



BEHAVIOUR CHANGE AND COMMUNICATION PROGRAMME HIGHLIGHTS

February 2018



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CONTENTS

Abbreviations	v
Executive Summary	E1
01. Introduction	01
1.1 Background	03
1.2 Approach	03
02. School Sanitation and Hygiene Promotion (SSHP) Programme	05
2.1 Objectives	08
2.2 Activities conducted	08
03. Events organised around World Toilet Day 2016	09
3.1 Objectives	11
3.2 Activities conducted	11
3.3 Expected outcomes	12
3.4 Event dates	12
04. Implementation	13
4.1 Implementation of the SSHP programme	15
4.1.1 Interactive session on sanitation and hygiene	15
4.1.2 Skit	15
4.1.3 Quiz	15
4.1.4 Prize distribution	16
4.2 SSHP programme in Tiruchirappalli	16
4.2.1 Songs on sanitation	16
4.2.2 Interactive session	16
4.2.3 Quiz competition	16
4.2.4 Release of posters and distribution of pamphlets	17



CONTENTS

(contd...)

4.3 SSHP programme: Narasimhanaicken-palayam	17
4.4 SSHP programme in Periyanaicken-palayam	18
4.4.1 Skit performance	18
4.4.2 Songs on sanitation	18
4.4.3 Student activity on sanitation	18
4.5 World Toilet Day celebration at Tiruchirappalli	19
4.5.1 Signature campaign	19
4.5.2 Residents' groups and general population	19
4.5.3 'Each One Reach Many': A sensitisation programme	19
4.5.4 Awareness programme in schools	20
4.6 World Toilet Day observation at Narasimhanaicken-palayam	20
4.6.1 Sanitation awareness rally: 'Sugadhara Yathirai'	20
4.6.2 Toilet cleanliness drive and toilet ethics	21
4.6.3 Evening session	21
4.7 World Toilet Day celebration at Periyanaicken-palayam	21
4.7.1 Sanitation awareness rally: 'Sugadharam Yathirai'	21
4.7.2 Toilet decoration and cleanliness drive	22
4.7.3 Evening session	22
4.7.4 Vote of thanks	22

05. World Toilet Day (WTD) 2017 23

5.1 Objectives of the WTD	25
5.2 Highlights of WTD programme at Narasimhanaicken-palayam	25
5.3 Kakkaman balloon	26
5.4 Public meeting	26
5.5 Highlights of WTD programme in Periyanaicken-palayam	27
5.6 Highlights of WTD programme in Trichy	27

Figures

Figure 2.1: Health Educator, Gramalaya addressing the students	07
Figure 3.1: Awareness rally	11
Figure 3.2: Mass signature campaign	11
Figure 4.1: Resource Person Interaction	16
Figure 4.2: Interaction with the students, Priscilla, Keystone Fondation	17
Figure 4.3: Quiz competition facilitated by Ramakannan, Keystone Foundation	17
Figure 4.4: Welcome address by Chandra Mouli, Headmaster, Pioneer School	18
Figure 4.5: Students formation showing sanitation equals health, Periyanaicken-palayam	18
Figure 4.6: Deputy Commissioner of Police, Trichy inaugurating the signature campaign	19
Figure 4.7: Thiru. Ravichandran, Tiruchirapalli Commissioner, addressing the community and SHG members	19
Figure 4.8: ADTP of Coimbatore inaugurating the awareness rally	20
Figure 4.9: Government school headmaster felicitates sanitary workers	21
Figure 4.10: Awareness rally in Periyanaicken-palayam	21
Figure 4.11: Decorated toilet, Narasimhanaicken-palayam	22
Figure 5.1: Kakkaman film screening at Narasimhanaicken-palayam	25
Figure 5.2: Balloon symbolising Kakkaman placed in Narasimhanaicken-palayam & Periyanaicken-palayam	26
Figure 5.3: Felicitations of sanitary workers at Narasimhanaicken-palayam	26
Figure 5.4: Flagging off the travelling film at Periyanaicken-palayam	27
Figure 5.5: Video screening in public places in Periyanaicken-palayam	27
Figure 5.6: Flagging off the travelling film by Tiruchirapalli Commissioner Thiru. Ravichandran	27
Figure 5.7: Media coverage from Trichy and PNP/NNP	28

Abbreviations

BCC	Behaviour Change and Communication
BMGF	Bill and Melinda Gates Foundation
CDD	Consortium for Dewats Dissemination
FCS	Full Cycle of Sanitation
FSTP	Fecal Sludge Treatment Plant
GoTN	Government of Tamil Nadu
IEC	Information, Education and Communication
IIHS	Indian Institute for Human Settlements
MAWS	Department of Municipal Administration and Water Supply
NNP	Narasimhanaicken-palayam
PNP	Periyanaicken-palayam
SHE	Sanitation and Health Education
TCC	Tiruchirappalli City Corporation
TNUSSP	Tamil Nadu Urban Sanitation Support Programme
TSU	Technical Support Unit
WTD	World Toilet Day

A large, stylized letter 'E' in a light green color, positioned on the right side of the page. The letter is composed of several horizontal bars of varying lengths, creating a stepped effect. The text 'Executive Summary' is placed within the lower right portion of the 'E' graphic.

