



WORLD HEALTH ORGANIZATION

Diarrhoeal Diseases Control

EXAMPLES OF
HEALTH
EDUCATION
MATERIALS



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 diarrhoeal 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 diarrhoeal 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 material.
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 diarrhoeal 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

- SIN HACER CASO DE CONSEJOS DE OTRAS PERSONAS
- SIN INTENTAR REMEDIOS CASEROS
- SIN PERDIDA DE TIEMPO

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 diarrea produce deshidratación

SALVEMOS A NUESTROS NIÑOS

La deshidratación produce la muerte

SINTOMAS:

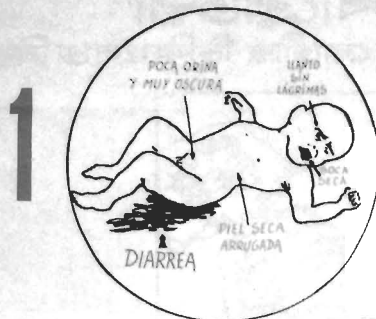
- Ojos hundidos
- Boca seca
- Llanto sin lágrimas
- Orina en menor cantidad
- Barriga arrugada

*Salud
para todos*



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.



DIARREA

Abundantes Deposiciones Líquidas
Piel Seca y Arrugada
Boca Seca
Llanto sin Lágrimas
Poca Orina y muy Oscura



SALVA A TU HIJO

CURANDOLE A
TIEMPO
LA DIARREA
TU MISMA



BUSCA
TUS SOBRES DE
UNICEF
Y PREPARA
EL REMEDIO



DALE A TU HIJO
EL AGUA CON
UNICEF

PREPARALO
ASI

MEZCLA
UN LITRO DE AGUA HERVIDA
CON EL CONTENIDO
DEL SOBRE DE UNICEF



SI LA DIARREA
NO MEJORA
BUSCA AL MEDICO

NO HIERVAS
LA SOLUCION

VENEZUELA: Signs of dehydration and treatment with Oral Rehydration Salts.

কলেরা রিসার্চ ল্যাবোরেটরী

খাওয়ার সেলাইন এর মাধ্যমে ডাইরিয়া রোগীর চিকিৎসার নিয়মাবলী



অসুস্থ



বেশী

১। মাহার বেশী ডাইরিয়া হইয়াছে তাহাকে হাসপাতালে নেতুয়া দরকার।
২। অন্য সবকম পিরণের ডাইরিয়ার জন্য খাওয়ার সেলাইনেই সঠিক চিকিৎসা হয়।
৩। প্যাকেটের খাওয়ার সেলাইন মুকোজ ও লবণ দিয়ে তৈরী হয়।



তাল করিয়া সুপিয়া
এক সের পানি বোতল
হইতে তেঁকটিতে তালুন



প্যাকেটের খাওয়ার
সেলাইনের এক দিক
ছিড়িয়া নিন।



ঠিক এক সের খাবার
পানিতে প্যাকেটের
সেলাইন তালুন।



তারপর ডিপো মাহোরা
খামের মাহোদের গায়ে
সঠিক এক সের খাবার
পানি ও সেলাইনের
মাপ মিখাইয়া দিবেন।



খাসুরা ছোট বাড়িতে নিয়া
রোগীকে চামড় দিয়া
অসুস্থ অসুস্থ করিয়া
খাওয়ার



এই ভাবে খাওয়ার
সেলাইন খাওয়াইলে রোগী
অসুস্থ ভাল হইয়া উঠেন

Adnan Ansari '99

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



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.



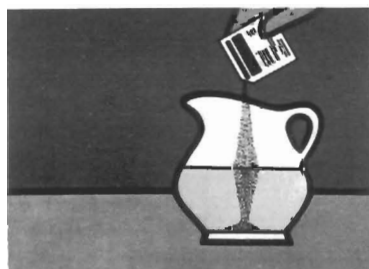
Use **SALVADORA** la sal
que salva a los niños.
Se reparte gratis
en los Centros de Salud.



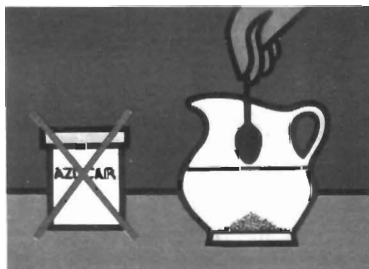
La diarrea produce deshidratación

SALVEMOS A NUESTROS NIÑOS

La deshidratación produce la muerte



1 Vierta el contenido de **SALVADORA** en
un litro o cuatro tazas de agua.



2 Revuelva la mezcla. No le agregue azúcar.



3 Déle el preparado después de cada dia-
rrea.



4 Si el niño vomita cuando se le está dando
la mezcla, espere 15 minutos y siga admi-
nistrándole **SALVADORA**. Si al inicio del
tratamiento el niño tiene diarreas más fre-
cuentes se debe a que está recibiendo
más agua.



5 Déle al niño leche materna y su alimento
habitual según horario y cantidades de
costumbre. Además, déle agua sola, hervi-
da y tibia según los deseos del niño.



6 No olvide llevar al niño al **CENTRO DE
SALUD** más cercano para su control al
día siguiente; o antes, si nota que empeora.

PÉRU: Treatment of dehydration with "Salvadora" Oral Rehydration Salts.

¡LITROSOL...!



