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SPC
Secretariat
of the Pacific
Community

CLIMATE CHANGE AND COMMUNITY HEALTH

BRIEFING TO KIRIBATI NATIONAL EXPERTS GROUP

16 May, 2014

PROJECT BACKGROUND

- MHMS & GCCA - climate change & public health

OVERALL OBJECTIVES

- Strengthen **CSD** surveillance & response
 - **CSD** prevention - community outreach + behaviour change.
-
- Guided by
 - DRAFT KJIP (2014); Kiribati CC and Climate Risk Communication Plan (2013); National Climate Change Adaptation & Health Plan (2011)

HEALTH COMMUNICATION COMPONENT

PHASE	TIMEFRAME	KEY ACTIVITIES & OUTPUTS	STATUS
CAMPAIGN PLANNING	Mar '14	training; issue selection; draft plan.	COMPLETE
AUDIENCE RESEARCH	Apr '14	Audience Research (FGDs & KAP Survey) Baseline & M & E indicators	COMPLETE
MESSAGE DESIGN	May '14	Communication tools dev. & pre-testing Stakeholder & Expert Review	COMPLETE ON TRACK
DEVELOPMENT	Jun - July '14	Design, production, <u>re-testing</u> IEC, social marketing & IPC tools	ON TRACK
CAMPAIGN ROLL OUT	Aug '14 – Jun '15	Campaign launch and roll out	ON TRACK
M & E	Jul '15 – Aug '15	Tracking & KAP Survey	
SCALE UP	Post 2015	Replication & scale up as appropriate	

PROJECT PARTNERS

Led by MHMS Environmental Health Services with,

Kawan Bairiki community

MHMS Health Promotion Unit

MHMS Laboratory Services

MHMS Health Information Unit

Ministry of Education, CDRC

Office of the President

Kiribati Adaptation Program III

Ministry of Public Works & Utilities

MELAD Conservation Unit

Red Cross

Kiribati Music Federation

GCCA/USP, Live & Learn

- SPC Climate Change, Public Health & SOPAC Divisions
- Collaboration with EU, GCCA and GIZ

CONTEXT

□ OFF – TRACK, **MDG 4**

- respiratory diseases;
- diarrhoeal diseases
- late health care seeking behaviour.



□ **CLIMATE CHANGE RISKS REVERSING / SLOWING GAINS AGAINST MDG 4 (and others)**

CHILD MORTALITY RATES (2012)

COUNTRY	CHILD MORTALITY RATE Per 1000	COUNTRY	CHILD MORTALITY RATE Per 1000
PNG	63/1000	FIJI	22
KIRIBATI	60 / 1000	SAMOA	18
FSM	39	VANUATU	18
MARSHAL ISLANDS	39	TONGA	13
NAURU	37	COOK ISLANDS	11
SOLOMON ISLANDS	31	NEW ZEALAND	6
TUVALU	30	AUSTRALIA	5
NIUE	25		

