



*SUSWA BC STRATEGY*

*V.03 - 25/01/2025*

**NIRAS**

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## SUSWA focus

*Sustainable WASH for All, SUSWA, is a WASH project funded by the Government of Finland, Nepal and the European Union, implemented with and in municipalities in Karnali province of Nepal.*

*As a water, sanitation and hygiene project (WASH), SUSWA's main objectives focus on improving governance for equal access and participation (Outcome Area 1); rehabilitating and constructing water supply schemes (OA2) and ensuring sanitation and hygiene, including dignified menstruation management practices (OA3).*

## SUSWA impact statement

*Improved well-being and inclusive communities with **sustainable WASH services and behaviours** through local governments' improved capacity to achieve equal rights to WASH for all*

*People supported by the Project Municipalities have improved and equitable access to safe and sustainable drinking water and adequate sanitation services, dignified menstruation and **improved hygiene practices** paying special attention to the needs of women and girls and those in vulnerable situations*

## Harmonization with the communication and visibility plan

*SUSWA behaviour change communication strategies and objectives can be found in the SUSWA C & V Strategy and Plan<sup>1</sup>, which focuses on e.g., changing thinking on who provides and pays for WASH services.*

*For the objectives of a 'strengthened enabling environment and governance for sustainable WASH services and GEDSI, and 'Climate resilient, safe and functional water supply', changing behaviour is required and the focus is outlined in SUSWA Behaviour Change and Communication Strategy, <sup>2</sup>HR/GEDSI Strategy and Action Plan and <sup>3</sup>Sanitation and Hygiene Implementation Plan. The approach is 'traditional' or 'educational' in the sense that activities are centered around the capacity building (training, knowledge sharing) and awareness raising (information sharing).*

*From The SUSWA C & V plan:*

*One important part of SUSWA communication will focus on behaviour change. On a household level, the overall approach of behaviour change communication is to bring about positive*

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<sup>1</sup> [C&V strategy and action plan](#)

<sup>2</sup> [HR/GEDSI Strategy and Action Plan](#)

<sup>3</sup> SHIP

*behaviour change - practice and maintenance – with regard to the issues of safe water, Sanitation and Hygiene. The focus is to empower the audiences with information at the micro level, e.g., in meetings, training, and through household-specific total sanitation guidelines. Municipal, district and provincial-level mass communication campaigns will be helpful in establishing the magnitude or seriousness of the issues, and to create awareness. It will also motivate support institutions, such as NGOs working in the area, to build upon the awareness created by mass communication campaigns.*

*Beyond this ‘educational approach’, the SUSWA C&V plan strives to incorporate learnings from behavioural science e.g., emotions, triggering/priming, and motivation, while centring SUSWA BC around hygiene:*

*For motivational cues that will trigger required behaviour changes across the audiences, it may be necessary for SUSWA to identify a common binding link that can address issues of safe water, sanitation and hygiene under a single umbrella campaign. **Hygiene can function as somewhat of an umbrella concept in communication, covering sanitation and safe water, while a focus on inclusion strives to ensure the community will work together and support those who may require extra support (e.g., senior citizens, single women-headed households, persons with disabilities).** Targeting pride and shame emotions has had a proven impact when it comes to sanitation and open defecation (e.g., community-led total sanitation), and needs to be **combined with a sense of ownership for both individual and community hygiene to work for lasting change. Inclusive hygiene needs to be seen as a ‘worthwhile investment’** even for the poorest and underprivileged, and the target audience should be shaken into action. **Safe water, sanitation and hygiene will be presented as something that is ‘in your own & communities’ hands’ – both literally and metaphorically.** For example, washing hands or handling of food/faeces, while metaphorically speaking it relates to owning issues like water source management, construction and maintenance of household taps, getting sustainable toilets constructed, treatment (chlorination) of water and keeping your elected local government body responsible and accountable. **This literal and metaphorical ‘hand’ can also be seen represented in the SUSWA logo. ‘Hygiene is in your hands’ could be a potential key message**, see more on key messages in chapter 7.*

*Lastly, for ownership and sustained motivation and action, on the community (and household) level, the ‘objective’ of communication needs to be concrete, with a clear path laid out and a goal that feels within reach. This will be done in SUSWA, for example, through communication on total sanitation by using household posters where households themselves can easily see what criteria for total sanitation they fulfil and what they still need to do.*

## *PART I - Approach*

*There are a lot of theoretical ways to frame this & a lot of different behaviour change models. SUSWA will consider the lessons learned from studies measuring the impact of behaviour change interventions, whatever framework has been used, and then pilot them in SUSWA communities, and then scale up the ones that have measurable impact.*

*In order to structure this approach behavioural economics called 'Behavioral Insights has been adopted, because it is low-cost, straightforward, and focuses on small interventions that can be incorporated into the current model as a supplement. It is further used (and has been developed) for when working with governments and can be used to support other SUSWA indicators, e.g., municipalities doing GRB, having a monitoring system, having specific policies, and so on.*

*Behavioural interventions, while powerful and cost-effective, will rarely change the behaviour of everyone in the group of people we target. This is because behavioural interventions aim to encourage people to change their behaviour, rather than forcing them to do so. With light-touch, low-cost interventions such as redesigning the content or format of communications (e.g. letters, emails, or SMS), there needs to be realistic. There are unfortunately no clear rules to decide what change can be realistically achieved, as this depends to a large extent on the behaviour, the intervention, and the environment.*

*Below are steps from a 'behavioural insights' intervention planning.*

*Target (measurable) behaviour: Total Sanitation*

- Habitually washing hands at 6 critical times with soap and water*
- Everyone using (improved) toilets, also when menstruating*
- Demanding and supplying safe drinking water*

*Exploring context*

*Barrier analysis / formative research -> We have taken the insights from other WASH project (& health) research globally (with a focus on Nepal) to help us create an effective intervention to change target behaviours,*

*SUSWA HH Sanitation study results have also been used to explore current barriers, however, the study did not directly ask for self-report of toilet use, nor was it reported.*

*A user journey map could help identify the 'order' of interventions needed & ensure we are not missing anything crucial. For a specific theoretical model of behaviour, RANAS and COMBI approaches already tested can be applied. )*

### *Trial solutions*

*Trial SUSWA interventions and see if they make a difference before scaling up.*

*Trialling should be done by OBSERVING behaviour, not only asking for self-reports. Social norm, knowledge, and attitude questions can, however, be used to indicate if we are on the right track.*

### *Scale up solutions*

*This step would be to implement the successful interventions from the trial stage at scale.*

## *PART II - Key behaviours to adopt*

- 1. Hand washing with water and soap at critical times*
  - *Having a handwashing station with access to water and soap*
    - *Before eating*
    - *Before preparing food*
    - *Before feeding baby*
    - *After toilet use*
    - *After touching dirt*
    - *After taking care of animals*
  
- 2. Using a toilet*
  - *Improved toilet (accessible, JMP standard)*
  - *Toilet is cleaned regularly with cleaning materials*
  - *Use of toilet by all family members (including children, elderly, persons with disability and menstruating women)*
  
- 3. Safe drinking water management*
  - *Using drinking water from water scheme/*
  - *Using chlorinated boiled or up-to-standard filtered drinking water*
  - *Safe storage of water (in a clean, covered container)*

- 4. *Menstrual Hygiene Management for Dignified Menstruation*
  - *Sleeping in own home during menstruation*
  - *Using toilet during menstruation*
  - *Using tap during menstruation*
  - *Knowledge on menstrual hygiene management*
  
- *Disposable hygiene articles buried in waste pit*
- *Reusable hygiene articles, e.g., reusable pads or cloths, are washed and dried in the sun*
  
- 5. *Food hygiene / safe eating habits*
  - *Clean kitchen*
  - *Having dishes/utensils drying rack*
  - *Having dishes washing platform*
  - *Eating fruits and other foods only after washing and cooking*
- 6. *Clean environment & waste management*
  - *Using waste/grey water or surface water for kitchen gardens or **drainage lines steering water away from houses***

## Exploring Context

*Solutions based on findings from WASH studies around the world, especially Nepal. Interventions have used different theoretical frameworks and approaches, e.g., CLTS, 'health education', RANAS, Small Doable Actions (CLTS+RANAS), Social Norms targeting, IBM-WASH, COM-B, SSBC, Behavior Economics. Many studies measuring previous intervention impact have been done using the SaniFOAM framework. No particular approach can be found to have been more successful – CLTS is the most used, but for most of the approaches, CLTS included, a focus on social norms, seems to be part of what works.*

*Below are some of the barriers found in different studies as well as SUSWA HH-study analysis (those with %), organized loosely according to the COMBI model of capabilities, opportunities, and motivations.*

*Barriers from other studies*

- *Lack of knowledge of critical times of handwashing (50%) (handwashing)*
- *Lack of (confidence in) skills to construct latrine or rebuild latrine (toilet)*

*Physical Opportunity*

- *Lack of available physical hand wash facilities /Inadequate household/community infrastructure (handwashing)*
- *Ineffective hand washing station design- too high, far away, not functioning (handwashing)*
- *High cost of supply of materials (handwashing)*
- *Heavy weight and long distance (handwashing)*
- *Lack of market to buy soap (handwashing)*
- *Scarcity of water (40%) (handwashing)*
- *Socio-economic disadvantage (handwashing, toilet)*
- *Disposal of waste (including pad options) (TS, DMM)*
- *Soil, steepness, space (toilets)*

*Social opportunity*

- *Weak and discriminative social norms for toilet use among specific groups of people*
- *Lack of best models (TS)*

*Reflective motivation*

- *Non doers: more likely to believe that using unclean water to wash hands will make them and their child sick (handwashing)*
- *More worried about diseases (handwashing)*
- *Fear of god (DMM)*
- *Traditions, beliefs (DMM)*

*Automatic motivation*

*Lack of habit (75%)*

*Carelessness (56%)*

*Forgetting*

## Drivers for change and improvement

<i>DRIVERS from different studies</i>
<b>Handwashing drivers (use to design interventions)</b>
<ul style="list-style-type: none"><li>• <i>Social norms (this is what everyone thinks is the right thing to do)</i></li><li>• <i>Emotions: Empathy, Safety (safe water), Disgust, Affiliation, Civic Pride, Belonging / Collective Action</i></li><li>• <i>Knowledge: education on hand hygiene, health promotion program; perceived positive consequences</i></li><li>• <i>Infrastructure: Convenient location/placement; easy to use hand wash station design; Favorable soap quality and characteristics; accessibility of infrastructure</i></li><li>• <i>Values: Cleanliness, purity</i></li><li>• <i>Comfort</i></li><li>• <i>Convenience</i></li><li>• <i>Privacy, not disturbing or harming others</i></li><li>• <i>Health, disease prevention</i></li><li>• <i>Cues for actions</i></li><li>• <i>Self-efficacy</i></li><li>• <i>Susceptibility</i></li><li>• <i>'Divine will'</i></li><li>• <i>A focus on the fathers and mothers for changing behaviours</i></li></ul> <p><i>Habit formation, automation (done through: EASY, defined focus)</i></p>
<b>Toilet use, improving, construction drivers (use to design interventions)</b>

## Methodology

*SUSWA GOLDEN RULES to apply by PSU and WASH UNITS:*

- 1) **LIMITING** the number of behaviours we strive to change at one time : 3 behaviours are targeted in one community every six months; the targeted behaviours will change after 6 months to move ahead with different ones; the three behaviours are identified as “one outreach campaign” and should be coordinated in every aspects (IEC, LRP mobilization/talks, monthly plannings of WASH Units, LG ;level activities...

