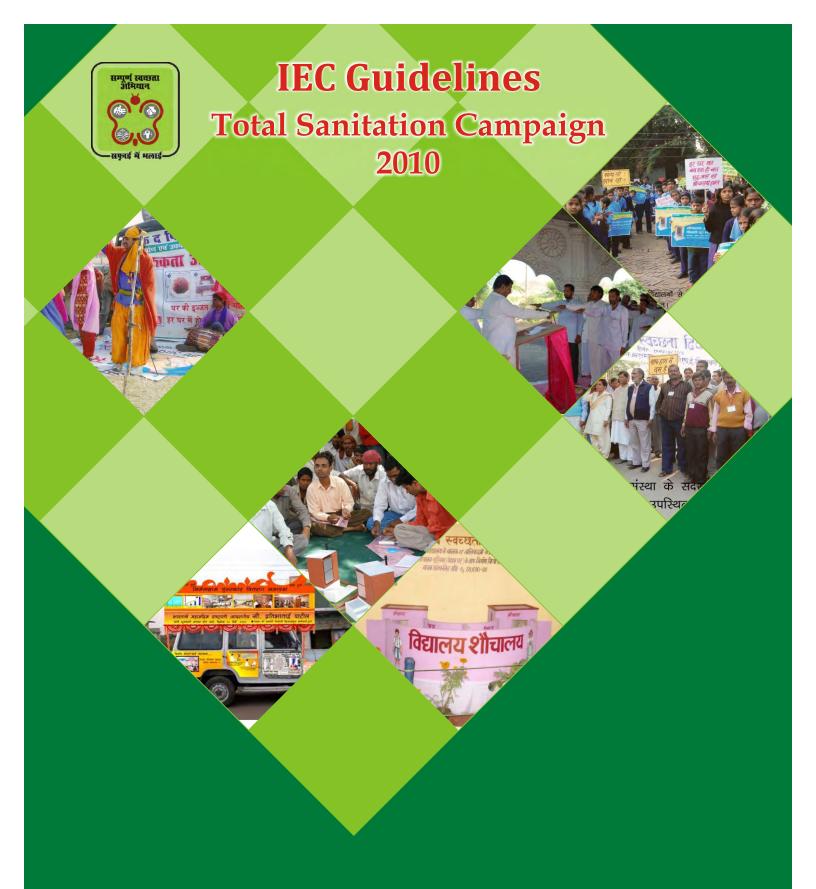


Total Sanitation Campaign, Information, Education and Communication Guidelines, 2010

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Department of Drinking Water Supply
Ministry of Rural Development
Government of India
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IEC Guidelines for Total Sanitation Campaign

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 are major causes of disease in India. Prevailing high Infant Mortality Rate is also largely attributed to poor sanitation.

Total Sanitation Campaign (TSC) emphasizes on Information, Education and Communication (IEC), Human Resource Development and 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 can be utilized for IEC activities aimed at generating effective demand for toilets and spreading hygiene education.

IEC is an extremely important component of the programme that should lay the basis for successful implementation of TSC. It should be formulated and executed in a manner that would have the triggering effect for voluntary construction of sanitary facilities and maintenance of a clean environment in the village. IEC has to inform, educate and persuade people to realize their roles and responsibilities, and benefits accruing from adopting right practices. It should take into account the barriers related to infrastructure, sociocultural practices and traditions. Defecating in the open has been an age old practice that appears to be the right behavior to many people in our country. This can be eliminated only by changing the mindset of people through an intensive IEC strategy in a campaign mode. IEC strategy must encompass the spirit of the programme and should be able to strike the right chord with the target group.

The focus of communication activity should be on awareness, sensitization and motivation of people to follow the right hygiene, sanitation and water handling practices.

Target Audience:

Identification of stakeholders/partners who are to be focused upon for behaviour change is the initial step that must be undertaken so that the IEC campaign can be planned and aimed at the right target audience:

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

Secondary: Elected representatives (MPs, MLAs), PRIs (Presidents of District, Block and Gram Panchayats, other members of the elected local bodies), District Collector, Government officials, Block Development Officer, District Water and Sanitation Mission/Committee (DWSC), Village Water Sanitation Committee (VWSC) / Village Water Health & Sanitation Committee (VWHSC), Public Health & Education Department (PHED) officials, natural community leaders, Nehru Yuva Kendra and other youth organization members like NSS and NCC, Women's Self Help Groups, social workers, community based groups, non government organizations etc. Grassroots staff of National Programmes such as ICDS, NRHM, SSA, MDM etc.

