INTEGRATING EDUTAINMENT SOCIAL APPROACH IN HYGIENE & FLUOROSIS BEHAVIORAL CHANGE: A CASE STUDY OF MIRERA-KARAGITA IN NAIVASHA, KENYA

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WHAT IS EDUTAINMENT APPROACH

EDUCATE

ENTERTAIN
Initially the formal approach of delivering speeches on Hygiene fluoride/fluorosis and Defluoridation technology. This was partly successful but we realized that it wasn’t able to achieve the anticipated impacts and response to the existing problems.

Thus there was need to review the approach to a more community friendly one.
EXPERTISE

- Whilst NDC’s expertise originally grew out of scientific research and expertise, it has since learnt the importance of taking a holistic approach to disseminating the technology it developed, recognizing that the social dimension cannot be divorced from the technology.
NDC reviewed its former approach and embraced the edutainment approach. Hygiene & Fluorosis issues sounded too much scientific thus there was need to blend awareness creation with some entertainment for the entire target groups to better understand the problems.
HEALTH EFFECTS OF EXCESS FLUORIDE: DENTAL & SKELETAL FLUOROSIS

Presented by: Esther Wanja
Some Poor Sanitation Practices

Collapsed Sanitation Block

- Very dangerous sanitation block

Poorely Built

- No privacy especially for females.

Presented by: Esther Wanja
RESULTS OF POOR HYGIENE

- DIARRHOEA
- FEVER
- DEATH
DRIVING FACTORS FOR HYGIENE

- high rise in diseases related to poor hygiene and
- death of children <5 years
lack of water.
poverty
lack of knowledge
and ignorance.
DIFFERENT MYTHS RELATED TO HEALTH EFFECTS

**FLUOROSIS**
- Eating irish-potatos
- Hereditary
- Bitten by someone infected
- Salt in the water
- Teeth not brushed regularly
- Eating too many sweets

**POOR HYGIENE**
- Teething in toddlers
- Cleansing of the stomach
- Poor feeding habits
According to literature and NDC’S own experiences, people remember:

- 20% of what they hear
- 40% of what they hear and see
- 80% of what they hear see and do
Mirera-Karagita is an urban poor estate in Naivasha town. Naivasha Municipality in Kenya’s Rift Valley is home to Lake Naivasha, Kenya’s second largest freshwater lake — yet most low income people in the surrounding areas are unable to access safe, potable and affordable water leading to poor hygiene practices.

They mainly depend on underground drinking water sources, with high fluoride levels.
LIFE BEFORE INTERVENTIONS

- A household survey (2008) revealed the majority of households in the area use unsafe and inadequately cleaned or maintained pit latrines, while open defecation by children and use of polythene bags by adults were also evident.
- 56% of respondents felt that household members face limitations in accessing sanitation facilities.
- Existing latrines pose safety risks for women and children due to hole size, depth and rape risks, reducing usage.
- This is compounded by limited ability to pay for improved latrines, particularly amongst the poorest and most vulnerable.
EDUTAINMENT APPROACH

KNOW THE TARGET GROUP

Children, men and women

DEVELOP KEY MESSAGES

Depends on the themes to be captured

KICK START THE MISSION
THE CAMPAIGN

Theatre Group in community set up

Awareness in schools
THE CAMPAIGN CON’TD

Sessions to Flower farm staff
INFORMATION MATERIALS
SCHOOL SET UP
IMPACTS OF THE CAMPAIGN

FLUOROSIS

HYGIENE

BEFORE

AFTER
SUCCESS

The findings showed a high impact in using the edutainment approach that kept the audience alert and the concept of imitating their own behaviors’ to express their failures and how to overcome them changed them.
OVERALL CHALLENGES

- Getting to the target population demanded a lot of time as a result of bureaucracy in flower farms.

- Poverty in many of the target areas limit people to afford even the cheapest of items.
We as partners in water & health should embrace the effective behavioral change practices so move the desired technologies in our countries and hence get the best to outcomes from the community project interventions.
ALL TO ACHIEVE A HEALTHY & FLUOROSIS FREE SOCIETY
ACKNOWLEDGMENTS

BOARD OF DIRECTORS AND STAFF

OU WATER CENTRE
THANK YOU.

THANK YOU FOR LISTENING

MERCIE