PARA QUE NO MUERA DESHIDRATADO POR LA OBRADERA

MINISTERIO DE SALUD PUBLICA Y A. S. DIVISION DE EDUCACION - PROCOMSI TEGUCIGALPA, D.C., HONDURAS, C. A. - AGOSTO 1981.

LITROSOL ES PRODUCIDO POR EL PANI.

HONDURAS: Treatment of dehydration at home with "Litrosol" Oral Rehydration Salts.



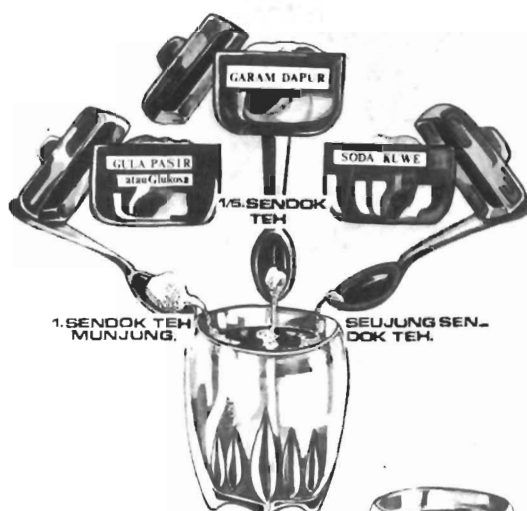
menolong penderita

DIARE

MUNTAH BERAK



CARA MEMBUAT CAIRAN "ORALIT"



ANAK
DIBAWAH UMUR 12 THN
TIAP SATU KALI MENGRET
BERILAH 1 (satu) GELAS
CAIRAN ORALIT.



MEREKA
DIATAS 12 THN KEATAS
TIAP SATU KALI MENGRET
BERILAH 2 (dua) GELAS
CAIRAN ORALIT.



INDONESIA: Treatment of dehydration.

MADRE QUE PECHO DA...



¡ES MADRE DE VERDAD!

*Ministerio de Salud Pública y A. S.
División de Educación*

Proyecto Tratamiento Diarrea Infantil.

HONDURAS: Promotion of breastfeeding.

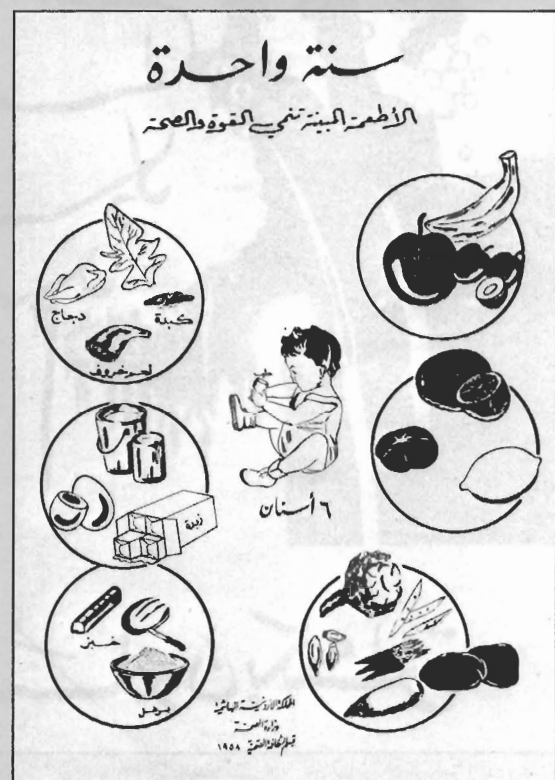
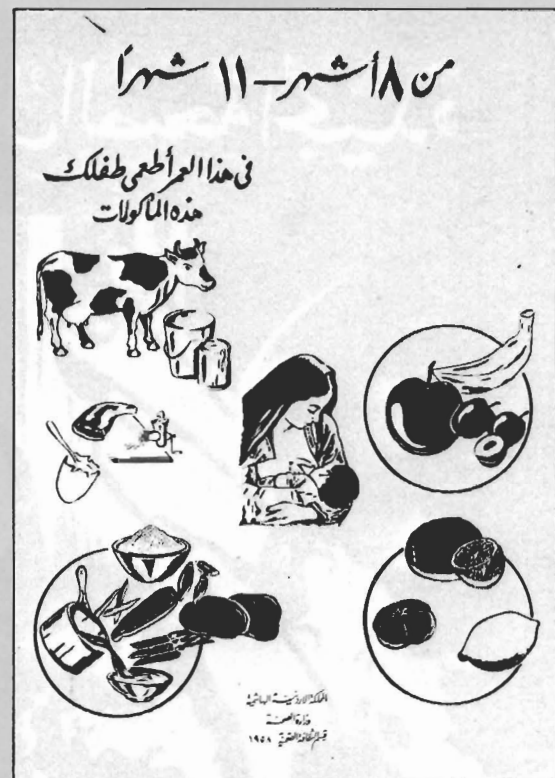


Geste d'amour promesse de santé donnez-lui le sein

COMITE FRANCAIS D'EDUCATION POUR LA SANTE
COMITE REGIONAL D'EDUCATION POUR LA SANTE

Photo: M. J. B. / Contrasto. Photo: M. J. B. / Contrasto. Photo: M. J. B. / Contrasto.

FRANCE: Promotion of breastfeeding.



JORDAN: Series of posters on better infant nutrition.

