



Role of Electronic Media in Behaviour Change for Sanitation

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Role of Electronic Media in Behaviour Change for Sanitation Abstract The role of electronic media plays an active role in bringing about behavioral change in rural masses. The media has become important in the process of socio-economic development of India along with democracy. It has been used by media mandarins and those in power to spread messages on important socio-economic changes and to motivate the rural public to accept the proposed change. The entire gamut of media

ABSTRACT

The role of electronic media plays an active role in bringing about behavioral change in rural masses. The media has become important in the process of socio-economic development of India along with democracy. It has been used by media mandarins and those in power to spread messages on important socio-economic changes and to motivate the rural public to accept the proposed change. The entire gamut of media space focuses on issues close to people's hearts from time to time through being busy with personalities in power. Developing specialized areas such as hygiene requires insight into technical and technological areas and to put issues into perspective. It is the involvement of rural communities that need to emphasize coverage in the media, where success stories inspire other members of the community to take on prescribed sanitation practices. It will be developed by the media and communication is paramount for any successful sanitation implementation. This paper will explore the multi-level strategy in sanitation, the role of electronic media in the dissemination of various media of cleanliness.

KEY WORDS

Media, Sanitation, ICT, Public Health, Awareness, Behaviour.

INTRODUCTION

The Government of India launched a special website for sanitation and drinking water supply. A comprehensive website giving complete information on sanitation programs and initiatives. Besides, databases and information resources are made available on the portal, which is frequently updated. Plans, programs, campaigns, etc. are

monitored online by accessing the website with countless links on rural sanitation (Plan, S. F. Y., & Planning Commission, 1956). Bharat Sanitation Portal, an open, inclusive, web-based platform engaged in knowledge sharing by both physicians and the general public (Mahon, T., and Fernandes, M. 2010; Mohan, S. 2017). GOI supported the launch on SACOSAN and the portal with end-users, NGOs, media and others within governments in South Asian countries who wanted to make the portal more vibrant and resourceful (Fenton, N., 2010). Since media resources are very useful for people and development professionals working in the hygiene sector, care was taken to provide the latest through the rich experience of experts reaching a wide audience through the Internet (House, S. 2020). Awareness hiccups early in creation serve as a stumbling block in knowledge sharing, coupled with a lack of proper understanding by various communities. With the spread of information awareness, the sanitation sector can successfully overcome its shortcomings in sensitivity programs. The portals are now sharing best practices over time, advocating approaches that are sustainable in nature, bring transparency to public data and information, and at the same time spread awareness on cleanliness. Keeping all these in mind, the Information Highway (Internet) is a big platform to address the issue of cleanliness (Ramani, S. V., Sadre Ghazi, S., and Gupta, S. 2017).

The portals are now sharing best practices over time, advocating approaches that are sustainable in nature, bring transparency to public data and information, and at the same time spread awareness on cleanliness. Keeping all these in mind, the Information Highway (Internet) is a big platform to address the issue of cleanliness. However, the ultimate objective was to ensure that issues of equity and sustainability in the sanitation sector are addressed appropriately. The technological advantage chosen by GOI will go a long way towards handling Indian rural sanitation in the future. Informed debate and better practices have the potential to catalyze large-scale change, which can be done successfully through the exchange of knowledge and information. A systematic approach is needed to streamline communication for the overall good and development of people while expanding the knowledge base to meet the changing needs of the people (Sjodin, D. R., Parida, V., Leksell, M., and Petrovic, A., 2018).

Web platforms localize the cleanliness issue and motivate the public to take an active part, which helps in the overall sustainability of programs and schemes initiated by the government. The media, on its part, can prioritize development in cleanliness and keep the whole thing in perspective so that the campaigns launched for publicity have the desired confidence. This is when people understand and sympathize with the issue, providing far-reaching solutions with simple answers. At the district level, cleanliness is a concern, when it goes through news research paper columns or when it goes to fill the time and space of television, it will have the desired effect on people and their behavior at the rural level. Creating good awareness helps calm people's curiosity and to maintain it, we need creative campaigns (mostly generated by local people) that run on an ongoing basis (Showkat, N. 2016; Lawania, B. D., and Kapoor, S. 2018; Paul, S. K., Kumar, R., Pal, R., and Ghosh, A. 2020; Pal, B., 2019).

