


WEDC

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B.M. Jackson
**Involving the private sector in sanitation improvements,
with special reference to experience in Lesotho**

Discussion Note

The importance of effective communication for sanitation programmes is increasingly being recognised. Communication may be necessary to motivate the community to improve their sanitation, to ensure that sanitation facilities are properly used and maintained to promote the hygienic practices that are needed to obtain the health benefits from improved sanitation.

The Lesotho Health Education Project has been set up by The Urban Sanitation Improvement Team of the Department of Interior of the Government of Lesotho, with assistance from the Overseas Development Administrator of the United Kingdom. Dr John Hubley of the Department of Health Education, Leeds Polytechnic has been brought in as project consultant.

Over the 14 month period from July 1984 to August 1985 the Consultant will make three visits to Lesotho and carry out the following activities.

1. Prepare a communication strategy to support urban sanitation initiatives.
2. Preparation of a series of tape-slide programmes in English and Sesotho to support the various Urban Sanitation initiatives. These include: briefing sets for school managers/teachers and pupils on school sanitation; training sets for health workers on sanitation/maintenance/use/hygiene practices and briefing sets for local administration personnel.
3. Advise on purchase of equipment for showing communication materials including portable VHS video, tape-slide unit and overhead projector (items to be purchased by ODA).
4. Run local courses for personnel in teaching/communication techniques.
5. Provide a training in health education for key personnel on the Leeds Polytechnic Diploma in Health Education in Developing Countries.