The major strategies for the treatment and prevention of diarrhoeal diseases being promoted are:

- Clinical management — treatment of dehydration with oral rehydration therapy, proper feeding before and after diarrhoea episodes.

- Maternal and child care — breastfeeding, appropriate weaning foods, personal and domestic hygiene.

- Water supply and sanitation — correct use and maintenance of facilities.

- Epidemic control — prompt detection and control to reduce incidence.
Introduction

Health education plays a vital role in community acceptance of diarrheal diseases control programmes.

This collection of health education materials from all over the world shows how different groups have tried to transmit messages related to the treatment and prevention of diarrheal diseases. Some explanations of content are included but otherwise the materials speak for themselves.

Many of these examples have been produced locally without access to sophisticated printing/production facilities. Their content and presentation may not be appropriate in everyone's particular circumstances. However, it is hoped they will give some idea of the range of material that can be developed — even with limited resources.

Points to remember when developing materials:

1. Determine clearly the target audience. This will affect all aspects of the content and presentation of the materials.
2. Be as concise as possible. Posters particularly should not try to convey more than one message.
3. Materials should be as relevant as possible to the particular area where they will be used. The more a community can identify with their appearance and content, the greater the chance that messages will be understood and acted on.
4. Always pre-test health education materials before wide distribution.
5. Once materials are being used on a widespread basis, try to evaluate their impact.

Guidance for the technical content of such materials may be found in WHO documents:

- Guidelines for the Trainers of Community Health Workers on the Treatment and Prevention of Acute Diarrhoea
- A Manual for the Treatment of Acute Diarrhoea
- Guidelines for Cholera Control

Examples of similar health education materials related to the control of diarrheal diseases would be gratefully received by the CDD Programme.
Contents

Posters

Flash cards

Leaflets

Newsletters and comics

Slide sets

Other sources of information
CUIDADO CON LA DIARREA
CONSULTE ENSEGUIDA AL MEDICO

ARGENTINA: “Beware of diarrhoea. Take your child to the doctor immediately”.
GAZA: Everything needs water to stay alive.

HONDURAS: "Signs of dehydration... if your baby shows two or more of these signs, take him to a health centre immediately".
LA REHIDRATACION ORAL CON LITROSOL

HONDURAS: Guide to oral rehydration therapy for health workers.

PUESTO DE HIDRATACION ORAL

COLOMBIA: Promotion of Oral Rehydration Salts for treating dehydration.
La diarrea produce deshidratación

SALVEMOS A NUESTROS NIÑOS

La deshidratación produce la muerte

SÍNTOMAS:
- Ojos hundidos
- Boca seca
- Llanto sin lágrimas
- Orina en menor cantidad
- Barriga arrugada

Use SALVADORA la sal que salva a los niños. Se reparte gratis en los Centros de Salud.

PERU: Signs of dehydration and promotion of "Salvadora" Oral Rehydration Salts.
DIARRÉA
Abundantes Depósitos Líquidos
Piel Seca y Arrugada
Boca Seca
Llanto sin Lágrimas
Poca Orina y muy Oscura

SALVA A TU HIJO
CURANDOLE A TIEMPO
LA DIARRÉA
TU MISMA

BUSCA TUS SOBRES DE UNICEF
Y PREPARA EL REMEDIO

DALE A TU HIJO
EL AGUA CON
UNICEF

PREPARALO ASÍ:

MÉZCLAL UN LITRO DE AGUA HIERVÍN
CON EL CONTENIDO DEL SOBRE DE UNICEF

SI LA DIARRÉA
NO MEJORA
BUSCA AL MÉDICO

NO HIervas
LA SOLUCIÓN

VENEZUELA: Signs of dehydration and treatment with Oral Rehydration Salts.
BANGLADESH:  Treatment of dehydration with Oral Rehydration Salts.
PROTECT YOUR BABY DURING DIARRHOEA

Diarrhoea weakens your baby

- Diarrhoea dries out babies' bodies.
- It takes away their body water and body salts.
- It can be very serious for your baby.

THE SIGNS OF WEAKNESS

Sunken eyes

Loss of weight

Thirst

How to treat the weakness

- Give Oralite to replace lost body water and body salts.
- Start giving Oralite as soon as diarrhoea starts. Stop when diarrhoea stops.

BEECHAM PROPRIETARIES: Promotion of "Oralite" in Kenya by a commercial manufacturer of Oral Rehydration Salts.
Use SALVADORA la sal que salva a los niños. Se reparte gratis en los Centros de Salud.

La diarrea produce deshidratación.

SALVEMOS A NUESTROS NIÑOS

La deshidratación produce la muerte.

