

VI. 1.11

FI

IRC 80

**SLOW SAND FILTRATION PROJECT,
POTHUNURU, ANDHRA PRADESH**

HEALTH EDUCATION ACTIVITIES

71

IRC 80

**PUBLISHED BY :
DIRECTORATE OF MEDICAL & HEALTH SERVICES, A. P.
STATE HEALTH EDUCATION BUREAU
SULTAN BAZAR, HYDERABAD-500001.**

71 IRC 80-1.11 (1)

PREFACE

It is known to one and all that the people are the real recipients of the benefits accrued from the various schemes, programmes and projects, implemented by the Government. Even though many of such Development and Welfare Programmes can be executed without any active involvement of the beneficiaries, there do exist certain programmes, which require active involvement and support of the beneficiaries, without which it becomes difficult to go-ahead with the scheme. It is our experience that many of the Public Health Schemes fall under this category.

A simple project for establishment of Slow Sand Filtration Plant at Pothunuru village was proposed to supply protected water to the villagers. The response from the villagers and the community leaders, as well, was not so encouraging. It took nearly 1 1/2 years to convince the villagers including the leaders to accept the plant.

Successful implementation of the Slow Sand Filtration Plant at Pothunuru assumes greater significance and importance due to the fact that the experiences and achievements of this experimental project were being watched carefully for extension of the scheme to other places.

Keeping this in view the tempo, brought-about by the personnel in the execution of the scheme need to be sustained and maintained, through concerted efforts by all those, concerned. There is no room for complacency, what so ever, in the matter.

I am confident that the personnel, responsible for the implementation of the project will rise to the occasion and prove themselves worthy.

I am very happy to learn that the health education activities, under the able guidance of the Asst. Director of Medical and Health Services (Health Education), Andhra Pradesh, have played a pivotal role, in laying a sound and firm footing for the project on the edifice of which a nice structure has been coming up.

I am happy to say that this Brochure, which is again a thoughtful endeavour, has given me the opportunity to congratulate, all those concerned with the Slow Sand Filtration Project, Pothunuru for their good work.

Dr. D. Bhaskar Reddy,
Director of Medical Education, A.P.

INTRODUCTION

The Slow Sand filtration plant in Pothunuru Village of west Godavari district was commissioned by the Panchayath Raj Dept. of Andhra Pradesh Government in the year 1973-74, with the financial assistance from WHO/Netherlands Government.

These International agencies were of the strong opinion that participation of the local community in the project and the acceptance of the Villagers to use the protected water processed through the plant, instead of drinking Unprotected tank water as previously were of primary importance. Hence the need of educating the community for switching over to the new practice was felt essential. This has resulted in the organisation of an Inter-State Workshop on the Subject at Nagpur in the year 1978 by the Govt. of India. Officials of the State Health Education Bureau, A. P. Hyderabad and the Dist. Health Education Unit, West Godavari district were also invited to participate in the workshop.

To start with, the State Health Education Unit, West Godavari district had the Survey as per the guide lines, issued by the Central Health Education Bureau, New Delhi. The Survey was conducted systematically, involving all the health workers in the District.

After completion of the Survey a team of the State Health Education Bureau A. P. together with the Staff of the Primary Health Centre, Denduluru, made a beginning of the Health Education activities, which gained a momentum by July/August, 1978, where Training classes for different categories of formal and informal leaders were organised.

The leader of the Community including the Surpunch, and the Gram Panchayath Members were motivated to accept the Slow Sand Filtration Plant in their Village. Pothunutu-Public meeting were held to explain about the dangerous diseases that were being transmitted by Polluted water and to create awareness among the villagers on the new concept of protected water supply to be processed through the Slow Sand.

Filteration Plant in their village. Lecture-cum-Demonstrations were successfully organised. Audio-Visual aids and indigenous mass communication media were fruitfully utilised to change the behaviour of the villagers and convince them to accept the drinking water to be supplied through the filter beds.

Repeated inter personal communication, group discussions, film shows on water-borne diseases and sustained health education activities through different media and mass had finally won-over the community to welcome the Project and participate in the programme, in full.

In this Brochure an attempt has been made to depict how Health Education activities were organised to achieve the set goal Viz : achieving community's acceptance for Slow Sand Filteration Plant in Andhra Pradesh. It is hoped that the Brochure will be of interest to the workers, who are involved in similar Projects in different parts of the Country.

It is gratifying to note that this Brochure is an out-come of the efforts made collectively by the personnel of my Department (Staff of the State Health Education Bearau, A. P., Primary Health Centre, Denduluru and District Medical and Health organisation, Eluru.