Executive Summary

Executive Summary

The Government of Tamil Nadu (GoTN) has been a pioneer in not only recognising the importance of full sanitation coverage as core to improved standards of public health, but has also prioritised the full sanitation chain, including the strengthening of septage management as an economical and sustainable complement to network-based sewerage systems. The Bill and Melinda Gates Foundation (BMGF) is supporting the GoTN to achieve the Sanitation Mission of Tamil Nadu by helping to set up a Technical Support Unit (TSU) within the Municipal Administration and Water Supply (MAWS) Department. The TSU consists of a consortium of organisations, and implements the Tamil Nadu Urban Sanitation Support Programme (TNUSSP) in Tiruchirappalli, Periyanaicken-palayam and Narasimhanaicken-palayam.

Behaviour Change and Communication (BCC) is a key component of the TNUSSP and seeks to address the issue of behaviour change through a range of approaches, of which communication campaigns, targeted at appropriate segments, is an important part. These activities fall into two broad categories based on the audiences they target. While programmes such as the School Sanitation and Hygiene Promotion Programme are aimed at specific audiences like school going children, and are based on the principle of using children as 'change agents', programmes like observation of International World Toilet Day reached out to larger audiences among the public, through a series of events like cycle rallies, signature campaigns, travelling films etc. Both these types are aimed at raising awareness around the issue of sanitation, improve knowledge levels with regards to safe sanitation, establish linkages between safe sanitation and public health, and create an enabling environment to promote behaviour change.

This document broadly outlines the communication activities conducted at Tiruchirappalli, Periyanaicken-palayam and Narasimhanaicken-palayam.



Introduction

1.1 Background	03
1.2 Approach	03

1. Introduction

1.1 Background

The Government of Tamil Nadu (GoTN) has been a pioneer in not only recognising the importance of full sanitation coverage as core to improved standards of public health, but has also prioritised the full sanitation chain, including the strengthening of septage management as an economical and sustainable complement to network-based sewerage systems. The GoTN issued Septage Management Operative Guidelines in September 2014.

The Bill and Melinda Gates Foundation (BMGF) is supporting the GoTN to achieve the Sanitation Mission of Tamil Nadu by helping to set up a Technical Support Unit (TSU) within the Municipal Administration and Water Supply (MAWS) Department. The TSU consists of a consortium of organisations, and implements the Tamil Nadu Urban Sanitation Support Programme (TNUSSP).

The TSU supports the State in improving urban sanitation and demonstrating innovations along the entire sanitation chain in Tiruchirappalli City Corporation (TCC) and two Town Panchayats of Periyanaickenpalayam and Narasimhanaickenpalayam. The TSU works under the guidance of MAWS Advisory Committee and is closely involved with the State, local governments, private enterprise and communities, to enable considerable experimentation on ground and to test innovations, and capitalise on experiences of crafting solutions that can be scaled.

The Behaviour Change and Communications (BCC) is one of the key components of the TNUSSP and seeks to address behaviour change issues through a range of approaches, of which communication campaigns and activities targeted at appropriate segments, is an important part. The BCC strategy developed as a part of TNUSSP is aligned with the overall umbrella of 'Muzhu Sugadharam' (Total Sanitation) pursued by the GoTN. This document outlines the contours of the communication strategy and activities conducted at Tiruchirappalli, Periyanaickenpalayam and Narasimhanaickenpalayam.

1.2 Approach

There are a range of behaviours and deficits all along the Full Cycle of Sanitation (FCS). Based on the mindset of people and the taboo associated with sanitation; and learnings from Information Education and Communication (IEC) materials around the world, the TNUSSP BCC strategy recognises that behaviour change requires a supportive environment. The key focus of the BCC strategy is to promote safe sanitation through various campaigns that help in creating a supportive environment. Some of the BCC programmes conducted by TNUSSP in the last two years include School Sanitation and Hygiene Promotion (SSHP) programme, and events organised around the World Toilet Day.



