

The project in partnership with UNICEF, focuses on improving knowledge and awareness as well as creating an enabling environment for behavior change and adoption of the positive practices among beneficiaries in the targeted area. A total of 60 Community Volunteers and Youth were trained on key disease-preventing practices, interpersonal communication and community engagement techniques to conduct awareness raising sessions and encourage community members to adopt preventative practices against Cholera and Acute Watery Diarrhea.

Shocking amounts of accumulated waste

Reports and photos taken by the Community Volunteers were alarming and indicated that residential and public areas within the city of Rada'a were overridden by waste. "I was shocked to see the amount of trash and waste randomly laying everywhere in the city", a statement by Aisha Al-Redha, a Community Volunteer disseminating messages in different neighborhoods around the city.



Neighborhood Clean-up Campaign

Project: Communication for Cholera Prevention and Control

Donor: UNICEF

Sector: Communications for Development C4D

Crossing Sectors: WASH, Health

Target Area: Rada'a District, Al-Baidha Governorate

She knew that actions were needed in order to save her city and decided to take it upon her shoulder to convince her team members that a clean-up campaign was the only way to go about solving this problem. Accordingly, she started targeting her own neighborhood and bought broom, gloves and trash cans. Along with her team members, they started lifting the waste spread around houses. To her surprise, members of the community joined and the momentum was unstoppable. Men, women, boys and girls were all working together to clean their community and in no time, the streets were clean. "I've never seen our street so clean before" said a 10-year-old girl from the community.

Residents showered Community Volunteers with praise and vowed never to randomly dispose waste on the streets.



Streets around the neighborhood were loaded with waste



Streets after the community cleanup process