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# **REPORT ON THE EFFECT OF SOCIAL MOBILIZATION AND COMMUNICATION ON SAFE WATER AND ENVIRONMENTAL SANITATION**

Funding Agency : UNICEF Hanoi  
Management Agency: Preventive Department - Ministry of Health  
Implementing Agency: InvestConsult Group

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## PART I

# PROJECT INTRODUCTION

### I. BACKGROUND OF THE STUDY

Nowadays, the situation of environmental degradation has become a challenge to all countries, especially developing countries like Vietnam. In recent years, the Government of Vietnam has carried out many programs to improve living environment and health of people, in which rural areas were most concerned with many infrastructure, agriculture, education, health-care, water supply, environmental sanitation projects, etc. were put into effect.

At the National Workshop on Safe Water and Environmental Sanitation held in Vietnam in 1996, some recommendations were offered to build a new strategy focusing on social communication and mobilization. Since then, social communication on environmental sanitation and safe water were promoted with considerable support from the Government of Vietnam and foreign countries as well as other international organizations.

After a long process of implementation, the social communication has remarkably contributed to improvement of health and living conditions of rural people. In order to further increase effect of the social communication and mobilization, the Ministry of Health and UNICEF chose Company of Investment and Technology Transfer Consultancy (INVESTCONSULT) to make a pilot, independent evaluation ("**the Study**") of the effect of the social communication and mobilization in three of the districts where social communication activities has been being done since 1996. The objective and independent assessment and recommendation of the Consultant Company shall contribute to the completion of the social communication and mobilization and thus, promote its effect.

#### ***Strategic Objectives of the Projects***

- Raising awareness of the rural people in safe water, hygiene and environment as well as gradually changing their attitude, knowledge, and behavior in relation to environment and hygiene toward health improvement.
- Motivating rural people to construct, use and maintain WATSAN facilities with their own fund and locally available materials.
- Building the capacity of project staff in implementing, monitoring and managing community education, social mobilization and communication activities at all levels.

### II. OBJECTIVES OF THE STUDY

The general objective of the Study is to assess effect of the social mobilization and communication in some pilot communes in order to supply more safe water and improve environmental sanitation, therefore, to reduce diseases caused by environmental pollution.

According to the objective, the survey is carried out to evaluate the effectiveness of social communication and mobilization on safe water and sanitation as well as to extract experiences from it.

**Specific objectives of the Study:**

- *To assess the appropriateness of the approaches of social mobilization and communication, including:*
  - + Communication channels;
  - + The messages delivered;
  - + The target groups selected;
  - + Monitoring and supervision of social communication activities;
  - + The appropriateness and availability of IEC materials used;
- *To assess the effect of training on communication made by the Project, including:*
  - + Training project staff in communication;
  - + Checking and supervising plan;
  - + Training needs.

### **III. METHODOLOGY**

To assess accurately the current situation of safe water supply and environmental sanitation as well as the effect of communication on this issue and to work out proper recommendations on how to increase effect of the whole project, we combine "*field survey*" and "*desk-study*" in some provinces where the Project has implemented.

#### **1. Scope of the Study**

Based on the distribution scale of the Project and economic, cultural, and social conditions of project areas, the survey were carried out in 15 communes of 3 districts in 3 provinces: Bac Ninh, Nghe An and Tuyen Quang, where communication activities are more typical and representative.

Apart from interviewing people in the project communes, we shall make a combination of interviewing people in three communes out of the project area (*counter communes*) in order to compare collected data between the two areas. From this, right assessments on the effect of the communication on people's life can be concluded.

**Table 1: List of selected communes for the survey**

Provinces	Name of selected communes
<b>1. Bac Ninh</b>	Van An, Van Mon, Ham Son, Dong Tho, Trung Nghia, Noi Due (counter commune)
<b>2. Nghe An</b>	Nam Thuong, Nam Nghia, Nam Anh, Hong Long, Xuan Hoa, Van Dien (counter commune)
<b>3. Tuyen Quang</b>	An Khang, Chau Son, Tu Quan, Thai Long, Tan Long, Thai Hoa (counter commune)
<b>Total</b>	<b>18 communes</b>

## 2. Collection of data and information

Collecting data is mainly implemented through direct interviewing households and communication staff, who were randomly chosen in 15 beneficiary communes of 3 provinces Tuyen Quang, Bac Ninh and Nghe An and 3 counter communes where the project was not implemented. **Table 2** below shows the object sampling of the survey.

**Table 2: Interviewees of the survey**

List of selected localities	Number of households		Number of communication staff	
	Statistical interview	In depth interview	Statistical interview	In depth interview
<b>Total</b>	<b>864</b>	<b>146</b>	<b>168</b>	<b>32</b>
<b>Bac Ninh province</b>	<b>378</b>	<b>48</b>	<b>54</b>	<b>20</b>
Van An commune	63	8	10	4
Van Mon commune	63	8	11	4
Ham Son commune	63	8	12	4
Dong Tho commune	63	8	10	4
Trung Nghia commune	63	8	11	4
Noi Due commune (counter commune)	63	8	-	-
<b>Nghe An province</b>	<b>274</b>	<b>48</b>	<b>58</b>	<b>20</b>
Nam Thuong commune	45	8	10	4
Nam Nghia commune	46	8	13	4
Nam Anh commune	46	8	13	4
Hong Long commune	46	8	12	4

Xuan Hoa commune	46	8	10	4
Van Dien commune (counter commune)	45	8	-	-
<b>Tuyen Quang province</b>	<b>176</b>	<b>48</b>	<b>56</b>	<b>20</b>
An Khang commune	30	8	11	4
Chau Son commune	29	8	11	4
Tu Quan commune	29	8	11	4
Thai Long commune	30	8	11	4
Tan Long commune	29	8	12	4
Thai Hoa commune (counter commune)	29	8	-	-

As referred above, the collection of data and information was implemented through direct interview with households and communication staff using **ready-made questionnaire** (See **Appendix 1a - The questionnaire for household**; and **Appendix 1b - The questionnaire for communication staff**, which is attached herewith).

Besides, we also carry out in-depth interviews with some persons to get adequate and detailed information for later analysis and report composition.

### 3. Criteria to assess hygienic facilities

To assess accurately the effect of the communication on safe water and environmental sanitation, we use the technical terms that have been used in the communication. These terms are defined to certain standards provided in the project papers prepared by Ministry of Health - UNICEF.

**Sanitary latrines:** Latrines that meet the following requirement:

Dry latrines should have:

- Ventilating pipe
- Waste paper bin
- Pipe to release urine
- Close excrement-extracting door cover
- Close operating hole cover
- Daily cleaning
- Distance from dinged well (if any) at least 10 m

Soakage or self-destroying latrines should have:

- Ventilating pipe
- Close water cork
- Distance from dinged well (if any) at least 10 m

**Sanitary kitchens:** Kitchens that produce little smoke or are well ventilated, without mice and cockroaches, without poultry or cattle excrement inside.

**Sanitary sheds:** Sheds with brick or cement-mortar floor; rounding wall and roofing ensure adequate light and air; daily cleaning; excrement is composted or released to soakage pit placed outside shed;

**Sanitary wells:** Drilled or dinged wells with clean water or filter tank, with brick or cement-mortar pad; waste water is poured far away from the source of water; distance from latrines at least 10 m; water tanks (if any) have taps and cover, high wall to prevent poultry and cattle, well pad does not have excrement.

