

What is Health Promotion?

to exert control over the *determinants* of health and thereby improve their health.

As defined at the Ottawa Charter for Health Promotion (1986)

1st International Conference on Health Promotion

An Holistic and Sustainable Strategy:

The 4 Stage A.H.E.A.D. Approach Applied Health Education and Development

YEAR 1. KNOWLEDGE

Community Mobilisation

Formation of Health Clubs

Health Education YEAR 2. PRACTICAL

Improved Hygiene

Water Provision

Improved
Sanitation

YEAR 3. ECONOMIC

Skills Training

Income Generation

Financial & Management

YEAR 4. SOCIAL

Literacy

Home-based care

Ambuya Assistance & Aids Orphans



The A.H.E.A.D Approach using Community Health Clubs

What is different?

- Uses health education / hygiene promotion as an entry point
- Forms a strong community structure mandated to prevent disease
- Builds capacity of Ministry of Health Staff
- Leaves a community with informed facilitators
- Identifies do-able activities as homework each week
- Uses a membership card to provide a structure to the training
- Ensures the practical application of knowledge
- Demonstrates behaviour change within the home
- Quantifies achievements
- Quantifies cost-effectiveness of the programme

CLTS within the CHC Structure

- Community Led: Every house hold represented in a CHC
- Total Sanitation: all households having safe sanitation

Zero Open Defecation (Dodhi) (ZOD) was the slogan. It means the same as ODF (Open Defecation Free)

ZOD means:

- No faeces on the ground, or accessible to flies
- Latrine should not allow fecal transmission by flies
 - to be properly covered toilet (Flies cannot enter)
 or VIP with functional vent pipe (gauze to trap flies exit)
 - Self supply of latrines (no external subsidy)
 - Wash hand facilities
 - Clean kitchen and compound

SCALE: The CHC programme: Gutu & Mberengwa, Zimbabwe,

	Target	After 4 months August 2012	%	7 months	%
Population	80,864	80,864			
# Districts	2	2			
# wards	11	11			
# villages	429	429			
Actual households	16,255	15,180 (1,075 closed)			
# CHC Holds	80%	13,861	91%		
# Community Facilitators	154	154	100%		
# CHCs	450	454	101%	457	
# CHC Members	13,620	17,329	127%	17,578	
# CHC Committees	454	454	100%	457	
CHC Population	80%	68,160	84%		

2012.12 ACF partner with Zim AHEAD

Stakeholders viewing the map showing village location



Every CHC has a huge map on the ground, each home marks the type of latrine



Sanitation transparency: CHC Members stand on their village map to show where they live: a rock signifies a latrine, a mudball a temporary



One of the CHC has even constructed this Meeting Place (without any external inputs) to ensure CHC meetings can be held in comfort. A demonstration pot rack is constructed at every CHC Venue



A typical CHC Household:

All members have a least one Tippy tap at home

All members have a pot rack

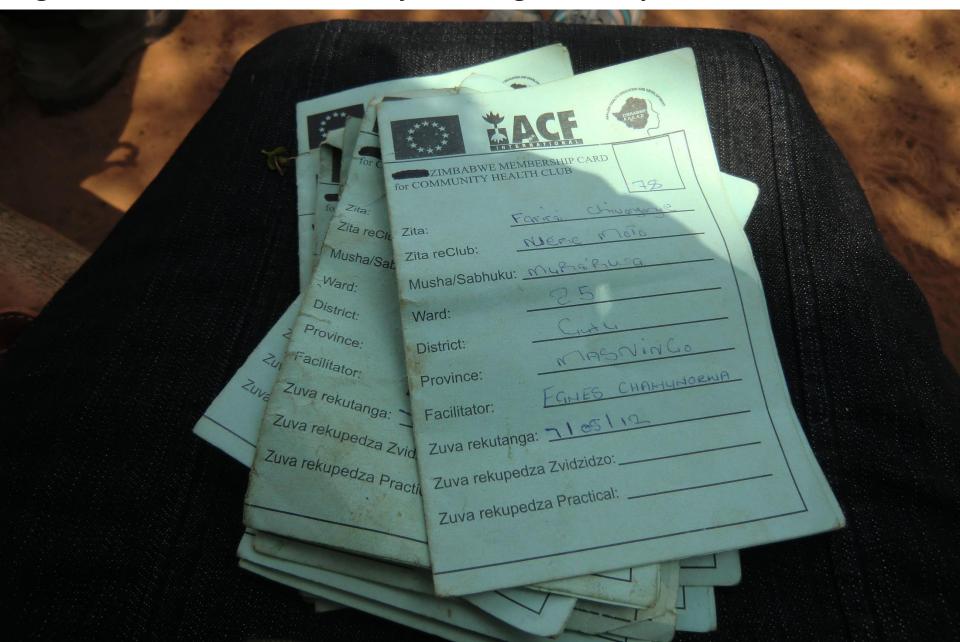
All members have a rubbish pit

All members have a wash shelter

Toilets at the CHC venue – resourcefulness use of locally available material-ZOD



Membership cards are a critical component of the CHC and stimulate high attendance at the weekly meetings to complete all 20 sessions



Most sessions have been completed: ZOD competitions are starting

	Theory Session	Zuva	Facilitator's Signature
1	Zvakatikomberedza	71051.2	E.C.
2	Kuona rudzi rwezvirwere	14/08/12	EC
3	Utaanana/Kugeza maoko	2110512	Ectore
4	Kuchengetedza Misha zvineutsanana	28105/12	Echans
5	Panobva mvura yekunwa	51061.7	
6	Kuchengetedza mvura mumba	13/06/12	mi chiladiava
7	Kushandisa mvura mumba	20106117	m. chisurusa M
8	Myura yekunwa	23/06/12	m. anikuiuda
9	KufambaKunoita utachiona	4107112	Echans A
10	Manyoka	11/07/12	m. chilquiava I
11	Mvura yemunyu neshuga	181071.2	Ectams
12	Zvimbudzi	2510711	m. chilculius
		1/08/13	611 1 10000
13	Chipfunga	2303112	m. chiladuva.
14	Chimhungwe	THE RESERVE THE PERSON NAMED IN COLUMN 1	
15	Kudya kunodiwa nemuviri	05108112	
16	Makonye	22/08/11	m. chilativa
17	Zvirwere zveganda nemaziso	29/08/19	L Ectars.
8	Rurindi nezvirwere zvechipfuwa	0510911	
19	Mukondombera	121	
20	Kuronga zvekuita	20/00	1/12 I Tamba

Who said you cant write if you have no paper? Theory sessions on tree trunk



Visual aids enable CHC members to problem solve around health issues







Community Based
Facilitator is selected
from each village, is
trained with toolkit and
then conducts weekly
health sessions but is
behind not in charge of
the CHC.

It is important that the Head man of village is fully involved and gives his full support to CHC

The CHC is run by an annually elected Committee: Chairwoman, vice, secretary, treasurer etc. who keep all records of members and their household facilities, they conduct the base line survey and monitor monthly.



