet
13. Develop the strategy for solid and liquid waste management of the Gram Panchayat
14. Ensure the availability of dustbins for the disposal of solid waste
15. Construct drainage lines, stabilization pond/ soak pits for liquid waste management
16. Form the vigilance committee for ensuring the proper disposal of solid waste in dustbins apart from motivating beneficiaries for behavior change
17. Focus on sustainability and continue the campaign till the time people are themselves willing to construct, use and maintain toilets
18. IEC momentum is kept up till all household sustain practices of not defecating in open and keep village clean.

Stakeholders to be involved at various levels:

Following stakeholders must be extensively involved in the IEC campaign at each stage.

Village level	Block Level	District Level	State Level
Panchayati Raj Institutions (PRIs)	School children & teachers	District Water & Sanitation Committee	Communication Capacity Development Unit (CCDU)
School children & teachers	Anganwadi & health workers	School children and teachers	Public Health & Education Department (PHED)
Village Water Sanitation Committee (VWSC) /Village Water Health & Sanitation Committee (VWHSC)	Youth groups like NSS, NYK and scouts	Anganwadi & health workers	Key Resource Center
Anganwadi & health workers	Block development Officers (BDOs)	Media	Support organizations
Social workers, religious leaders, local political leaders etc.			Media
Non Government Organizations(NGOs)			
Community Based Organizations(CBOs)			
Youth groups like NSS, NYK & scouts			
Self Help Group (SHGs)			

Fund Utilization:

Each project district should prepare a detailed IEC Annual Action Plan by February of the preceding financial year, with defined strategies to reach all sections of the community. The Annual IEC Action Plan should be duly approved by the District Panchayat (or the DWSM where such bodies are not in existence). The Communication and Capacity Development Units (CCDUs) set up at the state level must support the districts in developing a good IEC plan and also in implementing it.

For effective dissemination of the IEC material, funds may also be provided under this component to blocks and gram panchayats for execution of works. They may take up such activities like engaging local NGOs for interpersonal communication; selecting motivators; executing works like wall paintings, street plays etc. The development of such material executed by the panchayats may be standardized by the district or the CCDU.

Suggested IEC Activities at different levels:

Apart from regular IEC activities some of the effective IEC strategies are suggested for various levels are placed at Annex-I.

ANNEX-I
IEC Activities Matrix in order of priority

S.No.	Suggested Activities	Level			
		State	District	Block	GP /Village
1	Convening meeting of Gram Sabha				√
2	Meeting of SWSM, DWSC & VWSC to prepare & review action plans, methodologies and effectiveness of IEC campaign	√	√	√	√
3	Use of community led approaches in identifying the problem areas and intervention needed		√	√	√
4	Partnership with other line department programmes such as NRHM, SSA, ICDS etc.	√	√	√	√
5	Conducting focus group discussions and household level interaction		√	√	√
6	Exposure visits to GPs & districts within and outside States	√	√	√	√
7	Health-walk especially for women and children		√	√	√
8	Involvement of NSS, NSC, Scouts and Nehru Yuvak Kendras (NYKs)	√	√	√	√
9	Calling women baithak (meting) to discuss issues on health, hygiene, water, sanitation facilities etc.			√	√
10	Using children as communication agents to spread the awareness about health and hygiene		√	√	√
11	Name plate in schools displaying names of students who are member of swachatta club. Formation of Swachatta Club by involving students as in charge of the club			√	√

12	Development of School kit that includes behavior posters, leaflets for children and parents , leaflet for teachers and hand washing poster	√	√		
13	Organizing essay competition on health and hygiene among school children	√	√		
14	Certificate of good habits for maintaining personal and environmental hygiene to students by schools on periodical basis		√		
15	Shramdan in schools on weekly bases with supervision by teacher and principal. Shramdan activities like cleaning of water sources, water collection utensil, cleaning school campus, cleaning of sanitation facilities and maintenance of personal hygiene			√	√
16	Distributing daily activity chart on good and bad habits to students to monitor at least 5 houses on weekly basis				√
17	Awarding school with best health and hygiene education	√	√	√	√
18	Message printed on inside and back cover pages of free textbooks and notebooks	√	√		
19	Celebrating National and International days such as world water day (March 22 nd) World Toilet Day (November 19 th) Hand washing Day (15 th October or as modified) World Women's day (March 8 th) Environment day (June 5 th) etc.	√			
20	Participate in Republic Day parade through tableau or facilitation of PRIs, schools, motivators, students and other stakeholders for best performance in various schemes	√			