- 2) **LIMITING** the number of messages, we share at the same time (see above, 3 messages targeting 3 key behaviours in one campaign)
- 3) **SHIFTING** focus to USING toilets from 'just' construction
- 4) **PRIORITIZING** social norms targeting over beliefs, attitudes and knowledge in our messaging
- 5) **INTENSIFYING** work with WASH cluster and KADMM for province-wide visual campaigns
- 6) **TRAINING** WASH Units on moving from 'educating' to 'nudging' behaviour change (Total Sanitation 'ToT' including DMM focusing on what emotions and social cues support households follow-up)

#### PROCESS TO FOLLOW:

- 1) **ANALYSE** existing SUSWA data & information to develop our 'solutions'
- 2) **(PRE!) TESTING** different messages & communication materials in different communities
- 3) **TRIALING** different interventions in different communities (& groups: elderly, the children, specific ethnic/caste/social groups)
- 4) **ASSESSING** assessment of the results of the trial phase
- 5) **SCALING-UP** Scaling up the interventions

#### PROFILE OF THE "LAST GROUP" OF PEOPLE WITHOUT ADEQUATE TOILET:

*The last nonowners of latrines:*

- live in smaller groups than latrine owners,
- communicate less with others about latrine construction,
- and are less influenced by the opinion of their leaders.

*They consist, in particular, of socially vulnerable households,*

- are younger,
- are less educated,
- often have more impaired mental health,
- feel more vulnerable to contracting diseases,
- are less aware of the latrine construction of others in the village,
- feel less personally obliged to construct their own latrines,
- and are less confident in their ability to rebuild latrines damaged by flooding.
- not solely due to the lack of sanitation facilities but also lack of information and weak social norms played a significant role.

## SUGGESTED ACTIONS and NUDGES

### 1. Total Sanitation Actions

- HH self-assessment with monitoring visits from SM and Total Sanitation Task Force (TSTF) 4 times/year (This = reminder poster/stickers + exact defined behaviour 'step by step')
- Trained Social mobilizers to do house-to-house visits to together assess the current situation (builds on CLTS but focus on positive emotions)
- Sample observation of sample HH 2 times/year
- Reward incentive (needs trialing) such as T-shirts, sanitation materials.
- Champions of Total Sanitation to be appointed
- Radio jingles & posters en route to community drawing on **emotions of pride & collective action**:
- *By managing our waste, we create a healthy community together: follow the TS steps (in communities with*
- *In this LG the majority has improved toilets [add % if known]*
- *Our shared aim: clean hands at all times – we wash our hands with soap and water.*
- *Educational information posters at LGs*

### 2. Handwashing actions

SUSWA Actions in which to incorporate above drivers:

- Household tap construction
- Visibility & accessibility & placement of community taps
- School education/ Hygiene education
- WASH cluster – information on hand washing
- Educational: + Emotional + Collective Action Practical demonstration in clean water -> focus not on the dirty water but the clean hands (emotion of pride and collective action)
- Reminder nudge: visual reminders on toilet doors

### 3. Household toilet use, construction & improvement

Actions by SUSWA in which to incorporate above drivers:

- Demonstrations
- Model toilets
- Trained masons
- Supply increase
- Option increase
- Flyer with information about options & how-to construct toilets

#### 4. Handwashing in schools

##### Choosing location:

- *A visible spot: Place handwashing facility in visible place – everyone should see who washes hands and who doesn't*
- *Place hand washing facility 'in the way' of the toilets: Directly outside of the toilets or directly outside the entrance to school building or in-between toilets an school building*
- *Stable and flat ground no muddiness*
- *Accessible placement (no stairs, steep up/down)*
- *Shaded from the sun if possible*
- *Shaded from rain if possible*

##### Design/technical:

- *Design soap stands part of the tap design: There should be a designated place for the soap where it should be kept after use. This should be in plain sight and be easily reachable for all users. This fixed place will also enable visually impaired users to access soap without any difficulties*

##### Design/Other:

- *Use bright SUSWA colours on toilets & handwashing stations!*
- *Make it pretty! Make sure the handwashing facility looks nice (and clean), e.g., when painting, ensure painting is done well, no paint drops/splotches left etc, clean lines.*
- *Paths in painted bright handprints to handwashing from toilets, lunchrooms: Make handprints by the taps to remind handwashing AND footprints leading to taps / handwashing!*
- *Place mirrors above the taps – at child height*
- *Bright big soap dispensers/soaps that smell good*

##### Reminder-nudges

- *Good smelling soap, colourful soap*
- *Poster with a visual reminder – e.g., dirty hands/ picture of handwashing, by sinks, outside of the bathroom, by school entrance or simply*
  - *“Everyone at this school washes their hands every time before going inside the classroom”*
  - *“We all wash our hands after using the toilet!”*

##### Sustainability

- *Maintenance plan in place by each school for how nudges (posters, soap, cleaning) is maintained*

- Repeated hand washing demonstration by teachers
- Appointed hand **washing ambassador** – one per classroom per each school semester to e.g., organize demonstration, remind, draw posters, report on cleanliness of handwashing facility

## 5. School toilet use

Logic: If school toilets are clean (with water access), comfortable, accessible, safe & nearby, students will use them. Push for toilet use at school needed less than **push for keeping toilets clean**.

### Design/Other:

- Use bright SUSWA colours on toilets & especially focus on the inside of the toilets being light/bright colour (e.g., light yellow, light blue)
- In urinals, drawing a ‘target practice spot’ in urinal has proven to increase aim & cleanliness

### Reminder-nudges

- “We are Committed to Open Defecation / We are proud of our school toilet”
- “We keep our school toilets clean”

### Sustainability

- Maintenance plan in place by each school for cleaning
- Appointed toilet cleanliness checkers from school girls/boys clubs?

## 6. Chlorination/safe water

- NUDGE: for the social norm for chlorinated water on taps and reservoirs, e.g., “**We chlorinate this water for the safety of my family**”. The higher the perceived number of people using a purification technology, the more likely people are to use and maintain it, as well as they believe that ‘important others’ would appreciate it, FRAMING AS ‘**your guests want to drink your clean chlorinated water**”
- Celebrations, mentioning common practice examples from elsewhere
- EDUCATION: posters in the community, news articles, speeches (evoking emotion of PRIDE, safety) on the importance of safe water and how inline chlorination is one way to do this; radio program with WASH Cluster discussion on chlorination by experts
- COMMITMENT: by WUSC, write WUSC name on scheme

## 7. Dignified Menstruation Management

- **NUDGE:**
- *'Not outside but inside the home during menstruation'*
- *'I don't harass my daughter in the name of menstruation, what do you do?'*
- *'Menstruation is my pride, not shame'*
- **MOTIVATION:**
- *Realization of the harmful impact of menstrual-based discrimination, such as staying in a chhau-hut, not allowing the use of the toilet and going outside for defecation etc. during the period by different means.*
- *Realization of needs for menstrual health and hygiene.*
- **WAYS OF EDUCATION:**
- *Train and mobilization of religious leaders, youth, child clubs, adolescent groups, FCHVs and social activists with nudges for dignified menstruation management.*
- *Involvement of intergenerational groups, mothers and daughters/sasu buhari.*
- *Engagement of private sectors to promote MHM materials.*
- *Engagement of celebrities with the key nudges.*
- **MEANS OF EDUCATION:**
- *Posters in community, news articles, hoarding board, flip chart, leaflets, flyers, interaction/discussion, training, workshop, bilateral dialogue, home visit and follow-up, radio, television, story telling, social media, audio/video document, concerts, serials, campaign, days celebration etc.*
- *GEDSI SURVEY design & analysis to inform plans*

## EAST 'solutions'

(Copied from EAST model for creating 'solutions' – behaviour interventions)

<b>Easy</b>	<b>1. Keep messages simple and clear:</b> <ul style="list-style-type: none"><li>• Remove all non-essential information</li><li>• Avoid jargon &amp; keep language simple</li><li>• Use simple rules of thumb</li></ul>	<b>2. Enable people to take action without placing blame on the individual:</b> <ul style="list-style-type: none"><li>• Include a 'call-to-action' so that people know what to do</li><li>• Highlighting positive actions people can take</li></ul>
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<b>Attractive</b>	<b>3. Use clever incentives:</b> <ul style="list-style-type: none"> <li>• Give people something that they value</li> <li>• Create public recognition for performing the right behaviour</li> <li>• Give people a sense of progress throughout the process</li> </ul>	<b>4. Capture attention:</b> <ul style="list-style-type: none"> <li>• Use explicit, intense, emotional, or entertaining messages</li> <li>• Create logos, slogans, and jingles</li> <li>• Use images or infographics</li> </ul>	<b>5. Personalise content for the target audience:</b> <ul style="list-style-type: none"> <li>• Include people's names in</li> </ul>	<b>6. Be accurate and appear credible:</b> <ul style="list-style-type: none"> <li>• Check content for accuracy against reliable sources</li> </ul>
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<b>Social</b>	<b>7. Leverage social networks:</b> <ul style="list-style-type: none"> <li>• Consider how to involve individuals that influence your primary audience's behavior</li> <li>• Let people know if a majority of their peers are already engaging in the target behaviour to correct perceptions about social norms</li> <li>• Use a trusted messenger</li> </ul>
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<b>Timely</b>	<b>8. Reach people at strategic times:</b> <ul style="list-style-type: none"> <li>• Prompt people just before they are meant to act</li> <li>• Implement during key periods of transition</li> </ul>	<b>9. Get people to commit:</b> <ul style="list-style-type: none"> <li>• Ask people to plan for their future actions</li> <li>• Ask people to commit publicly or in their networks</li> </ul>
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## *BC targets, messages and IEC tools framework*