This research paper is divided into six parts, the first part of the paper being the introduction which is related to the current scenario of media and sanitation. The second part deals with public health and poor sanitation, public health, sanitation foundation of children, and the challenge of tackling poor sanitation. The third part explores sanitation in Asia and developing countries, urban-rural anomalies, political commitment to universal sanitation, long-term change, and the international status of unsafe water. The fourth part deals with the multi-stakeholder approach, involvement of NGOs and media, the role of media, media and rural sanitation, mass media, and rural sanitation. The fifth part of how the media can address hygiene issues Media, Communication and Rural Sanitation, and Information, Education, and Communication (IEC). Finally, the sixth part is the conclusion and recommendation.

Poor Sanitation Challenge for Public Health

Maintaining good hygiene practices is a major challenge for public health management. In rural areas, the inadequacy of sanitation facilities, low sanitation practices aggravate the problem of sanitation. Many developing countries including India are facing cleanliness as a major challenge for the development process and inclusive development. It is a sad reflection that even today 62 percent of Africans do not have a better toilet facility - a proper toilet - that keeps human waste away from human contact. Those who live without the use of toilets at home, according to WHO / UNICEF JMP for water supply and sanitation, are vulnerable to many health risks (Das Gupta, et al., 2020).

Foundation of Public Health: WHO concentration on health issues includes cleanliness as a major area of concern for good health. WHO Director-General D.R. Margaret Chan “recognized sanitation as the cornerstone of public health.” Their concerns are echoed by many organizations working in this field and the essence of all such concerns is that better hygiene contributes greatly to human health and well-being, especially for girls and women, with minimal intervention for diarrhea helps in arresting further and related risks (Aquino, D. L. F., et al., 2020) can be reduced rapidly. Between 1990 and 2004, an estimated 1.2 billion people worldwide accessed access to better sanitation. However, an estimated 2.6 billion people (whose number has doubled) - including 980 million children - did not have toilets at home. If this trend continued, in 2022 there would be 2.4 billion people without basic sanitation. Children are vulnerable targets of water-borne diseases, malnutrition, and will abandon schooling, which will affect the younger generation and negatively affect the development process. 40 percent of the world’s population lacks access to toilets, and they suffer losses on dignity and safety issues. Adequate sanitation has a serious impact on health and social development, especially for children. Investment by improving sanitation will accelerate progress towards MDGs and save lives (Hutton, G., and Chase, C., 2016).

Therefore, the most important step towards reducing the effects of these diseases is to improve access to sanitation. It helps to increase the safety, dignity and self-esteem of people, especially women and children, who face the risk of sexual harassment and assault while defecating at night. The research paper titled “Progress on Drinking Water and Sanitation - Special Focus on Sanitation” assesses the progress of a country using global, regional and an innovative “ladder” concept. It illustrates hygiene practices in more detail, enabling experts to improve, uncompensated, and highlight trends in using shared hygiene facilities and the open defecation trend. “Better sanitation” refers to any facility that separates human waste from the environment. Today, 87 percent of the world’s population has access to better drinking water sources, and by 2022 the trend suggests that it will exceed 90 percent (Swaminathan, S. et al., 2019).