Dr. M. Venkata Rao,
Director of Health and Family Welfare, A.P

**HEALTH EDUCATION ACTIVITIES AT POTHUNUR WITH SPECIAL REFERENCE
TO SLOW SAND FILTRATION PLANT.**

A. TOPOGRAPHY :

Name of the village :	Pothunur.
State of the village :	Andhra Pradesh.
District of the village :	West Godavari.
Taluk of the village :	Eluru.
Block of the village :	Bhimadole.
P. H. C. of the village :	Dendulur.
Sub-Centre of the village :	Pothunur.
Gram Panchayat of the village :	Pothunur.
Area of the village :	3 kilo meters.
Distance from Dist. Hd. Qrs.	13 Kilo meters.
Distance from P. H. C. Hd. Qrs.	25 Kilo meters.

on Vijayawada-Rajahmundry Road.

B. DEMOGRAPHY :

1) Population :	3013			
2) Males :	1511			
3) Females :	1512			
4) Children below 15 years of age :	664			
5) Children below 6 years of age :	386			
6) Occupation :				
i) Cultivators :	224			
ii) Labour :	273			
iii) Business :	38			
iv) Employees :	67			
7) VITAL STATISTICS :	1976	1977	1978	1979
1) No. of birth registered :	79	58	107	104
2) No. of death registered :	24	13	44	48
3) Birth rate :				
4) Death rate :				
8) Total Number of families:	629			
9) Number of eligible couples :	527			

C. LITERACY STATUS :

1. Literates	1377
2. Illiterates.	1636
3. Read & Write :	112
4. Primary School.	580
5. Middle School.	256
6. High School.	354
7. College.	60
8. Post-Graduate.	15

D. VILLAGE LEADERS :

- | | |
|------------------------------|------------------------------|
| 1. Sri. Ch. Vasudeva Rao. | 2. Sri. G. Basavapunamma. |
| 3. Sri. D. Venkataswamy. | 4. Sri. G. Nageswara Rao. |
| 5. Sri. Benjamin. | 6. Sri. P. Lakshminarasamma. |
| 7. Sri. N. Venkateswara Rao. | |

E. SANITARY CONDITIONS :

1. Public septic tank latrines with six seats.	2
2. Open dry earth type latrine measuring 30'x30'.	1
3. Private septic tank latrines.	20
4. Bore hole latrines.	30
5. Dry earth latrines.	10

Most of the labour population dedicate in the fields. Only one scavenger was appointed by the Gram Panchayat. No sufficient water to flush-out faecal matter.

F. DRAINAGE :

Drainage measuring to 500 yards existing. No separate Urinals.

G. DISPOSAL OF RUBBISH :

One Sweeper was appointed by the Panchayat to clean the streets. The rubbish so collected is dumped in low lying areas.

CURRICULUM : Different for each category of the Personnel

LECTURERS : 1) F.S.D.C. (Field Study Demonstration Centre Staff)
2) Asst Director of Medical & Health Services (S.H.E.B.)
3) Medical Officer... P.H.C.
4) Health Visitors,
5) Health Educator.

VISUAL AIDS : Flash Cards.
Flannel Graphs.
Flip Charts.

INTER PERSONAL MEDIA :

LOCAL TOUR : ^{MEDIA} ^{TOMTOM} Tour, slides projected.

MASS MEDIA : Radio arrangements, Playing Tape Record,
Exhibitions - Film Shows.



Sri Ch. Ramamohana Rao, (Surpanch at the Filter Beds.)



Drinking Water Tank No. 1 at Pothunuru.



Drinking Water Tank No. 2 at Pothunuru (Polluted by Water Weed)