source: UNICEF Progress Report ,2013

TARGET AUDIENCES



PRIMARY TARGET AUDIENCE



SECONDARY TARGET AUDIENCE

PROJECT LOCATION

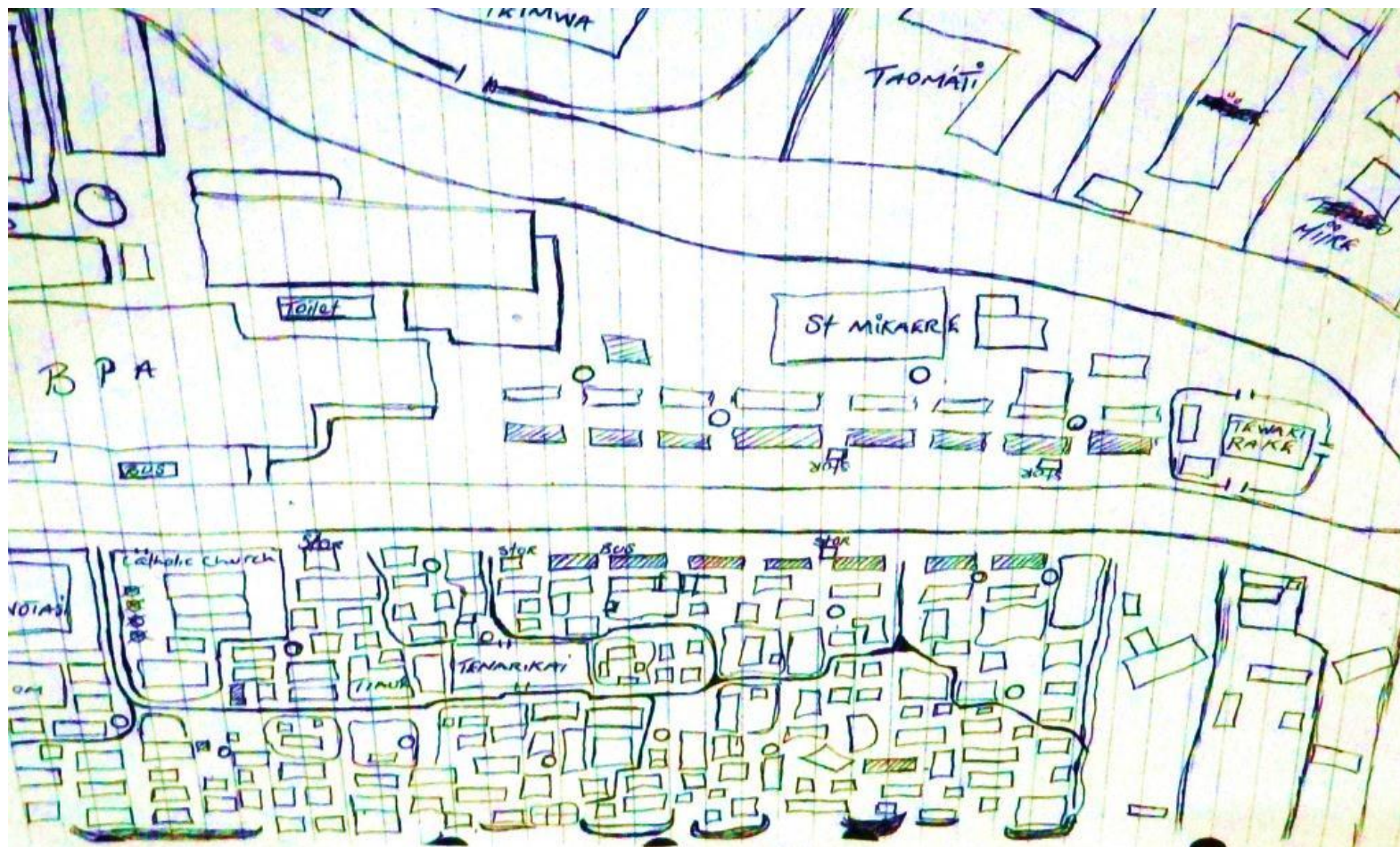
KAWAN BAIRIKI

- ▣ Disease burden
- ▣ Hardship (water source challenges)
- ▣ Relative poverty & unemployment
- ▣ Convenience (project costs)
- ▣ Established relationships (EHS)
- ▣ Other role-players focussing on sanitation, few specifically on HWWWS & HWTS.
- ▣ Need field testing before replication & scale up