*The table below summarises a selection of behaviours targeted in SUSWA activities, their links to proposed messages, and the Information Education Communication (IEC) tools and materials developed by SUWA. The messages and tools are grouped under seven thematic and content areas:*

- 1. Safe water (2 targets)*
- 2. Total sanitation (4 targets)*
- 3. Household sanitation (4 targets)*
- 4. Hand washing (5 targets)*
- 5. Environmental sanitation (2 targets)*
- 6. Menstrual Hygiene Management (8 targets)*
- 7. Discriminatory social norms related to the menstruation (4 targets)*

Theme/ Content	Target behaviors	Target audiences	Solution proposed	Messages and contents	Tools/ IEC materials
1.1  Safe water;  Inline chlorination	Use of chlorinated water to be safe from the diseases and any risk of contamination	HHs	Use of chlorinated water at the household/community and creating motivation/willingness to pay for its operation and management.	<p>The messages on:            Inline chlorination is an effective tool to treat the water for our good health and to be safe from any risk of contamination. It is automated with the system where it automatically treats the water before it passes to the RVT and then to our taps.</p> <p>How to manage the safely managed water supply in a well managed and sustainable manner</p> <ul style="list-style-type: none"> <li>* Paying the water tariff in time,</li> <li>* Timely repair and maintenance of the outbreaks that are noticed,</li> <li>* Participatory and consultative sharing in regard to the operation and maintenance of the water supply system as required at the community level and providing feedback to the WUSC.</li> </ul>	<ul style="list-style-type: none"> <li>* Posters- to put in the public places. Stickers at the household level. flyers for the mass events.</li> <li>* Nodge- “I am taking care of my family with the provision of safe water at all times“</li> </ul>

<i>Theme/ Content</i>	<i>Target behaviors</i>	<i>Target audiences</i>	<i>Solution proposed</i>	<i>Messages and contents</i>	<i>Tools/ IEC materials</i>
1.2 <i>Safe water</i>	<i>Using safe water containers to avoid flies and the risk of contamination</i>	<i>All HH members</i>	<i>Placing the posters/stickers with the messages at the public places or at the place where HH members easily notice.</i>	<i>Safe water=Safe life Please clean and cover water containers to avoid flies and the risk of contamination at all times.</i>	<i>The poster, stickers with the messages where water containers are kept</i>
2.1 <i>Total Sanitation</i>	<i>multiple</i>	<i>HHs</i>	<i>HH self-assessment with monitoring visits from SM and Total Sanitation Task Force</i>	<i>Improved social norms are shown by TSTF through assessment and monitoring by TSTF</i>	<i>Reward incentive (needs trialing) such as T-shirts, sanitation materials.  Total Sanitation Champions (TSC) to be appointed and will facilitate for the promotion of total sanitation campaigns. TSCs to be provisioned to participate in</i>

<i>Theme/ Content</i>	<i>Target behaviors</i>	<i>Target audiences</i>	<i>Solution proposed</i>	<i>Messages and contents</i>	<i>Tools/ IEC materials</i>
					<i>different trainings, sharing events and to provide with some exposures.</i>
<i>2.2 Total Sanitation</i>	<i>multiple</i>	<i>HHs</i>	<i>Social mobilizers to do house-to-house visits together and to assess the current situation</i>	<i>* Builds on CLTS but focus on positive emotions. * Use of different tools to improve/strengthen the status of total sanitation.</i>	<i>Flip chart, stickers, tools of total sanitation</i>
<i>2.3 Total Sanitation</i>	<i>multiple</i>	<i>HHs</i>	<i>Joint rally and monitoring with the IEC tools (with messages)to trigger and track the status for waste management</i>	<i>* By managing our waste, together we create a healthy community : follow the TS steps (in communities) * In this LG the majority has improved toilets [add % if known] * In this community majority of the people wash their hands with soap and clean water at the critical times. * In this community all the households have maintained their kitchen clean and maintain good food hygiene. * Here all people are conscious about their</i>	<i>Posters and radio jingles en route to community drawing on emotions of pride &amp; collective action:</i>

<i>Theme/ Content</i>	<i>Target behaviors</i>	<i>Target audiences</i>	<i>Solution proposed</i>	<i>Messages and contents</i>	<i>Tools/ IEC materials</i>
				<i>personal hygiene and keep them clean at all times.</i>	
<i>2.4 Total Sanitation</i>	<i>Adoption of all Total Sanitation behaviors</i>	<i>All HH members</i>	<i>Large hoarding boards/posters with messages on all 6 Total Sanitation Indicators with pictures</i>	<i>All household members from this community have committed to comply with the following Total Sanitation indicators all times for the pride and prosperity of this community. 1) All the household members use improved toilets at all times and no one practice Open Defecation. Open Defecation is the subject to punishment. 2) All the household members wash their hands with soap and water at all critical times as people from this community always follow the community and social norms. 3) All household members drink safe chlorinated water as peopel are conscios of their good health. 4) All household members always eat well cooked, safe and fresh food and keep their kitchen safe and clean. 5) All household members are conscios</i>	<i>* Larger hoarding boards/ posters with the messages with good pictures.</i>

<i>Theme/ Content</i>	<i>Target behaviors</i>	<i>Target audiences</i>	<i>Solution proposed</i>	<i>Messages and contents</i>	<i>Tools/ IEC materials</i>
				<p><i>about the personal hygiene and always practice good personal and household sanitation.</i></p> <p><i>6) All the household members think and practice safe segregation and management of the solid and liquor waste as people from this community are self motivated and directed towards creating a healthy and prosperous community.</i></p>	
3.1 <i>Household sanitation</i>	<i>To ensure the use of improved toilets</i>	<i>All HH members</i>	<i>Using improved toilets for comfort, prestige and health benefit (Nudging family responsibility)</i>	<p><i>Clear messages on</i></p> <p><i>*what is an improved toilet,</i></p> <p><i>*what benefits do we get from it.</i></p> <p><i>Definition of improved toilets: Toilets with impermeable slabs with water seal pan/ commode which is not shared to other households and the faeces is managed in situ or has options for the management of the faeces.</i></p> <p><i>The Benefits of improved toilets:</i></p> <ul style="list-style-type: none"> <li><i>- The toilet show the prestige of the house,</i></li> <li><i>- The toilet gives lot of health benefits as</i></li> </ul>	<p><i>Hoarding boards/Educational Poster- for the public places flyers- for the mass events.</i></p> <p><i>Mobilizing prestigious people/champions during mass campaigns/ events</i></p>

<i>Theme/ Content</i>	<i>Target behaviors</i>	<i>Target audiences</i>	<i>Solution proposed</i>	<i>Messages and contents</i>	<i>Tools/ IEC materials</i>
				<p><i>faeces are safely managed,</i></p> <ul style="list-style-type: none"> <li><i>- The toilet is user-friendly and easy to use,</i></li> <li><i>- The symbol of development, prosperity and civilization</i></li> </ul> <p><i>The households can use the variety of options suited with their preferences and contexts from light weight, portable and water efficient technologies and the ones available in the market.</i></p>	
3.2 <i>Household sanitation</i>	<i>To ensure the use of improved toilets</i>	<i>All HH members</i>	<i>To ensure all the households have well understanding about the parts of an improved toilets.</i>	<p><i>Messages about the parts of improved toilets including sub-structure, mid structure and superstructure and how to construct or improve them?</i></p> <p><i>The improved toilets provides the optimum health benefits, The improved toilet has 3 parts, sub- structure, mid structure and super structure</i></p> <p><i>What is sub-structure and how to construct it ?</i></p> <p><i>Sub-structure is the structure beneath the</i></p>	<i>Hoarding boards/Educational Poster- for the public places flyers- for the mass events.</i>

<i>Theme/ Content</i>	<i>Target behaviors</i>	<i>Target audiences</i>	<i>Solution proposed</i>	<i>Messages and contents</i>	<i>Tools/ IEC materials</i>
				<p><i>slab which consists of pits as well. The sub-structure can be constructed with stones, bricks and other local materials. The shape, size and location of the pits depends on the context, location, number of users.</i></p> <p><i>What is mid-structure and how to construct it ?</i>  <i>Mid structure is the one that separates human excreta from human contact. Basically the slabs part which consists of pan or commode as required is very important for improved toilets. The toilet floors can be with different options including but not limited to tiles, marbles, stones, wooden etc.</i></p> <p><i>What is super-structure and how to construct it ?</i>  <i>The super-structure is the one that is upper part from the slab which is typically called the toilet house. The toilet house should be user-friendly and spacious for the ease and comfort and toilet walls can be</i></p>	

<i>Theme/ Content</i>	<i>Target behaviors</i>	<i>Target audiences</i>	<i>Solution proposed</i>	<i>Messages and contents</i>	<i>Tools/ IEC materials</i>
				<i>constructed with stones, bricks, wooden, CGI sheets and other locally available materials. Always remember to maintain the height and standards of the toilets.</i>	
<i>3.3 Household sanitation</i>	<i>To ensure the use of improved toilets</i>	<i>All HH members</i>	<i>5F diagram with fecal oral transmission which is an important tool to ensure the construction and use of the improved toilets.</i>	<i>Medium of Fecal Oral Transmission and Measures to Create the Barriers for it.</i>	<i>Hoarding boards/Educational Poster- for the public places flyers- for the mass events.</i>
<i>3.4 Household sanitation</i>	<i>Cleaning the toilet with cleaning agents</i>	<i>All HH members</i>	<i>Placing the stickers on wall of the toilets or at the door reminding cleaning the toilets.</i>	<i>We clean our toilets for the safety of our family. Clean toilets are the pride of a home. We are proud of having a clean toilets at our home.</i>	<i>The sticker with the clean toilets to put on the walls of the toilets.</i>
<i>4.1 Hand washing</i>	<i>Hand washing with soap and water before</i>	<i>All HH members</i>	<i>The messages targeted to the targeted audience,</i>	<i>The messages on “ Our health is in our hands” in the sticker with the shape of a hand.  And with complimentary messages like “</i>	<i>Stickers with the shape of hands with the messages to put on the walls</i>

