

Effectiveness of campaign on health and environmental sanitation

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ABSTRACT

Present investigation was carried out in Marathwada region of Maharashtra State to find out the effectiveness of awareness campaign on health and environmental sanitation. All India Co-ordinated Research Project on Home Science was in operation in five villages of Parbhani district namely, Erandeshwar, Ukhalad, Asola, Bharaswada and Tamaswadi under the jurisdiction of Vasantao Naik Marathwada Krishi Vidyapeeth, Parbhani. For the empowerment of rural women, women Self Help Groups were initiated in all the operational villages. Totally 14 self help groups of the rural women were established under AICRP (H.Sc.) extension component. With the help of SHG members, awareness campaign related to health and environmental sanitation was organized in each village, comprising of rally, street play, exhibition, lecture and demonstration related to importance of organic farming, use of medicinal plants on household level, importance of vermicompost, use of farm and animal waste etc. Before the awareness campaign, 30 women from each village were pre-tested for their knowledge regarding vermicompost, Jeevamrut and Beejamrut and other health and environmental sanitation issues. After the awareness campaign, post knowledge scores of the selected 30 rural women were recorded. Calculated 't' values were found significant at 0.01 per cent level of significance for all the villages implying that there was significant knowledge gain as a result of awareness campaign on health and environmental sanitation.

INTRODUCTION

A clean environment is essential for human health and well-being. Environmental health comprises those aspects of human health, including quality of life, that are determined by physical, chemical, biological, social and psychological factors in the environment. It also refers to the theory and practice of assessing, correcting, controlling and preventing those factors in the environment that can potentially affect adversely the health of present and future generations. Environmental sanitation is a major public health issue in India (Kumar *et al.*, 2012). Recent interventional studies on environmental sanitation in India highlighted the importance of prioritizing control strategies.

India is still lagging far behind many countries in the field

of environmental sanitation. Environmental health addresses all the physical, chemical, and biological factors external to a person, and all the related factors impacting behaviours. Community health education is needed when a problem affects many people in a community and the organization of a health campaign can be planned to promote knowledge, skills, attitudes and values relating to particular health issues (W.H.O., 1988).

METHODS

The present investigation was carried out in Marathwada region of Maharashtra State to find out the effectiveness of awareness campaign on health and environmental sanitation. All India Co-ordinated Research Project on Home Science was in operation in five villages of Parbhani district namely,

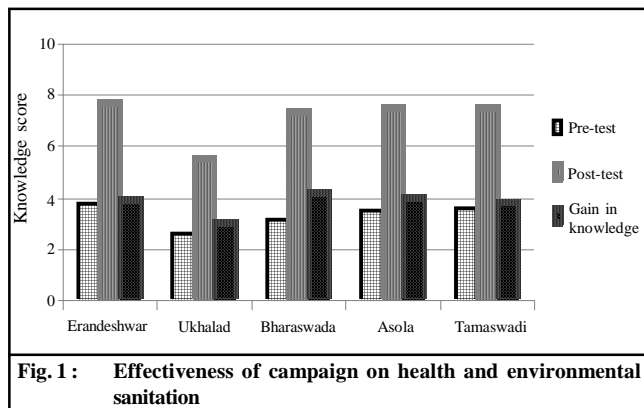
Erandeshwar, Ukhalad, Asola, Bharaswada and Tamaswadi under the jurisdiction of Vasantnao Naik Marathwada Krishi Vidyapeeth, Parbhani. Before the awareness campaign, 30 women from each village were pre-tested for their knowledge regarding vermicompost, Jeevamrut and Beejamrut and other health and environmental sanitation issues. After the awareness campaign, post-knowledge scores of the selected 30 rural women were recorded. Frequency, percentage and 't' test were used to analyse the data.

OBSERVATIONS AND ANALYSIS

For the empowerment of rural women, women self help groups were initiated in all the operational villages. Totally 14 self help groups of the rural women were established under AICRP (H.Sc.). With the help of SHG members, awareness campaign related to health and environmental sanitation was organized in each village, comprising of rally, street play, exhibition, lecture and demonstration related to importance of organic farming, use of medicinal plants on household level, importance of vermicompost, use of farm and animal waste etc.