1. Vierta el contenido de SALVADORA en un tazón o cuatro tazas de agua.
2. Revuelva la mezcla. No le agregue azúcar.
3. Déle el preparado después de cada diarrea.
4. Si el niño vomita cuando se le está dando la mezcla, espere 15 minutos y luego administre SALVADORA. Si el inicio del tratamiento el niño tiene diarrea más frecuentes se debe a que está recibiendo más agua.
5. Déle al niño leche materna y su alimentación habitual según horario y cantidades de costumbre. Además, déle agua está tibia y tópica según los deseos del niño.
6. No obstante llevar al niño al CENTRO DE SALUD más cercano para un examen al día siguiente, o antes si nota que empeora.

PERÚ: Treatment of dehydration with "Salvadora" Oral Rehydration Salts.
HONDURAS: Treatment of dehydration at home with "Litrosol" Oral Rehydration Salts.
INDONESIA: Treatment of dehydration.
MADRE QUE PECHO DA...

¡ES MADRE DE VERDAD!


HONDURAS: Promotion of breastfeeding.
Geste d'amour
promesse de santé
donnez-lui le sein

FRANCE: Promotion of breastfeeding.
JORDAN: Series of posters on better infant nutrition.

A. 6 weeks to 13 months.
B. 8 months to 11 months.
C. 15 months to 18 months.
D. One year old.
JORDAN: Promotion of personal hygiene.
las manos sucias ATACAN!

Ellas ocasionan diarreas o daño de estomago LAVELAS!
pero con jabon

COLUMBIA:  Promotion of personal hygiene.
La propreté c'est aussi la santé

FRANCE: Promotion of personal hygiene.
USSR: "Wash fruit and vegetables. Fruit and vegetables may be contaminated with bacteria and parasites which cause diarrhoea."
JORDAN: Promotion of careful washing of fruit and vegetables to prevent diarrhoea.
CHINA (SHANXI PROVINCE): Promotion of washing of fruit before eating it.
IRAQ: The dangers of poor food hygiene.
WHO: Promotion of clean, accessible water supplies.
JORDAN: "Water which may appear clean is not always safe to drink. Boil it if you are in doubt."
JORDAN: Promotion of hand pumps as the best way to provide clean water.
CHINA (SHANXI PROVINCE): Protect the water supply from contamination.
EVERY HOME

BASIC QUALITIES

OF A STANDARD

TOILET SITE:

SHOULD BE LOCATED

AT LEAST

METERS

AWAY FROM THE SOURCE

OF WATER USED FOR

ITS BE LEVEL MUCH SHOULD LOWER

THAN THAT OF

SOURCE OF WATER.

MEASUREMENTS

ARE SUGGESTED BY

DRUM OR CULVERT

BAMBOO PIT LININGS

PHILIPPINES: Series on toilet construction.
CHINA (SHANXI PROVINCE): Promotion of environmental sanitation.
NEPAL: Promotion of environmental sanitation.
Agents causing acute diarrhoea.

China (Shanxi Province):
Fight against Cholera

Drink BOILED WATER

*ZAMBIA: Promotion of drinking boiled water in the fight against cholera.*
DANGER CHOLERA
Maladie de la saleté
DISEASE CAUSED BY DIRT

la propreté vous protégera

cleanliness will protect you

* UNITED REPUBLIC OF CAMEROON: Promotion of preventive measures to be observed during a cholera epidemic.
USSR: How the boy "Unknowledge" got diarrhoea. He ate unwashed berries, drank unboiled water, and wound up in the hospital.
Prevention of Diarrhoea

Diarrhoea is a sickness of water veners. Every day, Indians die of diarrhoea. This sickness is not the fault of anyone. But the sickness can be prevented. If you want to help yourselves, you should do all the things that you can do to prevent diarrhoea.

Do not let dirty hands in drinking water. For example, you cannot wash your hands after using the toilet. Always wash your hands after using the toilet.

Do not use food and water that is not clean. For example, if you eat unclean food, you will get diarrhoea.

Do not let food and water that is not clean. For example, if you eat unclean food, you will get diarrhoea.

Do not keep food and water that is not clean. For example, if you eat unclean food, you will get diarrhoea.

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Mencegah PENYAKIT MUNTAH BERAK (DIARE)

1. Muntah harus diperhatikan.
2. Keluarkan minyak sari dan air biliar.
3. Jika susah muntah, cobalah minum air hangat.
4. Makanlah makanan yang lembut dan disediakan.
5. Hindari makanan yang keras dan berat.
6. Hindari makanan yang disisa.
7. Cuci tangan sebelum dan setelah makan.
8. Buang air besar segera.

INDONESIA: Prevention of diarrhoea.
Let's Take Active Part in Prevention of Enteric Infectious Diseases

China (Shanxi Province): Prevention of diarrhoea.