

COMPREHENSION OF PAMPHLET DEVELOPED ON USE OF SANITARY TOILETS

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Abstract: Poor environmental sanitation is a major threat to human health. Sanitation especially in rural areas requires a major concern for sustainability of a healthy environment in the society. The present study was undertaken to investigate the comprehension of a pamphlet developed on importance and use of sanitary toilets. A purposive sample of 30 literate rural women, having primary to upper primary education, was taken from randomly selected Girwa panchayat samiti of the Udaipur district of Rajasthan. The personal interview technique was used for data collection with the help of developed questionnaire. The findings of the study revealed that the overall comprehension of the pamphlet was found to be very good with mean per cent score 98.29. The title of the pamphlet *shouchalaya ka upyog, swachhta mein sehyog* was understood by all the respondents. Similarly, the content and the illustrations were comprehended by 83.33-100% and 86.67-100% respondents, respectively.

Keywords: Comprehension, pamphlet, sanitary toilets, hygiene, sanitation, field testing

INTRODUCTION

Raising health standards of people is mandatory to bolster a healthy society. The use of sanitary toilets may be a primary barrier to prevent the spread of pathogens and diseases in the environment. The excreta will then not have contact with the domestic environment and also control vector (mosquito and flies) movement. But, there exist a very weak positive correlation between knowledge and standard of practice adopted by people regarding environmental sanitation. Report on Sanitation and Hygiene in South Asia (2016) noted that majority of participants in rural areas resorted to open defecation because of the lack of suitable toilets. However, men and children expressed a preference for open defecation. They only use toilets during an emergency or when they can't go out.

Under the Swachh Bharat Mission, all villages, Gram Panchayats, Districts, States and Union Territories in India declared themselves open-defecation free by 2 October 2019, by constructing over 100 million toilets in rural India. The household survey report on assessment of toilet coverage under Swachh Bharat Mission – Gramin reported that there are several reasons for the households having access to a toilet and yet they still defecate in open.

The most prevalent reason for open defecation despite having access to a toilet is the habit of the households (51.02%). The second most prominent reasons are under-construction toilets, broken toilet seat, overflowing pits etc. reported by 31.97% respondents. The lack of awareness, knowledge and passive attitude towards the health and environment are the major causes that people preferred open defecation over use of toilets. Thus the urgent need of paradigm shift in attitude and raising the awareness is necessary.

Media is always considered as a powerful tool to convey any message in order to change the society. The task of the media in development is two-fold i.e. help to remove illiteracy, fatalism, enlarge aspiration, increase and enhance social status and secondly, to lead the overall national progress and prosperity. Study by Sharma and Gupta (2017) reported that people strongly agreed that media spread awareness about health (56.92%), it is an important tool for health communication (49.23%) and it plays an important role in spreading health education (54.61%).

According to Ran *et al.* (2017), being the cheapest and very reliable medium, print media hold a key position among mass media. It provides scientific and reliable information in simple language along with illustrations. Print media includes newspaper, magazines, booklet, brochures, leaflets, pamphlets, notes, memos, letters, forms, notices, etc.

Pamphlets are considered the effective tools to spread information and awareness as they include both textual as well as illustrations to convey messages to target audience. The messages conveyed through pamphlets are often simple and easy to understand. Danaei *et al.* (2016) found that the educational pamphlets are effective in increasing knowledge.

The pamphlet developed on importance of sanitary toilet with the specific features viz. easy readability and comprehension. It can be used as ready reference for knowledge and awareness generation to promote the use of sanitary toilets in order to safeguard the community health and environment. The pamphlet was field tested by a small sample before its wider publication to ensure that the person having minimum education would also be able to read and comprehend the message intended from the pamphlet.

RESEARCH METHODOLOGY

The study was conducted in randomly selected Girwa panchayat samiti of Udaipur district of Rajasthan. From panchayat samiti, two villages namely Kanpur and Bhoiyon ki Pacholi were selected. A random sample of 30 literate rural women (15 from each village) having primary to upper primary education, was selected from both the villages for testing the comprehension

of developed pamphlet. A self-structured questionnaire was prepared and personal interview technique was used for data collection.

