



STOP DIARRHOEA INITIATIVE

#HygieneSavesLives

INTRODUCTION

The Stop Diarrhoea Initiative project is being executed by Save the Children with an aim to showcase the WHO/ UNICEF “7 Point Plan” as the most effective strategy which comprehensively covers both prevention and treatment approaches of childhood diarrhoea management. The project contributes to Save the Children's global ambition of removing diarrhoea as a leading cause of death amongst children by 2020. It has been designed to test the effectiveness and efficacy of the WHO/UNICEF 7 point plan. The idea is to collate evidence to demonstrate proof of concept and value for money and to advocate for the state and national government and its partners to replicate and scale up the approach nationally. Save the Children designed this intervention for the WHO/UNICEF 7 point plan to be implemented and tested across four states namely Delhi, Uttarakhand, Uttar Pradesh and West Bengal. The aim is to achieve 100% coverage at ward and block levels which is more than the 80% coverage recommended by WHO for a targeted location. This newsletter is intended to share information on the key programme and advocacy activities undertaken in the project.

OUR KEY ACHIEVEMENTS

- 476** Construction of Community Managed Toilets, School Sanitary Blocks and Household Level Toilets
- 171** Rehabilitation of existing community toilets in urban communities and school toilets in urban and rural schools
- 336** Facilitate communities to apply for villages to attain certified ODF status
- 2914** Training of Health staff (Medical Officers, Staff Nurses, ANM etc) with increased capacities on IYCF, diarrhoea management and other childhood illnesses
- 4972** Demonstration of ORS preparation to the mothers/caregivers at the community & facility level
- 367** Child Health and Hygiene club (CHHCs) formed and made functional
- 814** WASH committee members trained on WASH accountability issues
- 437** Local engineers trained on operations and maintenance of community WASH facilities

HIGHLIGHTS



School Sanitary Block of UPS, Kauwapur



Celebrating World Water Day in Kolkata

Upper Primary School wins Swachh Vidyalaya Puraskar

Balrampur. Upper Primary School (UPS), Kauwapur village of Balrampur district was awarded Swachh Vidyalaya Puraskar 2017 in 'Operations and Maintenance' category under Swachh Bharat- Swachh Vidyalaya campaign of Government of India. The UPS strengthened water, sanitation and hygiene services to become the Best Clean School in the district. UPS, with support of SDI project, constructed a school sanitary block with facilities of running water, hand washing platforms and separate toilets and urinals for boys and for girls. Around 200 students - 130 boys and 70 girls – of UPS use the school sanitary block every day.

Children Health and Hygiene Club (CHHC) supported by SDI project was formed in the school, where the Child Champions learn about, practice and motivate other students and family members on good water, sanitation and hygiene practices. These children learn WASH practices through Team Swachh Bharat Action Kit and PhotoVoice.

SDI observes World Water Day

SDI team at all locations celebrated the World Water Day with 'Nature for Water' as its theme on March 22.

The young members of the Community Child Health and Hygiene Clubs (CCHC) supported by the SDI project team, performed plays and skits on water conservation. A special campaign "Ab Diarrhoea Harega" was organised in all four project districts of Uttar Pradesh along with a water fair "Jal Mela" organized in Delhi to spread messages on water handling and water treatment methods.

The SDI team in Kolkata organised a photo voice exhibition on March 22 and 23 at the Exhibition Hall of Birla Industrial and Technological Museum to showcase photographs captured by Child Champions on issues of water, health and hygiene. A cultural programme was also organised resonating the voices of children for a world with a promise of green spaces and safer water for all. The special drive involved children from urban poor population of the intervention areas.



NEWS BRIEF



Field level worker in Udhm Singh Nagar demonstrating the usage Zinc ORS Co-package



Children displaying the IEC material in New Delhi

Zinc-ORS Co-package rolled out in all project areas

Zinc was introduced as an adjunct to low osmolality ORS by Government of India in 2007 for effective management and treatment of diarrhoea.

Zinc usage has been low as compare to ORS. The ORS usage during diarrhoea is 50.6% and the Zinc usage is hardly 21%, as per NFHS-4. To capitalize on the usage of ORS during diarrhoea, low cost co-package has been designed to administer zinc along with ORS packets for the treatment of diarrhoea. In the co-package for one episode of diarrhoea, two packets of ORS and 14 tablets of zinc (Govt. supply) are given as one treatment packet to the beneficiary by field level workers.

An evaluation study is under process to assess the effect of ORS and Zinc co-packaging on the uptake of zinc and ORS and adherence of zinc for 14 days in urban and rural settings.



Zinc ORS Co-package

Promotion of behaviour change on diarrhoea prevention and control

Based on the WHO-UNICEF Seven Point Plan for diarrhoea control and prevention, following seven themes have been identified for Social and Behaviour Change Communication campaign in all nine project locations to focus on.