<i>Theme/ Content</i>	<i>Target behaviors</i>	<i>Target audiences</i>	<i>Solution proposed</i>	<i>Messages and contents</i>	<i>Tools/ IEC materials</i>
	<i>eating by all the HH members</i>		<i>here targeting for all household members.</i>	<i>You are safe only if your hands are safe” We always wash our hands with soap and water before eating because we want to be safe from disease”</i>	<i>of the kitchen/ eating place</i>
<i>4.2 Hand washing</i>	<i>Hand washing before preparing food</i>	<i>All HH members</i>	<i>Placing the stickers with messages, especially on the walls of kitchen where people preparing food easily notice it.</i>	<i>The messages on “ Our health is in our hands”. And with complimentary messages like “ we wash our hands before preparing food to cook our food in a safer and hygienic manner”</i>	<i>Stickers with the shape of hands to put on the walls of the kitchen/ eating place</i>
<i>4.3 Hand washing</i>	<i>Hand washing with soap and water before feeding your baby saves his/her life”</i>	<i>The mothers</i>	<i>Placing the stickers with messages to wash hands with soap and water on the walls where lactating mothers easily notice.</i>	<i>The messages: We wash our hands with soap and water before feeding our babies because we want to keep our babies safe from any diseases.</i>	<i>Stickers with the shape of mother feeding her baby with the messages.  T-shirts or shawls for the mothers</i>
<i>4.4</i>	<i>Hand washing with soap and</i>	<i>Those who use the toilets</i>	<i>Placing the stickers with messages as</i>	<i>Washed hands= safe hands Don’t forget to wash your hands with soap</i>	<i>Sticker with a shape of hands with the messages and to put at the door and</i>

<i>Theme/ Content</i>	<i>Target behaviors</i>	<i>Target audiences</i>	<i>Solution proposed</i>	<i>Messages and contents</i>	<i>Tools/ IEC materials</i>
<i>Hand washing</i>	<i>water after using toilets</i>		<i>reminder on the door of the toilets</i>	<i>and water after using toilets as you are at risk if you don't do it.</i>	<i>inside wall of the toilets</i>
<i>4.5 Hand washing</i>	<i>Hand washing with soap and water after touching dirt and taking care of animals</i>	<i>All HH members</i>	<i>Placing the stickers with the message on the place where people easily see it.</i>	<i>Our health is in our hands Let's wash hands with soap and water every time after touching dirt and taking care of animals.</i>	<i>* Stickers, flyers, * Door-to-door visits, sharing at mass etc.</i>
<i>5.1 Environmental Sanitation</i>	<i>Segregation of decaying and non-decaying waste and safe disposal at households</i>	<i>All community members</i>	<i>Placing the methods of segregation of decaying and non-decaying wastes at the public places</i>	<i>The IECs describing What is waste, Methods to segregate wastes, Dos and don't for proper waste management</i>	<i>Poster, boarding boards, flyers</i>
<i>5.2 Environmental Sanitation</i>	<i>Safe removal of the waste water from the household ( Channeling to kitchen garden,</i>	<i>All community members</i>	<i>Large hoarding boards/ posters with the information on safe removal of waste water including the options such as</i>	<i>The messages on What is waste water ? The waste water is the one from the kitchen or hand washing or spilled over</i>	<i>Poster, boarding boards</i>

<i>Theme/ Content</i>	<i>Target behaviors</i>	<i>Target audiences</i>	<i>Solution proposed</i>	<i>Messages and contents</i>	<i>Tools/ IEC materials</i>
	<i>infiltration pits, drainage )</i>		<i>chanelling to the kitchen, infiltration pits and drainage as required.</i>	<i>from the tap stand. If properly managed, there is much value of the waste water to ensure reuse and recharge ?  Methods of waste water management : - Channeling to the nearby kitchen garden, - Channeling to the infiltration pit, - Sewering to the community recharge/ managed ponds or safely draining out from the community.</i>	
<i>6.1 Menstrual Hygiene Management</i>	<i>Use of toilet during the period</i>	<i>Religious/Social leaders, elderly citizens, mothers &amp; daughters women/girls, family, youth, community, schools, health care centers, other institutions</i>	<i>Displaying large hoarding boards/posters and WASH Facilitator and Social Mobilisers to do house to house visits to trigger for using the toilet during the period, radio programme, social media, tele serials etc.</i>	<i>Messages for creating emotion and motivation to realize the harms of defecating outside that affects women/girls' health and security.  Message: Allow to use toilet during the period (make some illustrative pictures that represent harms of defecating outside such as; snake bite, rape, etc.)</i>	<i>Large hoarding boards, posters and pamphlet with triggering pictures, radio, flyers with triggering pictures and messages, for mass meetings, wall painting, audio video clips, animated video, tele serial, social media</i>

<i>Theme/ Content</i>	<i>Target behaviors</i>	<i>Target audiences</i>	<i>Solution proposed</i>	<i>Messages and contents</i>	<i>Tools/ IEC materials</i>
6.2  <i>Menstrual Hygiene Management</i>	<i>Use of tap during the period</i>	<i>As above</i>	<i>As above</i>	<p><i>Messages for creating emotion and motivation to realize the harms of defecating outside that affects women/girls' health and security.</i></p> <p><i>Message: Allow to use toilet during the period (make some illustrative pictures that represent harms of going outside/streams for bathing/washing such as; snake bite, rape, attacking bike tiger etc.)</i></p>	<i>Large hoarding boards, posters and pamphlet with triggering pictures, radio, flyers with triggering pictures, wall painting, audio video clips, animated video, tele serial, social media</i>
6.3  <i>Menstrual Hygiene Management</i>	<i>Use of reusable pad</i>	<i>Women/ girls</i>	<i>As above</i>	<p><i>Messages on benefit of use of reusable pad (find proper message)</i></p> <p><i>Message: Use reusable menstrual pad, because it is easy to make and use, cost effective and environment friendly.</i></p>	<i>Large hoarding boards, posters and pamphlet with triggering pictures, radio, wall painting, audio video clips, animated video, tele serial, social media</i>

<i>Theme/ Content</i>	<i>Target behaviors</i>	<i>Target audiences</i>	<i>Solution proposed</i>	<i>Messages and contents</i>	<i>Tools/ IEC materials</i>
6.4  <i>Menstrual Hygiene Management</i>	<i>hand washing after using sanitary/reusable pad</i>	<i>Women/ girls</i>	<i>As above</i>	<i>Messages on benefit of washing hands after using pad  Message: "Our health is in our own hands": Don't forget to wash your hands with soap and water after using sanitary/reusable pad. You are at risk if you don't do it.</i>	<i>Large hoarding boards, posters and pamphlet with triggering pictures, radio, wall painting, audio video clips, animated video, tele serial, social media</i>
6.5  <i>Menstrual Hygiene Management</i>	<i>Do not leave used sanitary pad on the ground, do not burn sanitary pad</i>	<i>School/Community</i>	<i>As above</i>	<i>Sensitization messages on health hazard from environment pollution due to menstrual garbage  Message: I do not leave any used sanitary pads on the ground and around, because it makes the environment polluted. So, I put used sanitary pads in a safe dust bin and then safely dispose by burying in a pit of at least one meter depth under the ground at safe place.</i>	<i>Large hoarding boards, posters and pamphlet with the message mentioned, radio programme, social media</i>

<i>Theme/ Content</i>	<i>Target behaviors</i>	<i>Target audiences</i>	<i>Solution proposed</i>	<i>Messages and contents</i>	<i>Tools/ IEC materials</i>
6.6 <i>Menstrual Hygiene Management</i>	<i>Construction and use of MHM friendly WASH structures at the communities.</i>	<i>Family, community, schools, health care centers, other institutions</i>	<i>As above</i>	<i>Realization messages on affecting girls health and dignity due to unfriendly WASH facilities</i>  <i>Message: Let us build user friendly water and sanitation service points to ensure access to WASH for all including all genders, PwDs and children.</i>	<i>Large hoarding boards and posters with triggering messages, tele serial, radio, social media</i>
6.7 <i>Menstrual Hygiene Management</i>	<i>Construction and use of MHM friendly WASH structures at the schools.</i>	<i>Schools (teachers, students and PTA, SMC)</i>	<i>As above</i>	<i>Realization messages on affecting girls health, education and dignity due to unfriendly WASH facilities</i>  <i>Message: Promote accessible WASH facilities to create enabling environment in the school and community and to allow everyone for their dignity and independency.</i>	<i>Large hoarding boards and posters with triggering messages, tele serial, radio, social media</i>
6.8	<i>Construction and use of MHM friendly WASH structures at the</i>	<i>Health care centers, other institutions</i>	<i>As above</i>	<i>Realization messages on affecting women/girls health and dignity due to unfriendly WASH facilities</i>  <i>Message: Promote accessible WASH</i>	<i>Large hoarding boards and posters with triggering messages, tele</i>

<i>Theme/ Content</i>	<i>Target behaviors</i>	<i>Target audiences</i>	<i>Solution proposed</i>	<i>Messages and contents</i>	<i>Tools/ IEC materials</i>
<i>Menstrual Hygiene Management</i>	<i>healthcare facilities</i>			<i>facilities not only for the convenience, they are equally crucial for safeguarding of health hazards such as transmission of communicable disease etc.</i>	<i>serial, radio, social media</i>
<i>7.1 Discriminatory social norms of menstruation</i>	<i>Staying inside the home</i>	<i>As above</i>	<i>As above</i>	<i>Realization messages on affecting women/girls health, security and dignity due to staying in a isolated shelter.  Message: Menstruations is a natural phenomenon that leads the productive health and is not a matter of impurity and untouchability. Dozens of women/girls have lost their lives inside so called chhau hut due to snake bite, suffocation etc. Therefore, 'Not outside but inside the home during menstruation'</i>	<i>Large hoarding boards, posters and pamphlet with triggering pictures, radio, flyers with triggering pictures, wall painting, audio video clips, animated video, tele serial, social media</i>
<i>7.2 Discriminatory social norms</i>	<i>Taking dairy products and other nutritional food</i>	<i>As above</i>	<i>As above</i>	<i>Triggering messages on affecting women/girls health, and nutrition due to restriction to dairy-based food.  Message: There is a misconception in the society that menstruating women/girls</i>	<i>Large hoarding boards, posters and pamphlet with triggering pictures, radio, wall painting, audio</i>