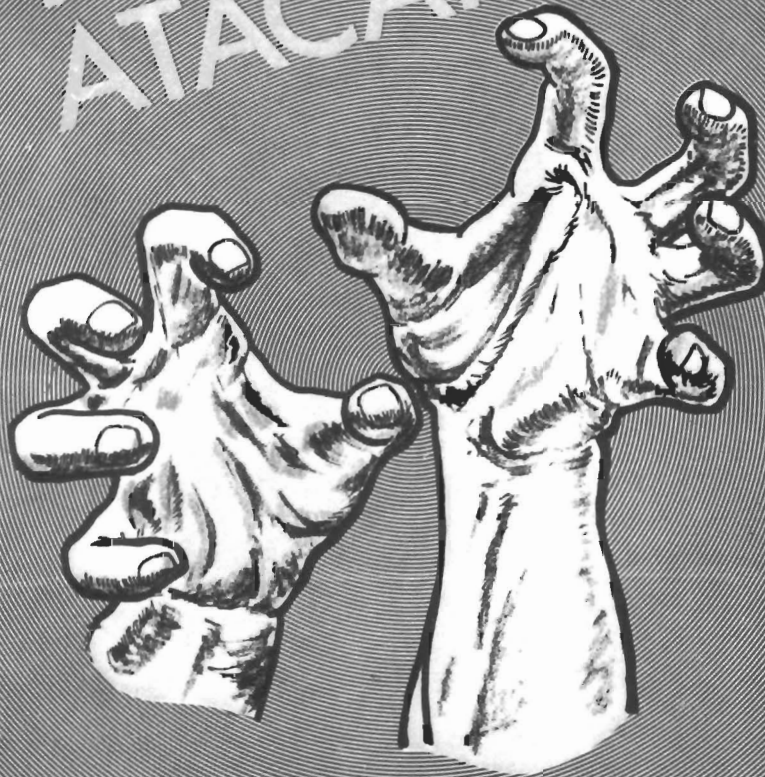
- A. 6 weeks to 13 months.
C. 15 months to 18 months.

- B. 8 months to 11 months.
D. One year old.



JORDAN: Promotion of personal hygiene.

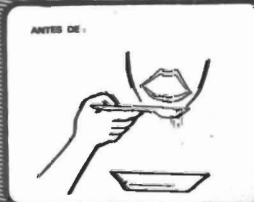
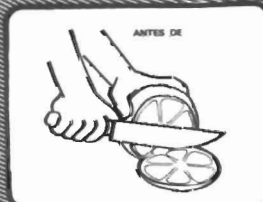
las manos
sucias
ATACAN!



Ellas ocasionan
diarreas o daño
de estomago



LAVÉLAS!
pero con jabón



COLUMBIA: Promotion of personal hygiene.

La propreté c'est aussi la santé



COMITE FRANCAIS D'EDUCATION POUR LA SANTE.
CENTRE REGIONAL D'EDUCATION POUR LA SANTE.

Comité français d'éducation pour la santé - 1979 - La France
Centre régional d'éducation pour la santé - Centre régional d'éducation
pour la santé - 1979 - La France

FRANCE: Promotion of personal hygiene.

МОЙТЕ ОВОЩИ И ФРУКТЫ

на невымытых овощах и фруктах
могут быть возбудители
желудочно-кишечных
инфекций
и яйца глистов



50
ЛЕТ
САНИТАРНО-
ЭПИДЕМИОЛОГИЧЕСКОЙ
СЛУЖБЫ

Содержание: 1. Общие сведения о санитарно-эпидемиологической службе. 2. Задачи и функции службы. 3. Организация работы службы. 4. Методы профилактики заболеваний. 5. Методы диагностики заболеваний. 6. Методы лечения заболеваний. 7. Методы профилактики заболеваний. 8. Методы диагностики заболеваний. 9. Методы лечения заболеваний. 10. Методы профилактики заболеваний.

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USSR: "Wash fruit and vegetables. Fruit and vegetables may be contaminated with bacteria and parasites which cause diarrhoea."

احم عائلتك من الامراض التيفويدية الدسنتاريا الدود



JORDAN: Promotion of careful washing of fruit and vegetables to prevent diarrhoea.



CHINA (SHANXI PROVINCE): Promotion of washing of fruit before eating it.

للمحافظة على الطعام



وزارة الصحة العراقية - مديرية الارشاد والتثقيف الصحي

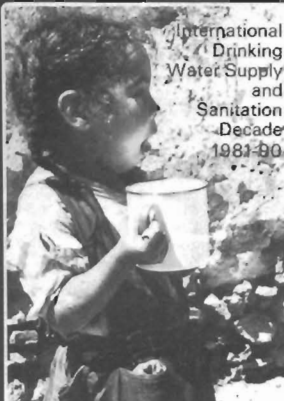
IRAQ: The dangers of poor food hygiene.

WATER IS LIFE...



THE CHALLENGE: Safe water and adequate sanitation for all by 1990—that is the challenge of the International Drinking Water Supply and Sanitation Decade. Poverty and lack of development mean that these basic needs are at present denied to a target population of some two billion people, or one person in two on the surface of the earth.

