

REPORT: The Wings Over Bangalore Project - CCD, INDIA

Centre for Culture and Development (CCD) has decided to take up health and sanitation in more community based model. Therefore it is planned to go in two phases. The first phase concentrates on awareness creation and education.

The set of 23 posters and compact discs for visual media were procured for this. With the limited budget of 560 USD, CCD managed in two villages rigorously, Iddayapatty and Surukulilipatty in Madurai District, Tamil Nadu. Focus was on children, women and the community for this education.

The posters were displayed in their children's centres in these villages. The community was given a special program by the team of doctors from St. John's Medical college. DR. Aditi and Dr. Ramesh enlightened the children with the Health talk "Stagnant and sewage water and diseases".

Children took procession in the village to demonstrate the need for clean surrounding. This was not only an educational experience for children but also an enjoyable event. The children were given training to conduct a rally in the village speaking about the importance of health and sanitation.

The neighbouring villages showed some interest. So CCD had displayed the posters in 5 more villages in government run Crèches, Government schools and health centres.

Thus the CCD began the awareness campaign with the well-designed posters and it motivated the children of the villages to learn the various health aspects connected with sanitation. The posters in the local language with good and simple visuals helped the children and the women to understand the importance of sanitation.

A set of twenty-three posters had the themes like, clean surroundings, clean water, use of toilets, personal Hygiene, Public sanitation, clean streets, cautions of diseases, communicable diseases, reproductive health, Nutrition etc. As they were distributed to all the government health centres and in all the schools was well received by the people and benefited the sanitary education.

The next step was with acquiring video film on health and sanitation and spread the same message in a more lively manner. This has played a greater interest in them. The name of the film is "Nala Vazhvu" meaning "Our good health". Each lesson has a story line that dealt with the need and importance of sanitation.

The future plan is to organise an essay competition among the children on various problems faced by the villagers in terms of poor hygiene .



DR.ADITI interacting with the children about stagnant and sewage water diseases.



Children procession in the village streets with posters, slogans about health and sanitation.