

WASH AND LEARN

Interactive Radio Campaign



DATA ANALYSIS REPORT

APRIL 2023





TRAC FM collects valuable data from citizens throughout Uganda and enables organisations, researchers and government institutions to reach out to citizens in a direct and cost effective way.

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I. LIST OF ACRONYMS

DLG	District Local Government
HEWASA	Health through Water and Sanitation
MHM	Menstrual Hygiene Management
O&M	Operation and maintenance
RUMPS	Reusable Menstrual Pads
WASH	Water Sanitation and Hygiene

II. ACKNOWLEDGEMENTS

Caritas Fort Portal - HEWASA would like to express deepest appreciation to SIMAVI, the WASH and Learn campaign would not have been possible without the financial support from SIMAVI. Special appreciation goes to Trac FM and Jubilee Radio for accepting to undertake this assignment and the technical support provided during this campaign. Caritas Fort Portal - HEWASA will forever be grateful to the District Local Governments (DLGs) of Kabarole and Bunyangabu especially the Education, Health and Water departments for all the technical support and guidance provided to conduct this campaign.

III. KEY FINDINGS

Poll 1:

Community members acknowledge the importance of toilets / latrines in schools that scored 35 % but there is need for more sensitization and advocacy on hand washing with soap scoring least at 13% and facilities for girls menstrual hygiene management facilities which is still low at 19%



Poll 2:

Community members/parents are willing to contribute to the Operation and Maintenance of WASH facilities in schools in different ways which calls for partnerships and coordination among the key players in the WASH sector.



Poll 3:

Community members are interested in being skilled to make their own liquid soap and reusable pads i.e being taught to fish rather than being provided fish. Women score highly on this vote clearly indicating that when provided with opportunities women are willing to be part of the solution to the WASH issues affecting them.



Poll 4:

Majority of the respondents selected cleanliness of the sanitation facilities with 43% and management of water facilities at 17% there is still need to sensitise the communities on Water and sanitation integration.



1. ABOUT WASH AND LEARN

WASH and Learn is a three-year (2020 - 2023) programme implemented by HEWASA and partners such as school authorities and local government.

The WASH and Learn programme provides girls, women, schools and communities with knowledge and skills to be able to make informed decisions about their lives and thereby better the well-being of girls and women. The main focus of the programme are Water, Sanitation and Hygiene (WASH) related activities, but advocacy and economical and social empowerment is also integrated in the programme approach.

By providing girl-friendly access to WASH facilities at schools and at households, the health situation of the community will improve structurally. Specific attention to schools has proven advantages; children- early adopters- learn more easily than adults and they are quicker in adjusting their behaviour. Once children have adopted certain hygienic practices e.g. hand-washing or using a clean latrine, they easily continue this behaviour when they are adults.

Overall goal:

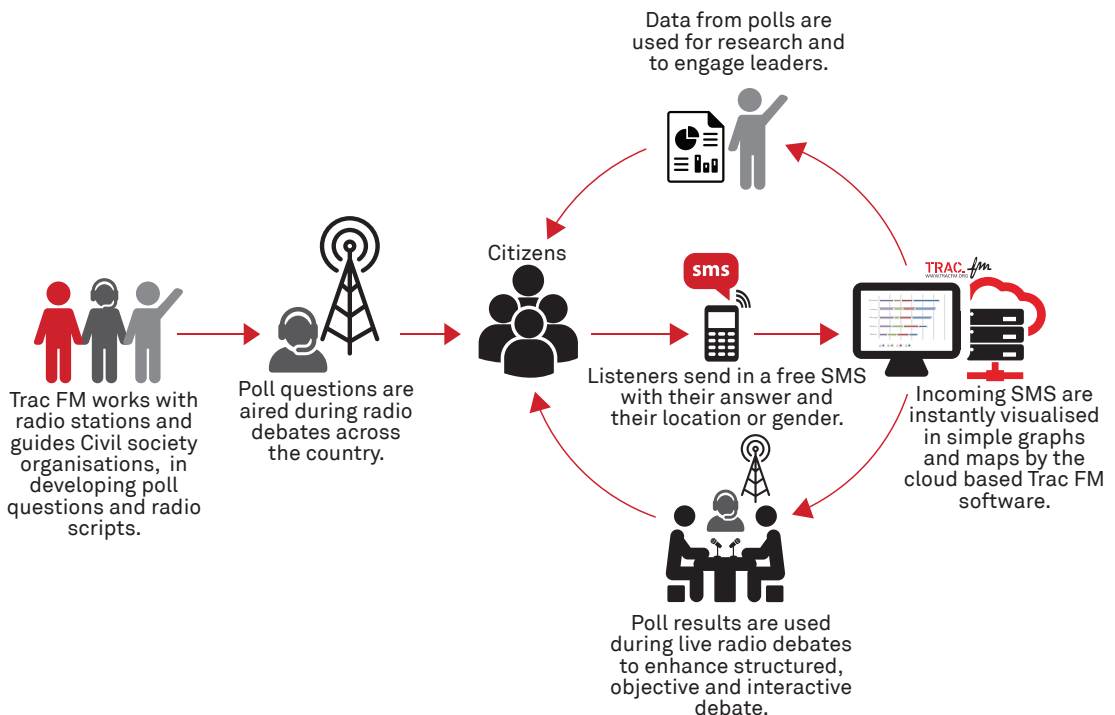
Improved health and quality of education arising from equitable access to sustainable safe clean water, sanitation and better hygiene practices for pupils and teachers.