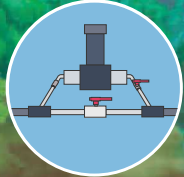
<i>Theme/ Content</i>	<i>Target behaviors</i>	<i>Target audiences</i>	<i>Solution proposed</i>	<i>Messages and contents</i>	<i>Tools/ IEC materials</i>
<i>of menstruation</i>				<i>should not eat nutritious foods such as dairy products. At this time, they need foods that have enough nutrients such as: milk, curd, green vegetables, legumes etc. and also take enough water, which supports to compensate the blood that loses during the menstruation and reduces lower abdominal pain and other discomforts. Therefore, let's eat enough food such as milk, curd, green vegetables and legumes during menstruation!</i>	<i>video clips, animated video, tele serial, social media</i>
<i>7.3 Discriminatory social norms of menstruation</i>	<i>Participation in social events</i>	<i>As above</i>	<i>As above</i>	<i>Messages on demerits of exclusion that leads women/girls rights and ultimately harms the individual and family.  Message: Let's promote the participation of all during any community activities for a lasting social and community harmony and development. It is right for all to have the participation irrespective of their physical and mental status in any events. Leave no one behind from the</i>	<i>Large hoarding boards, posters and pamphlet with triggering pictures, radio, wall painting, audio video clips, animated video, tele serial, social media</i>

<i>Theme/ Content</i>	<i>Target behaviors</i>	<i>Target audiences</i>	<i>Solution proposed</i>	<i>Messages and contents</i>	<i>Tools/ IEC materials</i>
				<i>opportunities of participation, resources and decision making.</i>	
<i>7.4  Discriminatory social norms of menstruation</i>	<i>Understand the needs and promote education for girls</i>	<i>As above</i>	<i>As above</i>	<i>Realization messages on affecting women/girls health, education and dignity due to unfriendly environment  Messages: In our family, we understand and value the right to education for our daughters. We don't deprive them during their period. It is natural to have the period and how the daughters can be deprived of their rights to education. Let's unite together to talk and tackle the social evils of depriving the daughters from education.</i>	<i>Large hoarding boards, posters and pamphlet with triggering pictures, radio, wall painting, audio video clips, animated video, tele serial, social media</i>

## *IEC tools: POSTERS*

*In the following pages are shown 22 posters designed by SUSWA*

## इनलाइन क्लोरिनेसन



- पानीमा क्लोरिनको उपयुक्त मात्रा मिश्रण गर्दा खानेपानी प्रणालीमा रहेका जैविक प्रदूषण (कोलिफर्म जस्ता जीवाणुहरू) लाई निर्मलीकरण गरी झाडापखाला, आउं जस्ता रोगहरूबाट मानव स्वास्थ्यको सुरक्षा गर्दछ ।
- खानेपानी टङ्कीमा जम्मा भएको पानीमा क्लोरिनलाई सजिलोसँग घोल्न अपनाइने सरल तरिकालाई इनलाइन क्लोरिनेसन प्रविधि भनिन्छ ।
- चित्रमा जस्तै पानी जम्मा गर्ने टङ्कीभन्दा अगाडि यो इनलाइन क्लोरिनेसन जोडदा पानीलाई जीवाणुरहित बनाएर निर्मलीकरण गर्न आवश्यक समय पुग्छ र स्वच्छ पानी धारामा पुग्दछ ।

थप जानकारीको लागि



१

इनलाइन क्लोरिनेसनको माध्यमबाट शुद्ध गरिएको पानीलाई कसरी व्यवस्थापन गर्ने ?

पानीको निर्धारित महशुल समयमा नै तिर्ने

२

क्लोरिन मिसावट भएको पानी ओभर फलो हुन नदिन इनलाइन क्लोरिन अगाडि गेट भल्व राखी कन्ट्रोल गर्ने  
क्लोरिन सकिएमा क्लोरिन क्यान्डल किनेर समयमा नै फेर्ने

३

पानी आपूर्ति प्रणालीको नियमित सञ्चालन र मर्मत सम्भारका सम्बन्धमा आवश्यकतानुसार समुदायमा छलफल गर्ने  
समुदायमा गरिएको छलफलका आधारमा खानेपानी उपभोक्ता तथा सरसफाइ समिति (WUSC) लाई उपयुक्त सुझाव दिने

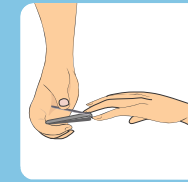
## पूर्ण सरसफाइका आधारभूत अवधारणा पालना गरी स्वस्थ समुदाय निर्माण गरौं



हाम्रो समुदायमा रहेका स्थानीय प्रशासन, विद्यालय, स्वास्थ्य केन्द्र, प्रहरी चौकी जस्ता नागरिकसँग प्रत्यक्ष सरोकार राख्ने निकायहरूमा सुधारिएका शौचालयहरू छन् ।



यस समुदायका सबै परिवारले आफ्ना भान्साहरू सफा राख्छन् । उनीहरू स्वच्छ खानपानमा सचेत छन् ।



यस समुदायका सबै सदस्यहरू व्यक्तिगत सरसफाइमा ध्यान दिन्छन् ।



हाम्रो समुदायका सबै सदस्यहरू आवश्यकतानुसार साबुन र सफा पानीले राम्ररी हात धुन्छन् ।

# सुधारिएको शौचालय

## सुधारिएको शौचालय भनेको के हो ?

नचुहिने प्रकारको बलियो स्ल्याब र वाटरसिल प्यान/कमोड भएको तथा सुरक्षित रूपमा मलमूत्रको व्यवस्थापन गरिएको शौचालय नै सुधारिएको शौचालय हो । यस्तो शौचालयमा मलमूत्रको सुरक्षित विसर्जन गर्ने विकल्प रहेको हुन्छ । एउटै मात्र परिवारको प्रयोगका लागि निर्मित यस्तो शौचालय निकै सुरक्षित मानिन्छ । यस्तो शौचालय निर्माण गर्न दुई खाडल वा त्यति नै परिमाणको जमिन आवश्यक पर्दछ । यस्तो शौचालय प्रयोगकर्तामैत्री हुने गर्छ ।

## सुधारिएको शौचालयका फाइदाहरू :

- घरको प्रतिष्ठा बढाउँछ ।
- मलमूत्रको सुरक्षित रूपमा व्यवस्थापन गरिएको हुनाले स्वास्थ्यका दृष्टिकोणले लाभदायक हुन्छ ।
- शौचालय प्रयोग गर्न सजिलो हुन्छ ।
- यस्तो शौचालयलाई विकास, समृद्धि र सभ्यताको प्रतीक मानिन्छ ।

नमुना शौचालय

स्थानीय रूपमा उपलब्ध सामग्रीहरूको प्रयोग गरी आफ्नो क्षमता र रुचिअनुसार सुधारिएको शौचालय निर्माण गर्न सकिने भएकाले यो कम खर्चिलो हुन्छ । सुधारिएको शौचालयमा पानीको खपत कम हुने गर्दछ । अहिले बजारमा विभिन्न प्रकारका सुधारिएका शौचालयहरूको विकल्प उपलब्ध छ ।

# सुधारिएको शौचालयका भागहरू

## प्यानको सतहभन्दा तलको भाग (सब-स्ट्रक्चर)



- सब-स्ट्रक्चर भनेको सुधारिएको शौचालयका लागि बनाइने स्ल्याबभन्दा तल्लो संरचना हो त्यसैले यसलाई आधार भाग वा जगका रूपमा बुझ्न सकिन्छ ।
- विभिन्न पिट (खाडल) हरू उपलब्ध गरेर बनाइने सब-स्ट्रक्चरले सुधारिएको शौचालयलाई बलियो बनाएको हुन्छ ।
- ढुङ्गा, ईटा तथा स्थानीय स्तरमा पाइने सामग्रीबाट सब-स्ट्रक्चरको निर्माण गर्न सकिन्छ । प्रयोगकर्ताहरूको सङ्ख्या र आवश्यकतानुसार पिटको आकार, प्रकार र स्थान फरक फरक हुन सक्छ ।

## प्यानको सतहको भाग (मिड-स्ट्रक्चर)



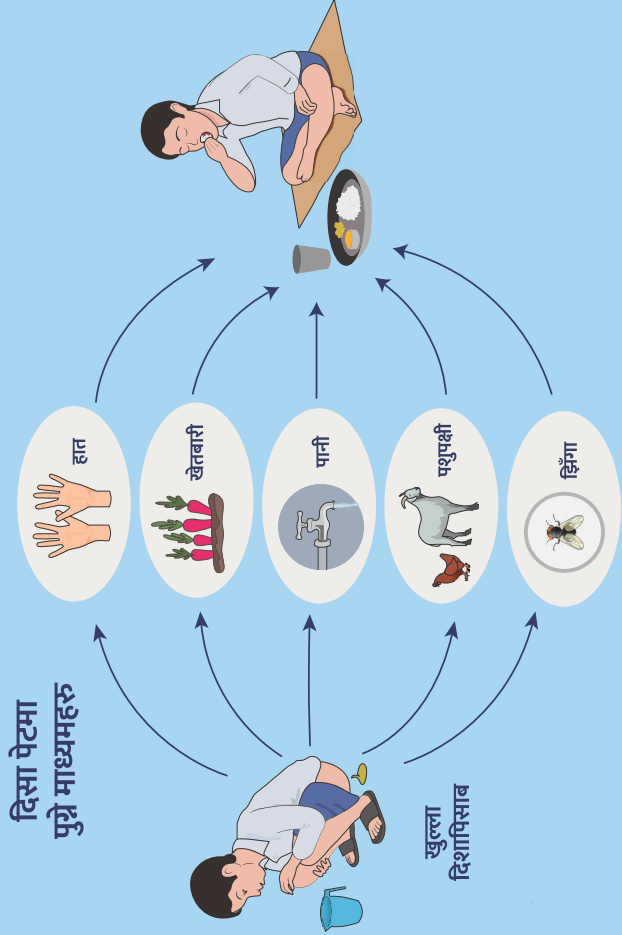
- उत्सर्जन गरिएको मलमूत्रलाई मानव सम्पर्कबाट टाढा राख्ने संरचना नै मिड-स्ट्रक्चर हो ।
- सामान्यतया सुधारिएको शौचालयमा प्यान वा कमोड भएको स्ल्याबको भागलाई धेरै महत्वपूर्ण मानिन्छ । मिड-स्ट्रक्चर भनेर कसैसुधारिएको शौचालयको यही भागलाई बुझिन्छ ।
- यसको निर्माण गर्दा टाइल्स, मार्बल, ढुङ्गा, काठ जस्ता विभिन्न सामग्रीहरू प्रयोग गर्न सकिन्छ ।

## प्यानको सतह भन्दा माथिको भाग (सुपर-स्ट्रक्चर)



- सुधारिएको शौचालयमा सुपर-स्ट्रक्चर भनेर स्ल्याबभन्दा माथिको भागलाई बुझिन्छ । मुख्यतः यही भागलाई हामी सामान्य बोलीचालीमा 'चर्पी' भन्दछौं ।
- शौचालय सहज, सरल, अपलो र फराकिलो हुनुपर्छ । यस्तो शौचालय नै प्रयोगकर्तामैत्री हुन्छ ।
- ढुङ्गा, ईटा, काठ वा स्थानीय रूपमा उपलब्ध विभिन्न सामग्री प्रयोग गरी शौचालयका पखालहरूको निर्माण गर्न सकिन्छ । शौचालय निर्माण गर्दा यसको उचाइ र अन्य मापदण्डहरूमा ध्यान दिनुपर्छ ।