- PRIs have a pivotal role in the implementation of Total Sanitation Campaign and are involved at all levels of programme implementation. They play a key role in Social mobilization for the construction of toilets, promoting regular use, maintenance and upkeep of toilets, inter-personal communication for hygiene education and regular monitoring of the programme.
- Involvement of religious leaders in sanitation promotion campaign is crucial for molding public opinion and mobilizing communities for sanitation promotion in their villages.
- Given the fact that sanitation is an integrated programme involving awareness generation, health, hygiene and community mobilization for construction of toilets it is crucial that partnerships are made with officials and workers implementing related schemes and programmes at the Gram Panchayat level. These include Asha workers, ANMs and other officials from the Health



Department, Village Education Committee members, Teachers, District Education Officers and other staff from Education Department, Anganwadi workers and officials in charge of Integrated Child Development Programme of Department of Women and Child Development.

Considering the need for environmentally safe and sustainable

sanitation technologies with required inputs for constant upgradation, and keeping in view the local geophysical and cultural requirements, experts, scientific institutions, research institutions, social organizations, non government organizations having expertise in sanitation may be associated with the programme. These may also be considered for inclusion in the IEC campaign and particularly in State Water and Sanitation Missions, District Water and Sanitation Missions and Village Water and Sanitation Committees.

■ In order to mainstream sanitation promotion at the village and District levels actively, mass media is an important partner.

Intensive mass media campaign at the National, State, District level should be integrated as part of the IEC strategy.

The Stakeholders/Partners at State, Block and District level are:

Village level	Block Level	District Level	State Level
Gram Panchayat	Block Panchayat Samiti President and	President of District Panchayat	Chief Minister, Ministers,
Village Water Sanitation Committee (VWSC) / Village Water	other members of the Block Panchayat	District Collector	MPs/MLAs
Health & Sanitation Committee (VWHSC)	Block Development Officer	District Water & Sanitation Mission	State Water and Sanitation Mission
School children	Officials of Women	District level	Water and Sanitation
Teachers	and Child Development, Health and Education Departments.	officers of WCD, Health, Education,	Support Organizations/ Communication Capacity Development
Social workers, religious teachers, local political NGOs , CBOs leaders etc.	NGOs , CBOs	PHED, Rural Development	Unit (CCDU),
	,	Departments	Key Resource Centre
Anganwadi & Health workers			Support organizations
Non Government Organizations			Media
Community Based Organizations(CBOs)			
Self Help Group (SHGs)			
Youth groups from NSS, NYK & Bharat Scouts			



It should always be borne in mind that the campaign mode must represent an inclusive approach wherein all stakeholders including the community are fully involved as active partners in the campaign.

Planning:

Assessing People's Perception

The social, cultural ethos and traditions of community and social groups need to be understood so that the intensity and quality of efforts required for each can be effectively dovetailed in the planning process. It is important to identify perception of people about the importance of water and sanitation facilities and linkages between sanitation, health and hygiene and livelihood opportunities.

This would generate awareness of not only the target groups whose behavior needs to be changed but also the kinds of behavioral patterns that need to be changed. It would facilitate the identification of specific messages that need to be disseminated. Different stakeholders would need different communication strategies, approaches and tools to bring about desired results.

Baseline Survey and follow up action:

It is important to have knowledge of the target groups and target areas as a prerequisite to beginning of a campaign.

- G.P. and ward wise identification of the number of households without proper and safe toilets, number of households where toilets exist but are only partially used or not used at all. This should be done in a transparent and systematic manner. Categorization of BPL and APL families that do not have toilets is also required.
- Identification of Schools and Anganwadi Centres within the G.P. that do not have toilet facilities.
- Identification of those wards of the Gram Panchayats that do not have any solid or liquid waste management systems.
- Meeting of Panchayat.
- ➤ Proposals of Panchayat to be placed before the Gram Sabha.