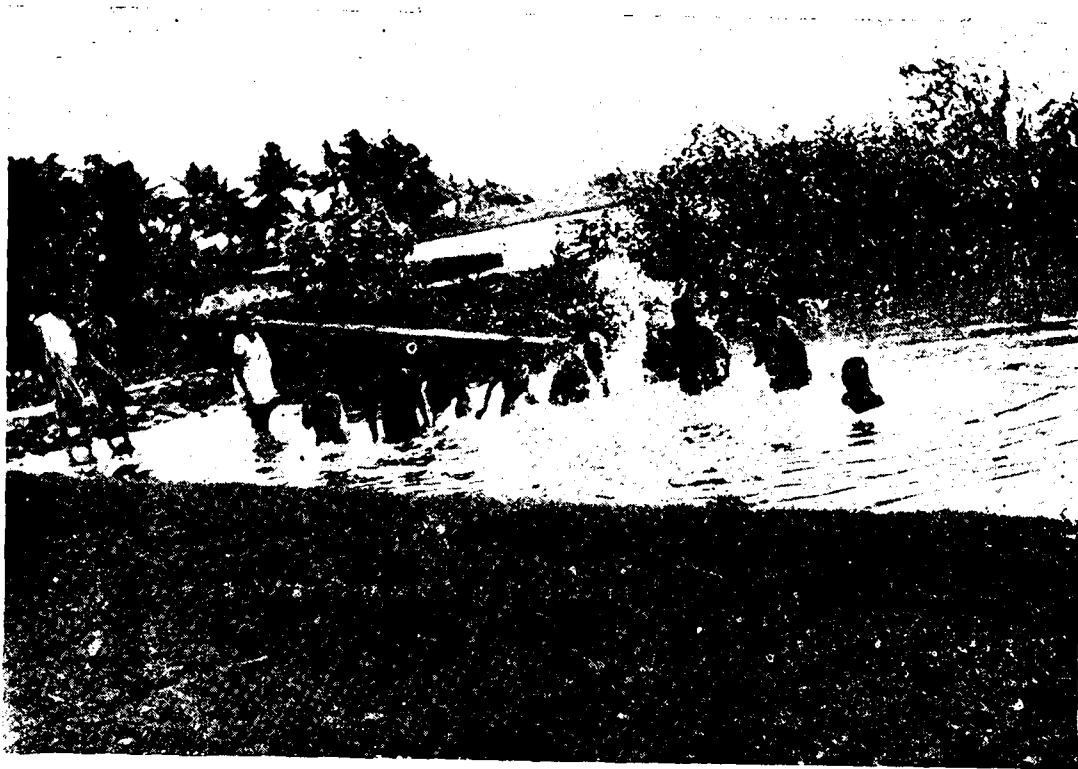
Drinking Water Tank (Polluted by bank Vegetation)



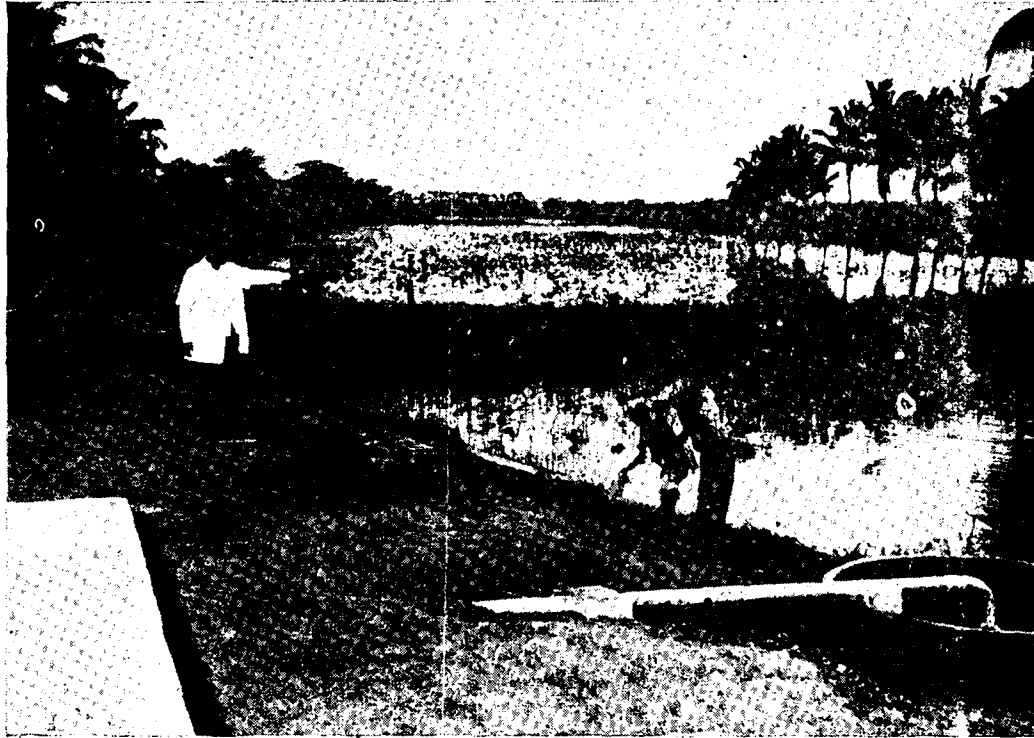
Drinking water Tank (Used for ablution and other purposes)



Drinking Water Tank (Polluted by bank Vegetation)



Bathing in the Tank.



Washing the Clothes in the Tank.



