

Hygiene Promotion through Local Games in Indonesia: A Friendly and Fun Tool for Children

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Introduction

Plan International

- A child-centered community development organization founded more than 70 years ago
- Works with more than 3.5 million families across 48 countries each year



Plan Indonesia

- Operating in country since 1969; now supports more than 400 communities nationwide
- Core areas of activity include basic health services, water, sanitation and hygiene, education, child protection, and economic security.



Project Scope

Background

- In 2007, school-aged children in Dompus district experienced more than 4,000 cases of diarrhea per year.
- Poor hygiene and sanitation practices: open defecation is common, washing hands with soap is rare

Project scope

- Hygiene promotion through local games as a part of school health program

Project area

- Dompus District in West Nusa Tenggara Province, Indonesia

Target population

- 3,000 students in 18 primary schools



Goal and Objectives

Goal

Promote personal hygiene and environmental sanitation in schools in order to help children adopt good habits during their formative childhood and to reduce the burden of diarrheal disease.



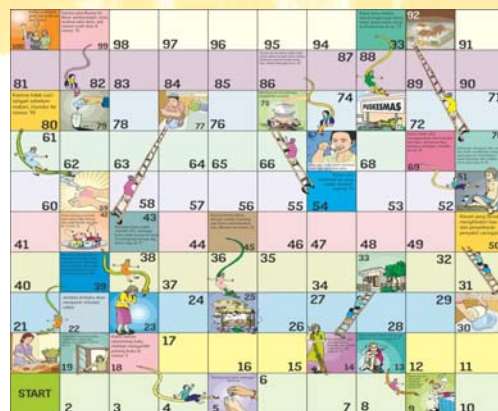
Objectives

- Increase the percentage of children who know the causes of diarrhea from 40 percent to 70 percent; and
- Increase the number of schools with effective tools for hygiene promotion in Plan's working area from 6 to 18.



Summary of Methods

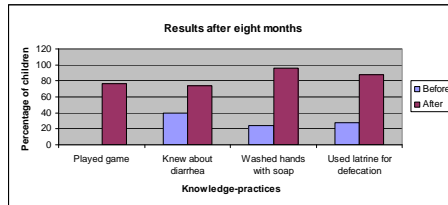
- 1) An edu-tainment strategy through the application of life-size versions of the popular "snakes and ladders" board game, with a size of 25 square meters, inserting key hygiene behavior messages into the games;
- 2) Training of 36 teachers throughout the four sub-districts on the use of the games; and
- 3) Incorporating games into school physical exercise programs at least once per week.



Results

Knowledge and Behavior

The percentage of children who knew about diarrhea increased, and improved practices in hygiene were common.



Results

After eight months of implementation:

- 77 percent of children in the 18 primary schools in four sub-districts have played the games.
- Project costs totaled US\$5,000, including printing materials and evaluation – approximately US\$1.67 per child reached.
- Primary schools in three additional sub-districts have adopted the games and introduced it to more children.



Views from Participants

Now, I know more about personal hygiene because I often play the snake and ladder game.

11-year-old female student, Hu'u sub-district

This is a joyful learning for student and teachers. It's simple and students could understand it well.

Male teacher, Pajo sub-district

[The game is] easy to be played and simple to be replicated.

Headmaster at one public school, Hu'u sub-district



Discussion

Keys to success

- Simple and cheap** local games can be effective hygiene education tool for schoolchildren.
- Unique aspects of the game**
 - Well known "snakes and ladders" concept
 - Cheap material
 - Various other messages can be inserted in the game (this has been used for mothers/caregivers in Plan's post-tsunami program).

Limitations

- Success depends on skills of teacher in facilitating the game to be more meaningful for children
- Maximum of 4-5 children can play per game
- Children must take turns



Recommendations

- This unique hygiene education intervention can be scaled up to other schools in the country.
- The "snakes and ladders" games can be used in a child-to-child approach to achieve greater results in the community (outside school).
- Children can potentially be involved in developing appropriate messages for other children through this game.
- Edu-tainment should be used to spread awareness and knowledge with respect to other health and development issues, such as communicable disease.



Thank you!

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