



Project
A Behavioral **C**hange **D**emonstration
Annual Report
2019-20



Submitted by:
SNEHA

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Introduction:

TOYOTA Kirloskar Motors Private Ltd (TKM) as part of its CSR activity supported the Education Department in Ramanagara District for the construction of toilets for girl students for better sanitation and hygiene practices as part of “Swachh Bharat- Swachh Vidyalaya.” Subsequently, TKM conceived the project as “A Behavioural Change Demonstration (ABCD)” to bring positive behaviour change through proper toilet utilization by the children in schools and to establish O & M involving all stakeholders. The software components have been implemented through SNEHA, an NGO working in the field of Water and Sanitation (WATSAN). **Wherein the demonstration with consumables supply has played a vital role to bring a sustainable hygiene behaviour change.**

Objectives :

- To create awareness on Sanitation practices and motivate the Community to construct household Toilets.
- To support schools to maintain the Toilet blocks for a period of 1 year.
- To improve the sanitation and Hygiene conditions among school children.
- To bring about Behavioral Change in children with regards to using and maintaining of Toilets.
- To provide more privacy to girls in high-schools to manage their Menstrual days at school without absenting themselves.

Key achievements are:

- From 1004 schools about 58,855 Children have been trained on better hygiene practices, use toilets, hand washing at critical times and increased capacity to manage the WASH facilities in schools and regularly monitored their use of 2238 toilets. Schools cabinets have been strengthened.
- Consumables such as Hand wash Soap, Phenyl, Bucket, Mug and Toilet brush and Microbial Solution have been supplied for all 1004 schools for 10 months and demonstrated the usage.
- Through video shows created awareness on better sanitation practices for 4,23,551 population in all four taluks which has resulted 13,518 families have constructed toilet and 967 schools have reached 100% sanitation.

Activities

1.School Head Masters Training :

The school head master’s training plays an important role to develop adequate knowledge, attitudes and skills on hygiene and education. In addition, the training helped in learning convictions and sentiments about better hygiene practices which plays a significant role in deciding well being conduct. For Model A 137 teachers have been trained at TTTI training centre in TKM two batches. Followed by regular reviews were carried out at the cluster level during their cluster meetings to increase their hygiene knowledge and practices. In addition, 340 teachers were trained chapter wise at taluk level in turn to train the school children which are having less 25 children.



2. Supply of Consumables:



WASH facilities must encourage hygienic behaviour. The hygienic behaviour, such as using a toilet, washing hands and collecting water, comprises several small steps and are required necessary preparations.

Therefore, required consumables such as Hand wash Soap, Bucket, Mug, Toilet brush, Broom Phenyl and Microbial Solution have been supplied to all 477 schools for 10 months. Through this the teachers and children have learned how to use consumables and its quality and required quantity.

3. Children Training

Effective hygiene education for children is not just teaching facts about health risks and bad hygiene practices. The ABCD approach focused on changing children's hygiene behaviour and the hygiene behaviour of their families and wider community with a view to improving their quality of life. To ensure that all aspects of appropriate hygiene behaviours are addressed, hygiene education focused on the development of: a. Knowledge and understanding of practical and theoretical information on hygiene. For



