



An approach to create  
Awareness for improving  
Water and sanitation facilities  
Policies, processes approach and  
Capacities to serve community

**DOOR TO DOOR  
AWARENESS CAMPAIGN APPROACH  
ON  
SAFE DRINKING WATER & SANITATION**

**AN APPROACH THAT WORKS  
FOR COMMUNITY**

*Ghaziabad, Uttar Pradesh, India*

*31<sup>st</sup> March & 1<sup>st</sup> April 2012*



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# At the heart of this research campaign lies an approach to shift the behavior of people in creating clean sanitation community and ways of obtaining safe drinking water

## Executive Summary

People living in urban slums falling to diseases by problems arising from all the quarters of life, whether it is unhygienic food infested with flies and insects or unsafe drinking water draining out days & night from the clock of their life.

One such place lying in the by lanes of upscale commercial area Kaushambi, Ghaziabad known as Bhowapur Village remain unheard for many years.

Most of the people living here are migrated from different parts of the country and lives as tenant's. They became sandwiched between the walls of 6 by 8 ft dimension with poor sanitation and water.

HEEALS working in health, environment and education for the downtrodden, under privileged, marginalized and unaware section of people in society with motto of "It's Our Fundamental Right to Have Safe Drinking Water & Sanitation", conducted a Door to Door Safe Drinking Water and Sanitation Awareness Campaign and Survey in Bhowapur Village and comes out with heart wrenching facts.



Map description showing the targeted district Ghaziabad of Uttar Pradesh, India

About 95 % of tenant living in the so called "Chawls" are drinking salty water directly from source without boiling or passing it through any filtration process, making the lives of children and pregnant women prone to water borne diseases. With open drains filled with dirt & filth and no place for the drains to go, over flowing drain sometimes comes into the houses of people .During rainy season situation becomes bad to worse, water enter into the rooms and houses, and mix it with drinking water source and place where they wash their utensils, letting the bacteria and viruses entering into their food chain. Everywhere there is a lack of proper drainage system.

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*Heeals Campaign Report 1*

### Objectives of the Campaign

We started a campaign on Safe Drinking Water & Sanitation. We want to run our campaign at the same level as that of polio campaign, if we can eradicate polio from our country, then we can also help people in getting safe drinking water and sanitation facilities. And help in keeping check on water born disease.

Heeals conducted a baseline door to door campaign on Sanitation and Safe Drinking Water. The primary purpose of the door to door campaign was to gather and make available information from target populations to be used in project design and implementation, to help define strategies, policies and appropriate health messages for the targeted communities in the area .To help designing workshop, training modules and working plan for the sanitation and water awareness team in the region.

An increase in the knowledge and change in practices of drinking water, household practices of water filtration , sanitation practices in home and community are anticipated by the end of the project as result of campaign interventions. The second purpose of the activity "Door to door campaign" is to take out the maximum information from the community to know about the different practices prevalent in the community, to know about the living conditions, health condition, sanitation and water condition of the targeted area.



*Poor & Unhygienic Condition of Toilets*

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### ***Poor & Unhygienic Condition of Toilets***

#### ***Heeals Campaign Report 2***



## Campaign Summary

Door to Door Sanitation campaign was conducted on 31<sup>st</sup> and 1<sup>st</sup> of April 2012 on the basis of the survey conducted by the Heeals team on 24<sup>th</sup> & 25<sup>th</sup> March 2012.

Heeals team came out with the eye opening figures which show us that most of them were living in unhygienic conditions.

Many people were unaware about hygiene practices, for example water filtration processes, community hygiene and home cleanliness etc.

Heeals noted down these problems and planned a targeted campaign on the problems faced by the families and individuals of the area. The campaign was assigned and planned in a manner to provide the basic awareness to the affected community. A door to door campaign was conducted to reach each family in the targeted areas. Door to door was planned to provide the awareness and information to each family personally by the Heeals Team. The information is provided verbally and through pictorial diagrams regarding the community and home cleanliness, water cleaning processes, hygienic sanitation practices and proper ways of hand washing.