School Sanitation & Hygiene Promotion (SSHP) Programme

2.1 Objectives	08
2.2 Activities conducted	08

2. School Sanitation and Hygiene Promotion (SSHP) Programme

Poor sanitation is one of the main reasons for continued incidences of infectious diseases such as cholera, typhoid, hepatitis, polio, besides worm infestation and diarrhoea. Open defecation and uncontrolled discharge of untreated human excreta contaminates water bodies, open areas and farmlands. This allows pathogens to enter our body through the different fecal-oral routes causing illness and deaths with associated economic and social costs. Among children, these illnesses result in malnourishment, impaired cognitive functions, increased school absenteeism and poor performance. Lack of toilets is also associated with increased absenteeism and dropouts, especially among girl children once they reach puberty.

School children, being among the most impressionable members of the society, are seen as change agents when effecting any kind of behaviour change or socially relevant programmes. Therefore, TNUSSP decided to work with children, promoting them as change agents to inculcate healthy sanitation practices and to influence behaviour change in their families and in the community. SSHP programme was seen as an important means of implementing TNUSSP's BCC strategy. Children studying in both government and private schools from Grades 6 to 12, in Tiruchirappalli Corporation, Periyanaicken-palayam and Narasimhanaicken-palayam Town Panchayats of Coimbatore were the target groups of the programme.

Figure 2.1: **Health Educator, Gramalaya addressing the students**



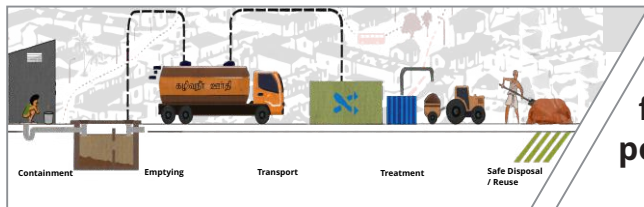
Source: TNUSSP, 2016

2.1 Objectives

The objectives of SSHP programme were as follows:



To inculcate healthy sanitation behaviours and practices amongst school children.



To enable children to understand the full cycle of sanitation to achieve positive health outcomes.



To develop a friendly and strong image of the sanitary workers.



To develop a cadre of peer champions among children to monitor proper maintenance of toilets.



To help the community at large to become aware of the importance of sanitation.

The programme works towards sensitising children on the full cycle of sanitation and safe disposal of human feces, protection of water sources, prioritising personal hygiene, and domestic and environment hygiene, building behaviour barriers to pathogen entry such as hand washing and using sanitary toilets. School based events such as competitions, poster release, skits and other participatory activities were conducted as a part of this programme.

2.2 Activities conducted

Sanitation resource persons carried out interactive sessions such as singing songs based on the theme of sanitation and solid waste management, conducted a quiz competition to take a stock of the students' knowledge and understanding on sanitation. Apart from this, student skit performance about sanitation situation and remedial measures, interactive games were organised as a part of SSHP programme.



Events Organised Around World Toilet Day 2016

3.1 Objectives	11
3.2 Activities conducted	11
3.3 Expected outcomes	12
3.4 Event dates	12

3. Events Organised Around World Toilet Day 2016

The World Toilet Day (WTD) provides an opportunity to raise strong awareness about the criticality of sanitation to improved quality of life. This event was an initiation of the FSTP campaign in Tiruchirapalli, Periyanaicken-palayam and Narasimhanaicken-palayam. Through this event, sanitation champions with knowledge, values, skills and tools needed to face the challenges at the local level were identified and developed. Such events will sensitise people to sanitation issues and help build a positive disposition of people towards the FSTP in Tiruchirapalli and Periyanaicken-palayam.

3.1 Objectives

The objectives of events planned around WTD 2016 were:

1. To raise awareness about the linkages of sanitation with public health and the sanitation chain.
2. Mobilise interested people and champions to develop a plan of action to address the sanitation crisis.
3. Appreciate the linkages between sanitation and livelihoods, both in terms of impacts of sanitation on livelihoods, as well livelihoods as a part of the sanitation chain.

3.2 Activities conducted

The activities planned for the WTD 2016 were as follows:

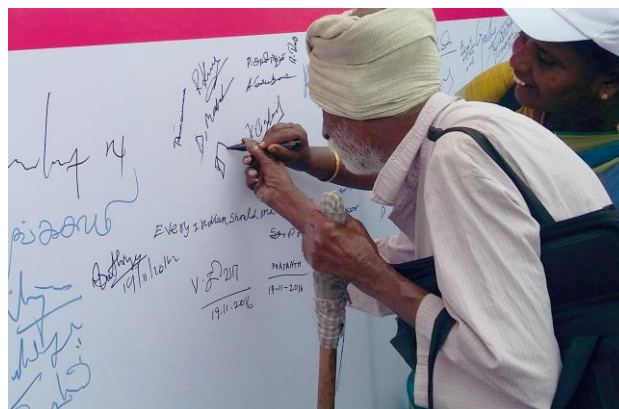
1. Awareness Rally: 'Sugadhara Yathirai' with participation of specific groups such as ULB staff, students from high schools, self-help group members, and other interested stakeholders.
2. Communication through vehicle displaying sanitation messages, with mounted audio system that broadcast slogans and jingles and traverses through the city during events.
3. Mass signature campaign.
4. Community interface through quiz contest and other participatory activities.