# मलमूत्र मुख देखि पेटसम्म पुग्ने माध्यम र रोकथामको उपायहरू :



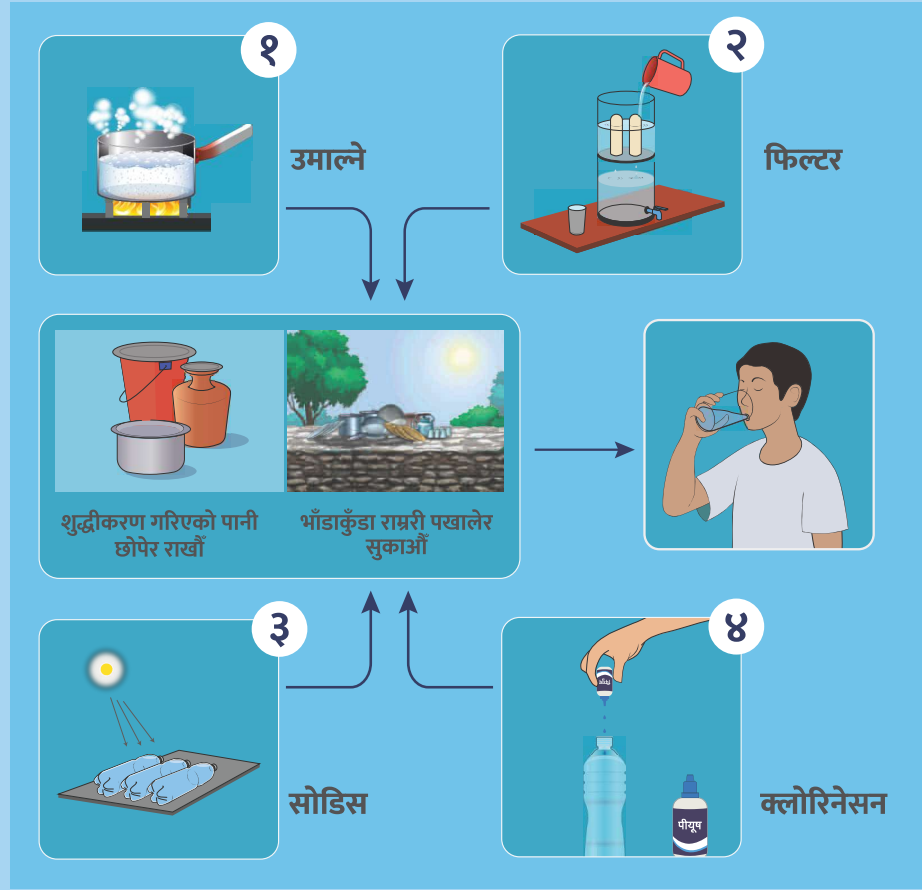
## रोकथाम कसरी गर्ने ?

	खाना खाउनुअघि साबुनपानीले हात धुने		सोडिस, फिल्टर, उमाल्ने वा क्लोरिनेसन जस्ता विधि अपनाई शुद्ध बनाइएको पानी प्रयोग गर्ने		कोचो खानेकुरा राम्ररी पखालेर खाने
	पशुपक्षीलाई उचित ठाउँमा धुनेर वा बाँधेर राख्ने				सुरक्षित खाना खाने



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# सुरक्षित पानी : सुरक्षित जिन्दगानी



स्वस्थ जीवनका लागि सधैं इनलाइन क्लोरिनेसनबाट शुद्ध गरिएको खानेपानी प्रयोग गरौं । झिँगा तथा अन्य कारणले अस्वस्थकर बनेको पानीजन्य जोखिमबाट सुरक्षित रहन पानीलाई सफा भाँडामा छोपेर राखौं ।



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# फोहोर व्यवस्थापनका विधिहरू

## फोहोर भनेको के हो ?

- फोहोर भनेको हाम्रो दैनिक जीवनका विभिन्न क्रियाकलापबाट उत्पन्न हुने अनावश्यक तथा प्रयोगहीन दूषित सामग्री हो ।
- काम नलागेो सामान, मलमूत्र, दुर्गन्धित एवम् घिनलाग्दा वस्तु, मैलो पानी जस्ता ठोस तथा तरल वस्तुहरू नै फोहोर हुन् । यो वातावरण र मानवस्वास्थ्यका लागि हानिकारक पनि हुन सक्छ ।

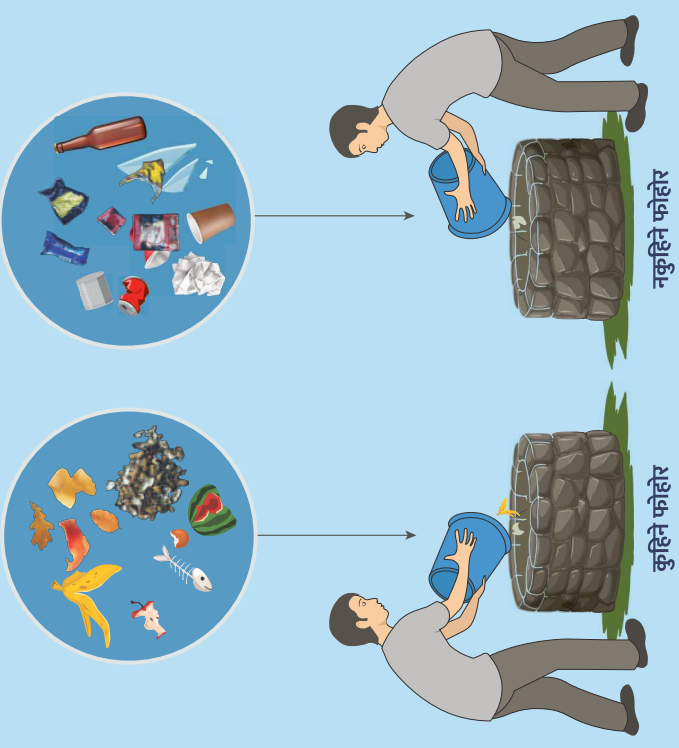
## फोहोर छुट्याउने विधि :

- फोहोरलाई कुहिन र नकुहिन गरी दुई भागमा छुट्याउनुपर्छ ।
- कुहिन फोहोर (फलफूल तथा तरकारीको छिल्ला, पातपत्तिङ्गर, पराल, आदि) कम्पोस्ट मल बनाउन उपयोगी हुन्छ भने नकुहिन फोहोर (प्लास्टिक, सिसा, धातु आदि) पुनः प्रयोग गर्न सकिन्छ ।

## फोहोरको उचित व्यवस्थापनको लागि के गर्ने, के नगर्ने ?

**के गर्ने ?** : कुहिन र नकुहिन फोहोर छुट्याएर छुट्टाछुट्टै भाँडो (डस्टविन) मा राख्ने, कुहिन फोहोरबाट कम्पोस्ट मल बनाउने र बालीनालीका लागि खेतबारीमा प्रयोग गर्ने, नकुहिन फोहोरलाई सेकेसम्म पुनः प्रयोग गर्न पनि सकिन्छ ।

**के नगर्ने ?** : खुल्ला रुपमा जथाभावी फोहोर नफाल्ने र नजलाउने ।



# फोहोर व्यवस्थापनका विधिहरू

## फोहोर भनेको के हो ?

- फोहोर भनेको हाम्रो दैनिक जीवनका विभिन्न क्रियाकलापबाट उत्पन्न हुने अनावश्यक तथा प्रयोगहीन दूषित सामग्री हो ।
- काम नलागेो सामान, मलमूत्र, दुर्गन्धित एवम् घिनलाग्दा वस्तु, मैलो पानी जस्ता ठोस तथा तरल वस्तुहरू नै फोहोर हुन् । यो वातावरण र मानवस्वास्थ्यका लागि हानिकारक पनि हुन सक्छ ।

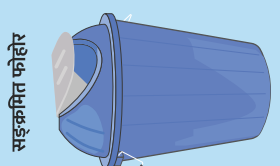
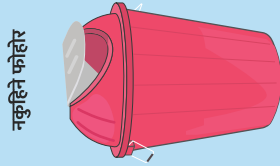
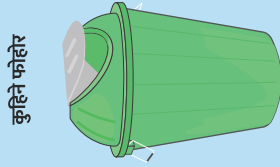
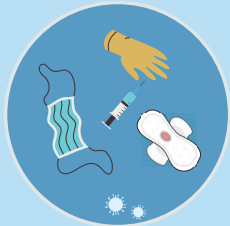
## फोहोर छुट्याउने विधि :

- फोहोरलाई कुहिन र नकुहिन गरी दुई भागमा छुट्याउनुपर्छ ।
- कुहिन फोहोर (फलफूल तथा तरकारीको छिल्ला, पातपत्तिङ्गर, पराल, आदि) कम्पोस्ट मल बनाउन उपयोगी हुन्छ भने नकुहिन फोहोर (प्लास्टिक, सिसा, धातु आदि) पुनः प्रयोग गर्न सकिन्छ ।

## फोहोरको उचित व्यवस्थापनको लागि के गर्ने, के नगर्ने ?

**के गर्ने ?** : कुहिन र नकुहिन फोहोर छुट्याएर छुट्टाछुट्टै भाँडो (डस्टविन) मा राख्ने, कुहिन फोहोरबाट कम्पोस्ट मल बनाउने र बालीनालीका लागि खेतबारीमा प्रयोग गर्ने, नकुहिन फोहोरलाई सेकेसम्म पुनः प्रयोग गर्न पनि सकिन्छ ।

**के नगर्ने ?** : खुल्ला रुपमा जथाभावी फोहोर नफाल्ने र नजलाउने ।



# फोहोर पानी व्यवस्थापनका विधिहरू

## फोहोर पानी भनेको के हो ?

घरको भान्सा, शौचालय, स्नानकक्ष, हात धुने ठाउँ, धारा आदिबाट प्रयोग भई निस्किने पानीलाई फोहोर पानी भनिन्छ । पर्यावरणीय स्वच्छता र मानवीय स्वास्थ्यका लागि यस्तो पानीलाई उचित रूपमा व्यवस्थापन गर्नुपर्छ । पुनः प्रयोग गरी फोहोर पानीबाट फाइदा लिन सकिने भएकाले यो निकै महत्त्वपूर्ण पनि छ ।