AND SAFE WATER MEANS A BETTER LIFE



International
Drinking
Water Supply
and
Sanitation
Decade
1981-90






FOUR-POINT ACTION PLAN






"The number of water taps per 1,000 persons is a better indication of health than the number of hospital beds"

Dr. Ibrahim Matar
Executive Director
World Health Organization



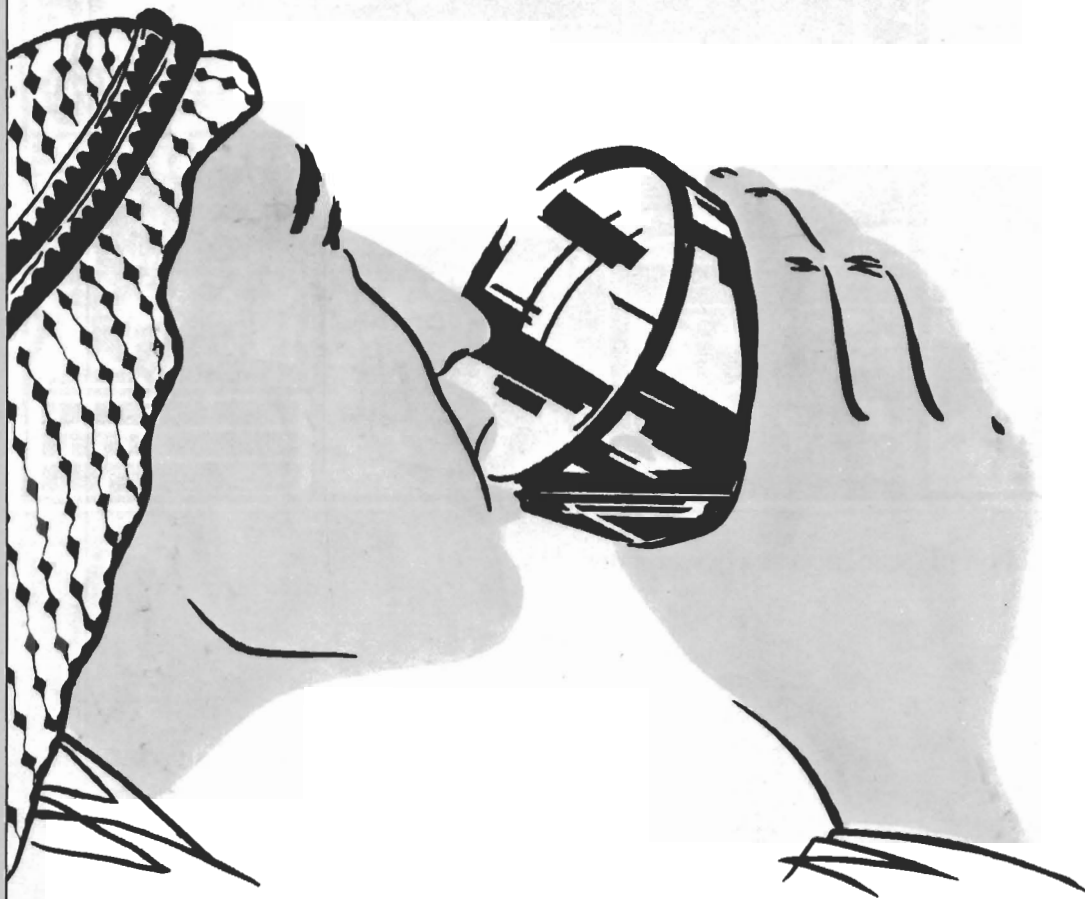
HARAMBEE! The key to the success of the Decade is summed up by the Swahili word *Harambee* meaning partnership. The responsibility lies not only with national governments. It also means commitment and effort by all groups and at all levels, from the community to the individual citizen, as this picture symbolizes. This will be backed up by the United Nations family of organizations and all their partners in international development.





WHO: Promotion of clean, accessible water supplies.

الماء النظيف المظهر
لا يكون دائما صالحا للشرب



اغليه ان كنت في شك من امره

المملكة الأردنية الهاشمية
قسم صحة البيئة / وزارة الصحة

JORDAN: "Water which may appear clean is not always safe to drink. Boil it if you are in doubt."

