

1.1 Introduction

Community Health Promoters are essential for the successful implementation of any household water treatment, sanitation or hygiene project. This manual helps to provide Trainers with the knowledge and skills to effectively organize, train and monitor Community Health Promoters as part of a new or existing project.

After working through this manual, you will be able to:

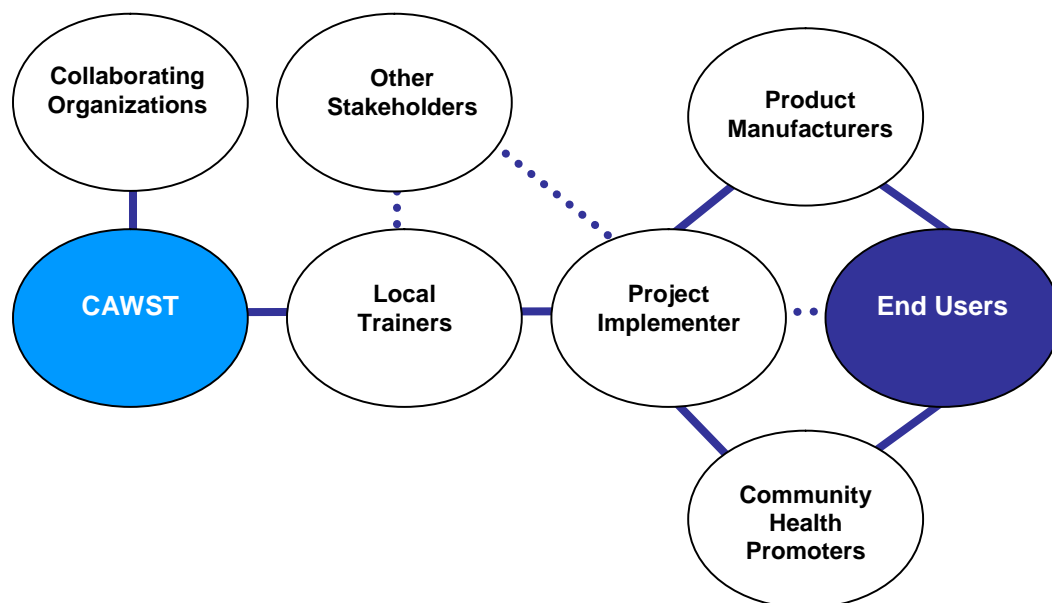
- Describe how to prevent illness through improved water, sanitation and hygiene
- Describe the multi-barrier approach to household water treatment
- Describe the different roles of Community Health Promoters and Trainers
- Identify skills, knowledge and attitudes required of Community Health Promoters and Trainers
- Discuss factors that influence behaviour change
- Apply various participatory learning and action tools to effectively work with households, community groups and schools
- Design appropriate social marketing messages and choose effective communication methods for different target audiences
- Plan and implement a training program for Community Health Promoters
- Apply participatory learning and facilitation techniques to train Community Health Promoters
- Monitor behaviour change and progress

1.2 CAWST Dissemination Model

The Centre for Affordable Water and Sanitation Technology (CAWST) started with the belief that the poor in the developing world deserve safe water and basic sanitation. We also believe that the place to start is to teach people the skills necessary to have safe water in their homes. The goal of the CAWST Dissemination Model is to pass knowledge and skills to organizations and individuals in developing countries through education, training and consulting services. They, in turn, can motivate households to take action and meet their own water and sanitation needs.

This model is sometimes called “technology transfer” because it enables and develops the capacity of local populations to meet their own needs for safe water and basic sanitation. Most people that CAWST reaches are not water and sanitation professionals. CAWST training programs and educational materials are designed to be appropriate for a wide variety of non-technical audiences.

As shown in the following diagram, there are different roles within the CAWST Dissemination Model that are important in making household water treatment and sanitation projects successful and sustainable. This model promotes a shared responsibility between everyone involved.