HEWASA engaged Trac FM to roll out the radio campaign to generate views from the communities/ listeners on the impact of the WASH and Learn program on schools and the neighboring communities for evidence based advocacy with duty bearers.

2. APPROACH AND METHODOLOGY

Through live radio talk shows and SMS polls Trac FM creates a powerful feedback loop between citizens and their leaders, and among citizens in remote communities. Trac FM offers free participation to the polls in all local languages and the rule where each phone number only gets 1 vote in the poll. By working with the most widely favoured local language radio stations at the most popular time slots, Trac FM polls and talk shows reach the homes of thousands of listeners.

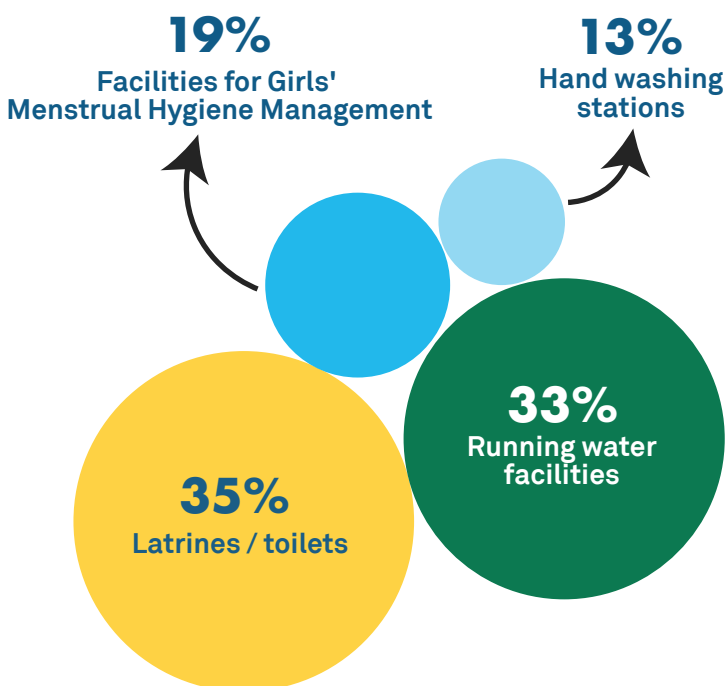
During live talk shows, the results are shown in real time and the host and commentators can talk about the results. In the WASH and Learn campaign, radio Jubilee received over 1,000 responses for each radio poll. The Trac FM platform received a total of 4,221 responses to the four poll questions.



3. POLL FINDINGS

Poll 1: What kind of “Water, Sanitation and Hygiene” facility should be the first to be improved in schools?

The coming weeks we will have a new radio campaign called WASH and Learn, a campaign about the importance of equitable access to sustainable safe clean water, sanitation and better hygiene practices for pupils and teachers for improved health and quality of education. For the first poll, we would like to know from you what kind of WASH (Water, Sanitation and Hygiene) facility needs improvement in schools.



TOTAL RESPONSES: 1,114

This poll question ran on Jubilee Radio in Tooro from 19 to 30 November 2022.