Diarrhoea – what is it, how does it spread, misconceptions, importance of early treatment; **ORS and Zinc** – why is it required and how to prepare it; **Continuous breastfeeding**- to prevent diarrhoea and under-nutrition; **Hand washing** - Always keep soap with you; **Toilet use** - Importance of cleaning the toilet, correct disposal of child feces and use of community toilets; **Immunization** – Vaccinate your child; **Safe Drinking Water and Sanitation** – Safe storage of water at Household Level.

A set of SBCC tools have been developed on these themes with the objective to effectively disseminate the message of diarrhoea prevention and control. The tools include Flip books, Games for children & mothers, Posters, FAQ Booklet, Comic book and films.



SBCC Tools

NEWS BRIEF

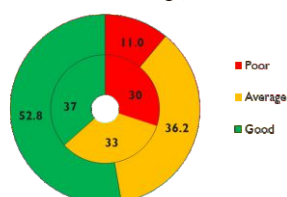
Government raises cost of Supplementary Nutrition Programme

Save the Children joining hands with key social sector organizations participated in annual pre budget consultation held by Ministry of Finance on 06 Dec 2017 and presented findings of annual child budget analysis 2017-18, conducted by Save the Children and recommendations for Child Budget 2018-19. Save the Children recommended revision in cost norms of Supplementary Nutrition Programme (SNP) under ICDS, pre-school kit with an additional feature of Teaching and Learning Material (TLM), provision of contingency fund at Panchayat level, allocations for emergency outreach service/child line under Integrated Child Protection Scheme. Having the recommendations, Ministry of Women and Child Development revised the cost norms for pre-school education kit from Rs 3000 to Rs 5000 i.e. 66 % and Supplementary Nutrition Programme (SNP) – a 33% increment in SNP cost for Children 6-72 months (Rs 8 from Rs 6 per day); 35% increment in SNP cost for pregnant women and lactating mother (Rs 9.5 from Rs 7 per day); 33% increment in SNP cost for severely malnourished children. (Rs 12 from Rs 9 per day)

Gram Panchayats use Community Score Card in all project areas

Community Score Card has been emerged out as a very significant tool for local governance and increasing accountability among community as well as service providers. 21 indicators, bifurcated into five sections viz. ORS and zinc usage; Immunisation; IYCF & nutrition; cleanliness & hygiene; and safe drinking water, were identified and used in the tools based on the discussion with community and service providers. The overall analysis at inception revealed impressive results after a quarter.

Percentage change in category of Indicators in Quarter 1 and 2 (All Locations)
N= 60 Villages; 17 urban locations



An increment from 37% to 52.8% has been noticed in percentage of indicators under the Good category. Project

teams are now involving PRI and community members in facilitating the activity.



Community Score Card activity in Haridwar



Child Budget Consultation in Kolkata

CSOs to consider collective action in child budget planning

Kolkata Save the Children invited more than 15 leading Civil Society Organizations (CSOs) working for child rights in the state on 26 February 2018 for a Child Budget Consultation where findings of child budget analysis conducted in the state was shared. The vibrant discussion on the findings and the cycle of budget planning and implementation led to several recommendations for collective actions for the future. Key recommendations of the participating CSOs were, *to have a uniform tool/guideline for engaging children in sharing inputs for child budget allocations; using collective advocacy for and supporting development of a child budget statement for West Bengal; to create a child manifesto including the voices of children before the Panchayat election; to initiate the process of capacity building and orientation of PRI members on child rights and planning for children; building evidence at the grassroots level through stock taking and social audits/efficiency analysis with PRI; to negotiate CSO involvement in mission Antyodaya under the MoRD*

MEDIA COVERAGE & UPDATES

Doordarshan airs coverage on SDI interventions in Delhi

Delhi. DD News aired a news piece on children learning WASH practices using game based approach in school supported by SDI interventions in South Delhi Municipal Corporation, linking it to PM's Swachh Bharat Abhiyan. The programme was aired on March 1, 2018. The video can be accessed here – [DD News](#)

Children demand functional toilets in school during UNCRC week

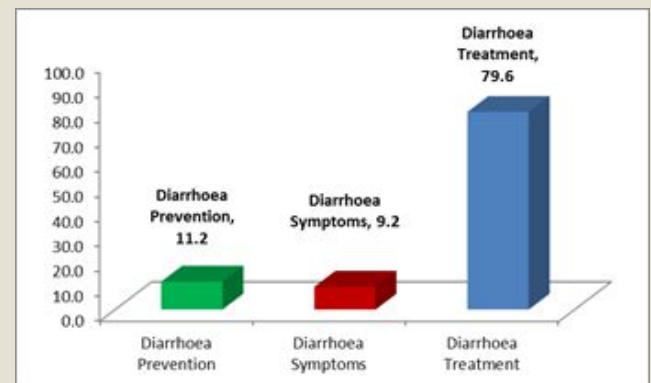
Shrawasti. Over 100 children of Upper Primary School in Gilaula Block of Shrawasti district, marched from the school to the Gram Panchayat of Pipra Gosai village to collectively hand over a memorandum for functional toilets in their school. They highlighted the inconvenience faced due to lack of functional toilets in their school. Gram Pradhan promised to facilitate the same as soon as possible. The school toilet was renovated for both boys and girls and made functional with facilities of running water and hand washing platform.