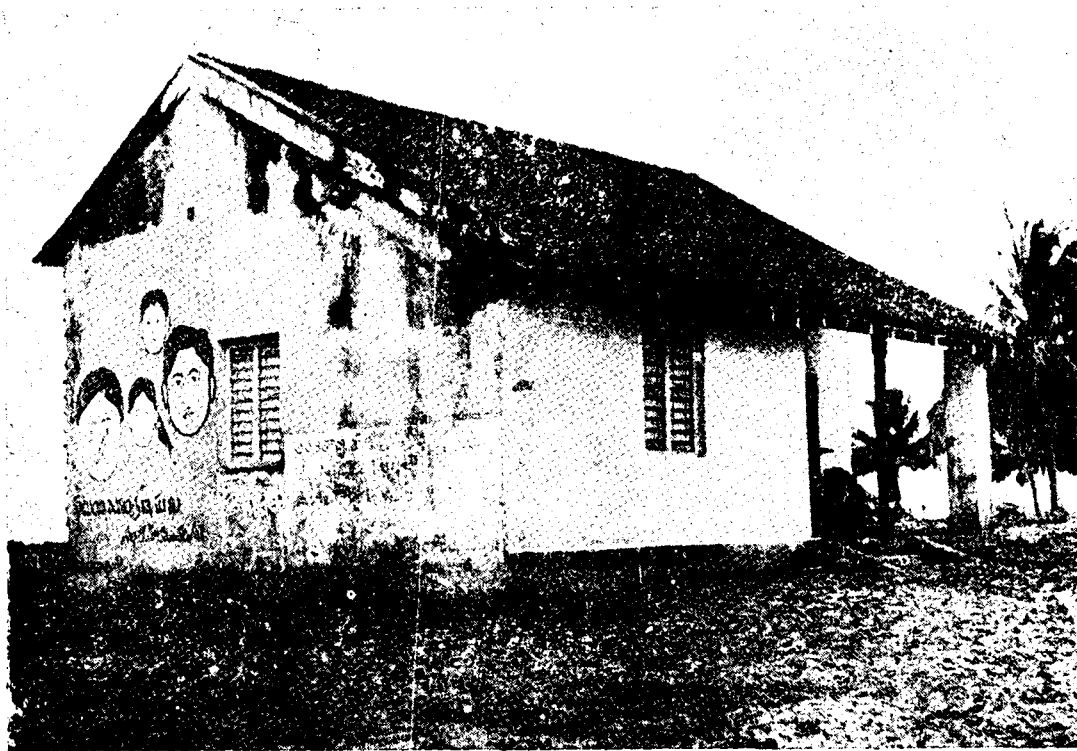
Fetching the Water with bare foot.



Washing the Cattle in the Tank.



Easing on the Tank bunds.



**Maternity and Child Health Sub-Centre building at Pothunuru Village,
under the jurisdiction of Denduluru P.H.C.**



Primary Health Centre building at Tenduluru West Godavari Dist.



Training to the P.H.C. Staff.



Training to the High School Teachers.



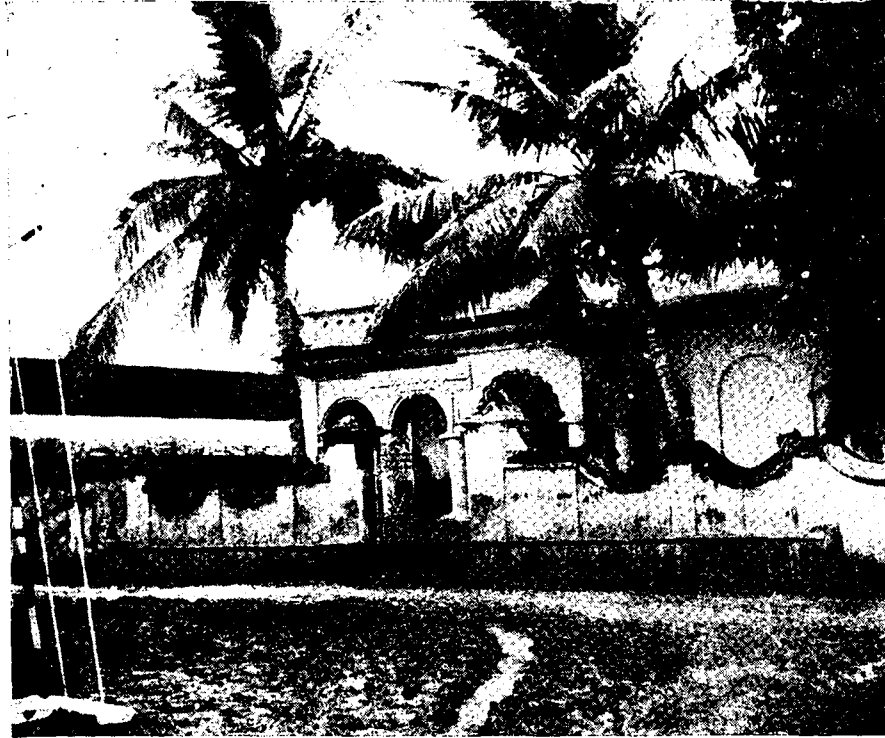
Training to the Elementary School Teachers.