Meeting of Gram Sabha

- A Gram Sabha meeting must be convened to discuss the problem of open defecation and sanitation in the village.
- The Gram Sabha must decide on a plan of action for sanitation promotion in the village. Strategies to stop open defecation and for making the village clean must be very well-planned and executed.
- Gram Sabha may identify land where toilets may be constructed for the landless in a cluster approach.
- Gram Sabha must assess desirability of Community Sanitary Complexes at places where people congregate in large numbers and in public places like markets, highways, bus stands, religious places and fair grounds and reserve land for the same.
- Gram Sabha may consider construction of adequate toilet units in all schools and child-friendly toilets in all Anganwadi Centres.
- Gram Sabha may pass resolution for imposition of fines and other regulatory mechanisms for those who resort to open defection.

Contents of IEC Campaign

The IEC activities should be area specific and involve all residents of the area. IEC is not a one-time activity but an ongoing process and that has to be implemented not just to create demand but also for usage, maintenance and up gradation of facilities so that sanitation and hygiene become ingrained habits over a period of 2-3 years..

Dissemination of message must be in simple language and form and the contents must clearly bring out the ills arising from bad sanitary practices. The following key areas may be focused upon in the IEC campaign:

Sanitation for Health, Livelihood Security and Dignity

- Safe sanitation practices and their positive impact on health, and reduction in water borne diseases.
- ▼ Vulnerability of children to disease resulting in high mortality and

morbidity rates.

- Inability of children to complete their education due to illness and ill health and consequent impediment to their obtaining better job opportunities.
- Impact of sanitation on the livelihood and earning capacity of people due to the working days lost as a result of water and sanitation related illnesses.
- ▼ Value of proper hand washing practices before and after defecation and before meals to prevent infection.
- Matter of individual and community pride and status.
- Issues of privacy and dignity of women including vulnerability to anti social elements.
- Toilets as an important part of the home for improving quality of life.

Construction of toilets

Procurement of material and requirement of masons

- IEC must inform people of the material requirements and technologies to achieve the objectives of Total Sanitation.
- It should explain the material requirements for toilet construction and the places from where it can be procured which may be from nearby markets/ Shops, Rural Sanitary Marts and Production Centres and these may be suitably identified.
- If these facilities are not available at a convenient location, provision for setting up of nearby Rural Sanitary Marts and Production Centres should be conveyed to the people, where materials like pan, trap, bricks, P.V.C pipes, Junction Pipes, sanitary napkins may be produced.
- The employment potential of these Centres which may be operated by Women's Self Help Groups, community based organizations (CBOs), Non Government Organizations (NGOs) may be identified.
- Alternative options for construction of superstructure of toilets that is mainly for purposes of privacy and dignity may also be brought out. Usage of low cost and locally available materials like bamboo, thatch and jute may be promoted so that limitation of financial resources does not come in

the way of promoting usage of toilets.

Training for construction of toilets may be organized for beneficiaries, members of Women's Self Help Groups and Youth Groups and masons in the village on the various toilet designs thus even providing livelihood options in the village.



Types of Toilet Designs

TSC offers several designs and technologies available for installing a household type sanitary latrine. The toilets must be designed keeping in view the affordability, space available in home, geographical conditions, cultural habits, availability of water.

- The community should be made aware of various types of toilet models like Single Pit, Double pit, **Ventilated Improved Pit Latrine and pour flush latrine.**
- Ecosan toilets can be constructed in water scarce areas and also where water table is high. These are toilets in which faeces, and urine are separated and faecal matter is collected, stored and decomposed in the sealed compartments to be used as manure in the fields. Urine collected from Ecosan toilet can be applied to crops as fertilizer after storing it for some time to kill pathogens in it.

Operation and maintenance

- The mechanisms for operation and maintenance of sanitation infrastructure must be deliberated and decided upon right in the beginning.
- To ensure sustainability of TSC, IEC must motivate the stakeholders to not only construct facilities for proper sanitation but also motivate for usage and maintenance of these facilities.
- ➤ Cleaning arrangements for School and anganwadi toilets and community toilets needs to be planned in advance.
- Availability of water including storage facilities in schools, anganwadis and community toilets must be planned for.

$Solid \, and \, Liquid \, Waste \, Management$

- TSC has its goal not only elimination of the practice of open defecation but also ensuring a clean environment in the villages.
- Solid and Liquid Waste Management practices must be discussed during the IEC campaign.