**Soakage pits:** Soakage pits built correctly and with right cover.

**Excrement keeping/composting:** The least time for sanitary keeping of excrement is three months.

#### **4. Data analysis and the method of evaluation**

All basic data and information collected from the survey were computerized and analyzed by Data Processing Software **Access and Excel** particularly designed for the Study. With statistics and analyzing methods based on collected data, opinions, remarks as well as recommendation by interviewees, INVESTCONSULT specialists aggregate a final Report.

The Report is an aggregation of the survey's results, which has the following major contents: evaluation of the appropriateness of social communication methods, effect of the training programs, and necessary recommendations to improve effect of the social mobilization and communication on safe water and environmental sanitation.

#### **IV. IMPLEMENTATION SCHEDULE**

The Study on Effect of Social communication on Safe water and environmental sanitation was accomplished within two months and a half from September, 2000 to November, 2000 which is illustrated by the following diagram:

*Report on the Effect of Social Mobilization and  
Communication on Safe Water and Environmental Sanitation*

Weeks	W.1	W.2	W.3	W.4	W.5	W.6	W.7	W.8	W.9	W.10
Designing questionnaires and processing soft-ware	■									
Collecting data and information at district and commune levels.		■								
Processing data and writing report.					■					
Workshop									■	
Completing final report									■	

## PART II

### ASSESSMENT OF EFFECT OF SOCIAL MOBILIZATION AND COMMUNICATION ON SAFE WATER AND ENVIRONMENTAL SANITATION

#### I. ASSESSMENT OF THE SOCIAL COMMUNICATION

As referred above, one of the most important objectives of the social communication is to upgrade people's perception and knowledge in sanitation to improve their environmental sanitation, thus step by step improve their living standards. The factual situation of localities can clearly reflect the efficiency of the social communication on environmental sanitation.

##### 1. Results of the social communication

###### *1.1. The improvement of people's perception and attitude toward environmental sanitation.*

The social communication have brought about healthy changes in people's perception and attitude to hygiene and environment issues. However, the situation of hygiene works is not much improved. In rural areas, household's low income, more and more limited housing area, and degrading infrastructure are main obstacles to upgrading under-standard hygiene works and building new standard hygiene works. Due to people's weak ability in perception of hygiene and environment issues, and their backward customs and conservative habits, the communication activities have only been able to change their perception but not their behavior yet. **Table 3** below clearly illustrates effect of the communication, specifically, changes in people's behavior and perception in relation to safe water and environmental sanitation.

**Table 3: Changes in people's perception and attitude**

Change	Tuyen Quang	Nghe An	Bac Ninh
Changes in perception and attitude	60%	67%	63%
Changes in behavior	31%	21%	30%
No changes	9%	11%	7%
Total	100%	100%	100%

## 1.2. The improvement of hygiene works

### a. Latrine

As mentioned in **Part I**, hygiene works are assessed mainly according to the standards of the project: *drainage ditches, ventilating pipe, close excrement-extracting door cover, pipe to release urine (as to dry latrine), without bad smell, distance from the dinged well at least 10m*. The results indicate that most of the hygiene works in the project areas are under standard.

**Table 4 : The proportion of sanitary latrine in Project communes**

Province	(*) Pre- project (%)	Post - project(%)	Counter communes (%)
1. Bac Ninh	11	42	27
2. Tuyen Quang	27	45	31
3. Nghe An	33	51	40

(\*) The statistics of the Preventative Center of surveyed Districts

Among the 750 surveyed households having latrine, the proportion of sanitary latrines has increased significantly in comparison with that pre-project, particularly Bac Ninh province. According to statistics of the Center of Preventive Medicine, Yen Phong district, Bac Ninh province, the proportion of sanitary latrines pre-project in Bac Ninh province was 11%, much lower than that of Nghe An and Tuyen Quang provinces. However, after the implementation of the Project, this proportion is now 42%, an increase by 31% as compared to that pre-project. Although some significant results have been gained, such changes are not decisive yet. The proportion of unhygienic latrine is still rather high.

Being asked about selection among models of latrine, most households said that the models of **septic** and **soakage latrines** are both hygienic and convenient in use. Meanwhile, priority is given to **single-tank** or **double-tank latrines** due to their economy rather than their usage convenience or hygiene. This perception mainly gained in previous years when communication activities focussed on septic and soakage latrines. After several years of applying the soakage model, however, it showed to be inappropriate with local agriculture production customs.

The survey shows that 87% of households with latrine surveyed are using single-tank or double-tank latrines. Important reasons for dry latrines to be preferred and used commonly in rural areas are their low cost and farmers' custom of using excrement as main fertilizers.

**Table 5** below further illustrates this:

**Table 5: Selection of latrines in the project communes**

<b>Models of latrine</b>	<b>Economic (%)</b>	<b>Sanitation (%)</b>	<b>Convenience (%)</b>
Septic latrine	0	92	64
Soakage latrine	20	80	66
Single-tank latrine	79	11	41
Double-tank latrine	66	37	37
Others	39	15	24

**Table 6: Reasons for not upgrading latrines in the project communes**

<b>Provinces</b>	<b>No idea</b>	<b>Lack of information</b>	<b>Not necessary</b>	<b>Lack of Time</b>	<b>Lack of money</b>	<b>Others</b>	<b>Total</b>
Bac Ninh	31.0%	1.0%	1.6%	1.0%	65.2%	0.3%	100.0%
Nghe An	31.8%	2.1%	20.9%	1.8%	42.1%	1.2%	100.0%
Tuyen Quang	50.4%	0.4%	0.4%	3.6%	42.9%	1.8%	100.0%

Moreover, at present, because of narrowing land and housing area due to increasing urbanization pace, households tend to choose single-tank latrines to save money and take advantage of excrements in agricultural production. **Table 7** and **Table 8** below describe the present situation of excrement keeping in Project and counter communes.

**Table 7: The excrements keeping situation in the project communes**

<b>Contents</b>	<b>Nghe An</b>	<b>Bac Ninh</b>	<b>Tuyen Quang</b>
<b>Keeping excrement, in which:</b>	90%	88%	89%
Keeping in sanitary span of time	52%	51%	67%
Keeping in less than sanitary span of time	38%	37%	22%
<b>Not keeping</b>	10%	12%	10%
<b>Total</b>	100%	100%	100%

**Table 8: The excrements keeping situation in the counter communes**

Contents	Nghe An	Bac Ninh	Tuyen Quang
Keeping excrements, in which:	81%	80%	84%
▪ Keeping in sanitary span of time	48%	47%	49%
▪ Keeping in less than sanitary span of time	33%	33%	35%
No keeping	20%	21%	18%
<b>Total</b>	100%	100%	100%

**Table 7** shows high proportion of households keeping excrement: 90% in Nghe An province and 89% in Tuyen Quang province. Among the three provinces, Tuyen Quang province has the highest rate of keeping excrement in sanitary span of time in spite of their lower economic and cultural level than Bac Ninh and Nghe An provinces. It means that the implementation of the communication program in Tuyen Quang province is very effective.

**Table 8** shows high proportion of households keeping excrements in counter communes by 80%. The highest proportion of households keeping excrement in full time is 49% in Tuyen Quang province. The communication has influenced the custom of using excrements as fertilizer in three provinces.