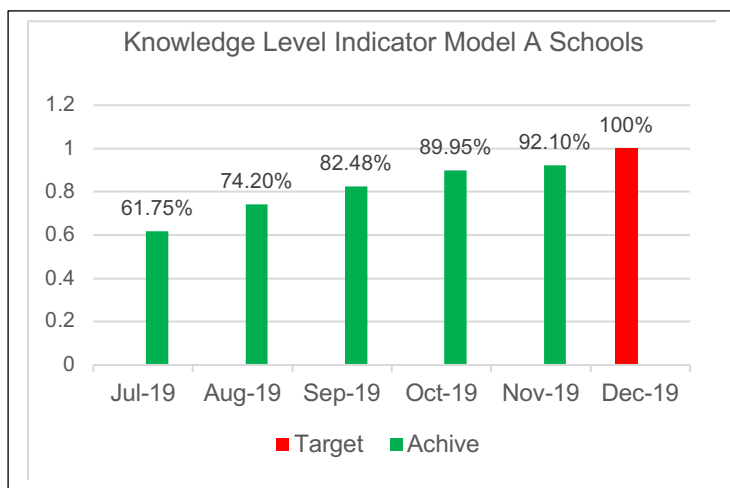
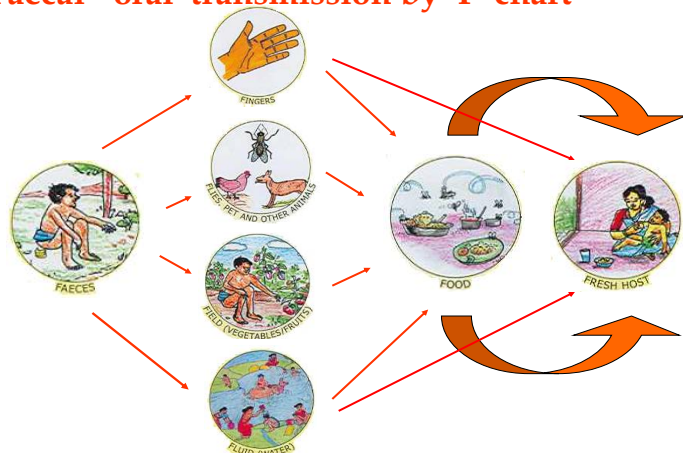
example, all children know that illnesses like diarrhoea and worm infections result from poor hygiene practices such as not washing hands with soap after visiting a toilet. Also, lessons were conducted on water and environment along with demonstrations. Above sixth standard girl children were trained on menstrual hygiene and usage of incinerator in schools.

Teaching hygiene behaviour is most successful when it focuses on a limited number of behaviours with the biggest overall health impact. Changing a one or two behaviour can make an enormous

difference. An example of promoting hygiene behaviour on use of toilets and its effects is the sanitation and hygiene-related F-diagram. The F-diagram shows the path by which germs can spread from person to person.

Totally 13,745 children have learnt on better hygiene practices, use toilets, hand washing at critical times and increased capacity to manage the WASH facilities in schools.

Faecal - oral transmission by 'F' chart

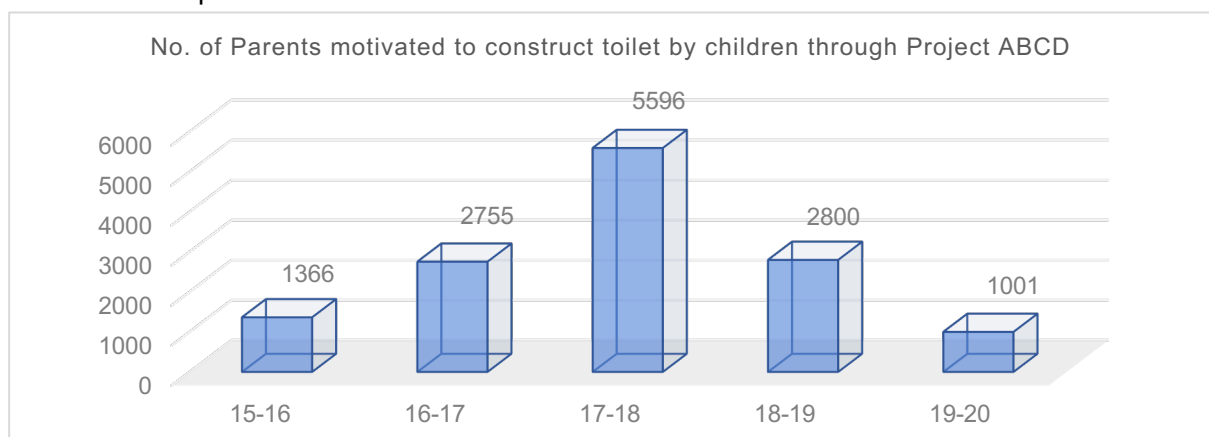


Before training of the children their knowledge and hygiene practices were assessed and every month the progress also monitored as indicated in the graph:

To increase the children knowledge on hygiene practices though visualization all 137 schools have been conducted video shows for all the children.