*Heeals Campaign Report*

### *In Images:*

*Heeals volunteers creating awareness among the people about safe drinking water and clean sanitation conditions.*

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*Heeals Campaign Report 3*

***In Images:***

***Heeals volunteers creating awareness among the people about safe drinking water and clean sanitation conditions***

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## What Has been the Approach

### So Far?

Traditionally, sanitation programs in the region have focused on providing toilets, usually on a subsidized basis, rather than on motivating their usage.

Evidence now overwhelmingly points out the fact that providing subsidized toilets does not necessarily lead to enhanced usage or ensure behavior change for all the households or the entire community.

The focus mostly remains on construction of toilets in rural areas either directly by the government or by providing a high level of subsidy to beneficiaries. In India, till recently, the national government provided financial assistance to identified poor (below poverty line) families for constructing toilets of a specified design. In addition to this assistance, many state and provincial governments across the South Asia region had introduced their own schemes of providing subsidy, often covering an even wider segment of the population. For example, in Bangladesh, early initiatives in sanitation focused on the distribution of fully-subsidized sanitation hardware.

Programs and projects always restrained there self from creating awareness regarding the basic issues of sanitation and clean water. Programs didn't try to push the things inside of the home; instead they are trying a more pull strategy.

They are creating the arena but not telling the community how to fight in that arena, we need to emphasize on these aspects that people still are unaware of many things which they can easily use to make their life easier.

### Campaign Approach

Our task is to spread the awareness among rural and urban slums areas which are near to NCR Region then go to interior parts of the country. We create awareness among them by telling them how they can purify water by boiling, filter, putting cloth on tap etc. And also encourage them to make toilets in their home. We want to stop open defecation and also encourage them to make "community toilets".

Heeals team conducted a two day campaign in the Bhowapur Village and Kaushambi slums area started on 31st and finished on 1st April 2012. Heeals team divided into six group's .Each group consisting one male and one female and one supervisor to supervise them. Each group allotted thirty families to target; all six groups were divided into six different locations of the target area.

We have applied push approach in the campaign where instead of calling people in to our knowledge space, we have pushed that knowledge space in to there homes through our door to door approach. Through this method we were able to interact with each family individually, so that we can understand each of their problems and issues to the core.



*Heeals Campaign Report*

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*Heeals Campaign Report 4*

## Bad sanitation practices and un safe drinking water creating breeding grounds for diseases

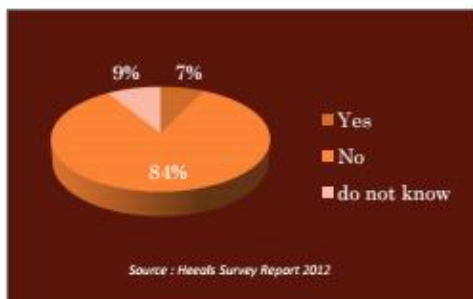


### Key Issues

#### Bad sanitation practices and Un safe drinking water creating breeding grounds for disease

Heeals Safe water & Sanitation survey led us to know that there are many problems arising in the area which remains unaddressed for many years and nobody has bothered to address them to help the needy in the area.

It has been find out after the "Heeals Survey Report 2012" that around 84 % families in the area do not know about any government scheme running in the area on safe drinking water & sanitation.



Only 7 % families know that there is a scheme running in the area regarding on safe drinking water and sanitation or has been there in the past. This shows the lack of awareness among families in the area regarding the schemes, it is not that people does not wants to know about the schemes it's just that good efforts are not made to reach the communities.

#### Can Health Outcomes be Achieved if Only Some Households Use Toilets?

It has been observed that even where higher access and usage of sanitation facilities by several households has been reported, improved public health outcomes have not necessarily been achieved. This is because even if some people still continue to practice open defecation, the surroundings are not free from fecal contamination.

Public health outcomes can be achieved only when the entire community adopts improved sanitation behavior, the area is 100 percent open defecation-free, and excreta is safely and hygienically confined. This is possible only when the collective is made aware of the negative effects of poor sanitation, sensitized about the fecal-oral transmission route, understands the link between sanitation and health, abandons the traditional practice of open defecation forever, and every member of the community has access to, and uses a, sanitary toilet ensuring safe disposal of fecal matter.



People using same water storage for Washing, Drinking and Bathing purpose.