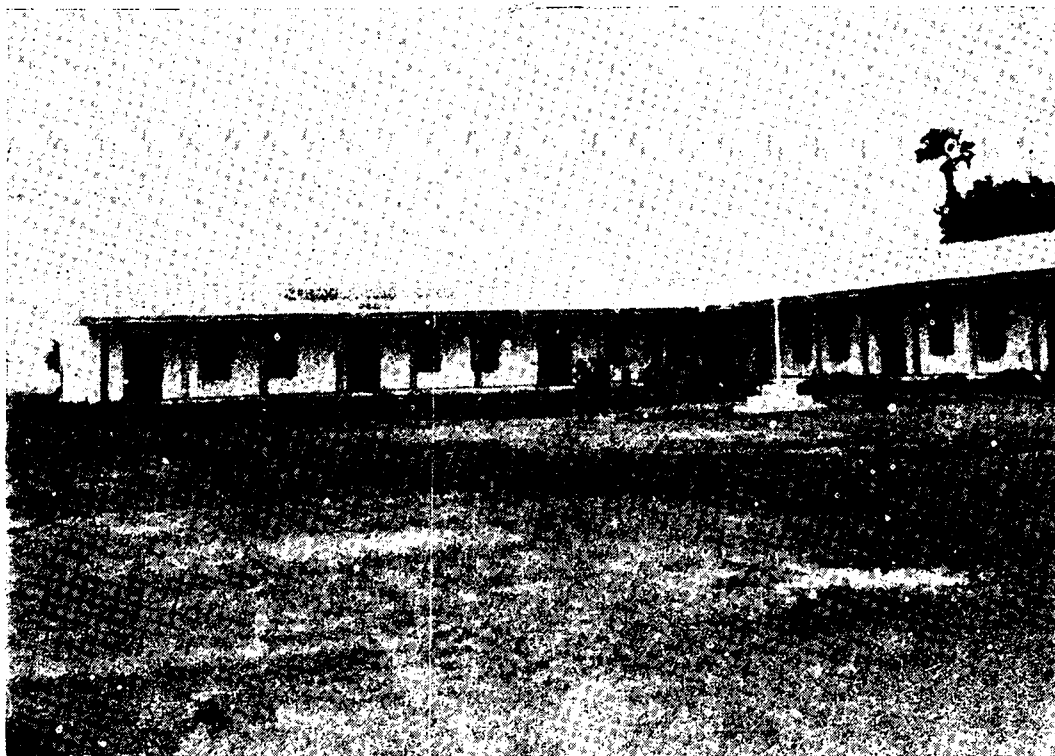
Training to the Mahila Mandali members.



Training to the Village leaders.



Village Panchayat Office Building at Pothunuru



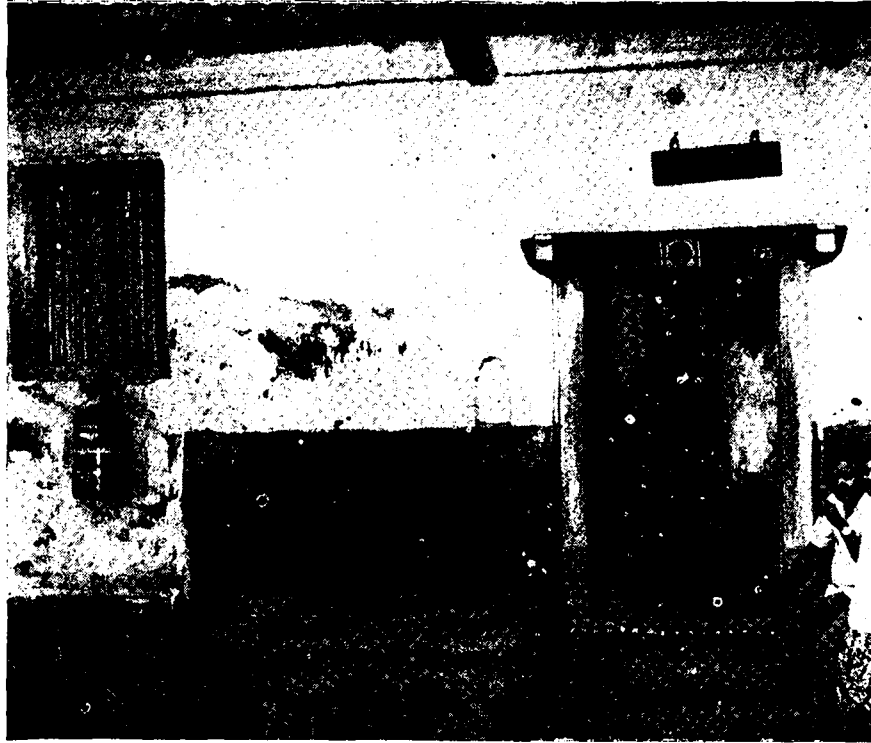
A view of the School Building in Pothunuru.