## फोहोर पानी व्यवस्थापन गर्ने विधिहरू :



फोहोर पानीलाई करेसाबारीमा प्रयोग गर्ने व्यवस्था मिलाउने ।



बारीमा प्रयोग गर्न नसक्ने अवस्थामा फोहोर पानी सोस्ने खाल्टो (Soak Pit) बनाएर त्यसमा सुरक्षित तरिकाले पठाउने ।



सङ्कलित फोहोर पानीलाई दुई तरिकाले व्यवस्थापन गर्न सकिन्छ :

१. सङ्कलित फोहोर पानीलाई पुनः प्रयोग गर्ने गरी व्यवस्थापन गर्ने ।
२. उत्पादनमूलक प्रयोग गर्न नसकिने अवस्थामा रिचार्ज पिट वा सुरक्षित निकास गर्ने ।



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## हाम्रा प्रतिबद्धताहरू :



- १ सधैं सुधारिएको शौचालय प्रयोग गर्छौं ।
- २ सधैं साबुनपानीले हात धुन्छौं ।
- ३ इनलाइन क्लोरिनेसनबाट शुद्धीकरण गरिएको पानी पिउँछौं ।

- ४ भान्सालाई स्वच्छ र सफा राखी स्वास्थ्यवर्धक ताजा खाना खान्छौं ।
- ५ सधैं व्यक्तिगत र घरेलु सरसफाइको अभ्यास गर्छौं ।
- ६ फोहोरको सुरक्षित वर्गीकरण गरी उचित व्यवस्थापन गर्छौं ।



NIRAS

## हाम्रा प्रतिबद्धताहरू :

यस समुदायका सबै सदस्यहरूले समुदायको गौरव र समृद्धिका लागि निम्न लिखित पूर्ण सरसफाइ सूचकहरूको पालना गर्ने प्रतिबद्धता व्यक्त गरेका छन् :



### प्रतिबद्धताहरू :

- १
- २
- ३
- ४
- ५
- ६

यस समुदायमा रहेका सबै घरका सदस्यहरूले सबै सुधारिएको शौचालय प्रयोग गर्छन् । कसैले पनि खुला रूपमा दिसा गर्दैनन् किनकि खुला दिसा गर्नु असम्भव हुनु हो ।

प्रत्येक घरका सदस्यहरूले आवश्यकतानुसार सबै साबुनपानीले हात धुन्छन् ।

सबै घरका सदस्यहरू आफ्नो स्वास्थ्यप्रति सचेत छन् त्यसैले सबै इनलाइन क्लोरिनेसनबाट शुद्धीकरण गरिएको पानी पिउँछन् ।

सबै घरका सदस्यहरूले आफ्नो भान्सालाई स्वच्छ र सफा राख्छन् अनि राम्रोसँग पकाइएका स्वास्थ्यवर्धक ताजा खाना खान्छन् ।

सबै घरका सदस्यहरू सरसफाइप्रति सचेत छन् त्यसैले सबै व्यक्तिगत र घरेलु सरसफाइको अभ्यास गर्छन् ।

सबै घरका सदस्यहरू स्वस्थ र समृद्ध समुदायको निर्माणतर्फ स्वयं उत्प्रेरित भएकाले ठोस र तरल फोहोरको सुरक्षित वर्गीकरण गरी उचित व्यवस्थापन गर्छन् ।



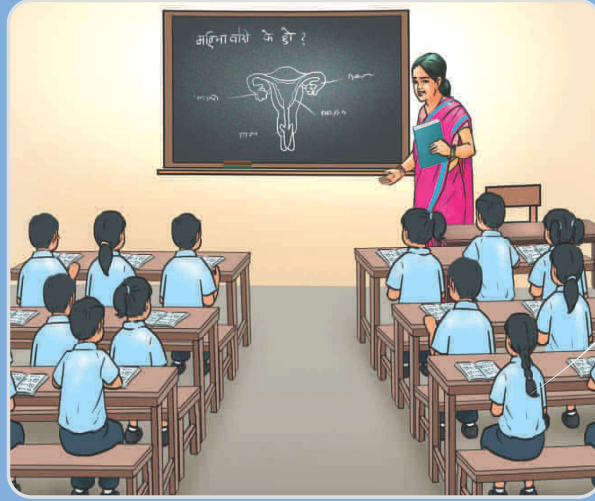
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## महिनावारीको बेलामा किशोरीहरूलाई शिक्षाको हकबाट वञ्चित नगराऔं

हामी हाम्रा छोरीहरूको शिक्षाको अधिकारलाई बुझ्छौं र महत्त्व दिन्छौं । महिनावारीको समयमा पनि हामी उनीहरूलाई विद्यालय जान रोक्दैनौं ।

महिनावारी प्राकृतिक एवम् जैविक कुरा हो त्यसैले यसलाई कारण बनाएर छोरीहरूको पढ्न पाउने अधिकार खोस्न मिल्छ र ?

आउनुहोस; छोरीहरूको शिक्षामा बाधा पुऱ्याउने यस्तो कुरीतिलाई हटाउन सबै मिलेर सहकार्य गरौं ।



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## महिला/किशोरीहरूको स्वास्थ्य र सुरक्षाका लागि सुरक्षित पानी र धारा प्रयोग गर्न दिनुहोस्

महिनावारीको समयमा महिला तथा किशोरीहरूले पानीको प्रयोग गर्न टाढाको धारा जानु स्वास्थ्य र सुरक्षाका दृष्टिले जोखिमयुक्त हुन सक्छ ।

जस्तै : जनावरको आक्रमण, सर्पको टोकाइ, यौनजन्य हिंसा जस्ता दुर्घटना हुन सक्छन् ।



यसबाट उनीहरूमा शारीरिक एवम् मानसिक समस्या देखिन सक्छ ।

### हाम्रो कर्तव्य

- महिनावारीको समयमा महिला तथा किशोरीहरूलाई शारीरिक रूपमा स्वस्थ रहन सुरक्षित वातावरणमा बस्न प्रेरित गरौं ।
- घर नजिकैको धारा प्रयोग गर्न दिऔं । डर र सड्डोच बिना नै सहज रूपमा पानीको प्रयोग गर्न सक्ने वातावरण निर्माण गरौं ।



## पुनः प्रयोग गर्न मिल्ने महिनावारी प्याड



पुनः प्रयोग गर्न सकिने महिनावारी प्याड बनाउनु र प्रयोग गर्नु सस्तो, सजिलो र वातावरणमैत्री विकल्प हो ।

पुनः प्रयोग गर्न मिल्ने महिनावारी प्याडबाट निम्न फाइदाहरू हुन्छन् :

- **कम लागत** : लामो समयसम्म प्रयोग गर्न मिल्ने भएकाले खर्च कम हुन्छ ।
- **आरामदायक र स्वस्थकर** : नरम कपडाले बनेको हुनाले यो आरामदायी हुनुका साथै यसमा सङ्क्रमणको जोखिम कम हुन्छ ।
- **वातावरणमैत्री** : फोहोर कम उत्पादन हुने भएकाले वातावरण संरक्षणमा सहयोग पुग्छ ।
- **झन्झटरहित** : प्रयोग गर्न सजिलो हुन्छ । प्रयोगपछि यसलाई फाल्ने वा व्यवस्थापन गर्नुपर्ने चिन्ता रहँदैन किनकि यसलाई धोएर पुनः प्रयोग गर्न सकिन्छ ।

हाम्रो सानो कदम, स्वस्थ जीवन र वातावरणको दीर्घकालीन सुरक्षा !

# मेरो हातमा मेरो स्वास्थ्य



- म प्रयोग गरिएको सेनिटरी प्याड भुइँमा वा वरपर कहिल्यै छाड्दिने किनभने यसले वातावरण प्रदूषित गर्छ ।
- प्रयोग गरिएको सेनिटरी प्याड सुरक्षित तरिकाले फोहोरदानीमा राख्नु ।
- त्यसपछि कम्तीमा एक मिटर गहिराइ भएको खाल्डोमा गाडेर सुरक्षित रूपमा नष्ट गर्नु ।



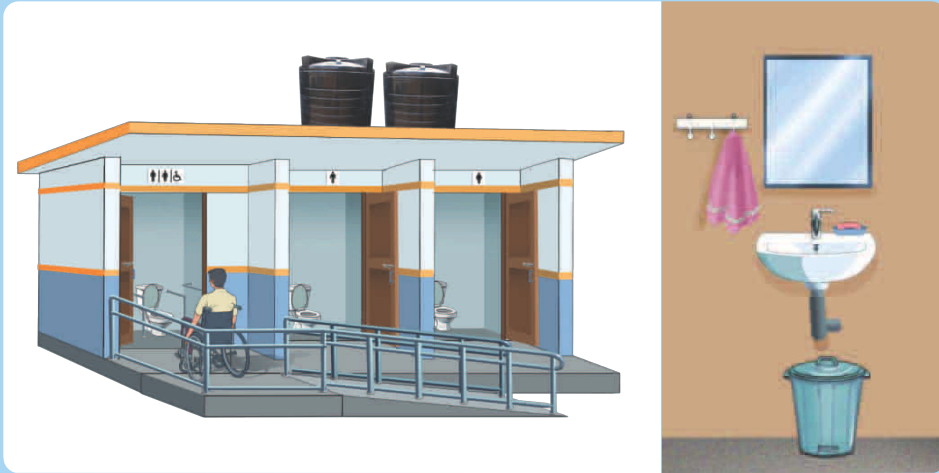
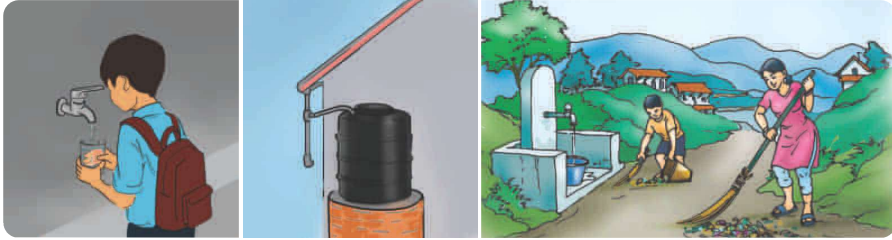
# विद्यालय र समुदायमा सबैलाई पहुँचयुक्त खानेपानी, सरसफाइ तथा स्वच्छता सुविधाहरू प्रवर्द्धन गरौं