4. Parents motivation and Individual Household toilets constructed motivated by the children through ABCD:

During the training the children have been motivated to share their hygiene knowledge and practices with their parents and communities on ABCD approach to promote clean village and clean environment for the children. The ABCD trainers also visited the school children houses and motivated 33,804 members. In addition, this has brought a sense of ownership and long-term effects for its sustainability. The following graph indicates year wise impact the no. of children motivated their parents to construct and use toilets.



5. Special events on ABCD (School Jatha, Shramadan etc)

Special events have been organized by the ABCD team at the Grama Panchayaths in all taluks involving all the school children, SDMC members, Grama Panchyath members, teachers, parents to ensure the sustainability of the ABCD approach in schools and created awareness about the clean village , sustaining ODF and waste management etc.



Also, Independence day and Republic day were celebrated in the schools and international days such as Global Hand washing day, World Toilet day, World Environment day have been observed in schools to create awareness about the importance of better hygiene practices.

6.School Star rating

Every month all schools have been graded using 15 criteria as indicated below in the sheet. The ABCD trainers have carefully monitored the every indicator every month of the current year and follow up schools (1004) and graded them according to their performance. The weak areas have identified and strengthened for its sustainability as shown below:

S.NO	NAME OF THE SCHOOL	STRENGTH	★					★ ★ ★				★ ★ ★				
			TEACHERS SUPPORT	TEACHERS INVOLVEMENT	SDMC INVOLVEMENT	SCHOOL CABINET INVOLVEMENT	CHILDRENS KNOWLEDGE ON ABCD	TOILET USAGE	TOILET CLEANLINESS	HAND WASHING BEHAVIOUR	UTILISATION OF CONSUMABLES	SCHOOL CLEANLINESS	ABCD DOCUMENTS MAINTENANCE	CONSUMABLE MOBILISATION	HOUSEHOLD SANITATION ACHIEVEMENT	SCHOOL PREPAREDNESS TO TAKE OVER THE PROJECT
1	GHPS Thokasandra	115	■	■	■	■	■	■	■	■	■	■	■	■	■	■
			Nil					8				996				

7. Quiz Competition

Celebrating the success of Project ABCD, a quiz program has been organized to enhance the knowledge on personal hygiene and sanitation among school children. It further motivates them to sustainably practice better hygiene and advocate these practices to other school children and community members. This competition is developed to evaluate the level of awareness among school children through various activities including Quiz and Drawing. It also acts as a great platform to check the effectiveness of the sanitation campaign on WASH practices and general knowledge about sanitation



and hygiene amongst school children undergoing the ABCD program at their respective schools. It further helps the school children to openly discuss, share their views and knowledge about the WASH practices; motivating others.



This year, the competition witnessed participation from 477 schools, including lower & higher primary and high schools. Through multiple rounds, 216 schools were shortlisted for a Taluk level competition. Out of these, top 32 schools were selected from each Taluk for a district-level activity. The district level event marks the final leg of the quiz competition which identified the top three schools emerging as winners at district level. Additionally, another three prizes each for GHS and GHPS were awarded at the taluk level

8. Visitors to the Project:

SALT team Visit to ABCD school on Feb 4 2020. Team of 40 participants (CEO s Managing directors and Managing trustees of various NGOs across INDIA) from Social Academy of Learning by Toyota visited Toyota ABCD school at GHPS Bannikuppe. A detailed ABCD concept was presented through ppt and all participates were amazed to see the children hygiene practices especially on hand washing and use of toilets and their motivation to their parents and community.



9. Awards

During the year SIAM has awarded for ABCD project. This is the second year the project has been awarded. In addition, UNICEF also awarded the ABCD project during their annual conclave in Dec'19.