Poll 1 Analysis

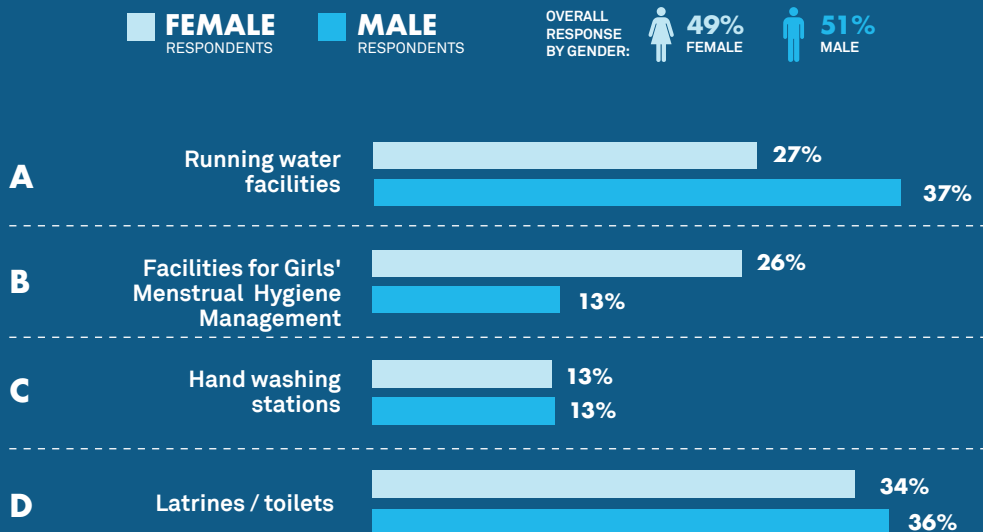
Most people voted for option D Latrines / toilets with 35%.

This result calls for improvement and provision of latrine facilities in schools especially in Bunyangabu District where the number of schools with latrine facilities for girls are at 67% and those with facilities for boys are at 65%.

The boys stance ratio is at 71:1 and the girls stance ratio is at 68:1. Schools that meet the national stance ratio for girls are at 25% and for the boys are at 21% (National micro planning hand book 2019). This result justifies the problem at hand and calls for advocacy and lobbying for increased access to latrine facilities in schools.

Option A Running water facilities has 32% of the votes, but there is a large difference in votes by male and female (37% Male vs. 27% Female).

The availability of water in schools for handwashing, drinking and menstrual hygiene management (MHM) is still a major challenge in Uganda and focusing at the two WASH and Learn project districts of Bunyangabu and Kabarole. Availability of water in schools is at 45% and 57% respectively, The higher votes from the females clearly indicates the importance female parents put on the availability of water for children in schools especially for menstrual hygiene management. This calls for more engagements with the respective District local Governments on safe water provision in schools to cater for the different needs .



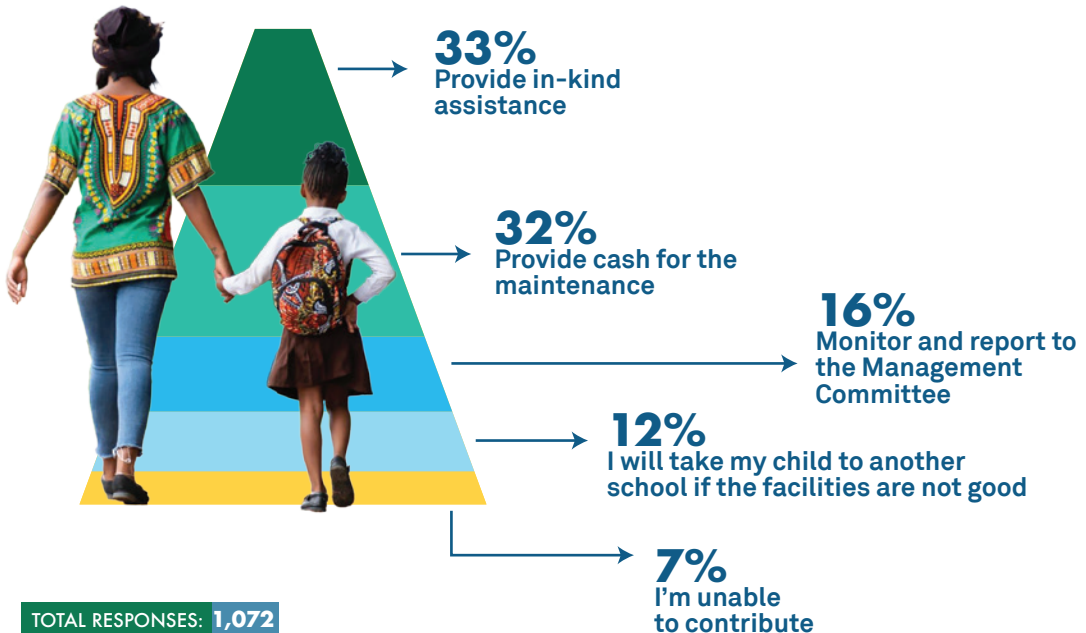
On the facilities for girls MHM there is a large difference in the votes with females at 26% and males at 13% this still shows limited male involvement in MHM issues. Men still think menstruation is only a women's issue, on the other side of females at 26% clearly shows that women are willing to take part in providing solutions to WASH challenges affecting them especially MHM when provided with platforms to address the issues. This calls for advocacy on male involvement in MHM issues, skilling of girls / women in making reusable pads, soap etc. to increase access to MHM in schools and communities to provide quality education for girls.