However, the situation of immature excrement keeping still remains common in rural areas. **Table 7** indicates that 32% - 49% of households using excrement did not follow the duration of composting because of high demand for organ fertilizer. Even so, the high proportion of households composting excrement (near to 90%) indicates that most people have perceived the issue. Also because of high demand for excrement, many households had to reduce the duration of composting excrement. Thus, immature composting remains a problem in rural areas. Communication activities, therefore, should instruct people on how to make plans for composting excrement in accordance with crops, as well as be more intensive to increase people's perception of the risk of infection due to immature composting.

#### **b - Sheds**

Sanitary sheds are expected to meet the following requirement: with brick or cement-mortar floor; rounding wall and roofing ensure adequate light and air; daily cleaning; excrement is composted or released to soakage pits placed outside;

Sheds sanitation is an important object of the communication. More than 90% of interviewed households have sheds. The communes of Nghe An have the highest proportion of sheds.

The main purpose of breeding in most surveyed households is to take advantage of redundant food and agricultural products in each family. Pig-sheds in most families are built with cement and bricks but cow/buffalo-sheds are usually made of wood or bamboo. The proportion of households breeding cows, buffaloes in Bac Ninh and Nghe An are very low (about 5 - 10 households / cattle), meanwhile that of Tuyen Quang is rather higher (2-3 households / cattle). The proportion of households breeding cattle in the three provinces is shown in **Table 9** below:

**Table 9: Families with sheds**

Shed	Nghe An	Bac Ninh	Tuyen Quang
	Proportion (%)	Proportion (%)	Proportion (%)
Yes	97	93	94
No	3	7	6
Total	100	100	100

However, more than 70% of surveyed sheds are unsanitary (**Table 10**), especially pig - sheds. In communes of Bac Ninh and Nghe An, limited housing and limited social communication caused the proportion of soakage pits be very low (see **Table 11**) because households are worried about water source pollution if they use soakage pits. The proportion of soakage pits in Tuyen Quang is higher because its housing area is larger and the social communication is implemented directly and more intensively.

**Table 10: The sanitary status of sheds in the Project areas**

Criteria	Nghe An	Bac Ninh	Tuyen Quang
	Proportion (%)	Proportion (%)	Proportion (%)
Sanitary	31%	33%	45%
Unsanitary	69%	67%	55%
Total	100%	100%	100%

**Table 11: The status of using soakage pits in the project areas**

Criteria	Nghe An	Bac Ninh	Tuyen Quang
	Proportion (%)	Proportion (%)	Proportion (%)
Owning shed	97%	93%	94%
Owning soakage pits	25%	16%	70%
Sanitary soakage pits	46%	58%	79%

Sheds in rural families are a significant source of insanitation, which is rather hard to solve. For economic condition and production custom, households spend most time on production activities in fields. Therefore, time for doing sanitation such as cleaning sheds, castle, excrements, is very limited. In addition, the point of husbandry for economy reason, to take advantage of redundant agriculture products, forms unsanitary habits of processing excrements that increases insanitation in sheds.

**Table 12: The status of processing cattle excrement in interviewed households**

<i>Provinces</i>	<i>No idea</i>	<i>Pour into latrine</i>	<i>Pour into garden/field</i>	<i>Pour into drainage</i>	<i>Composting</i>	<i>Others</i>	<i>Total</i>
Bac Ninh	13%	1%	17%	1%	67%	0%	100%
Nghe An	4%	3%	16%	1%	77%	0%	100%
Tuyen Quang	13%	0%	17%	0%	68%	3%	100%

As compared to counter communes in **Table 13**, the proportion of households with sanitary shed in counter communes is much lower than that of Project communes. Therefore, although the proportion of households with sanitary sheds in the provinces is low, communication has created effect on people's perception and behavior.

**Table 13: The sanitary status of sheds in the counter communes**

<b>Criteria</b>	<b>Nghe An</b>	<b>Bac Ninh</b>	<b>Tuyen Quang</b>
	Proportion (%)	Proportion (%)	Proportion (%)
Sanitary	22%	18%	27%
Unsanitary	78%	82%	63%
Total	100%	100%	100%

Thus, the sanitation of sheds should be more communicated to promote people not only perceive the risk of pollution but also take specific actions for sanitation of their shed.

### **c- Hygiene of Kitchen and eating - drinking**

#### ***Hygiene of kitchen:***

According to the survey, most households take advantage of available materials such as wood, coal, straw... to economize, in which coal is used most. Most kitchens are constructed by the time the house and other sub - works, mainly before the communication project. Traditional kitchens only ensure to free 50 - 60% of smoke. Kitchen's floor is low and humid, existent much waste and poultry's excrement. Kitchen cupboard can not prevent food from dust and smoke. Most kitchens have cockroaches and mice. Nevertheless, any changes to design face considerable money, which is the main reason for the families to keep their existing kitchens. The social communication activities in all selected project communes do not obviously influence people's behavior because it is quite new an issue to local people while changes, any way, require large expenditure.

#### ***Sanitation of eating and drinking***

Although drinking of plain water is referred also in other communication programs such as health care, nutrition, etc. There is still a considerable proportion of people drinking plain

water, of whom most are children. The slight difference between counter communes and project communes indicates that communication activities have not brought about much effect.

**Table 14 : Proportion of households drinking plain water in project communes**

Criteria	Nghe An	Bac Ninh	Tuyen Quang
Drinking	17%	12%	17%
No drinking	83%	88%	83%
Total	100%	100%	100%

**Table 15 : Proportion of households drinking plain water in counter communes**

Criteria	Nghe An	Bac Ninh	Tuyen Quang
Drinking	22%	21%	25%
No drinking	78%	79%	75%
Total	100%	100%	100%

Many people (see Table 16) do not perceive correctly the harm of drinking plain water. Therefore, it is necessary to carry out communication activities more comprehensively and often for all people, especially children under the age of school or at the age of school but stay home, so that all people can perceive the problem.

**Table 16: People's perception of diseases caused by drinking plain water**

Provinces	worm sickness	Cholera	Dysentery	Typhoid	Flu	Rheumatism	cavity	Mental disorder
Bac Ninh	83%	78%	70%	10%	8%	8%	5%	1%
Nghe An	91%	83%	73%	12%	25%	5%	14%	1%
Tuyen Quang	74%	71%	51%	21%	14%	9%	10%	2%

#### d - Use and maintenance of water sources

Water is an environment influencing strongly and directly people's health. At present, more than 90% of households know safe water sources. Moreover, this proportion in the project communes is higher than that in counter communes. This means the communication on safe water has been done effectively.

**Table 17 : Perception of safe water sources**

Perception	Nghe An (%)	Bac Ninh (%)	Tuyen Quang (%)
Correct	95	93	91
Incorrect	5	7	9
Total	100	100	100

**Table 18: Perception of safe water in the counter communes**

Perception	Nghe An (%)	Bac Ninh (%)	Tuyen Quang (%)
Correct	92	91	83
Incorrect	8	9	17
Total	100	100	100

**Table 19: The water sources in the project areas**

Perception	Nghê An	Bac Ninh	Tuyen Quang
Rain water	12%	8%	2%
Dinged well	87%	30%	89%
Drilled well	19%	60%	6%
Other	1%	2%	3%
Total	100%	100%	100%

*(Note: Each family can use more than one source of water (for example, both well and rainwater))*

**Table 19** indicates that the communication has contributed to increase in safe water usage in the 3 provinces. In the communes of Nghe an and Tuyen Quang, the proportion of dinged well is much higher than that of Bac Ninh, mostly because the cost of drilled wells is higher than that of dinged wells. Meanwhile, the higher income and favorable geographical condition of Bac Ninh make drilled wells more suitable and feasible to majority of local households.