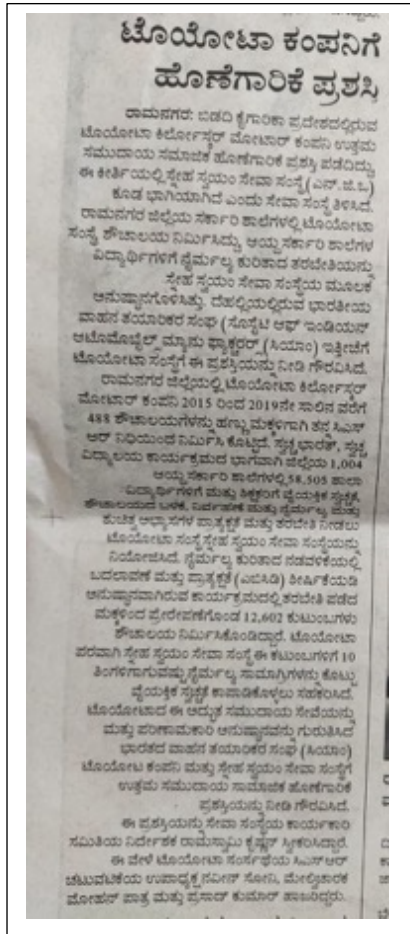


10 Follow up schools:

Regular follow ups were made for 210 schools which were covered in 2018-19 covering about 13820 children withdrawal plans were developed and handed over to function on its own. All the hand over process have documented.



10. Articles:



11. Conclusion:

The Project ABCD has proved that the children can be very good change agents to bring better hygiene behaviour change among their parent and community. The hand washing practices taught to the children have helped to fight against COVID 19 in the district. To scale-up, the education department must take the lead on Swachh Bharath Swachh Vidyalaya and ensure the involvement of all related department, such as health and Rural water supply department. Political commitment to children's education and health creates an environment that is conducive for effective behaviour change activities and maintenance of WASH infrastructure in Schools. Without political commitment and the resulting favourable policies and budgets, behaviour change activities remain externally-subsidized, small scale interventions, which never grow beyond the pilot phase. Therefore, state and national level advocacy is required to scale up the behaviour change concept through children.

12.Photos Gallery:

1.Teachers Training:



Channapattana Taluk



Ramanagara Taluk



Magadi Taluk



Kanakapura Taluk

2. Supply of Consumables

GHPs Akkuru- Ramanagara Taluk



GLPS- Basavanahalli- Magadi taluk

GHS Thokssandra- Kanakapura Taluk





GHPs Kukkuru – Channapattana Taluk



3. Children Training:

<p>Toilet Demonstration session - GLPS Marikuppe, Magadi taluk</p>	<p>Class room activities at GHPS Kyasapura - Ramanagara Taluk</p>
	
<p>Class room session GLPS Bhakthipura - Ramanagara Taluk</p>	<p>Hand washing practices in Prayer session at Adarsha Vidyalaya Matthikere Channapattana Taluk</p>
	

4. Parents Motivation:

<p>Kebbedoddi - Kanakapura Taluk</p>	<p>Valethoppu - Channapattana Taluk</p>
	
<p>Valethoppu - Channapattana Taluk</p>	<p>Neralekere, Magadi Taluk</p>



Navya 7th std GHPS Chakkaluru,
Channapattana Taluk

Balaji 5th std GLPS Hosapalya
Magadi Taluk



Chethan 6th std GHPS Hulugondanahalli
Kanakapura Taluk

Punith 5th std GHPS Mayaganahalli
Ramanagara Taluk



5.School Video shows:

GLPS Hebbidarametlu Kanakapura Taluk

GMPS Gudemaranahalli Magadi Taluk



GHPS Kyasapura Ramanagara Taluk



GLPS Lambanidoddi Channapatana Taluk



6.Quiz and drawing Competition:

School level Quiz -5478 Children Participated

Taluk level quiz- 1296 children Participated

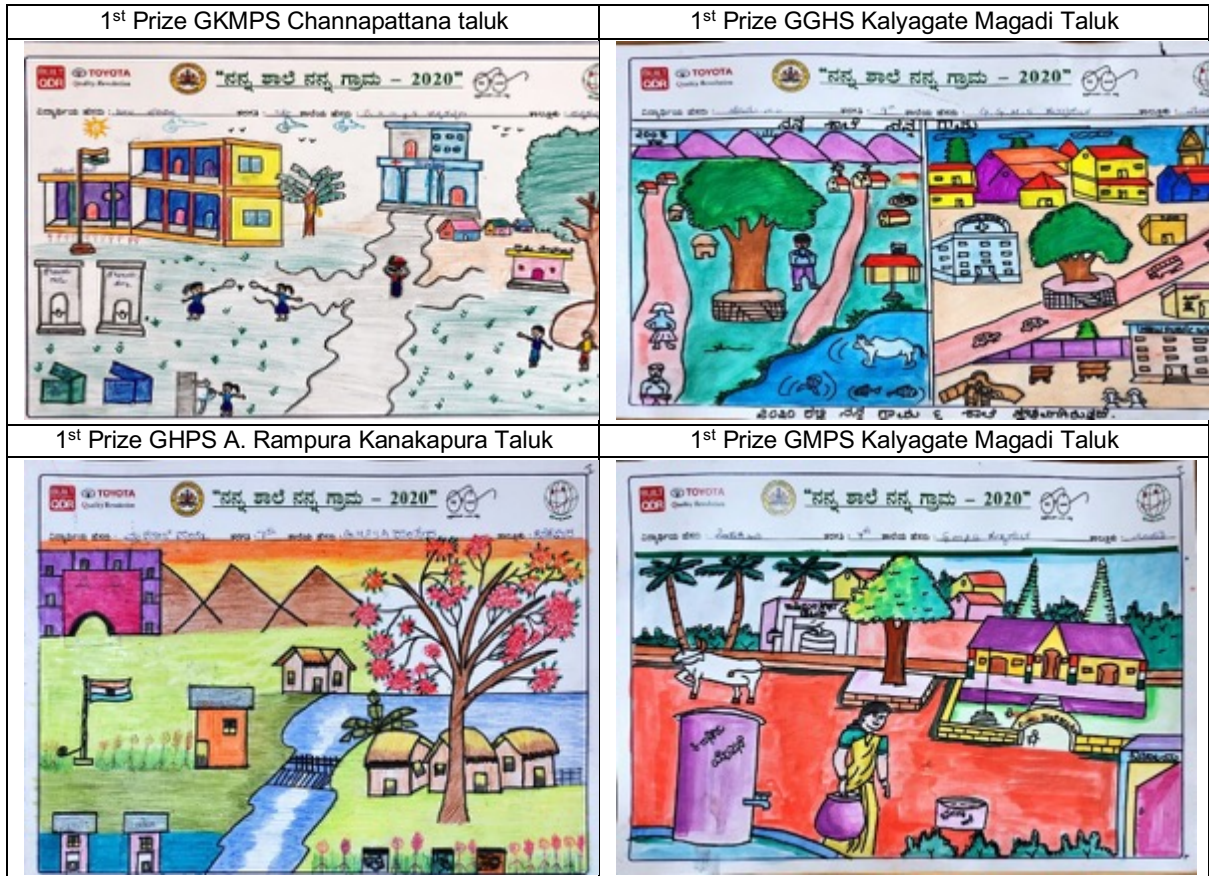


District Level Quiz activity



Drawing Competition - 200 Children participated





7.Special events: Community awareness on Waste Management of ODF Sustainability:



Honganuru GP Channapattana taluk



Kabbalu GP Kanakapura taluk



8. Slipped schools from 3 star to 2 star from 2015-2017 Toilet Repairs Government Toilets:

GHPS Kadaramangala, Channapattana taluk



GHPS H Kotthanuru, Kanakapura taluk



GHPS Avverahalli, Ramanagara taluk



GHPS HHG Palya, Magadi taluk



9. Hand over process in Follow up schools:

GLPS Kumbapura Ramanagara Taluk



GHPS Thittamaranahalli Channapattana taluk



GHPS Dyavasandra Kanakapura Taluk



GHPS Huluvenahalli Magadi Taluk