Option C Hand washing stations has 13% of the votes (both Male and Female). The situation for handwashing has greatly improved at 67% in Bunyangabu and 89% in Kabarole districts. This calls for more provision of these facilities but also the maintenance and sustainability of these facilities.



Poll 2: How would you, as a parent, like to contribute to the maintenance of “Water, Sanitation and Hygiene” facilities in your child’s school?

Safe access to WASH facilities play a crucial role in education. The sustainability of these facilities is determined by the maintenance. Maintenance of the WASH facilities in schools is not only dependent on the school administration but also the community that the school serves.



This poll question ran on Jubilee Radio in Tooro from 05 to 19 December 2022.

Poll 2 Analysis

Looking at option A, B and C, around 80% of the respondents are willing to contribute to the maintenance of “Water, Sanitation and Hygiene” facilities in schools.

Safe access to WASH facilities play a crucial role in education. The sustainability and maintenance of these facilities is not only dependent on the school administration but also the community that the school serves. By the community we mean the parents of the children attending the school, the teachers and non teaching staff to whom the school provides employment, the different service providers who earn income from the school, the neighbouring households who have access to water from the school, water facilities etc. All these actors play a key role in ensuring the sustainability of these WASH infrastructures. The willingness of parents to contribute appears from the poll to be more than 80% but the way people are willing to contribute is different. This calls for different engagements of community members on how they can contribute on the operation and maintenance of WASH facilities in schools.

FEMALE
RESPONDENTS

MALE
RESPONDENTS

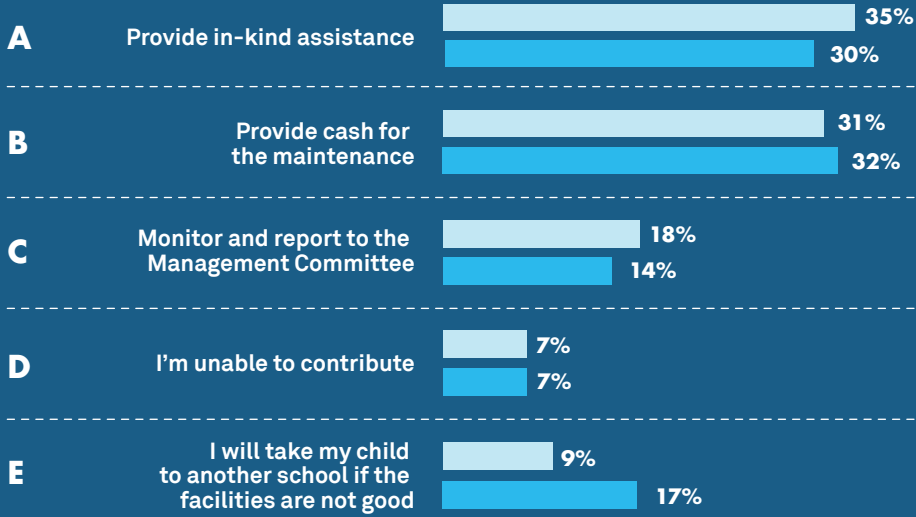
OVERALL
RESPONSE
BY GENDER:



50%
FEMALE

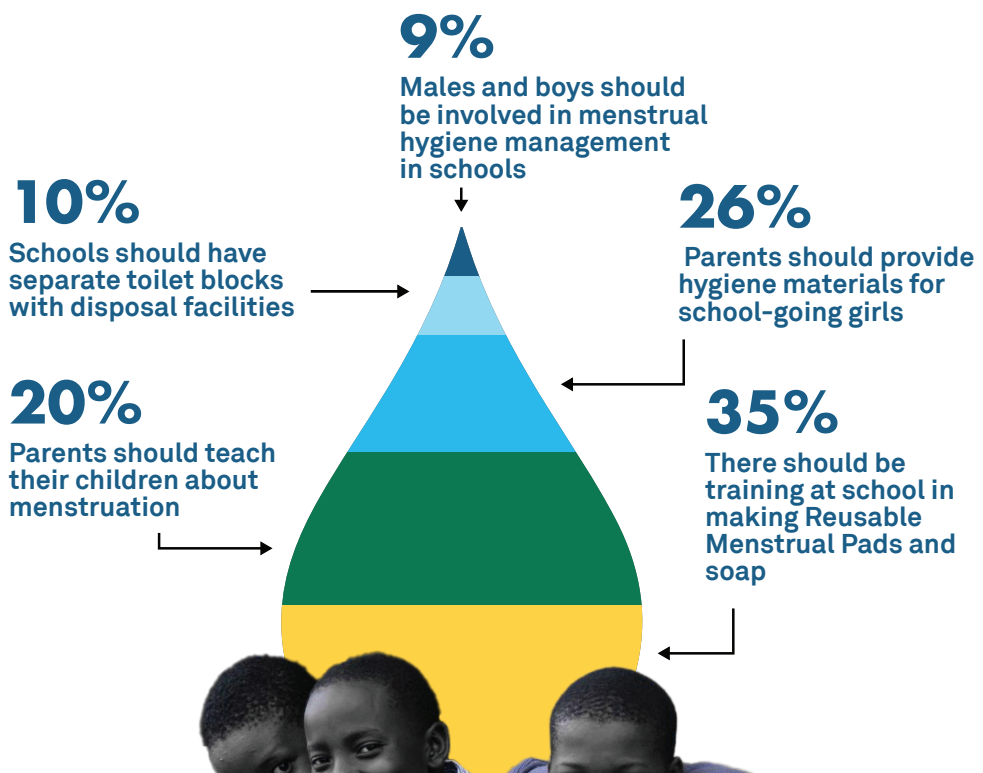


50%
MALE



Poll 3: How can Menstrual Hygiene Management in schools best be improved?

Management of menstruation can present substantial challenges to girls in low-income settings in communities. According to research, insufficient Menstrual Hygiene Management in schools contributes to a dropout rate of up to 10% of girls and 61.7% missed at least one day of school per month due to menstruation at the primary level. Therefore, it is important to know your opinion on:



TOTAL RESPONSES: 1,020

This poll question ran on Jubilee Radio in Tooro from 09 to 22 January 2023.

Poll 3 Analysis

Around 35% of the respondents (39% female, 29% male) are voting for option E - training at school in making Reusable Menstrual Pads and soap.

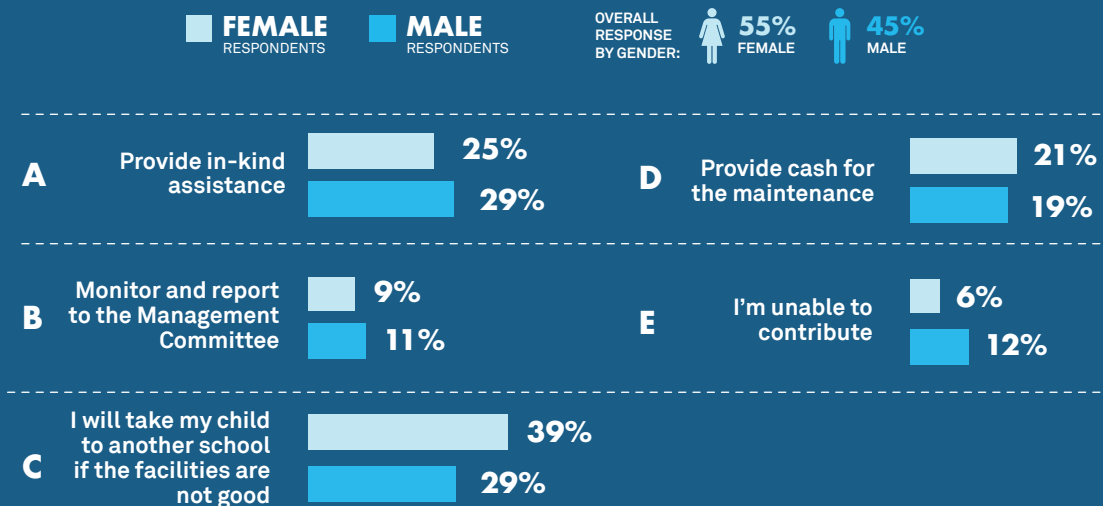
Looking at the current economic situation where Covid-19 and Ebola outbreak in Uganda has negatively affected economic activities, skilling children in making their own reusable pads would reduce on the big expenses that the parents are incurring to purchase the industrial pads, which only a small percentage of the population can afford. That's why skilling girls in making their own pads will increase access to use of protective material during menstruation as well as reduce girls' dropout rates related to MHM.