Access to safe water in the Project communes has improved much as compared to pre-project (68% in average in 3 communes). The main obstacle to households (without wells) is to evaluate correctly the benefit of using safe water for daily living. The communication itself has played an important role in solving the problem and contributed much to improving the sanitation of water sources.

#### **e - The situation of waste processing**

All communes of the Project communicate on gathering waste to certain areas. Many communes of the three provinces have organized to collect waste and their citizens have formed a habit of collecting waste periodically. These activities have formed a sanitary habit for each household and each person, and community cooperation spirit to solve common problems. The solution of sanitary dust - hole is not always suitable, especially in highly dense areas such as Bac Ninh and Nghe an. At present, the processing of waste in those localities is not carried out systematically, comprehensively and permanently but temporarily. Dust - holes are mostly present in offices such as hospitals, schools and health stations.

## 2. Assessment of the Content, Objects and communication Method.

### 2.1. The content of communication

Economic, socio - cultural characteristics of the surveyed communes in the 3 provinces Bac Ninh, Tuyen Quang and Nghe An are similar because their major economy is all traditional agriculture. Many traditional living and production customs are still maintained: using cattle's and people's excrement as main fertilizer for agricultural production; using well water, rain water and lake water for daily living and production; raising poultry and cattle to take advantage of redundant food, to save money, and to improve daily nutrition demand.

**Table 20: The proportion of sanitary latrines and water sources pre-project**

Provinces	Proportion of sanitary latrine	Proportion of sanitary water source
Tuyen Quang	27%	58%
Bac Ninh	11%	74%
Nghe An	33%	72%

(Sources: Statistics of Preventative Centers of surveyed districts)

Since 1990, the communication on safe water and environmental sanitation has been carried out simultaneously with the objective of communicating all contents of environmental sanitation. Two important focused contents of rural sanitation are *safe water source and sanitary latrine*. Other contents such as sanitary kitchens, soakage pits, and sheds were also communicated broadly in order to create a comprehensive improvement in environmental sanitation and community's health, thus to gradually upgrade standard of living.

Most people know the problem clearly, specifically the contents of *sanitary latrines and safe water sources*. **Table 21** below shows people's specific perception of this problem.

**Table 21: Local people's perception of communication content**

Content of communication	Bac Ninh	Nghe An	Tuyen Quang
1. Sanitary latrine	80%	75%	70%
2. Source of water and methods of maintenance	78%	75%	75%
3. Clean shed	52%	55%	50%
4. Clean kitchen	30%	33%	28%
5. Clean waste - hole	21%	17%	14%

In general, the contents and objective of communication are suitable with local condition, especially poor communes that can not solve all sanitation problems at the same time. That is, people need more time to change perception and attitude and to improve their economic



very rare, especially in high land communes where it is extremely hard to drill or dig wells. Therefore people have to use unsafe water sources such as water initiated from rain, river, stream, lake, pond, etc. However, the communication concentrating on dinged wells and single-tank latrines is very suitable with local conditions of low income, high demand for excrement and expensive drilled wells.

Communication on safe water and environmental sanitation are also integrated with communication on other matters in relation to environmental sanitation, epidemic prevention, nutrition, family planning, health care, etc. being carried out regularly in since 1990.

For local conditions of economy, kitchen, latrine, etc. are too low and hard conditions for drilled well, the locality has adjusted the content of communication and concentrate on simpler and more suitable contents such as single-tank latrines, soakage pits, sheds and dinged wells. In general, suitable contents have brought about good effect to communication activities.

### **Nam Dan district, Nghe an province**

The communication focused on **double-tank latrines and drilled wells**. However, the communication was not implemented fully and specifically. In some communes, the communication is mainly implemented by commune and village health staff. It lacks intensive cooperation with other associations such as women's union, farmer's association, veteran's association, etc. If there is a positive participation of these organizations, the effect of communication on safe water and environmental sanitation and other socio-economic matters shall certainly improve.

## **2.2. The communication Objects**

The long-term purpose of the communication is to serve all people in the community. There are differences in socio-economic, cultural, and infrastructure conditions and activities of communicators among the communes of each district.

In fact, the survey reveals that although sanitation of the surveyed families do not vary much but the families have different problems (for example: there are differences in people's ability to approach and receive information according to remoteness of their residence).

**Table 22 : The evaluation of people about roles of communication objects**

Age	No.1	No.2	No.3	No idea	Grade total	Rank
1 - 15	193	225	105	341	1998	2
16 - 50	422	116	19	307	2381	1
> 50	32	124	293	415	1501	3

In this table, we apply the method of distinguishing levels according to interviewees' ideas:

- No.1, No.2 and No.3 are in decreasing importance order: No1: the most important object, following are No2, No3 and No idea finally),
- Mark 4 is for No.1, mark 3 - No.2, mark 2 - No.3 and mark 1 - No idea.

- *The content given the highest grade total is the most important.*

According to people's evaluation, people aged 16 - 50 years old is the most important group of object for communication. It is also suitable with the objective and real communication of the project. In general, communication objects are people of all ages. However, adults, who are usually head of family, perceived better and can make decisions as well as communicate better with all other objects than elders and children. In daily sanitation, adults play an important role, especially women, because they are responsible for sanitation activities.

Further more, they are major representative participants to social activities such as association, meeting, contribution to community fund, and therefore know much useful social information related to family's activities.

In this object group, women are more flexible and patient than men in daily regular activities such as sanitation of facilities, tools, and other things, etc. They exchange information more easily and frequently than men. Activities of women's union are more often and effective than those of other associations such as veteran's association, farmer's association, elder's association... and thus, women are more important for communication activities.

Children of age 1-15 are also important communication objects because they are the future owners of society. Children often have diseases related to unhygienic living environment or activities of their own for they lack sense as well as knowledge of environmental sanitation. This group of object can easily receive new information but they are less conscious in implementation, so they need being reminded regularly.

Elders (>50 years old) can hardly change habits and are limited in receiving new information but they can have much influence with life style and customs to other family members. The problem is, therefore, to different objects, we must have differently suitable communication strategies and methods so that they all can approach and receive new information.

### **2.3. Communication method**

#### **a. Communication staff**

The effect of communication activities depends much on communication methods. Qualification and knowledge of participants will take great control over effectiveness of the communication. The survey reveals that nearly 60% of communicators (**Table 23**) have graduated secondary school, among which 15.8% pass college or high school degree. This is one of the advantages that contribute to the success of the communication.

**Table 23: Education level of communication staff**

Education level	Proportion(%)
Under class 12	43.9%
Class 12	40.4%
College/ middle ranking	15.8%
Total	100.0%

The main force of communicators in the surveyed communes is commune and village health staff, Women's union, Youth Association, and authorities. These people are very positive and effective in the communication.

Most surveyed households affirm that health staff plays a very important role in the communication. They have profound professional knowledge in health. Their work involves daily contact with people, so their communication are more persuasive and influential to people.

Close cooperation among the types of communicators has made women's union contribute positive effect to the communication. Rural women are communicative and open. In addition, they suffer much and directly from hygiene issues, so they are more sensitive to such issues. In fact, intensive and frequent activities of women's union in most surveyed communes have helped popularize knowledge and encouraged a considerable proportion of households to implement sanitation.