ABOUT KAWAN BAIRIKI COMMUNITY

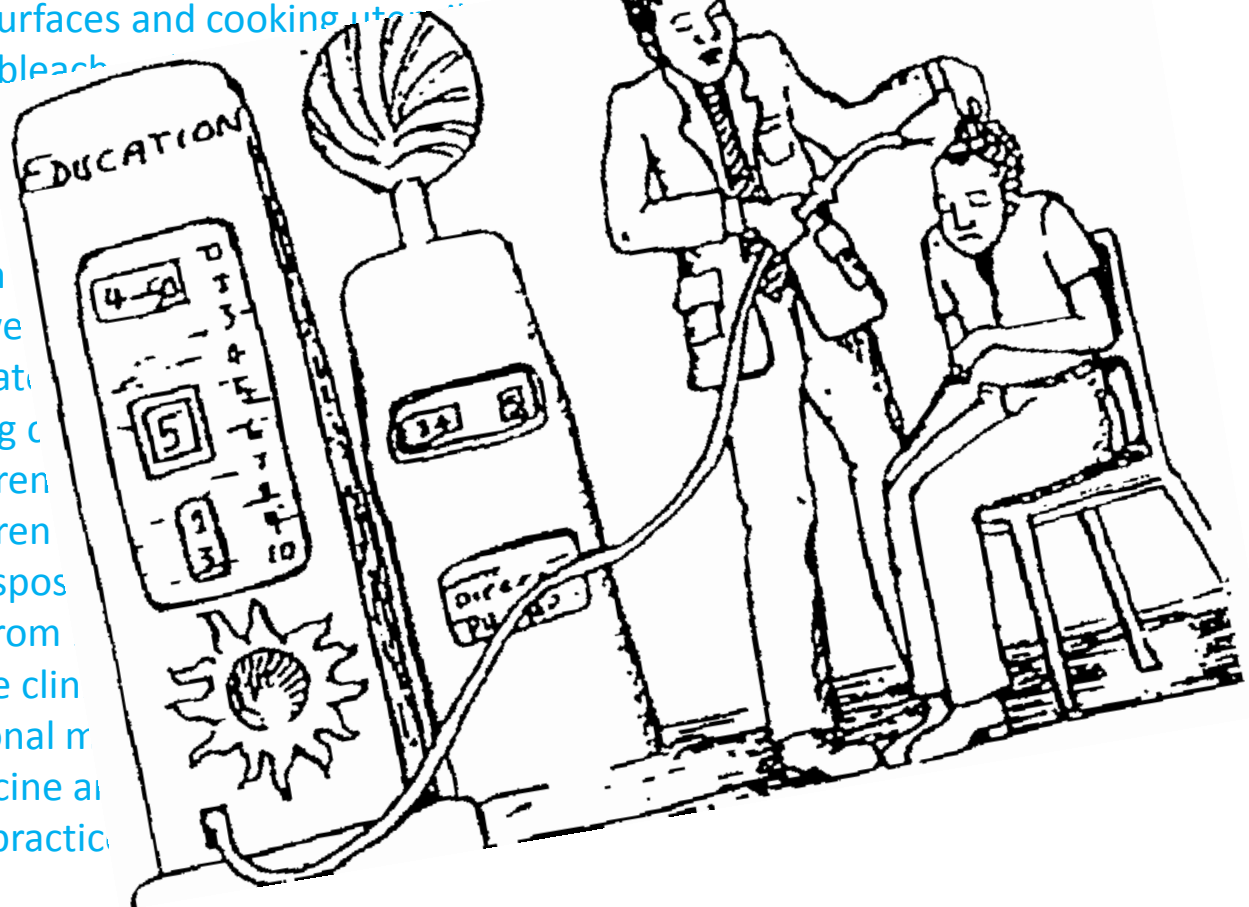
- Population – 1 000 - 1 100
- Households – 150 - 200
- Water supply
 - Rainwater - 54
 - Reticulated water - 127
 - Well water - 25
- Sanitation/Toilet types
 - Pit latrine – 2
 - Septic tank – 58
 - Others - 62