Tackling Poor Sanitation: Research has shown that improvements in sanitation and sewerage systems can have dramatic effects in reducing cholera and other diarrhea diseases. In 52 countries in developing countries, the number of cases of WHO cholera in 2007 is 236,699, with 7,111 deaths, an increase of 9% over the previous year. Researchers found that the prevalence of diarrhea dropped by 2022. However, in high-risk areas, where sanitation conditions were the worst, overall prevalence fell to less than 43 percent. It is estimated that there are still 2.6 billion people worldwide with insufficient access to toilets. Some argue that cleanliness is also a prerequisite for meeting the MDGs to meet the goals of reducing global poverty. Reducing the number of people without access to a toilet by only 2022 to achieve the sanitation goal would cost \$ 38 billion, less than 1 percent of annual world military spending (Mutonga, D., et al., 2013; Nair, A. 2019)

Sanitation and Children: Healthy children learn more than children suffering from worm infections, which absorb nutrients and calories and cause hearing problems and lack of concentration

develops in children. Parasitic worms infect two-thirds of all school children in some African countries. Experience has taught us that schools without private and separate sanitation facilities for boys and girls have a higher incidence of diarrheal disease and lower attendance and higher dropout rates, especially after girls attain puberty, mothers -the father excludes them from the education system (Jadhav, A., Weitzman, A., and Smith-Greenaway, E. 2016; Rah, J. H., et al., 2020).

Global Scenario

In East Asia and the Pacific, sanitation recorded the highest percentage of 30 percent in 1990 to 51 percent in 2008. The goal is to reach 65 percent. The Middle East / North Africa and Latin America / Caribbean countries generally have their MDGs to meet sanitation goals. Areas with the least access include West and Central Africa (36 percent coverage), South Asia (37 percent), East and Southern Africa (38 percent). In absolute numbers, the reforms have taken place in South Asia, with its coverage doubling from 17 percent in 1990 to 37 percent in 170 2004. Nevertheless, the sector is still not sufficient to meet the MDG cleanliness target of 58 percent by 2022 (Nandi, A., et al, 2017; Jaiswal, V., and Joon, V., 2017; Roy, A., and Pramanick, K., 2019).

Urban-Rural Discrepancies: In rural areas, access to sanitation was more than double in rural areas as compared to urban areas. Currently, out of 2.6 billion people without reform, 2 billion (77 percent) live in rural areas. Urban-rural inequality is the largest in South Asia, where only 27 percent of the rural population works, compared to 63 percent in urban areas. Only industrialized countries have comparable urban and rural coverage (Chaudhuri, S., and Roy, M., 2017).

Political Commitment to Universal Sanitation: A political and institutional orphan, sanitation hardly got a voice in the policy 'high table' or service delivery due to lack of funds. Progress in this field requires political will to establish a national coordination body, a nationwide sanitation plan, and a transparent monitoring framework (Curtis, V., 2019).

Long-Term Change: Information campaigns launched in the health sector have not been so successful in driving demand using commercial technologies and also appeal to consumer preferences for convenience, comfort, safety, hygiene, and reputation. Community response to open defecation and other environmental hazards, its impact on health - rarely affects people. However, concerns are addressed that no concrete steps have been taken to mitigate the problem. Experiences drawn from many countries suggest that this can be solved using toilets; Many countries have still not been declared 'open defecation free' (Orgill-Meyer, J., et al., 2019).

Unsafe Water - 4000 Children Die Each Day: A research paper published in the journal Lancet states that more people are affected by poor water supplies and sanitation than weapons of war, terrorism and mass destruction. The article is the fifth in a series of published research papers that go to the key findings of the Millennium Project - a three-year independent advisory effort by UN Secretary-General Kofi Annan to review the progress of the MDGs. On the quantitative targets set for the year 2022, the MDG is committed to the international community that they will address issues of extreme poverty and work towards its eradication (Woldu, W., Bitew, B. D., and Gizaw, Z. 2016).

Water, especially in East Asia and Sub-Saharan Africa. In this article, attempts to counter sanitation conditions in terms of coverage are made to keep pace with population growth. Unfortunately, four out of ten people in the world do not have access to a simple pit latrine. This article elaborates and states that access to safe drinking water and basic sanitation can have a strong positive impact on human health, development and management of water resources as having a significant impact on overall health. Avoiding standing or slow water to improve irrigation and disposal of domestic waste water can also reduce mosquito breeding and transmission of malaria (Ray, M., 2018).