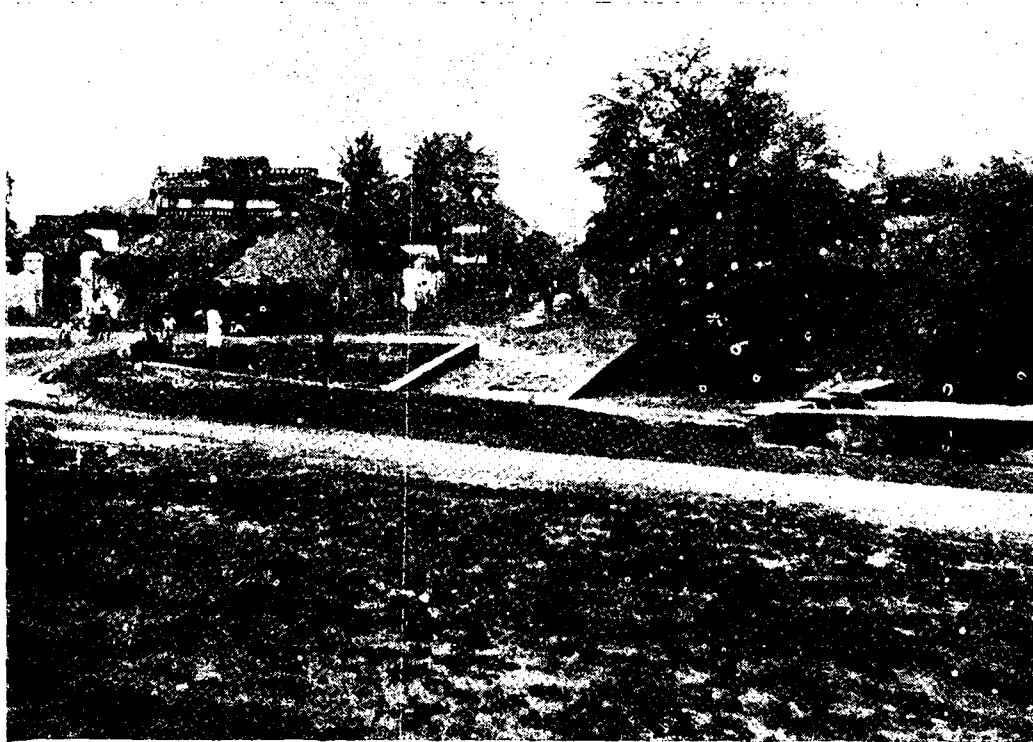
Another View of the High Schcol Building



Panchayat Samithi Elementary School building in the village.



Post Office Building



A View of the Main Road.