KAWAN BAIRIKI COMMUNITY



BEHAVIOURAL OBJECTIVES

1. Mothers, wash your hands! (toilet; nappy; food preparation)
2. Mothers, wash your children's hands (toilet, eating; playing)
3. Mothers, dispose of nappies properly.
4. Mothers, don't let your children play near human or animal faeces
5. Use bleach to wipe surfaces and cooking utensils
6. ... always treat (boil, bleach)
7. Clean water contain
8. Always put bleach in
9. Be careful when you
10. Build covers for open
11. Always keep water we
12. Clean gutters/rain water
13. Do not let your young c
14. Do not let your children
15. Do not let your children
16. Bury waste water/dispos
17. Keep animals away from
18. Take your child to the clin
19. Don't rely on traditional m
20. Use traditional medicine a
21. Mothers, know and practic



EVIDENCE-BASED

behaviours to reduce under 5 diarrhoea


- Household Water Treatment, Storage & Handling

17%




- Hand-washing with soap & running water

43%



- Safe disposal of child and adult faeces

36%



BEHAVIOURAL OBJECTIVES

1. Wash your hands with soap & running water

- after toilet, before preparing food, feeding baby, eating.
- *Less focus on after cleaning baby – practice already at high level*

2. Disinfect all water used for children under 5 years

- try SOLAR DISINFECTION (SODIS)
- *Immediately seek treatment for diarrhoea*
- *Share water & child health responsibilities*

ENABLING PRODUCTS / SERVICES

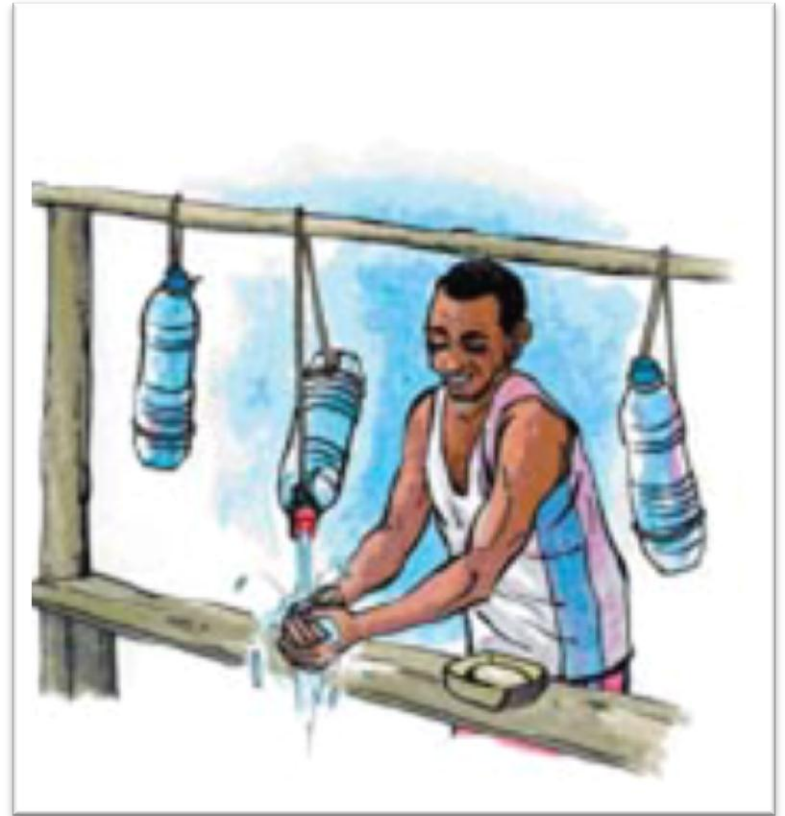
- Global evidence - to get people to take up a behaviour you need to supply “enabling products and services, in a way that is sustainable”. (World Bank, 2012)
- **PRODUCTS and SERVICES**
- Hand washing with soap (HHWS) & running water
- Household water treatment