ان المياه الملوثة تحمل الموت



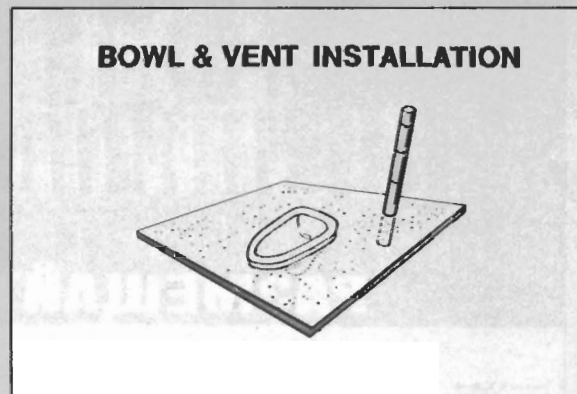
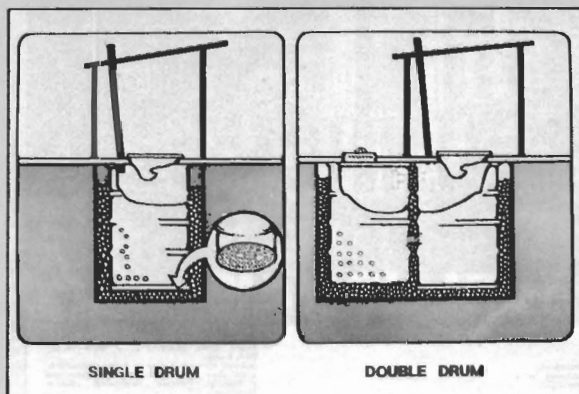
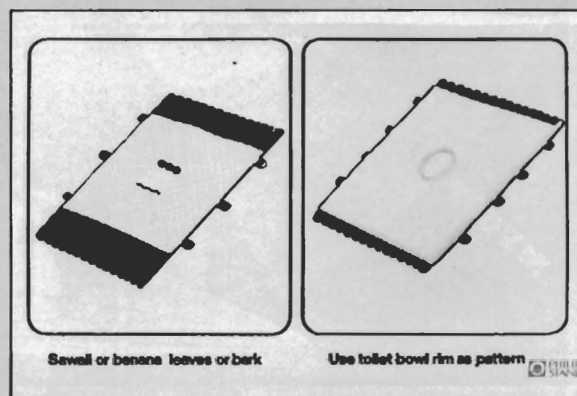
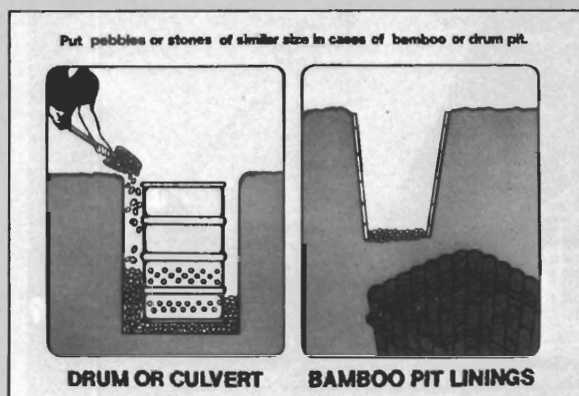
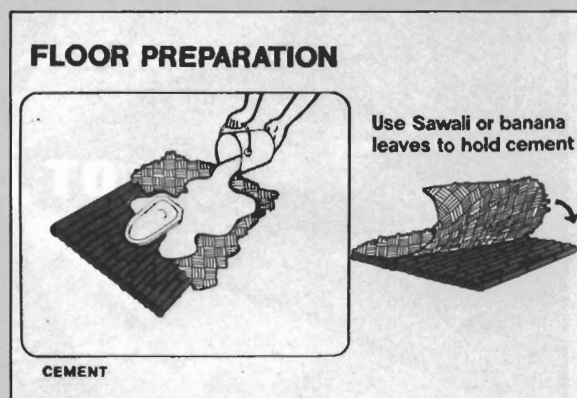
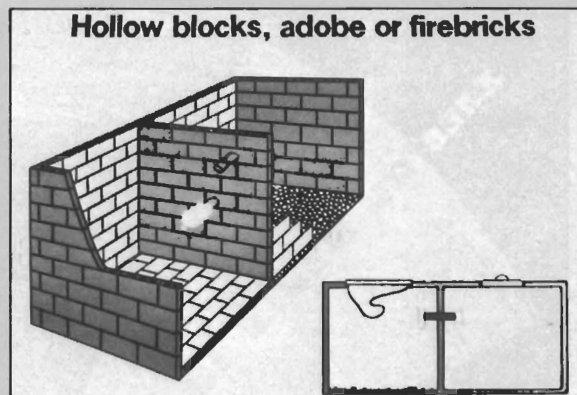
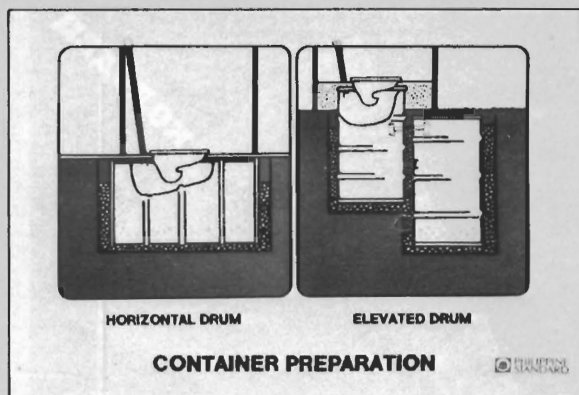
المياه النقية فيها الحياة