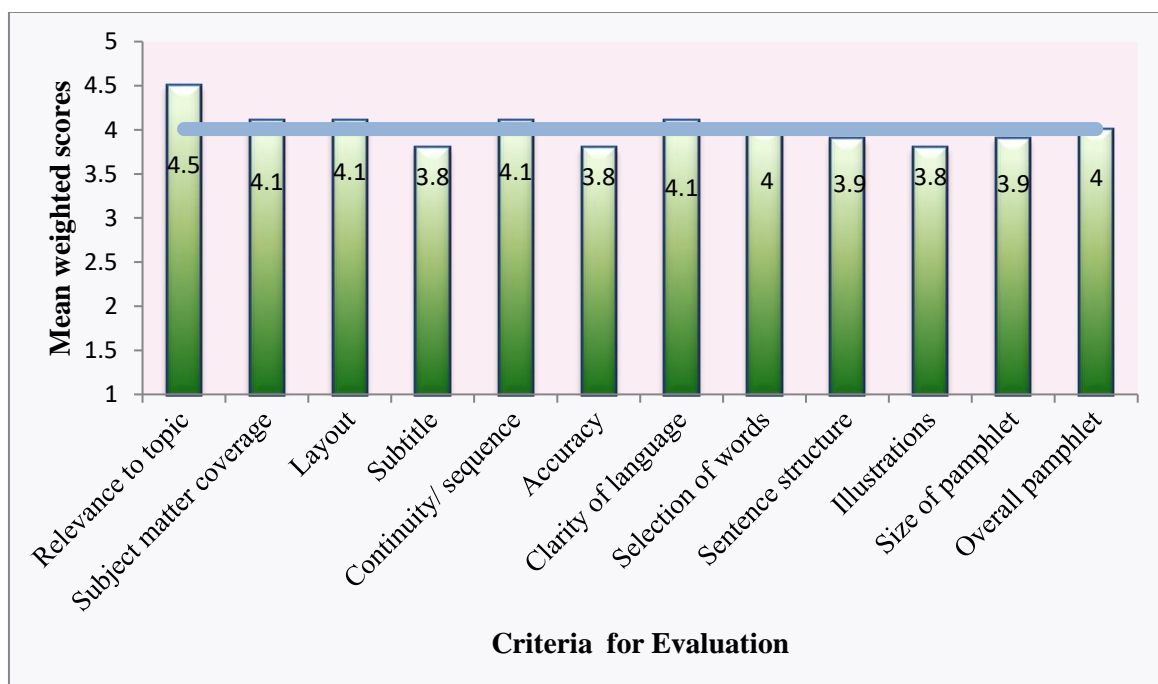
RESULTS AND DISCUSSION

Designing of pamphlet

The pamphlet entitled *shouchalaya ka upyog, swachhta mein sehyog* was designed after collecting appropriate content from available literature. The collected content was approved by the subject matter specialists. The language chosen for content was Hindi as the target group for the study was rural women. After collection, the content was organized in appropriate layout and pamphlet was designed using graphic designing software i.e. Corel Draw.

Evaluation of pamphlet by the experts

The pamphlet was evaluated by a panel of experts of relevant field. An evaluation sheet having various criteria for evaluation was developed. These were relevance to topic, subject matter coverage, accuracy, language, layout, subtitle, continuity/ sequence, illustration, size of pamphlet and overall presentation. The mean weighted score for all criteria ranged between 3.8 and 4.5 out of 5. The overall mean weighted score of the pamphlet was 4.0 which indicate that the pamphlet was evaluated very good by the experts. The detail regarding evaluation of pamphlet by the experts is presented in Figure 1.



**Fig. 1 Evaluation of developed pamphlet on various criteria by the experts
Comprehension of Pamphlet by the respondents**

The designed pamphlet was comprehended by 30 literate rural women having primary to upper primary education. Pamphlet consisted of one title, key messages written as content and illustrations to support the content. The information covered under pamphlet is about importance, management and cleanliness of water sources.