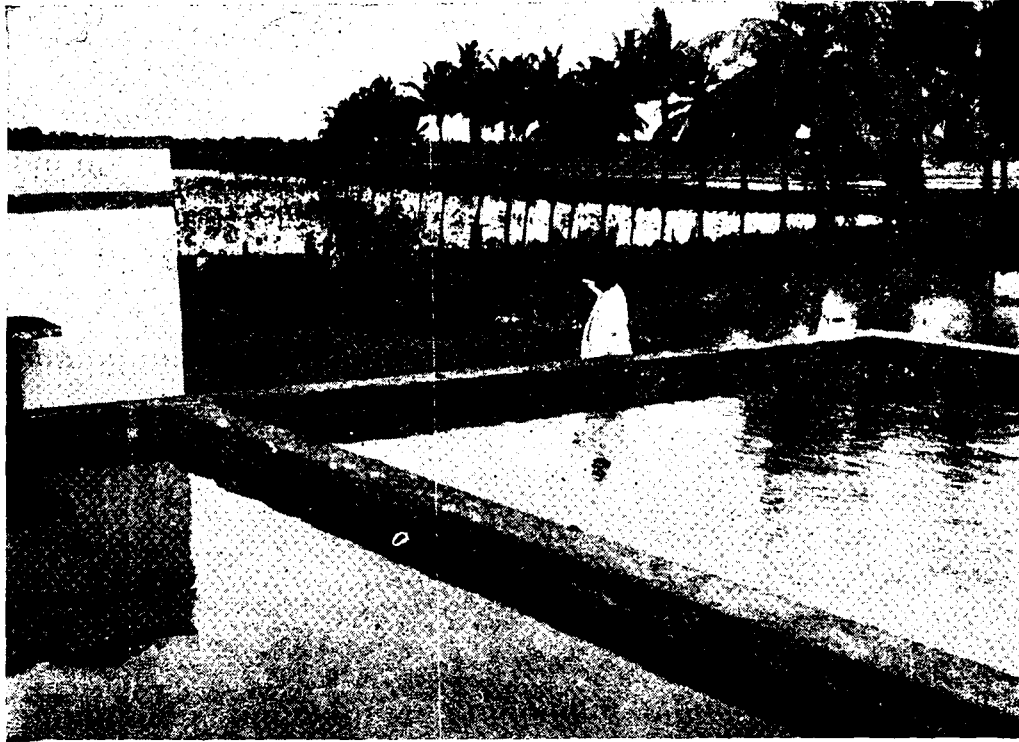
Tea Stall



Communication to the village by Andhra Pradesh State Road Transport Corporation bus



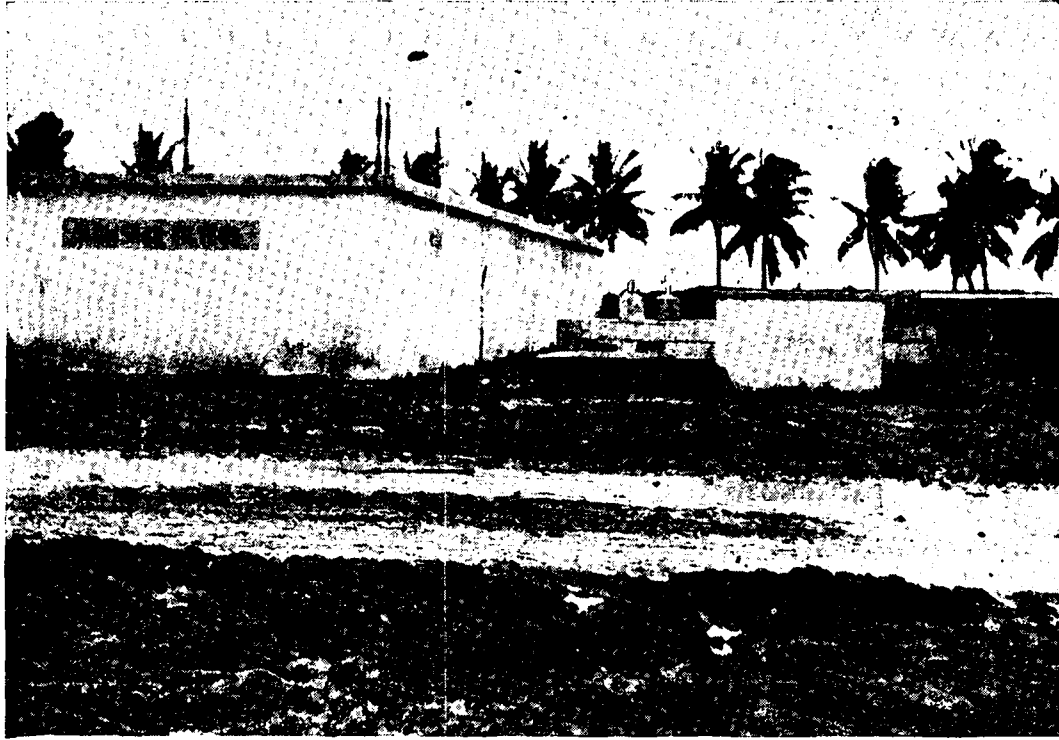
Medical check up by the Medical Officer of the P. H. C. Denduluru in Pothunuru.