Multi-Stakeholder Approach

A multi-stakeholder approach in cleanliness has been in vogue for the last decade with the government, non-government, corporate, media and school children involved in creating awareness. School children have an important role in rural sanitation because they are the primary victims of bad sanitation facilities, and with lower-body resistance than adults, 173 program planners thought it fit to include children because it “gives them youth It’s always good to catch”. In Andhra Pradesh, there are 5.4 million school-going children in 78,000 government rural and urban schools spread across the state. Every year on 15 October, school children participate in ‘Global Hand Washing Day’ as part of a national campaign to promote cleanliness and hygiene. The children cleaned the school premises and their classrooms, organized village rallies, raised placards and raised slogans to create awareness on cleanliness and hygiene issues. Across the state, school children participated in this campaign and pledged to cleanliness and hand washing. Also, sang jingles on handwashing, washing hands with soap before eating their special midday meal (Apanga, P. A., et al., 2020).

NGOs and Media Participation: In Andhra Pradesh, sanitation outreach was possible due to the huge crowd of systems, institutions and people. RWS & S and Gap coordinated with their counterparts in districts and divisions and supervised the campaign. It emphasized the importance of the campaign and the role of each stakeholder in the rural sanitation campaign, which included all-district, Mandal and village level officials. SWSM printed and distributed posters, pamphlets and banners in 78,000 schools and 22000-gram panchayats in Andhra Pradesh (Prassanna, R. 2020).

Media and Development: In the current context, media consumption habits replace every other with the majority going on a high-diet of media. Mass media not only plays an important role in informing the public at large but also influences opinion by setting an agenda. Therefore, the emphasis of the TSC created the rural sanitation sector to realize the inherent strengths of the media and strategically engage the audience in hosting messages fully manipulated by the media. The media successfully triggered environmental awareness by sharing their concerns through the available time and space. It can act as a change agent in many efforts made by the Government of India for example, rural sanitation meant the construction of toilets only until 2000. Now, the media works towards changing the pattern of social behavior of rural communities. Furthermore, the dawn of the new millennium saw that the global development agenda was set by all developing countries with a focus on communication. Therefore, sanitation is included in the MDG as it relates to issues related to cleanliness (Alexander, C. C., et al., 2019).

Relevance of Media and Communication in Rural Sanitation: A close link can be drawn between rural sanitation (as a development issue) and the media. How media plays a crucial role in setting this as a development agenda is best illustrated below:

- Research papering facts, collecting and disseminating information,
- By analyzing and offering opinions through editorial commentary,
- By providing a platform of exchange,
- By initiating public discussion and debate on key issues,
- Pay attention to socio-environmental policies, practices and trends,
- By demonstrating good practices for social development,
- By campaigning in public interest and
- Making public, corporate and community bodies accountable.

To support integrated rural development, supported communication and mass media and proved that responsible and accountable mass media can help achieve the goals of rural sanitation. This is in addition to the obligation to inform, entertain and engage the audience. The mainstream media is prevented from being called teachers, campaigners or reformers, but their concerns of advancing society, including cleanliness, are well taken (Jeyakumar, A., et al., 2020).

Mass Media in Rural Sanitation: Mass media generates awareness of social concerns by highlighting social issues of common interest in the community. Media serves as a powerful tool to target and provide relevant information to targeted people. In rural sanitation coverage and dissemination, the media partnered with the agencies involved and successfully created awareness among the end-users related to the community. This can trigger the desired change is an understatement. Media does not work in isolation, so the main task of advancing the cause of socially and environmentally sustainable societies is by accountable governments, effective public regulators, utilities, markets and public goods, all socially responsible corporations, and freedom of expression are up. Committed, and active scientific and professional and informed, and well-organized civil society. Wherever there was a positive change in media coverage, it received solid public support. In most instances, the action was taken after media coverage at various levels. Media on rural sanitation has recognized the need for a safe environment and has always contributed by civil society, professionals, activist groups, and communities to improve understanding and help people engage in the learning process. Media communication always ends in affirmative action for good sustainable development practices. Affirmative action can only occur when there is an understanding of the situation, the ability to act accordingly and, above all, change in behavior (Lee, Y. J., 2017).