1.2.1 Centre for Affordable Water and Sanitation Technology

The Calgary-based Centre for Affordable Water and Sanitation Technology (CAWST) provides technical training and consulting services, and acts as a catalyst bringing together the right partners and funders to make water and sanitation projects a reality for the poorest of the poor in the developing world.

CAWST has taken a different approach to the problem of water and sanitation for the poor. Instead of starting with technology solutions, CAWST starts with education and training to build local capacity. CAWST sends International Technical Advisors (ITAs) to diverse and often remote locations around the world to deliver training directly to the people. Training is customized for each of the roles shown in the Dissemination Model.

After providing training, CAWST follows up with ongoing technical consultation to help them with project development, overcome problems to implementation, and make connections with other local organizations. ITAs provide support to organizations and individuals working around the world by telephone, e-mail and in-country visits.

1.2.2 Collaborating Organizations

CAWST recognizes that it is important to work with and create effective relationships with other organizations who work in the water and sanitation field. CAWST is an active member of the World Health Organization (WHO) Network to Promote Household Water Treatment and Safe Storage and has Special Consultative Status with the Economic and Social Council of the United Nations. CAWST also supports universities and others to conduct research that would be useful for technology development and project implementation.

1.2.3 Local Trainers

Experienced in-country organizations can act as Local Trainers and provide ongoing consultation and technical support. These Local Trainers are capable of training other community organizations in the various roles required to implement household water treatment projects. The Local Trainers also facilitate networking between project implementers and ensure that lessons learned are shared.

The Local Trainer should be knowledgeable about the subject matter and technology appropriate to each of the various roles. An individual or organization becomes a Local Trainer through participating in trainings, and later by apprenticing with other qualified trainers. Once fully-trained and competent, these individuals and organizations can then act as local centres of expertise to pass on their knowledge and skills to other community organizations.

1.2.4 Project Implementer

The Project Implementer is the person or organization who initiates and organizes a household water treatment or sanitation project. They are the key driver and provide support to all of the others who are involved in the project. The Project Implementer should have a reasonable level of knowledge on water and sanitation issues and may be very knowledgeable about the local situation. They are generalists and know a little bit of everything, but don't need to be an expert on all aspects of the project.

The Project Implementer is the center of the activities and needs to keep things moving to ensure an effective and successful project. Strong planning, management, organizational and communication skills are essential for this role. To successfully implement a project, the Project Implementer should be able to:

- Understand how to construct the household water treatment or sanitation technology
- Develop project plans and write funding proposals
- Put together a team of individuals (Product Manufacturers, Community Health Promoters) and work with other stakeholders (government agencies, funding organizations, community groups, etc.) needed to implement the project
- Teach some skills to Product Manufacturers, Community Health Promoters and End Users
- Perform monitoring and evaluation activities

1.2.5 Product Manufacturer

The Product Manufacturer is responsible for constructing and installing the household water treatment or sanitation technology and is the local expert on production and troubleshooting. The Product Manufacturer may also be the first person to teach the End User about how to use and maintain the technology. They are sometimes called by other names, such as Filter Technician in the case of a biosand filter project.

It would be an asset if the Product Manufacturers already have construction skills related to the type of technology being produced, such as a mason for building biosand filters or potter for making ceramic filters.

A competent Product Manufacturer should be able to complete the following tasks:

- Explain how and why the technology works, its advantages and limitations
- Assemble and prepare the required tools and materials
- Construct and install the technology using appropriate quality control steps
- Teach other workers how to construct and install the technology
- Teach End Users how to use and maintain the technology

The Product Manufacturer role can also be taken by a microentrepreneur and it can be run as a profit making business. These individuals should have or be able to develop business skills such as:

- Production planning
- Budgeting for production costs and selling price
- Accounting of money
- Customer service
- Marketing to promote the technology

1.2.6 End Users

End Users are the people who are interested and willing to adopt and use a new water treatment or sanitation technology for their home. End Users should be informed about water and health issues, and practical options to improve their quality of life, including the following topics:

- How water is contaminated and diseases are transmitted
- Proper hygiene
- Basic sanitation options
- Household water treatment options
- How to protect their water source
- How to use and maintain a technology
- Options for safe water storage

End Users should be supported by Community Health Promoters and Product Manufacturers following the installation of their new household water treatment or sanitation technology. Education materials targeted for the End Users must be culturally appropriate and suitable for the local situation. Participatory learning activities and visual materials are often used so that all members of the community can take part and learn together. Educational materials should also be adapted for women, men and children because they may have different priorities and views about water, hygiene and sanitation.