- असहज र असुरक्षित खानेपानी एवम् सरसफाइ तथा स्वच्छताजन्य असुविधाले विद्यालय र समुदायमा छोरीहरूको स्वास्थ्य, शिक्षा र मर्यादामा असर पुऱ्याउँछ ।
- विद्यालय र समुदायमा सबैको सम्मान गर्न र सबैलाई आत्मनिर्भर बनाउन सहज खानेपानी, सरसफाइ तथा स्वच्छता सुविधाको प्रवर्द्धन गरौं ।
- सफा, सुरक्षित र पहुँचयोग्य खानेपानी, सरसफाइ तथा स्वच्छता सुविधा सुनिश्चित गरेर सबैका लागि अनुकूल वातावरण निर्माण गरौं ।
- स्वास्थ्य, शिक्षा र आत्मसम्मान सबैको अधिकार हो ।

## खानेपानी र सरसफाइ सेवा केन्द्रहरू निर्माण गरौं

पहुँचयुक्त खानेपानी सरसफाइ तथा स्वच्छता सुविधाको प्रवर्द्धनका लागि मात्र होइन, सरुवा रोगको सङ्क्रमण जस्ता स्वास्थ्यसम्बन्धी जोखिमहरूबाट बच्न पनि उपयोगी हुन्छ ।

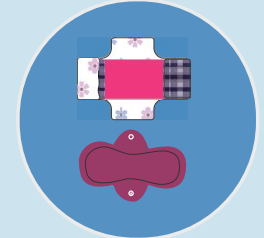
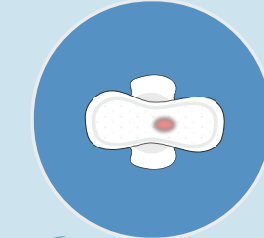


## हाम्रो स्वास्थ्य हाम्रै हातमा

सेनिटरी/पुनः प्रयोग गर्न मिल्ने प्याड प्रयोग गरेपछि साबुनपानीले हात धुन नबिर्सिनुहोस् । यदि तपाईंले हात धुनु भएन भने तपाईं जोखिममा हुनुहुन्छ ।

पुनः प्रयोग गर्न नमिल्ने प्याड

पुनः प्रयोग गर्न मिल्ने प्याड



## महिनावारीको समयमा बाहिर होइन, घरभित्र बसौं

दर्जनाँ महिला/किशोरीहरूले छाउको झुपडीभित्र सर्पदंश र श्वासप्रश्वासमा कठिनाइ जस्ता कारणले ज्यान गुमाएका छन् ।



महिनावारी जैविक तथा प्राकृतिक प्रक्रिया हो । यो प्रजनन स्वास्थ्यको लागि महत्त्वपूर्ण छ त्यसैले यो अशुद्धता र छुवाछुतको विषय होइन ।

## महिनावारी भएका महिला/किशोरीहरूलाई पौष्टिक खानेकुरा पर्याप्त मात्रामा खुवाऔं



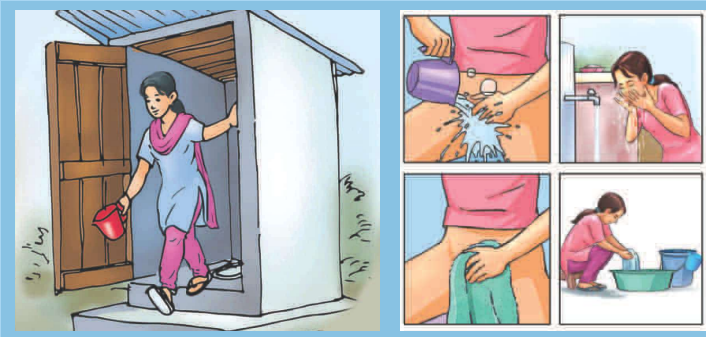
- महिनावारी भएका महिला/ किशोरीहरूले दुग्धजन्य पदार्थ जस्ता पौष्टिक खानेकुरा खानु हुँदैन भन्ने धारणा गलत हो ।
- यस्तो समयमा उनीहरूलाई पर्याप्त पोषक तत्व जस्तै: दुध, दही, हरियो सागसब्जी, गेडागुडी आदि खानेकुराहरू चाहिन्छ र पर्याप्त पानी पिउनुपर्छ । यस्ता खानेकुराले महिनावारीको समयमा खेर गएको रगत क्षतिपूर्ति गर्न, तल्लो पेटको दुखाइ कम गर्न तथा अन्य असहजता हटाउन मद्दत गर्छ ।
- त्यसैले महिनावारीको समयमा दुध, दही, हरियो सागसब्जी र गेडागुडी जस्ता खानेकुरा पर्याप्त मात्रामा खुवाउने गरौं ।

# महिनावारी हुँदा सुरक्षित शौचालयको प्रयोग

- महिनावारीको समयमा महिला तथा किशोरीहरूको स्वास्थ्य र सुरक्षाका लागि सुरक्षित शौचालयको प्रयोग आवश्यक हुन्छ ।
- खुला रूपमा दिसा पिसाब गर्दा जनावरको आक्रमण, सर्पको टोकाइ, यौनजन्य हिंसा तथा अन्य प्रकारका जोखिम हुन सक्छन् । यस्ता जोखिमले उनीहरूको स्वास्थ्य र सुरक्षामा गम्भीर असर पुऱ्याउन सक्छ ।



त्यसैले महिनावारीको समयमा महिला तथा किशोरीहरूलाई सुरक्षित शौचालय प्रयोग गर्न दिनुहोस् ।



# महिनावारी भएको बेलामा सामुदायिक गतिविधि तथा कार्यक्रमहरूमा सहभागी हुन पाउनु महिलाको अधिकार हो



- सामाजिक एवम् सामुदायिक सन्द्दाव र दिगो विकासका लागि गरिने सामाजिक र सामुदायिक गतिविधिहरूमा सबैको सहभागिता सुनिश्चित गरौं ।
- शारीरिक र मानसिक अवस्था जे जस्तो भए तापनि कुनै पनि कार्यक्रममा सहभागी हुन पाउनु सबैको अधिकार हो । समान सहभागिता, स्रोत परिचालन र निर्णय गर्ने अवसरबाट कसैलाई पनि वञ्चित नगरौं ।



## *IEC tools: STICKERS and BROCHURES*

*In the following pages are shown 9 stickers and one leaflet designed by SUSWA*



## धोइएका हात = सुरक्षित हात

शौचालय प्रयोग गरेपछि साबुनपानीले राम्ररी हात धुन नबिर्सनुहोस् ।  
हात धुनुभएन भने तपाईंको हातमा कीटाणु रहिरहने छन् र तपाईं  
स्वास्थ्यका दृष्टिले जोखिममा पर्नुहुने छ ।



## शिशुको साथ, सुरक्षित हात

विभिन्न रोग तथा सङ्क्रमणबाट  
बचाउन हामी आफ्ना शिशुहरूलाई खाना खुवाउनुअघि  
सधैं साबुनपानीले हात धुने गर्छौं ।





तपाईंले राम्ररी हात धुनुभएको छ भने  
मात्र तपाईं सुरक्षित हुनुहुन्छ ।



हाम्रो स्वास्थ्य हाम्रै हातमा

परिवारका हामी सबै सदस्यले खाना खानुअघि सधैं हात  
धुन्छौं किनभने हामी विभिन्न सङ्क्रमण र रोगबाट सुरक्षित  
हुन चाहन्छौं ।



# हामी हाम्रो परिवारको स्वास्थ्यसुरक्षाका लागि सधैं शौचालय सफा राख्छौं ।



सफा शौचालय घरको गौरव हो ।  
हाम्रो घरमा सफा शौचालय भएकोमा हामी गर्व गर्छौं ।



फोहोर छोएपछि र जनावरको हेरचाह गरेपछि  
हरेक पटक साबुनपानीले हात धोऔं ।



# सुरक्षित पानी : सुरक्षित जिन्दगानी



स्वस्थ जीवनका लागि सधैं **इनलाइन क्लोरीनेसन**बाट शुद्ध गरिएको खानेपानी प्रयोग गरौं । झिँगा तथा अन्य कारणले अस्वस्थकर बनेको पानीजन्य जोखिमबाट सुरक्षित रहन पानीलाई सफा भाँडामा छोपेर राखौं ।

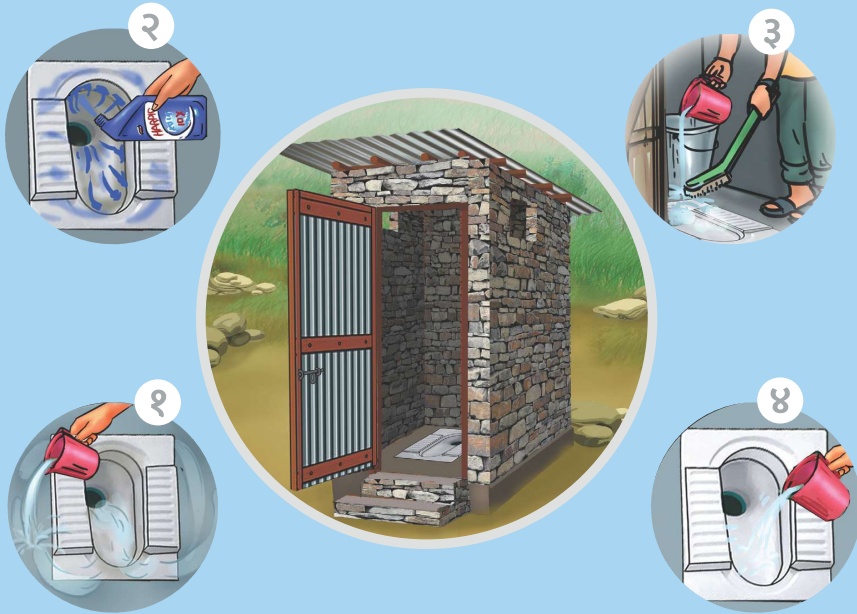


## हाम्रो स्वास्थ्य हाम्रै हातमा

सुरक्षित र स्वच्छ खानाको लागि हामी खाना पकाउनुअघि साबुनपानीले राम्ररी हात धुन्छौं ।



# हामी हाम्रो परिवारको स्वास्थ्यसुरक्षाका लागि सधैं शौचालय सफा राख्छौं ।



सफा शौचालय घरको गौरव हो ।  
हाम्रो घरमा सफा शौचालय भएकोमा हामी गर्व गर्छौं ।



## *IEC tools: FLIPCHARTS*

*SUSWA has developed 2 flipcharts that project facilitators use during the community meetings:*

- 1. Total sanitation flipchart*
- 2. Behaviours change flipchart*