How can media address hygiene issues?

Coverage of media based on journalistic values and well-defined principles helps to produce credible copying, even in areas of hygiene media coverage that must necessarily be based on local resource availability, not corporate priorities. But most businesses are operated. Media to have editorial integrity, journalistic balance and based on the needs of the community, advocacy and action plans have to be worked out in media space:

- Media to create a common foundation for teachers, activists community so that everyone is interdependent and still maintains their identity and attention.
- To ignite media learning opportunities, dedicated educational TV channels, educational slots in radio, print and television medium, etc. with special focus on cleanliness.
- Media works towards expanding media landscape to deal with concerns on commercialization and promote public interest.
- Media to strengthen individual capabilities to simplify complex sanitation and development issues.
- Working to improve trust and cooperation between other partners.
- Media to make informed choices on new media technologies so that options are widely available and affordable, Mass media, niche media, narrowcasting, etc.

The role of media in development communication must necessarily take into account the interests of communities before creating content for pages. A synergy between media, communication and rural sanitation brings necessary changes (Tandon, A., Kaur, P., Dhir, A., and Mäntymäki, M., 2020).

Media, Communication and Rural Sanitation: Development means bringing positive changes in the socio-economic and cultural life of most people permanently without exploitation and violence.

To achieve the development goals, media, communication, and rural sanitation have to be combined; although each is interdependent, a relationship has to be formed at the level of conception to effectively produce the desired growth in this area. Personal hygiene and hygiene, directly or indirectly, are widely associated with illiteracy, indulgence, malnutrition, poor health, hunger and poverty, and environmental problems. Communications cannot provide input such as finance or infrastructure. But, it can go to create awareness about available technologies and mobilize people to adopt best practices. Therefore, there was always a need to establish a link between media, communication and rural sanitation. It is common knowledge that communication helps inform, motivate, educate and entertain concerned stakeholders. It also helps in providing training to people and other grassroots level organizations on rural sanitation practices (Das, P. P., 2020, July).

Information, Education and Communication (IEC): The IEC can play an active role in community initiatives such as rural sanitation. It has the potential to create awareness and initiate new initiatives and exercises. A shared experience emerges from IEC campaigns. The media, on its part, can show the way to replicate best practices and spread to a new location. Local language specific to the region can be used to communicate with the public; this will have lasting effects, an essential element for the social change process. Helps in achieving social change well within the scope of the communication system. The process of social change consists of three sequential stages: invention, dissemination and outcome. The invention is the process by which new ideas are created or developed (Puri, S. 2017).

Similarly, dissemination is a process by which new ideas are communicated to members in a given social system. There is a communication route for the rural initiative. Communication is effective only when the idea being transmitted is clear. The target audience decides on the nature of communication and should be taken into consideration. Communication means not only informing people but also educating them. Keeping this in mind, many international organizations are promoting participatory communication methods and engagement with media in all development initiatives (Varghese, M., 2020).

CONCLUSION

Studies have conducted in the past have confirmed that sanitation is not just a matter of providing facilities and ensuring safe disposal of human emissions and waste, it is more about bringing about behavioral change in humans. Lack of sanitation now affects about 40 percent of the world's population and is expected to increase to 50 percent by 2025. Diarrhea caused by poor hygiene leads to the death of about 6,000 children every day, killing two million people annually. Half of the world's people living with waterborne diseases live in hospital beds. Half of Asia's population already lacks adequate sanitation and twice in China, India and Indonesia many people die of diarrhea due to HIV / AIDS. Parasitic infections are also exacerbated by poor hygiene - research papers estimate that 1.5 billion people have parasitic worm infections. Such insects lead to enhanced growth and general debility and do not necessarily lead to death. The increasing urbanization of the population worldwide is increasing poor sanitation. The research paper estimates that 1,60,000 people move from the countryside to live in cities every single day. It states that 600 million people are living in squatter settlements that lack any sanitation infrastructure. These settlements are expanding faster than the infrastructure provided by governments.

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