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*People using same water storage for Heeals*

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**“Sanitation is more important than independence.”**

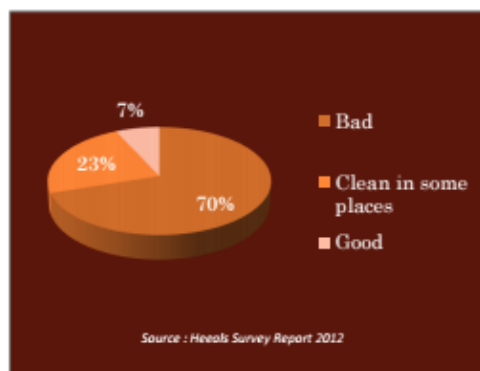
– Mahatma Gandhi

DOOR TO DOOR  
AWARENESS CAMPAIGN  
ON SAFE DRINKING WATER  
AND SANITATION

About 60 % people use shared toilets and still 27 % of the population goes outside for defecation, which clearly shows a big question mark on the cleanliness of the toilet. The lack of awareness regarding the cleanliness of toilet and its adjoining area leads to open defecation and diseases.

Improper garbage disposal, throwing away the household garbage on roads & streets, which leads to heap of garbage in the area. Use of plastics bags making the condition worse, they choked up the drains and sewage system, which leads to do manual scavenging. “Manual Scavenging is the biggest dehumanizing activity. Poor sanitation facilities lead to this practice, by improving the sanitation facilities we can eradicate this practice as even machines can’t clean the choked pipe lines”

When we asked the public on the cleanliness condition of the village.



*About 70 % people told us that there area is in extremely bad condition and only 23 % see cleanliness in same places with 7 % of the surveyed population does not find anything bad about cleanliness”*

*Heels Campaign Report*

### **Biggest Dehumanizing Activity**

“We have to end the biggest Dehumanizing Activity called Manual Scavenging”

The Employment of Manual Scavengers and Construction of Dry Latrine Prohibition Act in 1993 was indeed to give some relief from this activity, but still nothing has done to eradicate this practice. Tens of thousands of people are engaged in Manual Scavenging.

There were 118474 Manual Scavengers or their dependents which are identified in under the self employment scheme for rehabilitation launched in 2007.

One of the difficulties in eliminating this activity is lack of Proper Sanitation Facilities in Rural India and urban slums. There are poor Sanitation Facilities in these places. People are still using dry latrines which encourage Manual Scavenging. We have to stop the dry latrines practices and help them in making Proper Sanitation Facilities.

There are no sewerage facilities in rural areas, Urban Slums are also not touched by proper sewerage facilities .Still workers manually clean the septic tanks, “these septic tanks are becoming death tanks for the workers”. It is full of many poisonous and dangerous gases, many people are died by inhaling poisonous gases and many of them going to die if we would not stop this Dehumanizing Practices.

Many of them are the sole bread winners of their families .These dependents were force by social and economic conditions to come into these practices to feed their families. Most of the Manual Scavengers belongs to SC & ST, last year MHA (Ministry Of Home Affairs) told to all states that engaging or employing a member in SC or ST in manual scavenging fall within the ambit of SC & ST prevention of Atrocities Act, but there is no record of any one being convicted under this Act. Source: figures taken

<http://m.thehindu.com/opinion/editorial/article3371382>.



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## *Heeals Campaign Report 6*





## Open Defecation

**In addition to using toilets, people and families still defecate in the open.**

Recent studies of statewide sector assessments in India show that most people continue to defecate in the open not due to a lack of access to toilets, but primarily because they see no reason to change their behavior and does not aware about any associated health risks .

It has been observed that even where higher access and usage of sanitation facilities by several households has been reported, improved public health outcomes has not necessarily been achieved. This is because even if some people still continue to practice open defecation, the surroundings are not free from fecal contamination.

One of the biggest reason people given for defecate in the open in spite of having toilets in their homes, is the lack of awareness in keeping their toilets and the nearby premises clean and free from filth and garbage. Families and households know the ways to keep it clean but often ignored to clean the toilets and nearby areas, which in the end leads to rise of diseases and health issues. A hard hitting, to the core campaign, is required to change the behavior and raise the awareness level of the families and people. Heeals team has uses IEC materials such as Community cleanliness poster, house cleanliness and hand wash poster; through the pictorial description, we have shown them how they can keep their toilets, surroundings and home clean and safe from diseases and health problems.