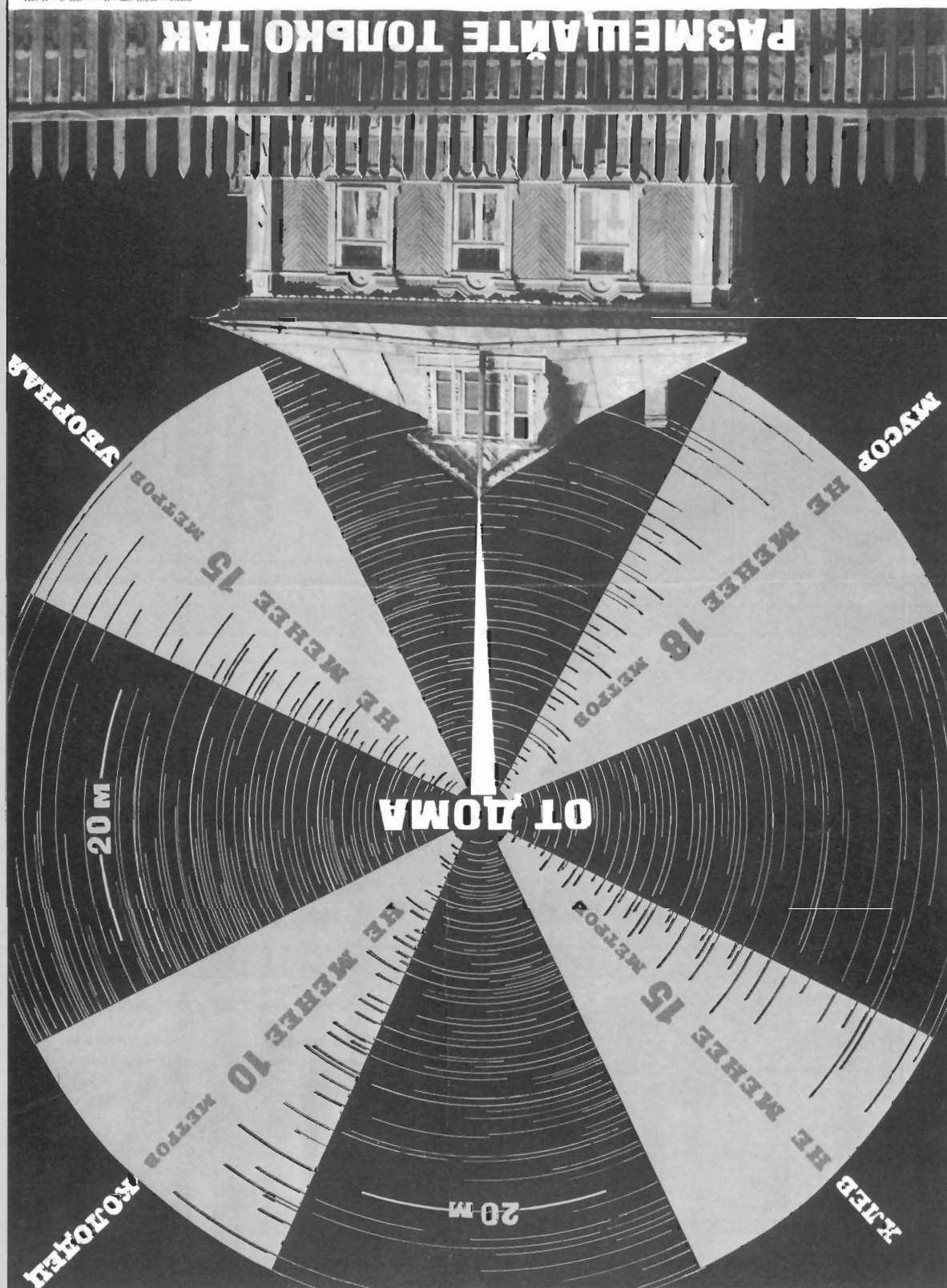
JORDAN: Promotion of hand pumps as the best way to provide clean water.



CHINA (SHANXI PROVINCE): Protect the water supply from contamination.



PHILIPPINES: Series on toilet construction.

[illegible]