BEHAVIOUR #1

HAND WASHING STATIONS



FIXED HAND WASHING STATION







**TIPPY TAP
SAVES WATER
ALLOWS RUNNING WATER**

BEHAVIOUR # 2

TREAT ALL WATER USED FOR UNDER 5's,

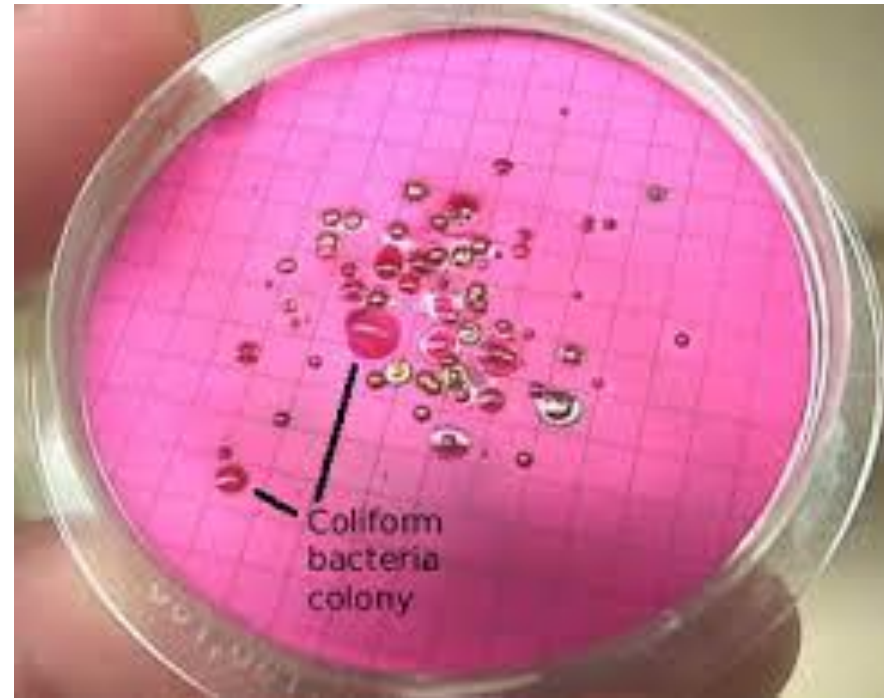
- Try Solar Disinfection (SODIS) method
- Used by +10 million people in 33 countries
- Practiced for 30+ years
- First used in 1981, approved by WHO in 2000
- Promoted by WHO, UNICEF, World Bank, Asia Development Bank, Oxfam, Red Cross & others.



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FIELD TRIAL

- How to enhance SODIS for KI context
- which bottles? which surface? how long in sun?
- affordability, acceptability
- sustainability
- OUTCOMES
- Kiribati-specific SODIS
 - Guidelines
 - Educational materials
 - Products



GLOBAL LESSONS LEARNED

**“word of mouth”
works best to promote
SODIS uptake**

**1-2-1 inter-personal
communication (IPC)**



SODIS PROMOTER

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SKILLS TRAININGS & DEMO SITES

SODIS MASTER TRAINERS



SODIS PROMOTERS

- Early adopters - Demonstration Sites
- Visit & advise other households



SODIS USERS

DEMONSTRATION SITES

– early adopters

SODIS
MY CHOICE FOR SAFE
WATER

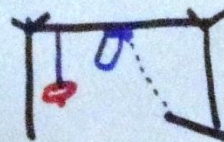
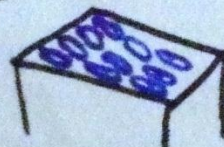
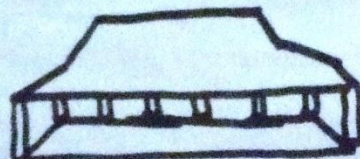
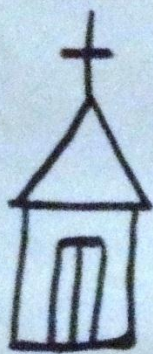


