were conducted by the CHVs, ANMs, AWWs and ASHA, for promoting key hygiene and health practices especially hand washing at critical times, using ladle for handling water, and using toilets in the families to cover all the households in 123 project villages/wards during the campaign. The cleanliness drives were organized with participation of the communities to make their village/ward clean in all the 123 project villages/wards.

The details of the activities carried out as well as the number of men, women and children who directly participated in these activities are given in the box below: **Table 1**

The above activities carried out during the sanitation campaign have created a positive environment in the project villages with regards to the use of sanitation facilities and adoption of hygiene practices at household and community levels. The demand for sanitation facilities increased and construction of toilets, NADEP, Vermicompost, Rain Water Harvesting Tanks through trained masons was initiated/completed in model villages in Churu, Banswara and Tonk district.

**Key outcome:**

As a result of Sanitation Campaign at household level the water is kept covered on a raised ground and ladle is used for handling water. All the members in the families are washing hands with soap at critical times. The information about the project has reached to school children, teachers and others who were not aware about the “Aapno Swasthya Aapne Hath”. The school children have the knowledge of linkage between safe water, sanitation, hygiene and health and articulate very well during the Bal Panchayat meetings.

They are working as change agents in 123 villages/wards. Save the Children being one of the two partners of the communication and capacity development unit (CCDU), State Water & Sanitation Mission, Government of Rajasthan has developed posters on sanitation & Hygiene jointly with the CCDU which were utilized during the campaign. This has given a very positive message to the PRIs and field functionaries who have enhanced their efforts in making the project villages open defecation free. Save the Children is being involved by the District Collectors and Chairperson of District Water & Sanitation Committee in Tonk, Churu and Banswara districts in preparation of convergence plan under TSC and National Rural Drinking Water Quality Monitoring and Surveillance Programme (NRDWQM&SP) for making Open defecation free (ODF) villages, organizing advocacy events, preparing water security plan and key pilot interventions on solid and liquid waste management for increased water supply and sanitation coverage as per the advice of the State Office of the Public Health Engineering Department, Government of Rajasthan, Jaipur.

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**Social Mobilization in Urban & Rural Community for Sanitation Behavior Change – An Integrated Approach for Behavior Change amongst Children & Community In Rajasthan**

Save the Children (SC) India has been implementing an integrated health, nutrition, water and sanitation project “Aapno Swasthya Aapne Hath” (Our Health is in our hands) from 2009 onwards in partnership with the three local NGOs, two technical resource agencies and several district as well as local partners to decrease newborn and child mortality and malnutrition in three districts viz Tonk, Banswara and Churu.

The project ASAH is being implemented in 110 villages of Banswara and Churu districts and 13 urban wards of Tonk city covering 23662 households having 57000 direct
beneficiary and 10 lack indirect beneficiaries.

Step by Step - Process:-

A Sanitation Campaign was organized in all 123 project villages/wards of Tonk, Banswara and Churu districts by Save the Children along with its partners, technical support agencies, VHSCs, Support Groups and PRs to create awareness on safe water, environmental sanitation and hygiene and generate demand for water and sanitation services during 23 Nov 2010 to 22 December 2010. pix-1

The focus of the campaign was to expand and accelerate the sanitation activities in rural/urban areas and impart health education to inculcate hygiene habits among children at households, school and Anganwadi centers especially washing hands with soap at critical times viz. after defecation, before eating, before cooking, before serving food, before collecting water and after handling child’s excreta. The Sanitation Campaign was structured to help men, women and children to understand the importance of hand washing and other key hygiene practices in 110 villages in Churu and Banswara districts and 13 urban wards in Tonk district. pix-2

The campaign reached 100% population including women and children in the project villages/wards. The following activities were carried out during the Sanitation Campaign as follows:

One-day ward/village health and sanitation committee meetings:-

A one day meeting of VHSC was organized during the campaign in all the 123 villages/wards. In these meetings selected members of the VHSCs and MGSs also participated. All the members were sensitized on safe hygiene practices including safe handling of drinking water, hand washing with soap at critical times, safe disposal of solid and liquid waste, safe disposal of human excreta, food hygiene and use of sanitary toilets, personal hygiene and community sanitation. The demonstration of proper handling of safe drinking water and importance of hand washing was done which proved very useful.

Children's Rallies

123 Children's rallies were organized in project villages/wards in 3 project districts. The children’s are change agent in the community who can not only adopt the hygiene practices but also encourage their siblings and parents to adopt these practices. The rallies were organized through the schools situated in 123 project villages/wards. In all 31356 school children actively participated in these rallies. pix-3

Quiz Competition on hygiene practice

123 Quiz competitions on hygiene practices were organized among school children to develop an understanding on the importance of hygiene and sanitation practices among children. A series of verbal questions related to hygiene and sanitation were asked and most of the questions were answered by all the children. The winners of quiz competition were given away the prizes.

Demonstration on Hand washing practice

The school children were told about the importance of hand washing by washing the hands of a couple of randomly selected children one by one in water pot and putting the washed water in a transparent glass which showed dirty water. pix-4

The children realized that their hands become dirty during the course of the day when each one of them touches so many things at home and in school. After that a practical demonstration on proper hand washing using soap was shown to the children. The following facts about hand washing were informed after the demonstration:-

- Children should cut their nails regularly and keep them short.
- Washing hands with water alone is not enough
- Hand washing with soap can prevent diseases that kill millions of children in the world every year.
- The critical times for hand washing are; after defecation, before eating, before cooking, before serving food, before collecting water and after handling child excreta.
- Hand washing with soap is a single most cost effective intervention towards prevention of water borne diseases.

Children can be behavior change agent for their siblings and parents for promotion of hygiene practices.

Slogan Writings/ Wall writings

Wall writings in all the 123 project villages/wards were completed during the campaign in three project districts to create awareness among community towards safe hygiene practices and generate demand for the sanitation services. All the slogans are in the form of messages on seven component of sanitation.

Pamphlet Distribution

The pamphlets on seven components of sanitation were printed and distributed in 123 project villages /wards in 3 project districts to create awareness and generate demand for sanitation facilities. The posters on sanitation were also distributed to schools, Anganwadi Centers, Gram Panchayat buildings in 123 villages/wards. pix-5

House to House Visits

In addition, the house to house joint visits