Figure 3.1:
Awareness rally



Source: TNUSSP, 2016

Figure 3.2:
Mass signature campaign



Source: TNUSSP, 2016

5. Public meeting and awareness through cultural programmes on sanitation.
6. Felicitating sanitary workers in keeping with the theme of 'Sanitation and Livelihoods', for World Toilet Day, 2016.

3.3 Expected outcomes

The expected outcomes for the WTD 2016 celebration are given below:

1. Select resident groups in Tiruchirappalli will have increased awareness about the importance of sanitation and its relevance to public health impacts.
2. Select target groups will gain an appreciation of the full cycle of sanitation and importance of practicing regular de-sludging.
3. Develop a positive disposition about the proposed FSTP, which is to be a credible, reliable and safe option for treating fecal matter.
4. Make people aware about the hazards posed by, and to maintain vigil against disposal of untreated fecal sludge in open places and water bodies.
5. Help school children understand the importance of sanitation and hygiene practices, and be able to discuss problems of open defecation and the need for improved sanitation amongst friends, and their family members.

3.4 Event dates

The dates on which the different events were conducted are given below:



19 November
WORLD TOILET DAY





Implementation

4.1 Implementation of the SSHP programme	15
4.2 SSHP programme in Tiruchirappalli	16
4.3 SSHP programme: Narasimhanaicken-palayam	17
4.4 SSHP programme in Periyanaicken-palayam	18
4.5 World Toilet Day celebration at Tiruchirappalli	19
4.6 World Toilet Day observation at Narasimhanaicken-palayam	20
4.7 World Toilet Day celebration at Periyanaicken-palayam	21

4. Implementation

4.1 Implementation of the SSHP programme

On 12 August 2016, SSHP programme was held simultaneously in all the three urban sites of TNUSSP, and the following activities were conducted.

4.1.1 Interactive session on sanitation and hygiene

Awareness session was delivered by sanitation experts along with an intriguing question and answer session. The interactive session discussed the following key messages:

Poor sanitation can cause diseases such as cholera, typhoid, hepatitis, polio and diarrhoea. It is one among the primary reasons for worm infestation among children, which results in malnourishment, impaired cognitive functions and stunting. Open defecation and uncontrolled discharge of untreated human excreta contaminates water bodies, open areas and farmlands. Pathogens enter human bodies through the different fecal-oral routes causing illness, health costs and even deaths.

Students were made aware of the pathways of fecal-oral transmission and of protection barriers. Pathogens in feces transmit from the host through flies, fingers, fluids, farm lands and enter into the food causing diseases to the new host. The barriers include lack of sanitary toilets, unsafe drinking water, poor hand washing practices and other unhygienic behaviours.

Due to contaminated water and food, children fall ill and miss school. Lack of toilets increases absenteeism and dropouts among girl children, especially those who have reached puberty (especially during menstrual cycles). Using toilets can help a child avoid or reduce missed school days, hospital visits, and even casualties in some cases. Good hand washing practices help children protect their health to a large extent. Children should learn the step-by-step process of proper hand washing.

Children who attended the awareness programme understood the full cycle of sanitation and its components such as toilets, proper containment, regular de-sludging, safe disposal, treatment and reuse. Once children understand the positive health outcomes of safe sanitation, they can also contribute in spreading these practices. They can motivate and encourage their families to own and use toilets, practice regular de-sludging of fecal sludge, and prevent and control unsafe disposal.

4.1.2 Skit

A skit focussing on open defecation practices, its connection with diarrhoea, missing of school days, toilet usage and hand washing engaged the entire crowd. Eight students from Grades 6 to 8 performed the skit in Periyanaicken-palayam and Narasimhanaicken-palayam. The skit was entertaining and informative.

4.1.3 Quiz

A quiz programme was conducted for the participants. Ten questions were asked on subjects related to sanitation, hygiene, and hand washing. For most of the questions, almost all the children raised their hands with enthusiasm, as they knew the answers.

4.1.4 Prize distribution

The skit performers and the quiz winners were given prizes for their participation.