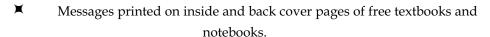


- ➤ Gram Panchayats need to be motivated to evolve institutional mechanisms for collection and disposal of bio-degradable and non-biodegradable waste separately.
- ☐ For Bio-degradable waste, simple technologies like composting, vermi composting and construction of biogas plants be promoted.
- Non biodegradable wastes are plastics, glass, wood, metal etc. Appropriate measures for the collection and disposal including sale for recycling and reuse needs to be publicized.
- GPs should also address the need of proper drainage facility in the village.
- Household cleanliness and safe disposal of household waste is equally important.
- Usage of grey water for watering of kitchen gardens and irrigation can be promoted.

Communication Strategy

A well planned communication strategy is necessary so that information is disseminated effectively.

- Door to door campaign by community leaders Panchayat members etc on the importance of construction of toilets and inculcating good health and hygiene practices.
- Regular discussion in Gram Sabha, Village Water and Sanitation Committees and other public gatherings.
- Focus on active involvement of marginalized groups like SC, STs, women and minorities.
- Exposure visits to better performing Gram Panchayats, Districts and other States. These visits may be organized for PRI members, village level motivators and beneficiaries to other Nirmal Gram Pursukar awarded villages or villages that have demonstrated innovative models of sanitation and best practices like innovative School sanitation models, Solid and Liquid Waste Management (SLWM) projects managed by women SHGs, Ecosan toilet construction sites.
- Sanitation and Health Padyatras (Transect Walks) especially for women and children.
- Street theatre, Kala Jathas, street plays, folk songs folk artists for awareness generation.
- Development of IEC materials like hoardings, banners, posters, to be displayed on Panchayat offices, Schools, Anganwadis, health centers, railway stations, bus stops, Post offices, District Administration Offices, on buses, bus stations, health sub-centre, Primary Health Centres, Post office and PRI offices, chemist shops, banks.
- Shramdan in schools on weekly basis under supervision of teachers. Shramdan activities like cleaning of water sources, water collection utensils, cleaning of school campus and cleaning of institutional and community sanitation facilities.
- Organizing essay and elocution competitions on health and hygiene among school children, awarding schools with best health and hygiene condition at State, district and block level.



- Celebrating National and International days such as World Toilet day (November 19th), Hand Washing day(15th October or as modified), Environment day (June 5th), etc.;
- Participating in Republic Day parades through tableau or felicitation of PRIs, schools, motivators, students and other stakeholders for best performance in various schemes.
- Usage of local TV channels and FM radio for propagating the message of TSC.
- Production of leaflets, audio-visual CDs, documentary films on innovations and best practices for awareness generation in the village.
- Using mobile messages (SMS)

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) and Water and Sanitation Support Organizations (WSSO) set up at the state level must support the districts in developing a good IEC plan and also in implementing it.

Monitoring

- Panchayats must evolve a self regulatory monitoring system to ensure that there is no open defecation in their village.
- Youth groups, Women's Groups, School Cabinets, and Vigilance Committees can ensure that people are using toilets and none is defecating in the open. Local mechanisms should be evolved to ensure cleanliness in schools and anganwadis.

- Gram Panchayats, Parent Teachers Associations, Village water and Sanitation Committees to monitor cleanliness in school premises and toilet blocks
- Communication material developed must be periodically evaluated and impact assessment may be done through third party agencies to assess the effectiveness of the communication activities in terms of quality and quantity.

Transparency & Accountability

The Department of Drinking Water Supply, Government of India, along with the respective State Governments has over the last few decades, mobilized huge funds and efforts to provide safe drinking water and clean sanitation facilities to all rural habitations. These should be utilized efficiently and transparently.

- The programme should be transparent at all stages particularly in financial matters. The village committee should display details of funds received and utilized under TSC at prominent place in such a manner that ordinary people can understand. This information should be updated on regular basis.
- Gram Sabha meetings may be organized where information on the scheme is given and suggestions from the local community taken. Gram Sabha should be informed about the financial and physical progress of the project and discussion encouraged on TSC related issues.
- ☐ The District Collectors, Block Development Officers and other officials must regularly undertake monitoring visits to the villages to ensure that the process of construction of toilets and other awareness programmes are running smoothly.



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