DEMONSTRATION SITES

– SODIS promoters

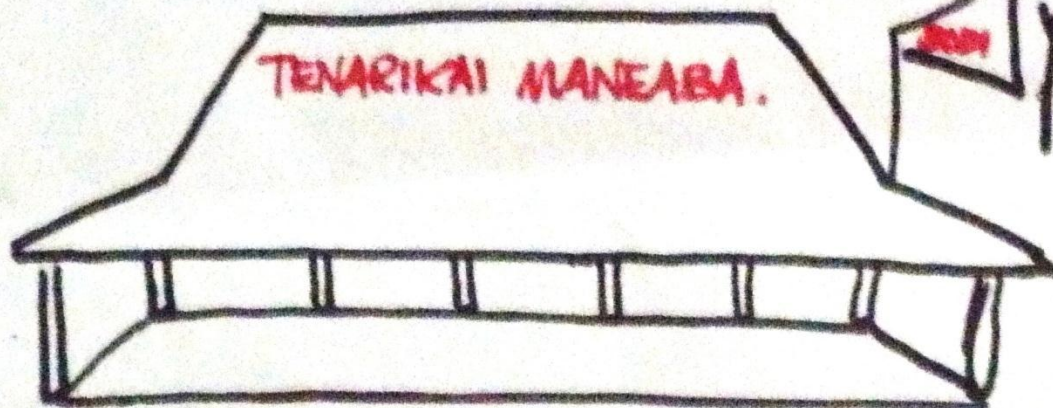


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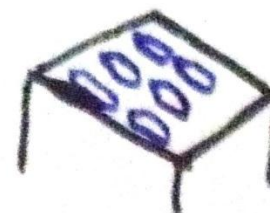
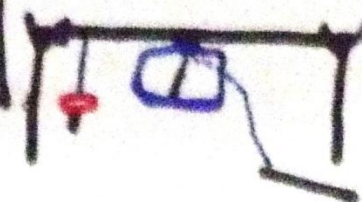


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(NUKANTAAI GROUP)



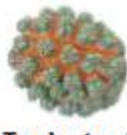
KAP II – WATER LENS GAME



Te mwaniba
ae e oakl



Te rua ni
bwabwal



Te oka-tou/
unikan te kalna



Te maange



Te kamea



Te bwai n aoraki
ni Kiribati



Te koro karewe



Te riko ala



Te rua ni mate



Karaoan te
takataka/oroben



Te tau mwanal



Te autl/
Te maeka



Te okamal/unikan
te mal



Te nako nako
Takakaro



Koro amwl
ni banana



Te kinikaue



Te on-aroka



Te marae
ni butiboro



Te beekl



Te moa



Te anal
atama/tano



Tobu n uati n
aekala nako



Te oera/
bal n aoraki



Te kabuebue
n te aba



Te nakotari



Unikan te nil
Te tal ni boben



Te mwanibwa
ae akea oona



Kamangeange



Kimbl



Te oo mi bekl



Tewenakoan
talan baetere



Tamana bwam



N aekala nako



Tobu nu uati



Te nakotari



Te mwaniba ae
raatau oona ma
bwamna te iti



Te mwaniba ae e
aki oaki ao man
maeu mwina man
te iti



Protected open
well



Mwarua
ni kaln
nakotaari



KAP II WATER LENS PROTECTION GAME

GOOD



IN-BETWEEN



BAD



IPC - SORTING GAME

BEHAVIOUR # 3: GET CLINIC TREATMENT FOR DIARRHOEA

- Always take child with diarrhoea (three or more watery stools in a day) to the clinic.
- Best treatment for diarrhoea is
- **CLINIC - ORS + zinc AND**
- **home – continued fluids & feeding.**

BEHAVIOUR # 4 SHARE THE LOAD

Fathers: help keep your child smart, healthy and strong.



NEXT STEPS

- Complete development of communication tools
- Launch campaign(august 2015)
- Train SODIS Master Trainers
- Develop SODIS “how to” DVD
- Select SODIS promoters & demonstration sites
- Roll out campaign Aug ‘14 to June ‘15