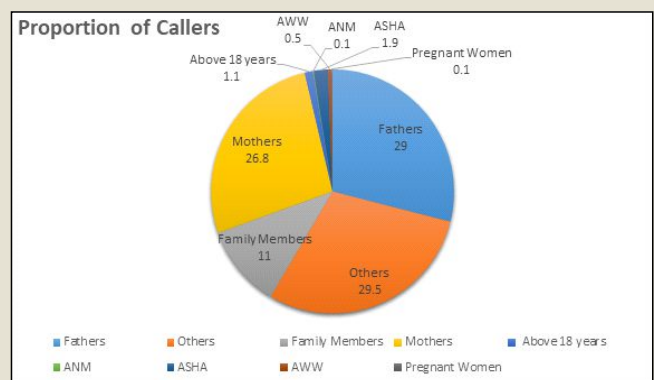
Non-Emergency Child Helpline - 1800-313-6465

Lucknow. Non-emergency child helpline, started in Uttar Pradesh has been instrumental in capturing and redressing grievances of community. The helpline center receives 25-30 calls on daily basis seeking information related to diarrhoea treatment and management. Around 7000 calls have been received so far and around 69 per cent calls were received to seek health information specially diarrhoea. [Dashboard](#)

Type of Health Info sought by callers



Percentage of Callers



PUBLICATIONS & EVENTS

Research paper published on assessing critical gaps in implementation of 7 Point Plan in Uttar Pradesh

A research paper titled “Assessing critical gaps in implementation of WHO and UNICEF’S 7-point diarrhoea control and prevention strategy in Uttar Pradesh, India” was published in Annals of Tropical Medicine and Public Health in August 2017. This paper can be accessed here: [Publication](#)

Paper published on longitudinal prevalence of diarrhoea among under-five children

Research paper entitled “Do community level interventions work in the same way on incidence and longitudinal prevalence of diarrhoea among under-five children in rural and urban slum settings? - Insights from Stop Diarrhoea Initiative in India” has been published in the Journal of global health reports. Paper can be accessed here: [Research Paper](#)

FICCI published a case study

Federation of Indian Chambers of Commerce and Industry (FICCI) released a compendium consisting a case study of Stop Diarrhoea Initiative. The compendium was released during the conference, 'Sharing of Best Practices: Improving Maternal, New Born and Child Health in India', jointly organised by FICCI-Aditya Birla CSR Centre of Excellence and Glenmark Foundation on March 28, 2018 at New Delhi. This case study can be accessed online here: [Case Study](#)

Children demonstrate hand washing on Global Hand washing Day

Global Hand washing Day on 15 October 2017 was celebrated across all project locations. This year's theme, “Our Hands, Our Future” was a reminder that hand washing not only protects our own health, but also allows us to build our own futures, as well as those of our communities, and the world. Hand washing demonstrations were organised for mothers in Anganwadi Centers in project areas of Uttar Pradesh and Uttarakhand. Project team at Kolkata organised activities in the schools and communities in several wards to increase awareness on effective hand washing practices. People enthusiastically participated in poster making and quiz competitions in the communities. Children in schools demonstrated six steps of effective hand washing practice. The SDI project team distributed hand hygiene pair and put up bilingual six steps of hand washing on sun boards at various vantage points in schools and in communities.

SDI organises activity-filled days to mark World Toilet Day

SDI marked the World Toilet Day across the nine project locations by conducting numerous awareness activities for three days from 17 November to 19 November 2017. Awareness drives on construction, operations, maintenance and use of toilets for diarrhoea control and prevention were conducted with school children, with mothers from mother-to-mother support groups and field workers like ASHAs and Anganwadi Workers (AWWs). On this occasion, the SDI project also participated in a social video campaign of Defeat Diarrhoeal Diseases (Defeat DD) called 'Toilet Talks'. SDI made a short documentary of a 'toilet talk' with school children in Delhi which Defeat DD shared using social media channels like Facebook and Twitter.

Save the Children is India's leading independent NGO and child rights organisation. It works in 19 states in India. Started in 2008 in India, and registered as 'Bal Raksha Bharat', Save the Children has since changed lives of more than 10 million till date. In 2017, we reached 22.7 lakh children. Save the Children believes that every child deserves the best chance for a bright future and that's why we are committed towards ensuring children not only survive, but thrive. Bold in our ambition and powerful in our care, we do whatever it takes to save the world's children. In India and around the world, Save the Children is on the ground – every day and in times of crisis.