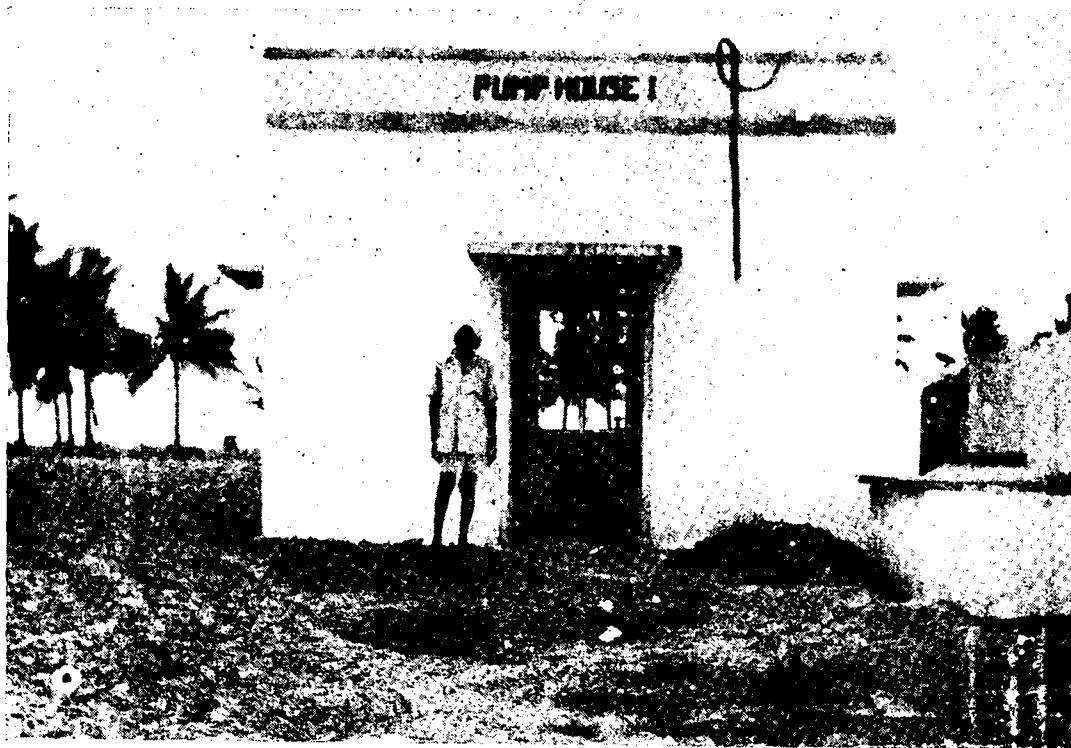
Slow Sand Filter Beds - A View



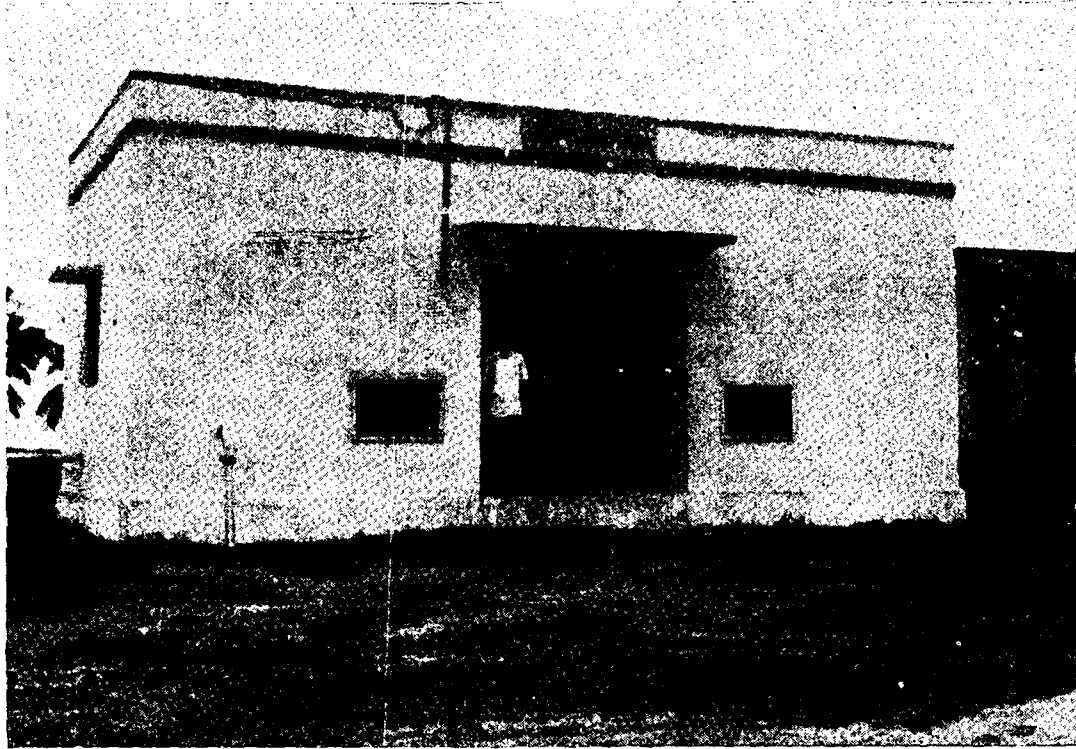
A View of the drinking water tank, Selected for protected water supply



Slow Sand Filter Beds, as viewed from the road side.



Pump House No. 1



Pump House No. 2.



Over Head Service Reservoir.



Medical Officer P. H. C. Denduluru explaining the details of the Health Education Project to the elders.



Visit of Sri P. S. Bawa-Medical Officer, Additional D. M. & H. O. and Assistant Director of Medical & Health Services (Health Education) discussing about the future plans.



**Assistant Director of Medical & Health Services (Health Education)
discussing about Health Education Projects with the officials concerned.**



Gram Panchayat Members, P. H. C. Staff and M.C.H. Sub Centre Staff.