

COMMUNITY OUTREACH PLAN – FUNAFUTI WATER SUPPLY AND SANITATION PROJECT (FWSSP)

Hygiene Awareness Education Program

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BACKGROUND

The Funafuti Water Supply and Sanitation Project (FWSSP) focuses on the provision of climate-adapted, resilient, and improved drinking water supply, drainage and sanitation services in Funafuti, the capital of Tuvalu. This project addresses issues common to Funafuti such as inadequate water supply and sanitation services and an increasingly high rate of communicable diseases.

The aim is to increase access to safe water and improved sanitation to reduce the incidence of waterborne diseases in Funafuti. This is through three components: (i) Climate-resilient and inclusive drinking water supply infrastructure (ii) Adapted, resilient and safely managed sanitation services provided (iii) Institutional capacity and public awareness on climate-resilient and inclusive water, sanitation and hygiene strengthened. The initial focus is on the project's Hygiene Awareness and Education Program (HAEP) activities focusing on drinking water quality.

PUBLIC AWARENESS AND COMMUNITY OUTREACH PROGRAM

The Tuvalu Red Cross Society is engaged as a consultant to undertake the Public Awareness and Community Outreach Program (PACOC) for the FWSSP. This is to encourage improved health and hygiene practices amongst communities across Funafuti. Issues related to health and hygiene include, but are not limited to, clean water, personal hygiene practices and disease transmission within family and communities.

The overall objective of the PACOC is for at least 70% of FWSSP's stakeholders to support the project and are willing to participate in its activities. One of the components is the Community Outreach Plan for the Hygiene Awareness Education Program (HAEP).

In the past, there has been an ad-hoc approach to conducting hygiene awareness and education programs. This was often implemented in celebration of international days such as World Handwashing Day or during a disaster operation response like a drought response.

The development of this Community Outreach Plan for HAEP is intended to be able to implement targeted hygiene awareness and education programs in relation to the FWSSP and also in the hopes of this to in turn be an ongoing sustainable program at the end of the project.

DEFINITIONS

- Awareness-Raising - Awareness-raising is a process that seeks to inform and educate people about a particular issue or topic with the intention of generating their interest in it, and influencing their attitudes, behaviors and beliefs towards the achievement of a defined purpose or goal. It can act as a catalyst for positive change in actions and behaviors. (PACOC document, Dec 2022)
- Campaigning - Campaigning can be seen more as a broadly organized effort which in addition to raising awareness of topics and issues, also seeks to change practices and behaviors. The PACOC does not assume that creating awareness through effective communication with the various stakeholders will automatically lead to behavior change. For the proposed Health and Hygiene components of the FWSP, in addition to working closely with the implementing NGO on awareness raising through the PACOC, the project's Health and Education Specialist anticipates collaboration with relevant government organizations on policy/regulatory/coordination matters to overcome barriers and nudge target groups towards changes in health and hygiene practices. (PACOC document, Dec 2022)

OUTREACH OVERVIEW

GOAL

To encourage improved health and hygiene practices amongst communities across Funafuti through a targeted community outreach program that will assist in reducing incidences of waterborne diseases in Funafuti.

OBJECTIVES

The Community Outreach Plan for HAEP focuses on:

- Strengthening relationships with project stakeholders and community partners.
- Community outreach programs that target the promotion of good hygiene practices and health awareness.
- Facilitating dialogue around relevant social issues around hygiene.
- Broader public involvement in innovative outreach activity
- Increased community capacity and knowledge on FWSSP and HAEP.

The main objective for the First FWSSP Campaign Event is:

To build understanding and support for the FWSSP activities, and to encourage improved health and hygiene practices among Funafuti residents.

TARGET AUDIENCES/STAKEHOLDERS

These targeted audiences are obtained from FWSSP documents including the Stakeholder Communications Strategy (SCS), the Stakeholder Analysis, and PACOC documents.

The stakeholders were divided into the following:

1. Key stakeholders: those who can significantly influence or are important to the success of the project
2. Primary Stakeholders: those who are directly affected by project activities
3. Secondary Stakeholders: those who have some influence and/or who act as intermediaries in the project process.