The Youth Union staffs is an enthusiastic force in movements of rural environmental sanitation, such as green, clean and beautiful environment. However, the weakness of this group is that they are not organized well, short of movement leadership, so their communication is not regular.

Beside such main forces of communicators, hamlet's secretary, chief of veterans' association are also enthusiastic communicators. So, the force of communicators have worked well and created good impression to people, especially in communes of two provinces Nghe An and Tuyen Quang. **Table 24** below describes this in more detail:

**Table 24: The communication effectiveness communication staff group**

Provinces	Health care staff	Youth union staff	Chief of hamlet and other staff	staff of women's association	Project staff
Bắc Ninh	48%	2%	14%	27%	2%
Nghệ An	55%	3%	14%	44%	2%
Tuyên Quang	58%	6%	21%	36%	5%

#### **b- Means and method of communication**

Major means of communication in communes of Bac Ninh and Nghe An are public loudspeakers. In Tuyen Quang province, the form of communication at home or meetings are more appreciated.

According to communicators, direct communication at household and at meetings is the most effective; following is indirect communication through public loudspeakers.

**Table 25: The effectiveness of communication channels**

No	Communication channel	No1	No2	No3	No4	No5	Grade total	Rank
1	Local radio station	13	623	216	110	38	3463	<u>2</u>

2	Local TV	0	0	95	208	697	1398	7
3	Local press	0	0	0	34	966	1034	10
4	Communication in school	0	0	117	271	612	1505	6
5	Provide document, pamphlet	0	132	113	511	244	2133	5
6	Organize training courses	0	173	221	488	118	2449	4
7	Talking, directly instructing at families	827	130	43	0	0	4784	<u>1</u>
8	Meeting/ conference/ talking	34	98	462	211	195	2565	<u>3</u>
9	Poster	0	0	119	123	758	1361	8
10	Other culture and music activities	0	0	0	89	911	1089	9

*Note: No1: The most effectively communicating channel*

*No2, No3, No4... : Gradually decreasing usefulness of communication channel).*

*(In above table, the used method of distinguishing levels is based on surveyed opinions, after that grade is given according to the order: No1 - Grade 5, No2 - Grade 4, No3 - Grade 3, No4 - Grade 2, No5 - Grade 1. The communication channel got the highest grade is most effectively evaluated).*

The interviewing results of households (see **Table 26** below) also reveal the fact that the direct communication method: "**Talking and communicating at households**" is the most effective. This communication method makes people easy to exchange ideas with communicators about their difficulties. They, therefore, can perceive information better. Those who do not understand issues can directly exchange with their communicators. Private exchange helps people overcome shy habit before crowd at meetings or training classes. But this method of communication is hard to implement in large scale regarding the possible required labor-force and expenditure.

The main communication method in communes of Tuyen Quang, particularly, is direct communication at home and meetings conducted by health staff or women union. Due to the characteristics of a mountainous province: low educated level, population is widely scattered. Therefore, the effectiveness of public loudspeakers is very low. Meanwhile, the method of direct communication can make good the above obstacle. Moreover, the communication contents are offered in form of official decisions, instructions, policies, etc., which make them become more persuasive to local people.

Communication on sanitation with public loudspeakers is not as effective as other communication contents that also use loudspeakers. Because sanitation matters have never been considered important in rural life and they exist as if naturally to most rural families. Moreover, rural family income of most families are not enough for them to take care of issues not yet been considered essential like sanitation issues while they still lack money for

disease cure, school fee, or even foodstuff. Therefore, to attract their attention to sanitation issues, it is necessary to support them overcome difficulties to comply with hygienic standards.

Contents communicated through public loudspeakers only referred to general direction and call for people attention but not go in detail of hygiene issues. In addition, the communication took place only once a month and several minutes a time. Therefore, although the proportion of interviewed people able to perceive the communication content is high in Bac Ninh and Nghe An as compared to other contents, the result of deep - interview indicates that these households almost could not remember necessary sanitation content in detail.

The direct communication method at home, health station, people's meeting, popular music carried out by staff of women's union, health staff, culture staff of communes, hamlets, etc. have proved really effective because it meets the above requirements and addresses problems of each household.

Other communication means such as book, document, poster, etc. are not used popularly but only in people's committee hall, health station, schools, etc. However, most interviewees did not know those means of communication.

Besides, many interviewees said that they choose to build works such as latrines, wells with suggestion and assistance of constructors, relatives who work in urban areas, or their neighbors. This means available works and their benefits are already a very effective means of communication. This means of communication is very persuasive because it is fitted with psychology of rural farmers who believe only in what they or their relatives see, listen or have used.

#### **2.4. Supervision of communication activities.**

The supervision of communication has a real significance to the improvement of the activity itself. In fact, in most surveyed communes, the supervision of communication on environmental sanitation incorporated with that of other communication activities such as community health care, family planning, health care for mother and children, etc being carried out monthly, quarterly and annually by provincial health department.

Self- evaluation of the communication effectiveness in all localities is not well implemented. The main effectiveness criterion set out by authorities is just the number of or newly, innovated, or improved latrines and wells. There is no evaluation of people's perception and attitude to environmental sanitation.

Moreover, since communication activities as well as other activities go in waves, programs, projects, or planned schedule that are directed from higher levels without strict commitment to effect, passive psychology of communicators arise and they lack of interest in effect.

## **II. ASSESSMENT OF THE TRAININGS FOR SOCIAL COMMUNICATORS**

The training programs for communicators were carried out at all Project communes to give local communicators with necessary knowledge in environmental sanitation and skills in social communication. The objectives of the training programs are:

- To sufficiently give communicators with necessary knowledge in sanitation;
- To help communicators identify behaviors related to environment-related diseases.
- To seek obstacles to improving sanitation behaviors.
- To practice communication skills.

To assess efficiency of the training program for communicators, we focus on assessment of absorption capacity, attitude and communication ability of communicators after the training and assessment of suitability of the training program with factual local condition.

## 1. Assessment on Training Programme

### 1.1 Training Contents

The training contents are mainly communication skills, methods of building, using and maintaining sanitation facilities, and environment protection. Each content provides comprehensive knowledge and varies from easy to difficult in accordance with every object from provincial level to commune and village levels.

According to opinion of communicators, the above training contents are very essential and suitable with actual communication activities (85% of them considered the content is suitable - **Table 26**). The above contents not only equip enough knowledge, necessary skills for communicators in order to improve sanitation. and the method of building and maintaining sanitation facilities, but also help communicators to practice fluently communication skills. Following is an opinion of Mrs. Pham Thi Hong, a nurse of Health Station at Nghe An province said: *"Obviously, thanks to training courses, we can access to various subjects; methods of building, using and maintaining sanitation works and new, useful communication skills in place of outdated knowledge we gained from common education."*

**Table 26: Opinions of communicators about the training contents**

No	Opinion	Ratio (%)
1	Suitable contents	84.6%
2	Unsuitable contents	15.4%
	<b>Total</b>	<b>100.0%</b>

However, also according to communicators, unsuitable training contents are, in fact, unsuitable hygiene construction models (for instance: water-wash toilet, Dust - hole, well... are not suitable to local conditions). Particularly, in Yen Son and Ham Yen Districts of Tuyen Quang province, the source of drilled well water is mostly untapped, and local people mainly use rain and dinged well water. Meanwhile, the training contents did not focused on dinged wells but drilled wells. Similarly, the dissemination of water toilet is not suitable to real

terrain, living custom, and production practices in Bac Ninh province.