4.2 SSHP programme in Tiruchirappalli

The SSHP and awareness programme held at the Corporation Higher Secondary School located at EB Road, Tiruchirappalli attended by 120 students along with 10–12 teachers, besides members from partner organisations. The resource persons for the programme included, Padmavathi S, and Robin from IIHS; Elangovan, Jyothi, and Leena from Gramalaya, Veeramani, the School Headmaster.

The event started with a welcome address by Elangovan, introducing the resource persons to the students. Robin from IIHS delivered a brief note about the TNUSSP, its objectives, programme implementation and the purpose behind conducting such events at the schools.

4.2.1 Songs on sanitation

The health educators from Gramalaya sang on health and sanitation awareness. The messages conveyed through these songs included ill effects of open defecation, benefits of using toilets, hand washing, personal hygiene, and its direct impact on children and their development, etc. The students actively participated and enjoyed the session.

4.2.2 Interactive session

Padmavathi, a consultant from IIHS interacted with children focussing on the full cycle of sanitation, the importance of the work done by sanitation/conservancy workers, and importance of menstrual hygiene. She discussed the following questions:

- 1) Why is sanitation important?
- 2) Why toilet construction and maintenance is important?
- 3) What is the role of sanitation/conservancy workers? How do they keep us healthy?

Figure 4.1: Resource Person Interaction



Source: TNUSSP, 2016

She also spoke about the societal status given to the sanitary workers. Topics such as fecal sludge treatment, and full cycle of sanitation were also covered. Intriguing questions relating to Swachh Bharat Mission were posed to make the session interactive.

4.2.3 Quiz competition

On completion of the interactive session, the students' knowledge on sanitation and practices was tested and prizes were distributed.

4.2.4 Release of posters and distribution of pamphlets

As a last event, posters explaining the sanitation chain were released by the school headmaster, which was displayed in the school premises. Also, individual leaflets explaining the fecal-oral transmission route and its barriers were distributed to all students.

The school headmaster, in his speech, appreciated and thanked the entire team for the event, and also thanked the students for their active participation. He requested IIHS & Gramalaya to extend similar programmes to other schools in the city and spread awareness. To conclude the programme, Selvamary, health educator delivered the vote of thanks. The students were given a bar of soap, thereby encouraging usage of soap for washing hands.

4.3 SSHP programme: Narasimhanaicken-palayam

On 12 August 2016, the SSHP programme was held at the Government High School, Narasimhanaicken-palayam. Anna Durai, Headmaster, Government High School, Narasimhanaicken-palayam, commenced the programme with the welcome address. Around 240 children both girls and boys from Grades 6 to 12 and their class teachers participated in the programme. An introduction to TNUSSP was given by Ganesh Kumar, Specialist, TNUSSP, Chennai. He explained the importance of the full cycle of sanitation, the activities being implemented by TNUSSP.

A script on toilet usage and hand washing practices was prepared and students were trained to perform a skit based on it, during the programme. The performance was highly appreciated.

This was followed by an interactive speech by Priscilla Joshua, Project Manager, Keystone Foundation. She emphasised on problems associated with defecating in the open, importance of personal hygiene, steps to be followed during hand washing, fecal oral transmission and the problems that are associated with it.

Two songs on sanitation and solid waste management were sung by Joshua Jacob, Coordinator of Fine Arts, The Indian Public School, Coimbatore. Students were encouraged to sing the song along with him. Suresh Kumar, Community Coordinator, facilitated the oath taking. All the participants including teachers took an oath on the sanitation commandments.

Ramakannan, Social Development Expert, Keystone Foundation facilitated the quiz programme which

Figure 4.2: Interaction with the students, Priscilla, Keystone Foundation



Source: TNUSSP, 2016

Figure 4.3: Quiz competition facilitated by Ramakannan, Keystone Foundation



Source: TNUSSP, 2016

discussed sanitation, and the ill effects of unhygienic practices. Prizes and mementoes were given to the winners of the quiz competition and those who performed the skit.

The programme ended with a vote of thanks by Vinitha, Environmental Engineer, Keystone Foundation.

4.4 SSHP programme in Periyanaicken-palayam

On 12 August 2016, the SSHP programme was conducted at Periyanaicken-palayam reaching out to 1,200 children studying in the Pioneer Higher Secondary School. K. Chandra Mouli, Headmaster, of the school presided over the programme and commenced the event with his welcome address. Ganesh Kumar, Specialist, TNUSSP, delivered an introductory speech about TNUSSP, importance of the Full Cycle of Sanitation and its relevance to children.