This Community Outreach Plan for HAEP will focus on the following stakeholders from the Stakeholder Analysis:

1. Key Stakeholders	2. Primary Stakeholders	3. Secondary Stakeholders
<ul style="list-style-type: none"> A. Kaupule B. Falekaupule 	<ul style="list-style-type: none"> A. Households on Funafuti Atoll B. Vulnerable Groups (includes People Living with Disability (PLWD); the Elderly; female-headed household, recent arrivals from other islands to Funafuti who are not government employees and those on low incomes) C. Youth and Children D. Schools E. Health Centres and Hospitals F. Landowners G. Businesses 	<ul style="list-style-type: none"> A. Church leaders including Ekalesia Kelisiano Tuvalu (EKT) B. Island Communities Assembly Leaders C. Members of Parliament D. CSOs/NGOs E. Media

OUTREACH APPROACHES

The Outreach approaches are planned to deliver a range of educational interventions, disseminate targeted core messages and increase awareness of stakeholders to motivate, persuade changes and promote hygiene practices throughout the campaign. The campaign will use a mix of communication outreach methods to target different groups within the targeted audience. It is considered that different groups will require different communication approaches.

OUTREACH METHODS

1. Community workshops
2. School education programs
3. Dissemination through promotional materials
4. Radio/TV programs
5. Social media - Facebook page
6. Community Champion
7. Competitions (Public and Schools)

TOOLS TO MEASURE PROGRESS

1. Media coverage
2. Survey - Questionnaires
3. Feedback Mechanism (from School/Group/Community Awareness)
4. Track of Social Media Page on Activities
5. Participants list from programs

TIMELINE

The following are proposed HAEP events for the coming months. This is to be updated quarterly as the Community Outreach Plan is implemented:

DATE	EVENT	TARGET STAKEHOLDER(S)	Topics	Outreach Approach
March, 2024	First FWSSP Awareness Campaign Event, World Water Day	Schools, Public, Government agencies, Communities, Children, Fusi Alofa	FWSSP Overview, WASH, Handwashing, Water Conservation, Domestic Hygiene, Water Supply WWD 2024 theme: "Leveraging water for peace"	<ol style="list-style-type: none"> 1. School Outreach 2. Community Outreach 3. School Competition on Handwashing 4. Radio Program 5. Site visit to PWD
April, 2024	Roll out of GRM	All stakeholders	GRM Introduction and understanding of GRM for all stakeholders	<ol style="list-style-type: none"> 1. Stakeholder Meeting 2. Presentations 3. Radio Program
May, 2024	8-14: World Red Cross Week, 5: Hand Hygiene Day, 28: Menstrual Hygiene Day	Junior Red Cross, Public	<ul style="list-style-type: none"> • Humanitarian Mandate • First Aid • Menstrual Hygiene Day • Hand Hygiene Day 	<ol style="list-style-type: none"> 1. School Outreach 2. Radio Program 3. Social media campaign 4. Focus group discussions 5. MHM Training
June, 2024	7: Food Safety Day	Public, Community, Public Health	<ul style="list-style-type: none"> • Domestic Hygiene • Hand Hygiene 	<ol style="list-style-type: none"> 1. School Outreach 2. Community Outreach 3. Radio Program
July, 2024	Second FWSSP	Schools, Public,	<ul style="list-style-type: none"> • Water and Sanitation 	<ol style="list-style-type: none"> 1. School Outreach

	Awareness Campaign Event	Vulnerable Groups, Businesses, Landowners, Government agencies	<ul style="list-style-type: none"> • Water Conservation • GRM • WTP 	<ol style="list-style-type: none"> 2. Community Outreach 3. School Competition 4. Radio Program 5. Site visits to reservoirs sites
August, 2024	Willingness to Pay Survey	100 random households	FWSSP	<ol style="list-style-type: none"> 1. School Outreach 2. Community Outreach 3. School Competition on Handwashing 4. Radio Program 5. Site visit to PWD
September, 2024	Promotion of Water Conservation Core Messages	Island Communities, Public	Radio Program	TV/Radio Program
October, 2024	15: Global Handwashing Day	Schools, Youth and Children	School Competition on Handwashing	<ol style="list-style-type: none"> 1. School visit 2. School Competition on Handwashing 3. Radio Program
November, 2024	19: World Toilet Day	Community	Community Awareness, Radio & TV Program	<ol style="list-style-type: none"> 1. Radio Program 2. Mobile model display (PWD assistance)