## **1.2 - Training method**

### **a/ Training Method**

The major training method applied in training courses is eyed-witnessed method combined with focus group discussion. According to statistics, 79% of opinions agreed that the training method is very effective. The participatory and focus group discussion method is highly appreciated because it brought comfortable atmosphere, help learners easily receive information and exchange their experience with lecturers. Learners can also improve their communication skills and experience through discussion. Therefore, the method help learners and lecturers to understand each other and encourage learners to study more and more, improve their experience and consolidate their skills on social communication, presentation and persuasion, which are essential to communicators.

Also according to communicators, the eye-witnessed method help them easily receive lectures and apply them in reality, especially those working in remote communes or at village level. One said: "*A picture is more worthy than 1000 words*" or "*Hundred hearing is less than one seeing*". In Yen Phong District, Bac Ninh province, latrine models are introduced to local construction workers. This has proved really effective. Many households ask construction workers when they build their own latrine.

However, many opinions said that this method is not really effective yet for the lack of references, models and pictures.

### **b/ Training course duration and intervals between the courses**

In general, most communicators (69% - **Table 27**) said that the interval between the training courses is too long. Meanwhile, the local environmental sanitation communication in localities needs to be coordinated with other communication programs. In addition, local communicators has to undertake many other works; therefore, communication frequency is not high (in average there is one wave of communication on environmental sanitation a month or a quarter). Furthermore, due to the lack of references, infrequent training, or even the knowledge that don not have chances to be applied in reality fade away themselves.

As to training course duration, 54% of communicators said that the duration of training course was sufficient to receive all necessary knowledge and only 46% of them requires to extend the training time.



**Table 28: Recommendations for the training**

No	Method need change and supplementation	Opinions	Ratio (%)
1	Deeper professional knowledge	29	32.7%
2	Communication method	75	52.9%
3	Visit to learn and exchange experience	125	64.8%
4	Accessing method of Communication tools	28	22.3%
5	Self - teaching documents	226	90%
6	Meeting and exchanging experience among colleagues	86	77.7%

Additionally, there are ideas to provide more models and pictures to lectures in order to create comfortable atmosphere and help learners understand more easily and perceive knowledge better.

## **PART III**

### **RECOMMENDATION AND PROPOSAL FOR SAFE WATER AND ENVIRONMENTAL SANITATION COMMUNICATION ACTIVITY**

#### **I. CONCLUSION**

Regarding the above survey results and analysis, it is convinced that the environmental sanitation and safe water program in general and communication activities in particular were carried out effectively in all the above communes. Although communication activities have not brought about high effect in all communication contents of the project (including: communication on safe water, latrines, bathroom, dust-hole, sheds, kitchen, sanitary well, etc., they have been highly effective with the two most important contents of safe water and sanitary latrine.

As we know, the factor determining the success of the program is the suitability of the training content and method of communication to real conditions of every localities, and the flexible application of the communication content, methods as well as means by communicators. Beside that, the enthusiasm and dedication of communicators, especially health staffs and local women's union is also important factors determining the success of the project.

However, the communication still faces with challenges and difficulties being in need of settlement to upgrade its effect.

The major problem of communication on safe water and environmental sanitation is to implement it as a relatively independent activity to other economic, social, cultural activities. By this, it has not attracted the attention of all social components but are limited within health stations and women union. In rural areas, public opinion and continued influence are very important factors of the development of new knowledge, new attitudes and new behaviors. Communication activity, therefore, need to be implemented in close relation to other activities, so that it becomes an important and essential part in social economic development plan of the localities. Furthermore, It is necessary to transform the environmental sanitation activity into an effective social movement aiming at attracting attention of entire society.

#### **II. PROPOSAL ON IMPROVING EFFICIENCY OF COMMUNICATION**

On the basis of comprehensive assessment of all communication activities in environmental sanitation in order to improve its effect, our expert team propose some recommendations as follows:

**Implementation organization**

- (1) Clearly distinguish and define target communication objects, compose communication contents and select communicative method - means in accordance with every object groups, with concentration of communication efforts on the target object group;
- (2) Compose communication content more adequate, easily applicable, and more suitable to local conditions as well as demand. The communication content need to be designed more suitable to different communication means and methods, so that we can maximize effect of different communication approaches.
- (3) Maintain and develop the direct communication through meetings. Direct communication need to be developed to increase communication effect.
- (4) Implement and maintain supervision and effect assessment regularly to popularize good experiences and make good existing difficulties.

**Training and Human**

- (5) There need to be close coordination with and direct support from management authorities and a implementation system from ministerial level to commune, village levels.
- (6) Develop a cooperation scheme among organizations such as the communal culture section, the farmers association, the Father front, and local authorities to ensure budget, human and technical sources for the communication.
- (7) There need to be finance support policies, training for communicators, especially the local health staff and women union who are nuclear of the communication./.

# QUESTIONNAIRE

(For communicators)

1. IMPLEMENTING AGENCY: INVESTCONSULT GROUP  
370 Tran Khat Chan St, HaNoi  
Tel: 8226356/ 82693223; Fax: 8252282

1.1 Full Name of surveyor: 1/ ..... 2/ .....  
1.2 Interviewing date: ...../...../2000  
1.3 Province: ..... District: ..... Commune: ..... Village: .....

1. PURPOSE: Assess the Effect of the Mobilization and Communication on Safe Water and Environment Sanitation

### 3. INSTRUCTION TO FILLING THE FORM

- Select appropriate answers and tick corresponding boxes
- Write down answers in blanks

### 4. INTERVIEWEES

4.1 Interviewee's name: ..... Age: ..... Male  Female   
4.2 Education: Primary  Secondary  High  University/college   
4.3 Present profession: .....  
4.4 As communicator at level: Project  Province  District  Commune  Village

### 5. INTERVIEW CONTENTS

5.1 Have you ever attended communication courses? Yes  No

How many times?

First time Content: ..... Year: .....  
 Second time Content: ..... Year: .....  
 Third time Content: ..... Year: .....  
 Fourth time Content: ..... Year: .....

5.1. Your comments about the contents of the training courses?

To your opinion, the contents are: Suitable  Normal  Unsuitable   
Training methods are: Good  Bad

What do you propose and recommend to improve the training contents?  
.....  
.....  
.....

5.3. In term of the duration of the courses:

For you, the duration is: Short  Sufficient  Long

Is the timetable of training course suitable to your timetable?

Yes  No  No idea

What should be changed to make the courses more suitable?  
.....  
.....  
.....

5.4. Teaching and studying materials

What do you recommend on

- Teaching material: Sufficient  Insufficient  Suitable  Unsuitable
- Studying material: Sufficient  Insufficient  Suitable  Unsuitable
- Reference material: Sufficient  Insufficient  Suitable  Unsuitable

5.5. Lecturers

- Training method is easy to understand
- Training method is difficult to understand
- Training method is normal
- No idea
- High profession
- Normal profession
- Low profession
- No idea

5.6. Should the contents be supplemented? Yes  No

If yes, Which of the following contents should be supplemented?

- More professional knowledge
- Communication method
- Site tours
- Way of using means of communication
- Self-studying materials
- Meetings
- Other

If No, please detail your ideas: .....

