



# Participatory Project Evaluation of Community Action in Hygiene Promotion

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## Snapshot

Project site	Shandong Province, People's Republic of China
Cost	US\$ 75,000
Status	Completed
Approval date	November 2005
Completion date	December 2007
Category	Urban
ADB officer	<a href="#">Lyaziza Sabyrova</a>
Partner	Shandong Hai River Basin Pollution Control Project Management Office

## Report card

Completed in December 2007, this PDA

- Raised awareness among residents and villagers on the importance of better hygiene practices
- Informed villagers of the causes, symptoms, ways of transmission and prevention, and treatment of water-borne diseases, including infectious diseases such as bird flu, AIDS, hepatitis, and venereal diseases
- Produced and distributed publicity materials on hygiene promotion during awareness campaigns and trainings
- Helped residents and villagers recognize the importance of the government's Hai River Basin Pollution Control Project in protecting the environment and their community

Read the [final report](#).

## Description

In 2006, ADB provided a loan for the [Shandong Hai River Basin Pollution Control Project](#) (SHRBPCP) to improve environmental and social conditions in secondary cities and towns in the Hai River Basin and support planned urban development.

Environmental hygiene practices, such as those involving sullage and excreta disposal, food handling, waste disposal, and

others, have not been given importance in water and environment related programs. Water and sanitation programs frequently focus on the provision of hardware, missing out on the importance of hygiene awareness to realize the programs' health benefits. For instance, hygiene behaviors linked with disease transmission need to be identified to formulate strategies for change.

Demonstrating the impact of hygiene promotion on public health and environmental improvement may be both time-consuming and costly, but addressing this is critical to optimize the impact of investment in water and sanitation.

## Expected outcomes

- Beneficiary assessment on sanitation and hygiene behavior completed
- Benchmark data collected
- Monitoring indicators developed
- Awareness of target communities for sanitation and hygiene promotion improved
- Capacity building for implementing agencies to incorporate hygiene promotion in the project design and implementation completed
- Monitoring indicators and mechanism established

## Related

- More on water and sanitation
- People's Republic of China and ADB
- Pilot and Demonstration Activities
- Final Report (December 2007)
- Midterm Report (September 2007)
- Inception Report (December 2006)
- Proposal (October 2005)

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Sourced from <https://www.adb.org//results/water-pda-participatory-project-evaluation-community-action-hygiene-promotion>