Best Practice in Hygiene Promotion Programmes: an evaluation template to determine cost-effectiveness.

Dr. Juliet Waterkeyn
Africa AHEAD
www.africaahead.com

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<tbody>
<tr>
<td>Which methods are used to reach audience?</td>
<td>Period of contact with beneficiaries</td>
<td>Type of development activities undertaken</td>
<td>How many people targeted at the same time?</td>
<td>‘Cost per beneficiary’</td>
<td>Number of observable hygiene indicators</td>
<td>How long new practices have been maintained?</td>
<td>Has the Model been used effectively at scale?</td>
<td>Which human values does the Model encourage?</td>
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DEVELOPMENT MODEL
Which of these models of health promotion are you using?

1. Social Planning
2. Health Belief
3. PHAST
4. Community Health Club
5. Community Led Total Sanitation
6. CLTS adapted (plus)
7. Social Marketing
8. Sanitation Marketing
9. Total Sanitation–San Marketing
10. Demonstration Model
11. Other
COMMUNICATION:
Which CHANNELS are employed to reach the target audience?

1. Village meeting
2. Loose Group gathering
3. Club membership
4. Clinic / anti natal
5. Schools
6. Individual home visits
7. Media (TV or radio)
8. Posters & pamphlet
9. Billboards
10. Other
Why is a ‘Club’ so effective?

- Group consensus is developed: group decision takes pressure off individual

- Not constantly going back to the basics, build on knowledge.

- ‘Supermarket approach’: one stop shop where all issues covered as everyone is there.

- Saves time, effort and money, rather than door-to-door by village health worker.
HOLISTIC HEALTH: Which DISEASES / conditions are addressed by health promotion in your model?

11 million children die each year 88% deaths could be prevented by good hygiene
HOLISTIC HEALTH: COMMUNITY HEALTH CLUBS ADDRESS ALL PREVENTABLE DISEASES

1. Diarrhoea dysentery cholera
2. Skin disease
3. Eye disease
4. Worms
5. Acute Respiratory Infection
6. Malaria
7. Bilharzia
8. HIV
9. TB
10. Reproductive Health
11. Malnutrition
COMMUNITY CONTACT:
How many FACE TO FACE sessions with beneficiaries during training?

1. zero
2. 1–2
3. 3–4
4. 5–8
5. 9–12
6. 13–16
7. 17–20
8. 21–24
9. 25–30
10. >31–50
11. >51
12. other specify

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WHY THE NUMBER OF SESSIONS IS IMPORTANT

The more face to face interactions the stronger the response.

This research shows that change is most significant between 5-12 sessions (up to 3 months of weekly meetings).
INTEGRATION:
Highlight how many TYPES of benefit during your programme?

1. Health education
2. Improved hygiene
3. Water supply
4. Safe Sanitation
5. Saving groups
6. Income generating projects
7. Nutrition and agriculture
8. Environment / reforestation
9. HIV/AIDS coping mechanisms
10. Women’s empowerment
11. Child care / play schools
12. Human Rights / abuse
Why Integration is important

- Good for the community: ‘Real development’
- More cost-effective to build on existing efforts
- Development is a process: reinforced at each stage, takes time.
- Health Promotion is a non divisive
- Builds trust so more complicated projects can be managed effectively by the community