Table 1 shows the knowledge gain as a result of campaign on health and environmental sanitation. From table it can be depicted that the 't' values were found significant at 0.01 per cent level, implying that there was a significant knowledge gain by the rural women as a result of health and environmental sanitation campaign in which rally, street play, lecture and demonstration role plays and exhibition were included (Fig. 1).

Table 2 indicates distribution of participant of rural women according to knowledge level. Before the campaign on health and environmental sanitation, the participant rural women were categorized as low (up to 3), medium (4 to 7) and high (8 to 10)



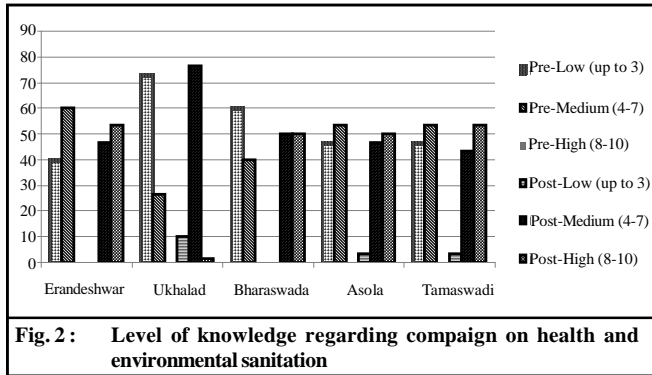
as per the range of knowledge scores. It is portrayed from Table 2 that majority of the respondents from Erandeshwar (60.00 %), Asola (53.33 %) and Tamaswadi (53.33 %) were found in medium category while pre-testing.

During post testing majority of the respondents from Erandeshwar (53.33 %), Asola (50.00 %), Tamaswadi (53.33 %) were found in high category of knowledge, respectively.

Further it was noticed that in case of Ukhalad and Bharaswada majority (73.33 and 60.00 %) were in low category at the time of pre-testing and while post testing majority (76.67%) of them were found in medium category. Equal percentage (50.00 %) was found in both categories medium and high in Bharaswada village. It clearly implies that there was significant knowledge gain by the participants as a result of campaign on health and environmental sanitation (Fig. 2). The findings of the study are in line with observation of Tayser and Abu Mourad (2006).

Sr. No.	Villages	Knowledge score			t value
		Pre - test	Post - test	Gain in knowledge	
1.	Erandeshwar (n=30)	3.80	7.77	3.97	11.34**
2.	Ukhalad (n=30)	2.57	5.63	3.06	8.16**
3.	Bharaswada (n=30)	3.13	7.37	4.24	11.67**
4.	Asola (n=30)	3.50	7.53	4.03	8.97**
5.	Tamaswadi (n=30)	3.63	7.53	3.90	8.84**

Sr. No.	Villages	Distribution of participant rural women according to knowledge level					
		Pre-test (%)			Post-test (%)		
		Low (up to 3)	Medium (4-7)	High (8-10)	Low upto3	Medium (4-7)	High (8-10)
1.	Erandeshwar (n=30)	40.00	60.00	00.00	00.00	46.67	53.33
2.	Ukhalad (n=30)	73.33	26.67	00.00	10.00	76.67	01.33
3.	Bharaswada (n=30)	60.00	40.00	00.00	00.00	50.00	50.00
4.	Asola (n=30)	46.67	53.33	00.00	03.33	46.67	50.00
5.	Tamaswadi (n=30)	46.67	53.33	00.00	03.33	43.34	53.33



Conclusion :

It can be concluded that the awareness campaign on health and environmental sanitation organized by extension component of All India Coordinated Research Project on Home Science in operational five villages of Parbhani district namely, Erandeshwar, Ukhalad, Asola, Bharaswada and Tamaswadi resulted in significant knowledge gain among participant rural women and the awareness campaign also proved to be effective to enable most of the participant rural women to move from low knowledge level category to either medium knowledge level or

high knowledge level category.

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