5.7. What means of communication have you used?

- Local Radio
- Local television
- Local press
- School
- Leaflets
- Training courses
- Direct communication and at home
- Meeting/workshop/talk
- Panel/poster
- Communication combined with cultural activities
- Communication combined of above two or more forms
- Other form

If other form, please detail: .....

5.8. Ranking the effectiveness of the communication methods (rank from 1-4)

- Local Radio
- Local television
- Local press
- School
- Leaflets
- Training courses
- Direct communication and instruction at home
- Meeting/workshop/talk
- Panel/poster
- Communication combined with cultural activities
- Communication combined of above two or more forms
- Other form

If other form, please detail: .....

5.9. Do you face any difficulties with the communication methods?

Yes  No

If yes, please say in detail:

.....

.....

.....

5.10. What object do you pay attention to most? (writing down priority number)

- By age:

- Children  why?.....
- Youth  why?.....
- Middle - aged  why?.....
- Elderly  why?.....
- Mothers  why?.....

- By operation sectors:

- Commune, village cadres  Why?.....
- Teachers  Why?.....
- Pupil  Why?.....
- Retired people  Why?.....
- Women association  Why?.....
- Collective farmers  Why?.....
- Youth Union  Why?.....
- Pagoda/ church people  Why?.....
- Other  Why?.....

5.11. In your opinion, the following objects is suitable to make communication:

-By age

- Children  Why?.....
- Youth  Why?.....
- Middle-aged  Why?.....
- Elderly  Why?.....
- Mothers  Why?.....

- By operation sectors:

- Commune, village cadres  Why?.....
- Teachers  Why?.....
- Pupil  Why?.....
- Retirement officers  Why?.....
- Women association  Why?.....
- Collective farmers  Why?.....
- Youth Union  Why?.....
- Pagoda/ church people  Why?.....
- Other  Why?.....

5.12. Communication experience:

1. What do you think about people's knowledge of health care and healthy activities?

Good       Fairly       Normal       Bad       No idea

What do you think about local health problems?

Very bad       Bad       Normal   
 Rather       Good       No Idea

What do you think about people's behaviors related to diseases caused by environmental pollution?

Very popular       Popular       Normal       No idea

2. What do you think about changes in people's healthy behavior?

Very good       Good       Rather   
 Normal       Bad       No idea

Which of the following factors obstacle improvement of local people's healthy behaviors?  
 (Rank from 1 to 10)

- Customs, habits
- Lack of many
- Low communication frequency
- Restricted land area
- Demand for excrement fertilizer
- This big issue is of community scale
- Poor infrastructure (Water supply system...)
- Ineffective management and organization
- Lack of authority's care
- Others.....

3. Do you apply eye-witnessed communication methods using pictures or model demonstration?

No       Rarely       Regularly

4. What do you think about the effect of the communication project?

How are changes in people's knowledge of safe water and environment sanitation?

Clear       Little       Very little       Unchanged

How are changes in concept, attitude, and habit?

Clear       Little       Very little       Unchanged

Such above changes are:

Just in mind   
 Evidenced by action

5. What is attitude of most people to your communication?

Strongly supportive       Unconcerned   
 Normal       Opposite

6. What do you notice about people's daily activities related to safe water and environment sanitation?

Common   
 Reduced and improved much   
 Reduced and little improved   
 No idea

Other:.....

7. Is your communication under any supervision?

Yes       No

If yes, who performs the supervision?

The supervision is: Regular  Seldom  Very seldom  Almost non-existent

Does the supervision bother your communication? Yes  No

If yes, please say in detail:

.....  
.....  
.....

8. Do authorities have any incentives to encourage people implement the communication contents?

Yes  No

If yes, please say in detail:

.....  
.....  
.....  
.....

9. Were the contents of the communication suitable to household's physical conditions?

Suitable  Unsuitable  No idea

Please say in detail:

.....  
.....  
.....

10. What difficulties do you face in the communication? (please say in detail)

.....  
.....

**5.13\*. Your recommendations on the communication to improve its effectiveness**

1. The organization and coordination of the communication?

.....  
.....  
.....

2. What is the strategy for the communication?

.....  
.....

3. What is the way to increase pace and effectiveness of the communication?

.....  
.....

4. Others

.....  
.....

**INTERVIEWEE'S SIGNATURE**

Full name: .....

Position: .....

# QUESTIONNAIRE

(For beneficiary families)

## 1. IMPLEMENTING AGENCY: INVESTCONSULT GROUP

370 Trần Khát Chân, Hà Nội.

Tel.: 8226356/8269223; Fax: 8252282

1.1 Full name of interviewer: 1. .... 2. ....

1.2 Date of interview: \_\_\_\_/\_\_\_\_/2000

1. Province: ..... District: ..... Commune: ..... Village: .....

## 2. PURPOSE: Assess the effect of the communication on safe water and environment sanitation

## 3. INSTRUCTION TO FILLING THE FORM

- Select appropriate answer and tick "v" in corresponding boxes
- Write down answers in blanks

## 4. INTERVIEWEE

4.1 Full name of interviewee: ..... Age: ..... Male  Female

4.2 Level of education: ..... Profession: .....

4.3 Number of household member: ..... of them there are ..... Adults and ..... children

4.4 Main assets:  Television  Radio  Cassette

4.5. Can you hear public loudspeakers?  Yes  No

## 5. INTERVIEW CONTENTS

### 5.1 Latrines:

Do you have latrines?	<input type="checkbox"/> Yes	<input type="checkbox"/> No		
If yes				
What type it is?				
Dry latrine	<input type="checkbox"/> Two-tank	<input type="checkbox"/> One tank	<input type="checkbox"/> Sunk	<input type="checkbox"/> Other
Water latrine	<input type="checkbox"/> Septic	<input type="checkbox"/> Biogas tank	<input type="checkbox"/> Soakage	<input type="checkbox"/> Other
Is there bad smell?	<input type="checkbox"/> Yes	<input type="checkbox"/> No		
Is there a waste basket?	<input type="checkbox"/> Yes	<input type="checkbox"/> No		
Is there any ventilating pipes?	<input type="checkbox"/> Yes	<input type="checkbox"/> No		
Is the excrement removing door close?(if any)?	<input type="checkbox"/> Yes	<input type="checkbox"/> No		
Is there any pipe to release urine outside? (Only applied to dry latrines)	<input type="checkbox"/> Yes	<input type="checkbox"/> No		
Are there many flies, mosquitoes and insects?	<input type="checkbox"/> Many	<input type="checkbox"/> Little		
Is there waste paper on the floor?	<input type="checkbox"/> Many	<input type="checkbox"/> Little		
What is the distance from the dinged well (if any)?	.....			

### Interviewer asks:

If there is any latrine, ask:

5.1.1. Why did you choose the type of your existing latrine?

Economy  Hygiene  Convenience  Other .....

When did you build the latrine: Year: .....  Forget

Which of the following sources of information do you learn about your latrine from?

Communicators  Television  Radio  
 Neighbors/friends  Communication materials  Other

**If there is no latrines, ask:**

Why do you haven't got a latrine?  Lack of money  Don't know how to build  Other

**5.1.2. What type of sanitary latrines do you know?**

- Dry latrines  Two tank  Bucket  Sunk  Other
- Water latrines  Septic  Biogas tank  Soakage  Other

**5.1.3. A sanitary latrine will satisfy what conditions?**

- 1 Close cover  Yes  No
- 2 Close door of releasing excrement  Yes  No
- 3 Pipe to release urine  Yes  No
- 4 Regular cleaning  Yes  No
- 5 No bad smell  Yes  No
- 6 Ventilating pipe  Yes  No

**5.1.4. Has your latrine fully met the above conditions?**

Yes  No

**If No, why?**

- Short of money  Short of time  Not communicated yet
- Unnecessary  Other: .....