Figure 4.4:
**Welcome address by
Chandra Mouli, Headmaster Pioneer School**



Source: TNUSSP, 2016

4.4.1 Skit performance

A group of students performed a skit emphasising the importance of toilet usage and proper hand washing. This was followed by a brief address by Priscilla Joshua, Project Manager, Keystone Foundation. She delivered a speech emphasising personal hygiene, the dangers of fecal-oral contamination and its ill effects on human health. A quiz session based on the speech and skit was conducted among the students.

4.4.2 Song on sanitation

Joshua Jacob, Co-Coordinator sang two songs on sanitation and solid waste management. It was informative and children enjoyed by repeating and singing along with the singer.

4.4.3 Student activity on sanitation

Suresh Kumar, Community Coordinator, Keystone Foundation along with the Physical Education Teacher facilitated the formation of a human chain projecting as Sanitation equals health.

The SSHP programme was completed with a vote of thanks by Ramakannan, Social Development Expert, Keystone Foundation.

Figure 4.5: **Students formation
showing sanitation equals health, Periyanaicken-Palayam**



Source: TNUSSP, 2016

4.5 World Toilet Day celebration at Tiruchirappalli

A one-day-event was jointly organised by the Tiruchirappalli City Corporation (TCC), IHS, Gramalaya, and the Women Action for Village Empowerment (WAVE) Federation in four zones of the corporation limit.

The activities included the following:

4.5.1 Signature campaign

The Deputy Commissioner of Police inaugurated the signature campaign at the central bus stand with messages on improving personal hygiene and sanitation practices. Signature boards were kept in four prime locations in the four zones of Tiruchirappalli Corporation limits for people to read and sign below. People who participated in the campaign were appraised about sanitation, fecal sludge and septage management (FSSM), its linkage with health, and the importance of treatment facilities.

Figure 4.6: Deputy Commissioner of Police, Trichy inaugurating the signature campaign



Source: TNUSSP, 2016

They were then asked to sign the sanitation pledge. In each location, more than 5,000 people participated and signed on the signature board to mark their commitment to the cause of safe sanitation.

4.5.2 Awareness for resident groups and general population

In order to create awareness among the general population on sanitation (including fecal sludge management) and the benefits of using toilets and keeping them clean, pamphlets were distributed and banners were displayed in different locations of the city. WAVE Federation members took this campaign forward and reached more than 50,000 people.

4.5.3 'Each One Reach Many': A sensitisation programme

A sensitisation programme for 100 women self-help group members was organised near the Viragupettai community toilet, with the Tiruchirappalli Commissioner inaugurating the programme. The messages focussed on the full cycle of sanitation, and importance of keeping community toilets and public toilets clean and neat. Each woman further worked towards sensitising 50 more women in their work place.

Figure 4.7: Thiru. Ravichandran, Tiruchirappalli Commissioner, addressing the community and SHG members



Source: TNUSSP, 2016

Inaugurating the signature campaign at the campus, the Tiruchirapalli commissioner requested the public and especially, women members to cooperate in making fecal sludge management initiatives a success in Tiruchirapalli. The Commissioner released the pamphlet and distributed them to the Sanitation and Health Education (SHE) team members. Ganesh, Specialist, TNUSSP explained the importance of sanitation and its relation with health. Geetha, Wash Expert, Gramalaya explained about personal hygiene and menstrual hygiene.

4.5.4 Awareness programme in schools

An Awareness programme was conducted for about 200 school students studying at Tiruchirappalli High School. Popular games like snakes and ladders were used to create awareness on Water Sanitation and Hygiene (WASH) with special focus on FSM. Children played the game on a mega board, which was a first of its kind, that helped them to understand the impacts of open defecation and the benefits of good sanitation practices.

4.6 World Toilet Day observation at Narasimhanaicken-palayam

The World Toilet Day celebration at Narasimhanaicken-palayam was divided into two sessions with the morning session focussing on a sanitation awareness rally, quiz competition and cleaning of community toilets and the evening session focussing on cultural and infotainment programmes, importance of toilet usage and the sanitation chain.

4.6.1 Sanitation awareness rally: 'Sugadhara Yathirai'

A procession around the Narasimhanaicken-palayam Town Panchayat along with slogan chanting on sanitation was organised with 200 participants that included schoolchildren, members of self-help groups and sanitary workers. A vehicle equipped with public address system displaying sanitation messages led the awareness rally. Pre-recorded audio messages on the importance of improved sanitation were played as the vehicle went around the Town Panchayat. At the end of the procession, a quiz contest was held and participants were given prizes for correct answers.

Figure 4.8: ADTP of Coimbatore inaugurating the awareness rally



Source: TNUSSP, 2016

4.6.2 Toilet cleanliness drive and toilet ethics

All the public and community toilets in the Town Panchayat were cleaned and one toilet in Om Shakti Nagar was decorated as a model toilet on the eve of the World Toilet Day. Importantly, the concept of 'toilet ethics' in public toilets was introduced, which is to be replicated in all other community and public toilets.