POSTERS
WATER SUPPLY AND SANITATION



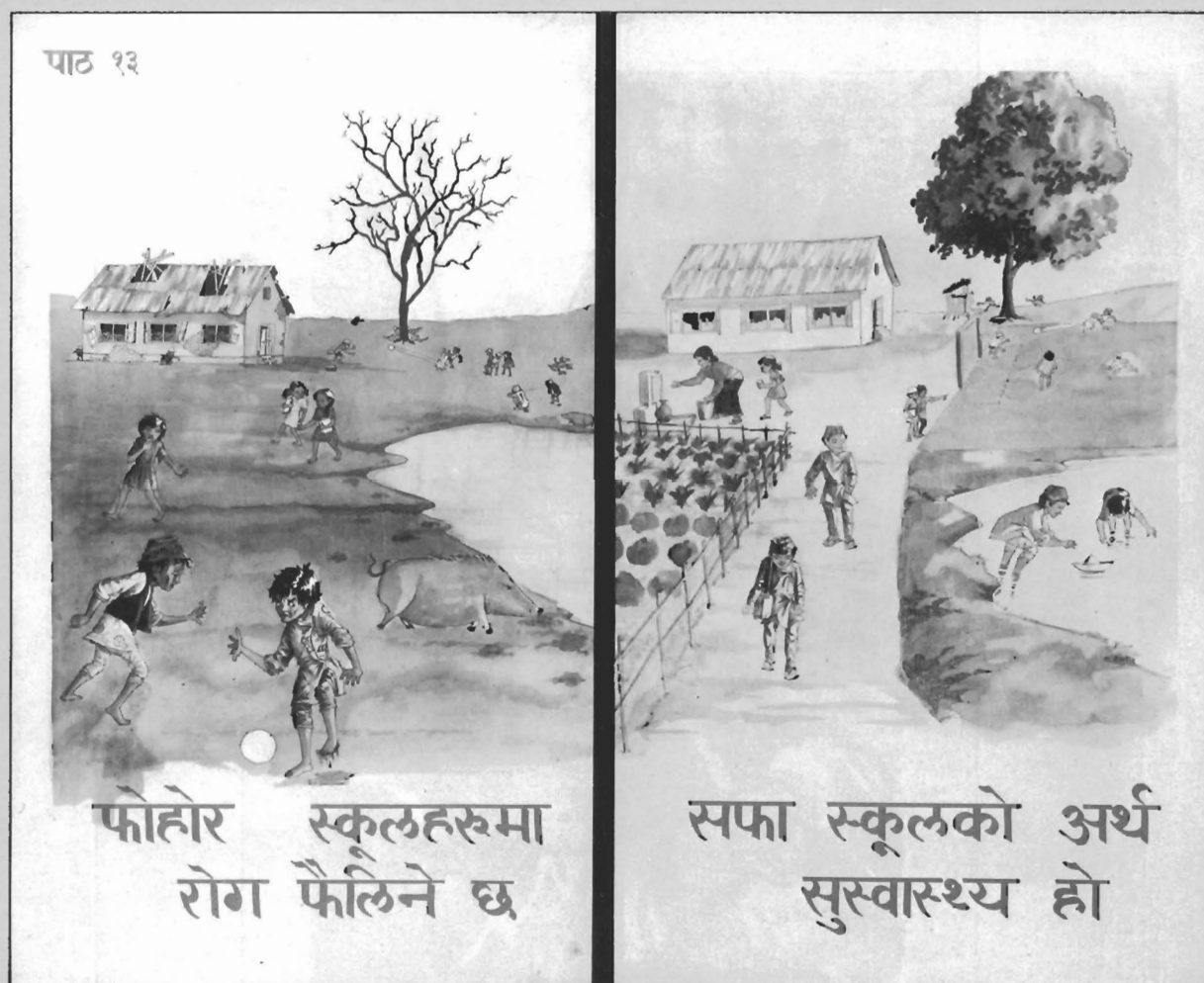
环境卫生 保持经常

Keep environmental sanitation as regular practice

Published by Shanxi Provincial Sanitation & Epidemic Prevention Center
Shanxi Provincial Commerce Bureau
Shanxi Provincial Health Bureau
Shanxi Provincial Committee of Patriotic, Youth, and Health Campaign

山西省爱国卫生运动委员会办公室
山西省卫生厅
山西省商业厅
山西省卫生防疫站
太原市南城环卫所环境卫生科

CHINA (SHANXI PROVINCE): Promotion of environmental sanitation.



NEPAL: Promotion of environmental sanitation.



CHINA (SHANXI PROVINCE): Agents causing acute diarrhoea.

Fight against **Cholera**

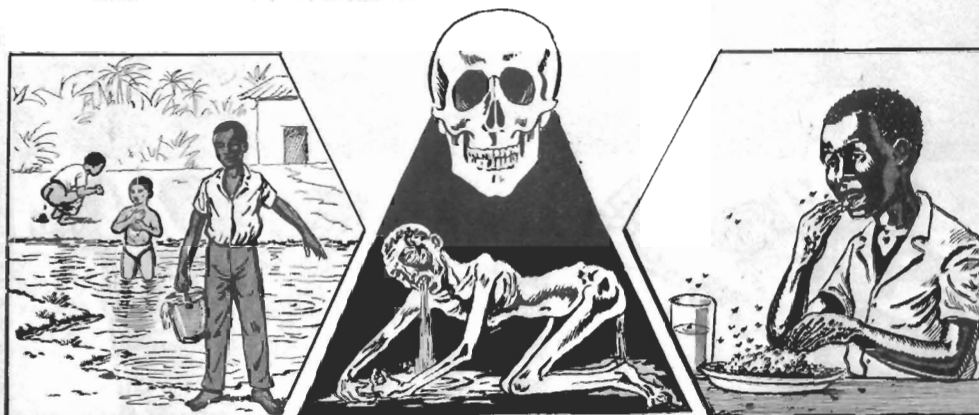


Drink
BOILED WATER

ZAMBIA 1980

* ZAMBIA: Promotion of drinking boiled water in the fight against cholera.

DANGER CHOLERA



L'eau des marigots est dangereuse
elle peut donner le choléra.

Water from the river is dangerous
it can give cholera.

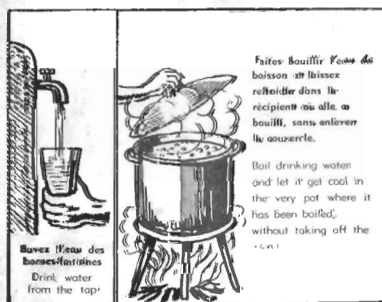
Maladie de la saleté
DISEASE CAUSED BY DIRT

Le choléra est une maladie des
mains sales et des aliments souillés
par les mouches.

Cholera is a disease which comes
from dirty hands and food which
has not been protected from flies.

La propreté vous protégera
cleanliness will protect you

PURIFIEZ L'EAU - PURIFY WATER



Bovez l'eau des
bornes-fontaines
Drink water
from the tap

Faites bouillir l'eau de
boisson et laissez
refroidir dans le
récipient ou elle a
bouilli, sans enlever
le couvercle.

Boil drinking water
and let it get cool in
the very pot where it
has been boiled,
without taking off the
cover.