1.2.7 Other Stakeholders

There are usually several stakeholders that play different roles at various times in a household water treatment or sanitation project. Potential stakeholders may include government officials, funding agencies, health staff, academic personnel, religious organizations, and schools.

Government

Support and endorsement from the local and national government can be useful; even though they are not often directly involved in the implementation of household water and sanitation projects. Governments can benefit from household water and sanitation projects since they reduce the burden on their resources and contribute to the local economy. Household projects also contribute to reaching the water and sanitation targets of the Millennium Development Goals which generally fall under the responsibility of government. In many cases, a local government can provide some in-kind resources to support a project, such as a centralized workspace and transportation.

Funding Agencies

Financial support from local and international community organizations, foundations, agencies and individuals is usually a critical element in starting and sustaining a new project. End Users are often supported financially since they may not be able to afford the cost of adopting a new technology.

Health Departments and Educational Institutes

Health departments and educational institutes tend to be very knowledgeable about the local situation and the issues related to water and sanitation. They can support projects by sharing their expertise and knowledge with the Project Implementer. Health staff and academic researchers often rely on local projects for data to support their investigations and studies.

Religious Organizations

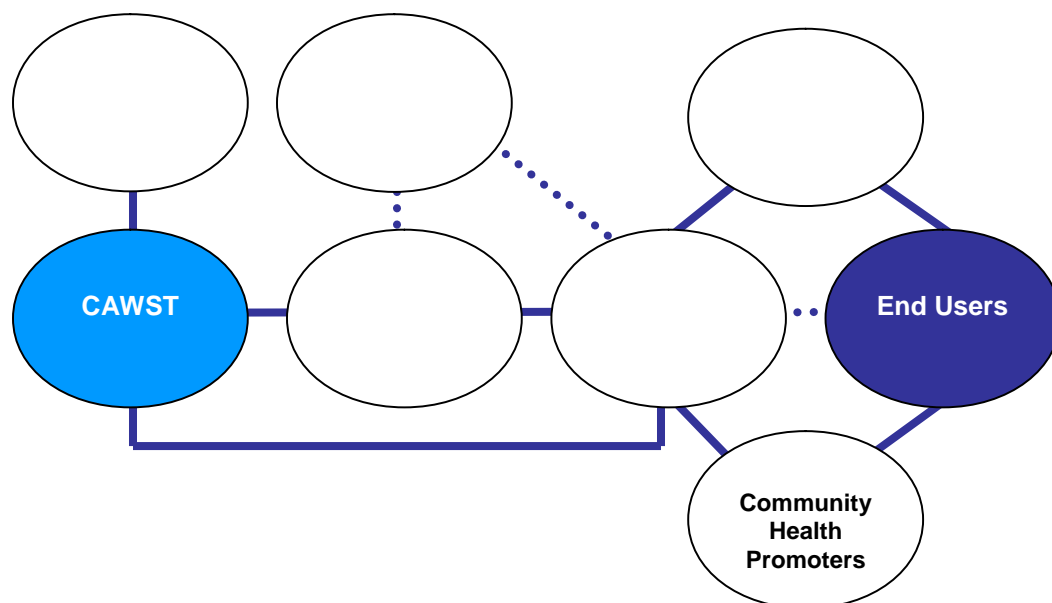
Religious communities often support household water and sanitation projects since they share a common goal of helping those in need. Religious organizations can often reach a large number of people through their regular activities and events, such as daily prayers and weekly gatherings.