**Do you use excrement to manure rice/vegetables?**

Yes  No

**If yes, do you keep excrement before use?**

Yes  No

**If yes, how long do you keep excrement?**

One month  Two months  Three months

**If No, how do you treat with excrement? .....**

**5.2 Sheds.**

**Interviewer observes:**

- Is there any sheds?  Yes  No
- What is the floor made of?  Brick  Cement
- Is there any drain for urine and excrement?  Yes  No
- Is there excrement on the shed-floor, ground, or house-floor?  Yes  No
- Is the shed safely separated from the house?  Yes  No
- Is there any soakage pits?  Yes  No
- Does the soakage pit have right cover?  Yes  No

**Interviewer ask:**

**5.2.1. When did you build the shed?**

Year: .....  Forget

Yes  No

**5.2.2. How do you treat excrement to ensure sanitation?**

- Pour to field/garden  Pour to waste drain  Pour to latrine
- Keep  Other

**5.2.3. If the shed is not cleaned or washed every day, ask:**

- Not communicated yet  Not have time
- Hesitant  Other: .....

**5.3 Kitchen:**

**Interviewer observe:**

What type of cooker do they use?

Gas

Coal

Little-smoke wood woven

Wood

Oil

Other:.....

Does the kitchen have ventilating pipe?

Yes

No

Does it have many flies, cockroach, rodent, or insects?.

Yes

No

Does it have bad smell / humidity?

Yes

No

**Interviewer ask:**

If the present kitchen is not hygienic, ask:

5.3.1. Why did you choose this kitchen?

Not communicated yet

Hesitate to change habit

Short of money

Other:.....

**5.4. Dust hole:**

5.4.1. Do you have any dust-holes?

Yes

No

5.4.2. If not, where do you dump rubbish?

.....

5.4.3. If yes, how do you treat when:

The dust hole is full

Cover with soil

Dump to other places:.....

When the dust-hole smell badly

Powdered lime

Powder soil

Other:.....

**5.5 Source of water and protection of hygienic water:**

**Interviewer observe:**

What source of water are you using?

Tap water

Rain

Dinged water

Drilled water

Other:.....

1. Observe water tank (If any):

Does it have a cover?

Yes

No

Does it have taps?

Yes

No

Does it have mosquito larvae?

Yes

No

Does it have much sediment?

Yes

No

2. Observe the well (if any)

What type of well it is?

Dinged well

Drilled well

Does it have a wall?

Yes

No

Is the well pad covered with brick or cement mortar?

Yes

No

Does it have a cover?

Yes

No

Is there excrement around the pad?

Yes

No

3. Observe the place of using water?.

Is it bricked or cemented?

Yes

No

Is there a drain?

Yes

No

Is there a soakage pit?

Yes

No

Is there excrement around?

Yes

No

Other notes about the treatment and quality of water:.....

**Interviewer ask:**

5.5.1. What are the sources of safe water?

No ideas

Say one of the following: tap-water, drilled well, dinged well, rain .....

Confused or wrong

5.5.2. Water tank (if any)

Is the cover for the water tank necessary?

Yes

No

5.5.3. What will you do if the tank has mosquito larvae?

Replace water

Raise fish

No action

Other:.....

5.5.4. Dinged well (if any)

If no well cover, ask:

Is cover necessary?

Yes

No

5.5.5. Place of using water

Is it necessary to cover with bricks or cement mortar?

Yes

No

5.5.6. Is the drain necessary?

Yes

No

Why? .....

5.5.7. Is there a soakage pit?

Yes

No

5.6 Eating sanitation:

**Interviewer ask:**

- Are kitchen tools clean?

Yes

No

- Is the larder closely screened?

Yes

No

- Can cockroaches, rodent, flies, etc. access the food?

Yes

No

**Interviewer ask:**

5.6.1. Is there any one in your family drink plain water?

Yes

No

5.6.2. Among the following diseases, which are related to drinking plain water?

Parasitic worms

Cholera

Dysentery

Typhoid

Cough

Rheumatism

Dental caries

Disorder

5.7. Interviewee's comments about communication activities?

5.7.1. Have you ever heard of environment communication?

Yes

No

If yes

Which source of information or who has done it and about what?

Local papers

Yes

No

About what

Eating

Kitchen

Latrine

Sheds

Dust hole

Safe water

Local radio

Yes

No

About what

Eating

Kitchen

Latrine

Sheds

Dust hole

Safe water

Local Television

Yes

No

About what

Eating

Kitchen

Latrine

Sheds

Dust hole

Safe water

Communicators

Yes

No

About what

Eating

Kitchen

Latrine

Sheds

Dust hole

Safe water

**Panel/poster**

Yes

No

*About what*

Eating

Kitchen

Latrine

Sheds

Dust hole

Safe water

**Meetings**

Yes

No

*About what*

Eating

Kitchen

Latrine

Sheds

Dust hole

Safe water

**Marching**

Yes

No

*About what*

Eating

Kitchen

Latrine

Sheds

Dust hole

Safe water

**Books / leaflets**

Yes

No

*About what*

Eating

Kitchen

Latrine

Sheds

Dust hole

Safe water

**Relative/friend**

Yes

No

*About what*

Eating

Kitchen

Latrine

Sheds

Dust hole

Safe water

**Training classes**

Yes

No

*About what*

Eating

Kitchen

Latrine

Sheds

Dust hole

Safe water

**Delivered documents**

Yes

No

*About what*

Eating

Kitchen

Latrine

Sheds

Dust hole

Safe water

**Schools**

Yes

No

*About what*

Eating

Kitchen

Latrine

Sheds

Dust hole

Safe water

5.7.2. If communicators, which of the following organizations do they belong to?

Health staff

Youth union

Local communicators

Women union

Project

Other.....

5.7.3. Are slogans and instructions easy to understand?

- To children:            Very easy             Easy             No
- To adults:                Very easy             Easy             No
- To elders:                Very easy             Easy             No

5.7.4. Which of the following sources communicate you most?

(Rank from 1 to 6)

Local papers

Panel/poster

Relative/friend

Local radio

Meetings

Training classes

Local television

Marching

Delivered documents

Communicators

Books

Family members

School

5.7.5. Do you think that other families in the commune support and follow instructions on safe water and environment sanitation?

- Support very much  Why?.....
- Support  Why?.....
- Ignore  Why?.....

5.7.6. Which of the following objects should the communication focus on?(ranking)

- Children  Why? .....
- Adults  Why? .....
- Elders  Why? .....

5.7.7. Do the contents of the communication benefit your family?

- Yes
- No

5.7.8. Do the contents of the communication bother your family?

- Yes
- No

5.7.9. Do you plan to build any new hygiene works in future?

- Yes
- No

If yes, what is it?

- Latrine
- Shed
- Drains
- Adequate
- Dinged well
- Biogas tank
- Other:.....
- Drilled well
- Kitchen
- Water tank

5.7.10. What should be changed or supplemented to make the communication better fit local demand?

.....

.....

.....

.....

INTERVIEWEE'S SIGNATURE

Full name:.....