4.6.3 Evening session

The activities in the evening comprised of:

1. Song and dance programmes focussed on the theme of sanitation.
2. Skit focussing on the ill-effects of open defecation and importance of individual household toilets.
3. Felicitation of sanitary workers in recognition of their services.
4. Oath taking on sanitation and hygiene and signature campaign with a commitment to abide by the oath.

Figure 4.9: L. Annadurai, headmaster felicitates sanitary workers



Source: TNUSSP, 2016

4.7 World Toilet Day celebration at Periyanaicken-palayam

In Periyanaicken-Palayam, the World Toilet Day 2016 celebrations in the morning focussed on an awareness rally and a drive to clean community toilets. The evening session included cultural programmes. The activities undertaken included the following:

4.7.1 Sanitation awareness rally: 'Sugadharam Yathirai'

Nearly 200 participants including schoolchildren and sanitary workers from the Town Panchayat participated in the rally. During the rally, messages on sanitation mounted on a vehicle were displayed along with playing of audio messages. This event included a quiz contest on sanitation with rewards being given to participants for the correct answers.

Figure 4.10: Awareness rally in Periyanaicken-palayam



Source: TNUSSP, 2016

4.7.2 Toilet decoration and cleanliness drive

All public and community toilets in the Town Panchayat were cleaned and one toilet in Vivekanandhapuram was decorated as a model toilet. Also, toilet ethics were introduced, which will be replicated across the Town Panchayat.

Figure 4.11: **Decorated toilet, Narasimhanaicken-Palayam**



Source: TNUSSP, 2016

4.7.3 Evening session

The evening session started with the delivery of messages on safe sanitation practices, construction of toilets, disposal of waste by Town Panchayat officers and TNUSSP partners. The participants were also informed of the plan to step up an FSTP in PNP. This was followed by cultural programmes, which included:

1. Song and dance events focussing on sanitation
2. Oath taking on sanitation and hygiene behaviour
3. Signature campaign
4. Honouring the sanitary workers for their service

4.7.4 Vote of thanks

The programme ended with a vote of thanks to the Town Panchayat officers and community members, for their financial and physical support for the successful completion of the celebrations.



World Toilet Day (WTD) 2017

5.1 Objectives of the WTD	25
5.2 Highlights of WTD programme at Narasimhanaicken-palayam	25
5.3 Kakkaman balloon	26
5.4 Public meeting	26
5.5 Highlights of WTD programme at Periyanaicken-palayam	27
5.6 Highlights of WTD programme at Trichy	27

5. World Toilet Day (WTD) 2017

World Toilet Day (WTD) is an official United Nations international observance day on 19 November to inspire action to tackle the global sanitation crisis, with a particular focus on developing countries. By 2030, the Sustainable Development Goals, specifically SDG#6 aim to reach everyone with sanitation, and halve the proportion of untreated wastewater and increase recycling and safe reuse. The theme for World Toilet Day 2017 was wastewater, which needs to be contained, emptied, transported, treated and disposed of in a safe and sustainable way. In keeping with this theme, a one-day event was organised by TNUSSP in collaboration with the Urban Local Bodies (ULBs) in Trichy, Periyanaicken-palayam and Narasimhanaicken-palayam.

5.1 Objectives of the WTD

The main objectives of observing the World Toilet Day was,

1. To spread awareness among the community on the importance of the full cycle of sanitation including safe containment, emptying, transport, treatment and disposal/re-use of fecal sludge.
2. Create a supportive environment for those who tend to embrace change and newness (innovators and early adopters), evoke the benefits of safe sanitation and its impact on public health.

5.2 Highlights of WTD programme at Narasimhanaicken-palayam

Figure 5.1: **Kakkaman film screening at Narasimhanaicken-palayam**



Source: TNUSSP, 2017

On the forenoon of 17 November 2017, a mobile information vehicle equipped with an LED display screen was inaugurated by the sanitary supervisor of Narasimhanaicken-palayam along with the team members of TNUSSP. The vehicle travelled across the Town Panchayat and the Kakkaman video was screened in the pre-designated spots including the Town Panchayat office, main bus stand, Muthunagar, Om Shakthi Nagar Junction and near the Govt. School. Two trained performers accompanied the vehicle, entertained the crowd, and discussed with people the importance of the full cycle of sanitation. Questions were asked to the viewers and prizes were given to those who responded correctly.