Pictorial description has been used to create maximum impact in the mindset of people as they can see the pictures and relate with them very easily.

According to the "Heeals Survey Report 2012" it has been found out that in urban slum areas like Kaushambi and Bhowapur 50 % people go out to defecate and biggest reason they gave for this is the unhygienic condition of the toilets and the bad condition in which toilets are running. These factors encourage people to go out and defecate.



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*Heeals Campaign Report 7*

## Garbage Disposal & Sanitation

From our campaign We found out that there is lack of garbage disposal practices , absolute improper waste management practice is prevailed , we found that e -waste, clinical waste ,biological waste ,household waste etc are disposed on the same place , cows and other cattle are eating these garbage which effects them with poisonous substances.

Rag pickers are very prone to deadly diseases as they deal with poisonous chemical substances due to improper sorting and disposing of garbage.

There is an extreme need to make people aware about the ill effect of using polythene bags. Use of polythene bags not only affects the environment (due to its non biodegradable properties) but also affects the health of people who carry food, vegetables, baby products and other consumable items in the colored polythene bags. These chemical mixes with food items enter into the body affecting the health with major diseases and health problems.



An effective communication need to reach each family and community, so that they can understand ill effects of the improper disposal of garbage, polythene bags, effective use of dustbins and optimal use of non-biodegradable products and discarded items. This can only be achieved if a heart hitting communication plan is implemented, which can change not only behavior of the community and families but also the mindset in which they deal in such things.

### Does Subsidized Construction of Toilets Lead to Usage?

While investment in toilet construction through the provision of generous subsidies for hardware to households has, to some extent, increased the reported coverage of sanitation in the region, subsidy-driven programs do not generate motivation for use of the facility. Indeed, subsidized toilets are often not used and lie abandoned, or are being put to alternative uses.

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**"The shortage of fresh water is the major ecological problem of this moment".**

-Mikhail Gorbachev

DOOR TO DOOR  
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## General Cleanliness

### Half of the surveyed population does not know the right way to wash their hands

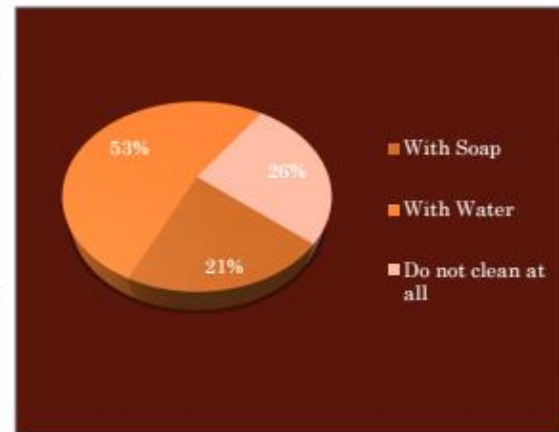
General cleanliness is one of the biggest weapon human being has since eternity to protect himself from the evil side effects of diseases, health problems etc.

During our campaign we have greatly emphasized on the big benefits and good effects of hygiene and cleanliness. Heeals carried the pictorial posters depicting the right way of hand washing, where team members has shown them as how they can properly carry out the process of hand washing, after this we have provided them with hand wash poster for their future use .

The good thing we came to know about the families in the Bhowapur and Kaushambi area , that they were very particular about there bathing and washing clothes and always used to take strict measures to follow those measure.



As came out in the Heeals Survey Report 2012 , around 53 % people are not using soap to wash their hands, where as 72 % people has told us that they do not use soap before and after food to clean their hands , they wash only with plain water. It shows us that families are unaware in benefits of cleanliness.



We have created awareness regarding the same to showcase them why it is important to wash hands with soap, not only before the meal but also after the meal. Also told them why it is important to wash their hands each time they urinate and defecate .We have used pictorial diagrams such as F diagram ,which shows how bacteria and viruses can enter into food chain & body and how they can gave rise to deadly diseases such as typhoid, cholera etc. This can even take the lives of infants and children.



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*Heeals Campaign Report 9*