NE MANGEZ QUE DES ALIMENTS CUITS
EAT ONLY COOKED MEALS



LAVEZ-VOUS BIEN LES MAINS AU SAVON AVANT DE MANGER
WASH YOUR HANDS VERY WELL WITH SOAP BEFORE EATING



UTILISEZ LES CABINETS COUVERTS
USE COVERED LATRINES

LAVEZ-VOUS LES MAINS EN SORTANT DES CABINETS
WASH YOUR HANDS AFTER COMING BACK FROM THE LATRINE



COUVREZ LES PLATS CONTENANT
LA NOURRITURE

COVER THE DISHES WHICH CONTAIN
FOOD



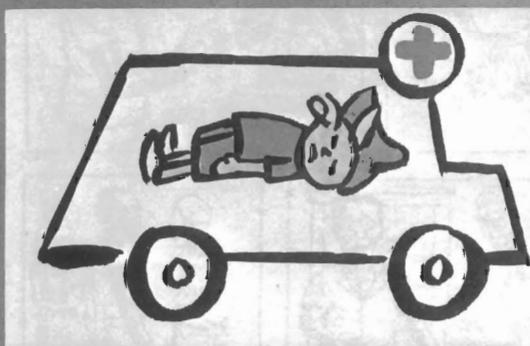
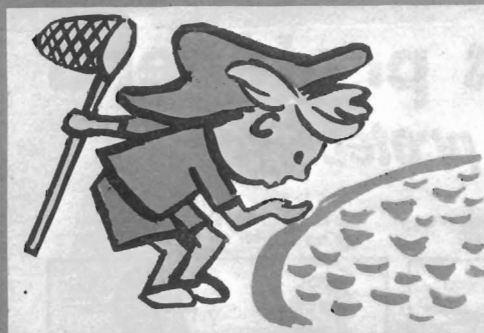
EN CAS DE DIARRHÉE
ALLEZ VITE AU DISPENSAIRE

IN CASE OF DIARRHEA
RUSH TO THE HEALTH CENTRE

UNITED REPUBLIC OF CAMEROON:

Promotion of preventive measures to be observed
during a cholera epidemic.

КАК ЗАБОЛЕЛ НЕЗНАЙКА...



ЕЛ НЕМЫТЫЕ ЯГОДЫ,
ПИЛ СЫРУЮ ВОДУ —
ВОТ И ПОПАЛ
В БОЛЬНИЦУ

Иллюстрация: А. А. Андреев
Стихи: Ю. А. Пилип

Популярный научно-популярный
институт санитарной гигиены
Министерства здравоохранения СССР
Москва — 1972

В СССР от 18.8.1972. Номер 402. Автор: Ю. А. Пилип.
Всего 18.8.1972. Номер 1. В. А. 1972. В. А. 1. 1972.
Всего 18.8.1972. Номер 1. В. А. 1972. В. А. 1. 1972.
Всего 18.8.1972. Номер 1. В. А. 1972. В. А. 1. 1972.

USSR: How the boy "Unknowledge" got diarrhoea. He ate unwashed berries, drank unboiled water, and wound up in the hospital.

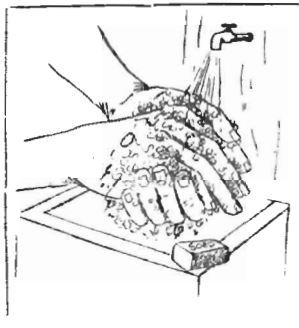
Prevention of Diarrhoea (दस्तों की बिमारी से बचाव)



Diarrhoea is passage of watery stools more than 3 times per day.
दस्तों की बिमारी में दिन में 3 बार से ज्यादा पतली दृढ़ी प्रांतो हें



Repeated attacks of diarrhoea can lead to malnutrition.
बार बार दस्तों के लगने से सोख की बिमारी हो सकती है



Washing of hands with soap and water before meals and before putting them in the food prevents diarrhoea.
खाना खाने से पहले हाथों को साबुन और पानी से अच्छी तरह धोना चाहिये। ऐसा करने से दस्तों की बिमारी बच सकती है।



Do not dip your hands in drinking water. Drinking water should be kept covered in a clean utensil. This prevents diarrhoea.

पीने के पानी में हाथ न डालिये। पीने के पानी को साफ बर्तन में ढक कर रखिये। ऐसा करने से दस्तों की बिमारी कम होती है।



Do not bottle feed the baby. This if not properly done often causes diarrhoea.

बच्चे को दूध बोतल से न पिलायें। अगर बोतल की सफाई अच्छी न हो तो दस्तों की बिमारी हो सकती है।



Breast feed the baby without supplements for 4-6 months. Breast milk protects against diarrhoea.
बच्चे को पहले 4-6 महीने की उमर तक सिर्फ माँ का दूध ही मिलना चाहिये। माँ का दूध बच्चे को दस्तों की बिमारी से बचाता है।



Start semi solid foods like Dalia, Banana, Dal, mashed Potato, Rice etc. at 6 months of age. This prevents malnutrition and diarrhoea.

बच्चे को 6 महीने का होने पर केला, दाल, बाजरा, दलिया, घालू बगरहू दो। ऐसा करने से सोख की और दस्तों की बिमारी कम हो जाती है।



Simple precautions can protect the child against repeated diarrhoea.

सामान्य बानों के रूप से बार-बार दस्तों की बिमारी से बच्चे को बचाया जा सकता है।

April 1981

Department of Community
Medicine PGI Chandigarh

INDIA: Prevention of diarrhoea.

Mencegah PENYAKIT MUNTAH BERAK (DIARE)



INDONESIA: Prevention of diarrhoea.

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CHINA (SHANXI PROVINCE): Prevention of diarrhoea.