Option A Parents should provide hygiene materials for school-going girls is the second most popular answer with 26% of the votes

Some parents shy away from discussing menstrual hygiene management issues with their daughters. To others money is a challenge, yet others think that since there is free primary school education in Uganda (UPE), the government should provide all the necessities including MHM. This makes most parents run from their responsibilities. This calls for more sensitization and skilling of the girls and women to make their own reusable pads.

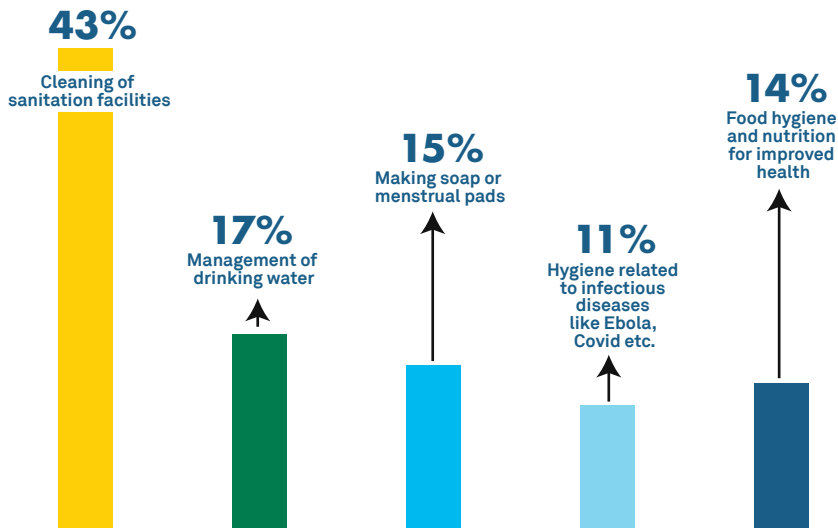
Option D Males and boys should be involved in menstrual hygiene management in schools has 8% of the votes, where there is a significant difference between male voters with 12% and female voters with 6%.

This shows the taboos and myths that still surround menstruation in Uganda where the men and boys still think menstruation is a women's issue causing stigma and ridicule on menstruating girls in schools. There is also self stigmatisation among women who think menstruation is their own issue and the men should not be involved or participate in their issues. This calls for more involvement of male and boys in MHM to reduce stigma and ridicule and increase access to MHM products for the girls since the men control the majority of the financial resources in households.



Poll 4: What kind of training would help best to improve hygiene in the household?

Women are often in charge of hygiene at home. They are often responsible for the good health of family members, cleaning, and cooking. We would like to know from you, what kind of training would be most interesting for women and girls to improve hygiene in households.

**TOTAL RESPONSES: 1,015**

This poll question ran on Jubilee Radio in Tooro from 22 Jan to 14 Feb 2023.