Figure 5.2: **Balloon symbolising Kakkaman placed in Narasimhanaicken-palayam & Periyanaicken-palayam**



Source: TNUSSP, 2017

5.3 Kakkaman balloon

A life-sized balloon symbolising Kakkaman was placed at the main junction of Narasimhanaicken-palayam on the eve of the WTD programme to invite public attention. This created enough curiosity among the people, which resulted in increased footfall at the WTD event.

5.4 Public meeting

A public meeting was organised at the Govt. High School, Narasimhanaicken-palayam the same evening. Local residents, members of SHGs, students from different schools and colleges, owners of commercial establishments etc. participated in the programme. The Executive Officer of the Town Panchayat welcomed the gathering, and inaugurated the programme. TNUSSP team members along with staff from Keystone Foundation spoke about the importance of WTD and the need for safe disposal of wastewater. A

Figure 5.3: **Felicitation of sanitary workers at Narasimhanaicken-palayam**



Source: TNUSSP, 2017

skit on the theme “The journey of poo” was performed and sanitation champions from the local Pioneer College interacted with the audience. This was followed by a stand-up comedy, which aimed at making the audience think about the topic “What lies beyond the toilet?”

Mementoes were also presented to desludging operators as a token of appreciation and in recognition of their role in the sanitation chain.

5.5 Highlights of WTD programme in Periyanaicken-palayam

In keeping with the World Toilet Day theme for this year – Fecal Sludge Management and Wastewater, the programme began with a gala rally flagged off by the Executive Officer (E.O.) of Periyanaicken-palayam Town Panchayat Thiru. Kanagaraj, along with Tamil Nadu Urban Sanitation Support Programme (TNUSSP) Team Leader Kavita Wankhade.

Figure 5.4: **Flagging off the travelling film at Periyanaicken-palayam**



Source: TNUSSP, 2016

Figure 5.5: **Video screening in public places in Periyanaicken-palayam**



Source: TNUSSP, 2016

A travelling film spreading awareness on the full cycle of sanitation including safe containment, safe emptying, safe transport, treatment and disposal/reuse was screened at different locations in both the places, which drew large number of curious citizens. An on-the-spot quiz competition was organised asking lay people about the importance of sanitation, why safe sanitation should extend beyond the toilet and the connection between safe sanitation and public health. Prizes were given away to the winners of the quiz competition in Periyanaicken-palayam.

A large life-sized Kakkaman balloon was unveiled on the occasion, which travelled through the Town Panchayat introducing the citizens to the concept of 'Muzhu Sugadharam' or total sanitation'.

5.6 Highlights of WTD programme in Trichy

In Trichy, a formal programme was held at the Trichy City Corporation premises, which was attended by Thiru N Ravichandran, Tiruchilapalli Commissioner, Tmt Amuthavalli, City Engineer and Thiru Mr Mayilvaganan, Deputy Commissioner of Police apart from IIHS team members. The dignitaries spoke on the importance

Figure 5.6: **Flagging of travelling film by Tiruchirapalli Commissioner Thiru. Ravichandran**



Source: TNUSSP, 2016

of sanitation and fecal sludge management. A poster on the full cycle of sanitation was also released by IIHS. Twenty volunteers from the Association for Water Sanitation and Health from 65 wards of Tiruchirapalli also shared their experience on the occasion. The dignitaries honoured the best volunteers with mementoes.

Two promotional vehicles specially designed with the Kakkaman message and a LED equipped vehicle screened the film in slums, at the bus stand and other important places in the corporation limit. Pamphlets carrying messages about the importance of full cycle sanitation distributed across the city limit.

The celebrations were widely covered on both the traditional and social media. Thiru Kanagaraj Executive officer of PNP addressed the citizens of Periyanaicken-palayam through the All India Radio and clarified their doubts about safe sanitation.

Figure 5.7: Media coverage from Trichy and PNP/NNP



Source: TNUSSP, 2016

In Trichy, a host of stakeholders including the Tiruchirapalli Commissioner, City Engineer, AWASH volunteers along with the IIHS team members addressed the citizens through the FM radio. The event was covered by the English and Tamil newspapers in Coimbatore, Chennai and Trichy, apart from being shared through social media platforms like Facebook and Twitter.

The question 'where does your poo go', seemed to intrigue the public in all the three locations who were repeatedly told that unless fecal waste was safely disposed of, there was the clear danger of it contaminating food and water sources. "What you wash away with your left hand should not be welcomed with your right" was the message given by dancers who accompanied the film in the three locations.



Tamil Nadu Urban Sanitation Support Programme (TNUSSP) supports the Government of Tamil Nadu and cities in making improvements along the entire urban sanitation chain.

The TNUSSP is implemented by a consortium of organisations led by the Indian Institute for Human Settlements (IIHS), in association with CDD Society, Gramalaya and Keystone Foundation.