

Handwashing Campaign Program in NAD

Hand Washing With Soap (HWWS) Movement (Gerakan Cuci Tangan Pakai Sabun) with theme “BIASA BERSIH HIDUP JADI SEHAT” has been launch in South Sumatera and Banten by KUIS (Koalisi Untuk Indonesia Sehat) with support from The Johns Hopkins Bloomberg School of Public Health, Center for Communication Programs (CCP) funded by USAID in March 2005. The logo and slogan were developed to be used for health hygiene improvement related materials and activities (hand washing, safe and clean water system, sanitation, etc) and designed be more generic so as to apply all over Indonesia. This movement was developed with many organizations such as Save the Children, CARE International, CRS, Mercy Corps and World Vision.



The HWWS initiative in Aceh has been developed in collaboration with CARE, Save the Children, and CCP, with support from USAID. A series of materials such as poster, hand washing guide book, and jingle have been pretested with regard to their message content and overall creative approach. The result shown that respondent at rural/barracks areas accept the poster develop by KUIS with the reasons :

- The design of poster represents all level of community such as farmer, government officer, children, parents, guards/hansip, ulamas, etc.
- The message and steps on how to wash the hand is also clear.
- The respondent mentioned that the picture is real, not animation or drawing/painting.

The existing logo of HWWS Movement will be used as an umbrella theme for the campaign and could be used by any organization who will conduct hand washing campaign throughout Indonesia. By using the same logo in every campaign, this consistency will enable people to more readily recognize and remember the theme of campaign and this will ensure that the HWWS messages receive substantial attention from the target audience.

Communication Strategy:

Initial assessments from CCP formative research show that many internally displaced persons (IDPs) have no access to information about health services and communication resources (posters, leaflets, community drama and radio) and community leaders are underutilized. Radio is the main source of information and entertainment. The research also found that there is a lack of knowledge among community leaders on health issues, with volunteers who work in the camps and peer communication filling in the void. Traditional channels, such as coffee shops, have the potential to become meeting points for males. TV access is scarce; however, IDPs who live with relatives (not in camps/ barracks) still have access to TV.

Based on the pretest result from existing HWWS materials developed by KUIS and CCP, Aceh creative team revised the layout of poster and developed the new materials with the same messages focusing on when is the right time to wash hand and how is the right technique of hand washing.

Activities:

Above the line: TV Public Service Ad and radio program (radio spot, radio talk show, ad libs) will be utilized to convey messages and to reinforce correct behavior in health and hygiene.

Below the line: Posters and leaflets will be distributed through existing networks including: religious organization, family planning board mobile team, camps/barracks managers, and women in camps

Community participation: Professional movie drama troupe are being utilized to encourage community involvement in conveying and how to overcome their problems, they will “produce” and become actors/actresses in their own drama from scratch to final movie under supervision and direction from Garin Nugroho, a well-known movie director, and his team. A road show to selected camps/barracks following the movie production will further enhance community participation in becoming more involve in solving their own issues.

Peer leaders training: a series of training to health providers (midwives), religious leaders, camps/barrack managers, women in camps and NGO cadres will be conducted to provide them with sufficient and correct messages, communication skills and motivation as our agent of change, to further disseminate our messages to community

How to sustain the campaign:

In order to gain a wider audience, while understanding that the funding for this program is limited, CCP and USAID will scale up the campaign by inviting other organizations like Save the Children, CRS, and members of the new BHS team such as Environmental Services Project (ESP), Safe Water System (SWS) and Health Services Programs (HSP) programs. Save the Children is the first organization that will be part of the movement by using the HWWS materials in Aceh.