ABSTRACT
UN MATERNAL & CHILD STUDTING REDUCTION PROGRAM

CASE STUDY ON
BBC CAMPAIGN
PRE-INTERVENTION CONTEXT

Province Sindh is a diverse area of Pakistan where people from different ethnic groups are settled here since long. People of Sindh heavily rely on agriculture because of the main stream of the river Indus passed through all over the province. Agriculture labor market is most diverse in nature since supplied by nomadic tribes roaming thousands of acres of fertile land to achieve seasonal livelihood. Their living standard is based on camp for temporarily settlement which can be dismantled easily for their mobility. Nomadic tribes in Sindh are underprivileged community since they are being ignored by non-government and government implementer because they fall in the category of inter-displaced peoples.

Their children are mostly deprived of education, nutrition, and other basic facilities. Due to their roaming nature in living style, they often defecate openly in fields and usually caught by diseases transmitted through defecation. Their health and hygiene conditions are at risk because they are lacking improved WASH facilities. Mortality rate in children in nomadic tribes is high because of poverty and lacking access to medical facilities around them.

In Taluka Mahrabpur, the covered area by nomadic community; they all were doing open defecation and they were totally unaware about ODF environment, importance of hand-washing with soap practices, good hygiene practices and water purification. Nomads stated that they lost lives of their beloved ones each year due to diseases such as diarrhea and cholera the deadliest killer of children under five.

Behavior Change Communication Campaign

SAFWCO with collaboration of UNICEF is implementing WASH interventions to provide improved WASH facilities to underprivileged communities of Taluka Mahrabpur. One of the core components of the project is Behavior Change Communication Campaign to improve the health & hygiene practices of communities.
Sessions were started with round of introduction of all participants then formally health and hygiene and BCC sessions were launched on following agenda:

- Usage of latrine
- Hand-washing with soap practices
- Good hygiene practices
- Spreading of germs
- Construction of low cost latrines
- Methodologies of water purification

Health and hygiene and BCC sessions were held in all UCs of Taluka Mehrabpur with nomad tribes shifted from different areas of Sindh province. Following are given details of sessions and participation:

<table>
<thead>
<tr>
<th># of Sessions Delivered</th>
<th>Attendance</th>
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<tbody>
<tr>
<td></td>
<td>Men</td>
</tr>
<tr>
<td>17</td>
<td>439</td>
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Before starting of session IEC material was distributed among them. SAFWCO team briefed in the sessions about unhygienic environments and food, agricultural land and drinking water contaminated by fasces riddled with bacteria, viruses and parasites that cause diseases. There are only solving the sanitation problem and to practice better hygiene can save yours live and reduce incidence of disease. SAFWCO team further suggested them that with utilization of local wisdom latrine could be constructed with low cost/available material. They were also demonstrated by team over hand-washing with soap practices and construction of low cost latrine.
Explained more by team over types of hygiene like personal hygiene, domestic hygiene and environment hygiene to nomads but before to explain they were brain stormed by facilitator to understand the level of knowledge of nomads over subjected matter. Water purification methods were also briefly explained by team like boiling of water and solar disinfection as they didn’t have any other access to purify the drinking water. As they briefed for boiling of water; When water boils, any bacteria present in it will be killed & thus reduce the chance of getting sick and when bubbles begin to appear, it means that the water is starting to boil. For solar disinfection; Exposing water to sunlight will destroy most germs that cause disease. This is even more effective at higher temperature (although the temperature of the water does not need to raise much above 50°C). One easy method of treating the water is to expose plastic or glass bottles of water to the sun. In tropical regions, a safe exposure period is about five hours, centered on midday. The amount of time the bottle is exposed to the sun will need to be doubled (two days instead of one) when the weather is cloudy.

**OUTPUT**

Their practices were changed immediately as they have mastered the handwashing skills those were performed on daily basis on critical timings elaborated during sessions. Number of children, women and men are sensitized for construction of temporary pit latrines and use to reduce the contamination of environment along with considering the lives of children are important. A hygienic travel would be ensured for saving lives of children and mothers would be taking care of their personal hygiene before feeding their child. Replication of practices from direct 1612 participants to 4836 or even more because these
families are ranging around the country they would be disseminating these messages of behavior change communication for safe sanitation practices, hand washing practices, safe disposal of human excreta, personal hygiene of lactating and pregnant women.

**IMPACT OF CAMPAIGN.**

The behavior change communication campaign created multi-dimensional impacts in improving the life of nomadic tribes around Sindh.

Nomadic tribe’s men usually relay on agriculture laboring, they are exposed to substances used in paste control and harmful for human life. Hand washing practices prevent them from hazardous of paste management substances.

Their health conditions will improve by practicing whatever they have learnt in BCC. Their medical expense will decrease and money can be used to avail other basic facilities.

Pit latrines will enable open defecation free environment that will lead to improved WASH practices to ensure better health & hygiene conditions.

People were reluctant to interact with nomadic tribe because of their poor health and hygiene conditions. Acceptance in other communities may be increase.