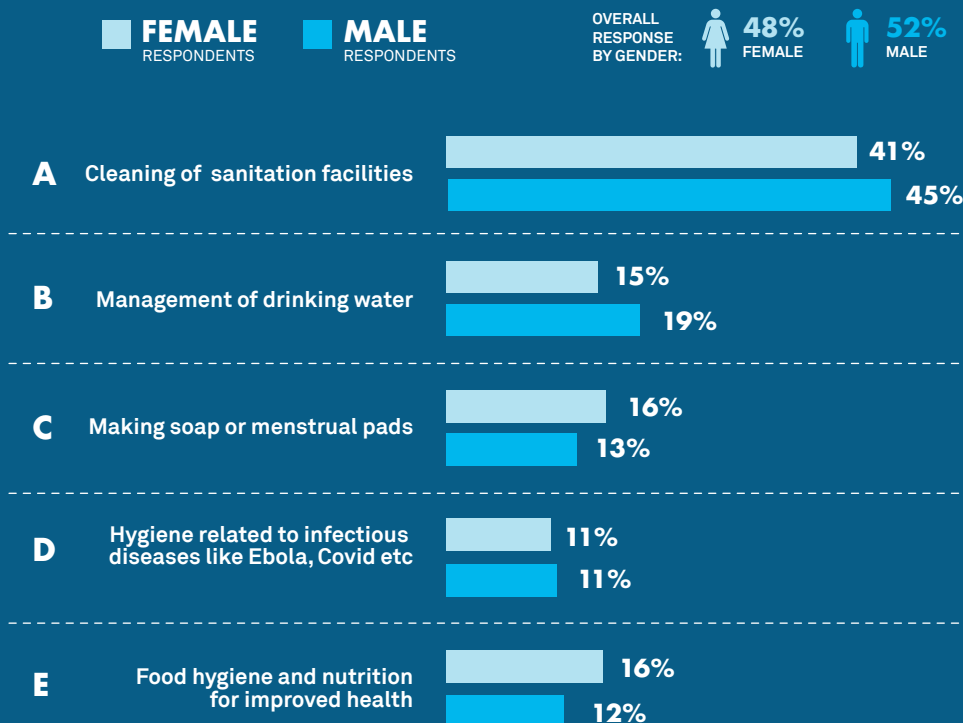
Poll 4 Analysis

There's a clear preference (for both men and women) for option A with around 43% of the respondents voting for Cleaning of sanitation facilities.

Since it's mainly women who are responsible for maintaining and providing WASH services in homes, it's important to be trained in the cleaning of sanitation facilities.

Hygiene related to infectious diseases has the lowest score of 11%. Communities may think the prevention of hygiene related infectious diseases like Covid-19 and Ebola is a responsibility of the government. Yet prevention is solely an individual or household responsibility. This calls for more sensitization.

Food hygiene and nutrition for better health scores the least which clearly indicates the little attention households give to food hygiene as well as providing a balanced diet to the different categories of people including the children, the elderly, the pregnant mothers and people living with HIV. This requires further training at household, community and school level on the integration of WASH and nutrition for different categories of people through food hygiene, vegetable gardening and supplements.



4. PROJECT PARTNERS

For the WASH and Learn campaign, Trac FM collaborated with HEWASA. Together we worked on developing the radio polls and additional context information, clarifying the collected data, sharing the outcomes on social media and selecting the (local) radio guests based on their thematic interests.



Caritas Fort Portal - HEWASA is one of the major social services and economic development Programs of Fort Portal Diocese through which Water Supply, Hygiene and Sanitation services are offered to the rural, semi urban and urban communities. We envision A healthy, empowered population in a sustainable environment and our mission is improving the well-being of underserved and vulnerable communities through WASH, climate change mitigation and adaptation, integrated water resources management and livelihood support.



Simavi is an independent international non-profit organisation. With effective projects Simavi encourages girls and women to claim their human right to water and sanitation & equity, resulting in a physically, mentally and socially healthier society for everyone. Simavi - powerful women, healthy societies.

5. ABOUT TRAC FM

Trac FM transforms radio audiences from passive listeners to active participants. Through SMS polls and radio talk shows citizens of Uganda and other East African countries take part in inclusive and well-informed public debate on social development, public policy and governance. Through its network of partner stations, Trac FM reaches out to the most remote and excluded citizens through the use of basic mobile phones, free SMS and interactive FM radio talk-shows, all broadcasted in local languages.

Trac collects real-time data through radio and SMS to identify cultural, socio-economic and political trends from a citizen perspective. Local language programming, respondent anonymity, long-standing partnerships with radio stations and the involvement and training of local radio journalists enables Trac FM to build a unique relationship with a large sample of the population and discuss intimate and sensitive topics with them at a national scale. The collected feedback is analysed, packaged and disseminated to assist policymakers and practitioners on the ground to integrate unmediated citizen opinions in the development of their policies and programs.

Trac FM International is an NGO registered in the Netherlands and Uganda with programs throughout East-Africa. Would you like to efficiently and effectively interact with the communities you serve?

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