

HYGIENE

Key messages

- Hygiene comprises observing health rules and measures of preserving health.
- The five areas of hygiene include safe disposal of excreta, hygiene, personal hygiene, water uses and sources protection, food hygiene, domestic and environmental hygiene.
- Good hygiene is an aid to health, beauty, comfort and social interactions.
- Good hygiene will help keep you healthy and thus avoid illness.
- Put an illustration on faecal oral routes diagram.
- Hygiene promotion encourages all the hygienic conditions and behaviours that can contribute towards good health.
- Hygiene promotion stimulates and facilitates the right behaviour changes.
- Hygiene promotion focuses on the reduction and elimination of diseases and deaths that originate from poor hygiene conditions and practices.
- Hygiene promotion begins with and is built upon what local people know, do and want.

What you should do in community hygiene intervention

- Talk to the elders, leaders and the community health workers about the hygiene situation of the community.
- Assist the community members to identify health problems within the community. (Tool: Community mapping).
- Together with the community members, identify the community perception on safe practices.
- Together with the community, identify the motivation factors for safe practices.
- Assist the community to define the target audience by identifying those who engage in risky practices.
- Help the community to come up with roles and responsibilities of each member of the community in order to achieve good hygiene practices.

Examples of hygiene conditions and practices

- Proper food handling and practices.
- Keeping drinking water safe.
- Keeping community well water supply clean.
- Keeping latrines clean and practicing proper use of latrines.
- Keeping your neighbourhood clean.

Hygiene behaviours that reduce diarrhoea greatly

- Safer disposal of faeces.
- Proper handwashing (water and soap).
- Maintaining drinking water free from faecal contamination.



Key messages on prevention of diarrhoea

- Proper use of toilets/latrine.
- Washing hands after visiting the toilet.
- Safe waste disposal.
- Protecting water sources from contamination.

Critical times for hand washing

- Before eating or when handling food.
- After latrine use.
- After handling dirt.
- After wiping a baby's bottom.
- Before feeding baby / before breastfeeding.

Proper hand washing steps

1. Place your hands together under water (warm water if possible).
2. Use soap or ashes.
3. Rub your hands together for at least 10-15 seconds, wash all surfaces thoroughly.
4. Clean the dirt from under your fingernails.
5. Rinse hands with clean water.
6. Dry your hands completely with a clean towel if possible (this helps remove the germs).
7. If no clean towel is available, air-dry hands.

Key messages on keeping a latrine clean

- Clean the walls, floor and door of the latrine regularly.
- If there is enough water, wash out the latrine regularly.
- Clean and wash the seat (if there is one) with soap and water.
- Fill in any cracks in the walls, floor, door and roof, and keep them in good repair.
- Put lime down the latrine regularly, to kill mosquitoes.
- Do not put rubbish on the floor.
- Provide water and soap near the latrine for hand washing.
- Make sure the latrine is properly ventilated.
- Cover the latrine vent with a fly screen.
- Teach all children how to use the latrine properly.
- Wash hands with soap and water after using the latrine.

Audiences for hygiene promotion

Target audience

The community is made up of many different groups. For maximum efficiency and impact in targeting unsafe practices, there is a need to reach different audiences. Each group may need to be addressed separately.

The audiences that the project needs to reach are:

- Primary target audiences: These are those people who are carrying out the risk practices, e.g. mothers handling baby's faeces, adult men, male adolescents, who may use latrines less than women and girls.
- Secondary target audiences: These are people who influence the primary audience and who are in their immediate society, e.g. fathers, mothers-in-law. In drought-prone areas, fathers and mothers-in-law tend to criticize wives and daughters (in law) when they use more water for hygiene. Changing the attitudes of these secondary target groups needs to be included in the hygiene promotion strategy.
- There is a third target audience which is very important: People who lead and shape opinion, e.g. schoolteachers, religious leaders, political leaders, traditional leaders, and elders. These people have a major influence on the credibility and hence on the success or failure of the programme.