One of the HHs visited during the ZOD copmetitions





Model Home Competitions stimulate high standards

Swept yards

ZOD

The Kitchen seen from the outside



Inside the kitchen

Safe Water Storage

Safe storage of kitchen utensils

Good food hygiene

Good personal hygiene

Fuel efficient stove

Hygienic latrine



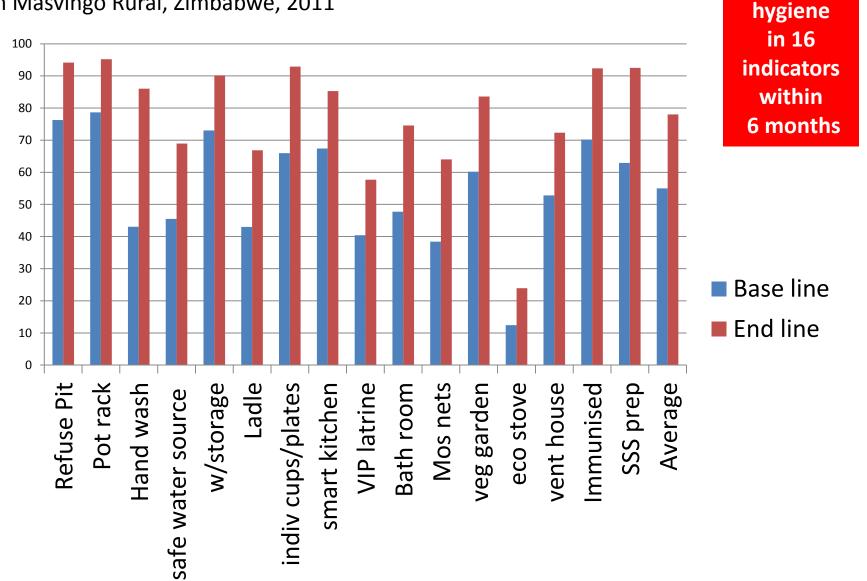


The ZOD Latrine

- Community designed
- Community built
- Community used
- No external inputs

Monitoring: Household Inventory was collected as baseline and end line is being finalised at present. Therefore % hygiene change in this project but following slide is from a similar project, from 2011 in nearby Masvingo (OXFAM as partner to ZIMAHEAD)

MONITORING: OXFAM - ZIMAHEAD Project % hygiene behaviour change in 5,502 CHC Members, in 121 CHCs in Masvingo Rural, Zimbabwe, 2011



23%

improved





Good nutrition is as important as good hygiene

As a demonstration at the CHC meeting place, each members leant to grew their own green vegetables in a sack.

In the next stage each CHC will have a large communal garden.

Sustainability: the next stage
The CHC plans to start a play school in their meeting place and mothers show the toddlers who stand to benefit from this community initiative



CURRENT DEBATE BETWEEN TWO MAIN APPROACHES

CHC Approach: Implementation strategy

- 6 months Hygiene sessions
 20 sessions (each week)
- Learning through fun participatory activities reinforce good practice (song, drama)
- Informed group decision making and weekly homework
- Voluntary household improvements
- Zero Open Defecation (ZOD) &
 20+ other hygiene
 improvements

CLTS Approach (ZimCATS) Implementation strategy

- One 'Triggering' day + a few follow-up visits
- Village walk to shock community that they are eating their own faeces
- Community shamed into action
- Leaders enforce change with fines
- Open Defecation Free (ODF) Village free ODF zone

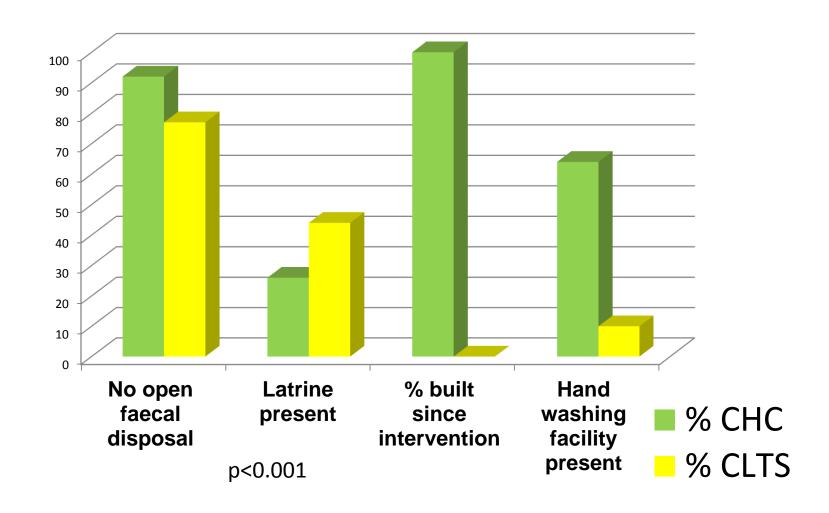
Whaley and Webster: 2010 Comparative study in Zim

Comparing effectiveness: Survey results

CHCs were significantly more effective than CLTS:

- 1. 92% CHC disposed of their faeces by some method other than OD as opposed to 77% in CLTS
- 2. 64% in CHCs had and used a Hand Wash Facility versus 10% in CLTS (p<0.0001)
- 3. 26% of CHC respondents owned a latrine, but all of them had been built since start of project. 66% practiced cat sanitation (88% ODF)
- 4. 44% of CLTS respondents owned a latrine, whilst 57% without latrines claimed to share (101%) ?!

Observed Indicators of Sanitation and Hygiene between CLTS and CHC villages in Zimbabwe



2011.Whaley & Webster. See www.africaahead.com



Acknowledgements: Zim AHEAD Team on the ground in Mberengwa and Gutu (2012) ACF partner in the programme