A. Comprehension of Title: The title *shouchalaya ka upyog, swachhta mein sehyog* was comprehended by all the respondents which indicate an excellent comprehension of the title.

B. Words perceived difficult to comprehend: Only a single word *jalbandh* was perceived as difficult to understand by 16.67 per cent respondents. Rest all the words were easily comprehended by all respondents.

C. Comprehension of content: The pamphlet covered information on disadvantages of open defecation, types of toilet, considerations while constructing toilet, how to use toilets, efforts and incentives by the Government. Data in Table 1 indicate that out of all the twenty messages only one message i.e. 'types of toilets' was comprehended by 83.33% respondents. Rest all messages were completely understood by all the respondents.

Table 1: Comprehension of messages in the pamphlet by the respondents
n=30

S. No.	Key messages	Frequency	Percentage
1.	Disadvantages of open defecation		
	i. Spreads air pollution, water pollution	30	100
	ii. Pollutes agricultural products	30	100
	iii. Spreads communicable diseases	30	100
	iv. Danger of road side accident	30	100
	v. Animals like pigs, snakes, dogs etc. can also attack	30	100
	vi. Women and adolescent girls face inconvenience	30	100
2.	Types of toilet	25	83.33
3.	Considerations while constructing toilets:		
	i. Construction of window for air transit, a water tank and good doors in the toilet	30	100
	ii. Positioning of seat exactly at the middle of the toilet walls	30	100
	iii. Construction of concrete roof which should be tilted backwards in order to avoid inconvenience in the rainy days	30	100

	iv. Maintaining proper distance between the back of the seat and the toilet wall	30	100
4.	How to use the toilets:		
	i. Availability of water in the toilet	30	100
	ii. Adding some water before and after use	30	100
	iii. Washing of hands with soap and water after defecation	30	100
	iv. Avoid putting garbage or stone in the toilet	30	100
	v. Cleaning of pit after one and a half years	30	100
	vi. Regular cleaning of pan	30	100
5.	Government efforts for toilet construction	30	100
6.	Incentives for toilets construction	30	100
7.	Use of toilet for maintaining environmental sanitation	30	100

D. Comprehension of illustrations: There were total 12 illustrations used in the pamphlet. Five illustrations on animal attacking the women, spreading of disease through open defecation, water seal toilet with straight (one) crater, water seal toilet with an offset and two pit-mounted water seal toilet were comprehended by 86.67-96.67% respondents while remaining eight illustrations were easily understood by all the respondents (Table 2).

**Table 2 Comprehension of illustrations in the pamphlet by the respondents
n=30**

S.No.	Illustrations	Frequency	Percentage
1.	Animal attacking the woman	27	90
2.	Violence with woman	30	100
3.	Pregnant women going for open defecation	30	100
4.	Open defecation is a wrong practice	30	100
5.	Use of toilet must be preferred for defecation	30	100
6.	Spreading of diseases through open defecation	28	93.33
7.	Water Seal Toilet with Straight (One) Crater	27	90
8.	Water sealed toilet with an offset	26	86.67
9.	Two pit-mounted water seal toilet	29	96.67
10.	Under construction toilet	30	100

11.	A man cleaning the toilet with water	30	100
12.	A man cleaning the toilet with water and broom	30	100
13.	Family promoting use of toilet	30	100

E. Overall comprehension: The pamphlet obtained mean per cent value 98.29 which is very close to maximum score i.e. 100. This indicates a very good comprehension of pamphlet. The reason for such finding could be use of simple language, easily understandable and self-explanatory content, appropriate and easy illustrations.

CONCLUSION

The pamphlet entitled *shouchalaya ka upyog, swachhta mein sehyog* was evaluated as very good by the experts with mean weighted score 4.0. The comprehension of title, content and illustration of pamphlet were found to be very good. Thus the pamphlet can be utilized as standardized communication material and a ready reference by welfare organizations/ health workers/ extension workers etc. to generate awareness among people regarding importance of using sanitary toilets.

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