Schools

Water, sanitation and hygiene education can be incorporated into formal school curricula or informal child education programs. Children tend to be more open to adopting new practices, and they can influence the hygiene behaviour of their families, peers, and neighbours. Once convinced, children can teach others about improved water, sanitation, and hygiene practices. There have been many successful programs using child-to-child programs; where one group of children is educated and then goes on to share what they've learned with other groups of children.

Exercise – What is Your Dissemination Model?

Complete the following model by filling in the names of the people or organizations that do each job. Sometimes, the same person can have more than one role or more than one person can share a role, in which case, you would enter that individual's name more than once. As well, there may be nobody who performs a specific job so you would leave that space blank.



1.3 Role of Community Health Promoters

The Community Health Promoter is essential for the successful implementation of any household water treatment, sanitation or hygiene program. Their main role is to facilitate the learning process and help others improve their behaviour. They are sometimes called other names, such as Community Steward, Health Worker, Village Worker, Extension Worker, Animateur, or Hygiene Educator, depending on the organization, language and country.

Community Health Promoters will usually report to the Project Implementer. They can be a volunteer or paid position, and could be a newly created job or included as part of an existing job description within the implementing organization.

The primary responsibility of Community Health Promoters is usually to visit with households to help people learn about how to treat their drinking water, improve their hygiene and sanitation practices, and answer questions that they might have about water in general. They may spend their whole day or only a few hours a week to do complete these tasks.

Another role that the Community Health Promoter may have is to help schools and community groups with education programs about water, sanitation and hygiene. They could act as the principal organizer of activities or as a resource person to teachers and community leaders.

Depending on the implementing organization, there may be additional responsibilities that are assigned to Community Health Promoters. This might involve visiting a certain number of houses in a given time period, performing monitoring or evaluation activities, and recording information that might be required by the organization.

Almost anyone can become a Community Health Promoter. They can be community representatives, members of a local NGO or community based organization (CBO), health workers, nurses, or teachers. It doesn't matter what age or socioeconomic status they are. What is more important is that they have the ability to acquire the right knowledge, skills and attitudes, and be able to apply these confidently towards household water treatment, hygiene and sanitation.

Community Health Promoters should ideally be:

- Trusted by the members of the community or group they are facilitating.
- Able to speak the local language of that community.
- Able to understand the culture of the group or community.
- Able to communicate effectively and listen to others.
- Committed to addressing water, hygiene and sanitation needs in their community.
- Able to have a basic knowledge of water, hygiene and sanitation issues.
- Skilled in using participatory learning tools.
- Possess the appropriate attitudes and behaviour to facilitate participatory learning activities.
- Demonstrate good water, hygiene and sanitation practices within their household.

Community Health Promoters don't necessarily have to be experts in water, hygiene and sanitation. This is knowledge that they can learn through your training sessions. It is more important for Community Health Promoters to be trusted by the local community and have the capacity to learn new skills and communicate.

1.4 Role of Trainers

The Trainer is responsible for recruiting, training and supervising Community Health Promoters; monitoring behaviour change in the community; and reporting to the organization.

Trainers are generally the technical and health staff of the Project Implementer. The Trainer could be a newly created job or included as part of an existing job description.

The following are some suggested knowledge, skills and attitudes required for an effective and successful Trainer:

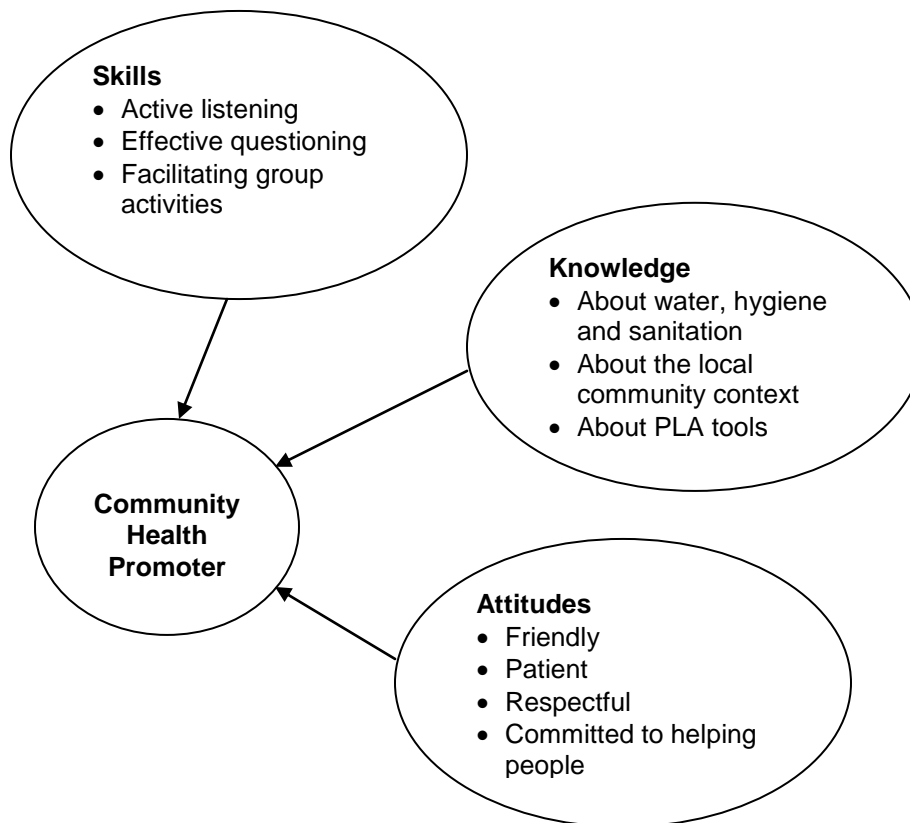
- Has experience in water, hygiene and sanitation, community development, or health education projects.
- Aware of the need for safe water and have some familiarity with household water treatment, good hygiene and basic sanitation.
- Able to communicate effectively and train others.
- Skilled in using participatory learning tools.
- Possess the appropriate attitudes and behaviour to facilitate participatory learning activities.
- Responsible for organizing projects and making decisions.

Exercise – Who is the Trainer in Your Organization?

List the name(s) of people in your organization who could be the Trainer of Community Health Promoters. Sometimes, the same person can have more than one role (ex. Project Leader is also the Trainer of Community Health Promoters) or more than one person can share a role. Or you may be the Trainer!

1.5 What Makes a Good Community Health Promoter?

A Community Health Promoter does not need to be an expert in everything; however they do need to have some basic professional and personal characteristics. Examples of these can be divided into three categories: knowledge, skills and attitudes. Community Health Promoters do not have to have all of these characteristics. However, they should aim to have at least some from each area and to be open to developing more as they gain experience.



(Adapted from International HIV/AIDS Alliance, 2001)

Exercise – Knowledge, Skills and Attitudes of Community Health Promoters

Use Tool 8: Knowledge, Skills and Attitudes to identify the expectations of Community Health Promoters for your project. Remember that they don't necessarily have to be experts in household water treatment, hygiene and sanitation. This is knowledge and skills that they can learn through your training sessions.

1.6 Summary of Key Points

- The Community Health Promoter is essential for the successful implementation of any household water treatment, sanitation or hygiene program.
- The main role of Community Health Promoters is usually to conduct household visits to help people learn about safe drinking water, good hygiene and basic sanitation.
- Community Health Promoters may also deliver education programs to schools and community groups.
- Community Health Promoters are generally community representatives, health workers, nurses, or teachers who are responsible for training local people.
- It is very important that respected local people and leaders from the community are selected as Community Health Promoters.
- Trainers are responsible for recruiting, training and supervising Community Health Promoters; monitoring behaviour change in the community; and reporting to the implementing organization.
- Trainers are generally the technical and health staff of the implementing organization.