

Report on

# National KAP study on Sanitation and Hygiene Practices



Findings of a Public Opinion survey conducted during April-May, 2001  
among 5000 statistically selected urban and rural households of all the  
four provinces of Pakistan, AJK and Northern Areas

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Submitted by

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## EXECUTIVE SUMMARY

The study on Knowledge, Attitude and Practice (KAP) on sanitation and hygiene was carried out to analyse hygiene and sanitation habits of the country and to find out more on communication vehicles for promoting better sanitation and hygiene practices.

"Lack of money" (64%) was said to be the main reason for not having a latrine in the house followed by "being unaware of its advantages" (24%) and "unavailability of material" (19%). It is notable that nearly 60% of rural households and 6% of urban households in Pakistan do not have a latrine.

For those who already have a latrine motivation behind building a latrine was said to be "matter of pride" (48%) and "Cleanliness" (43%).

On issues regarding construction of latrine, unavailability of material was stated as an important reason by 75% rural population, however availability of trained mason did not appear as a big issue. Survey also revealed some interesting facts regarding the cost of latrine. It came out that the perceived cost of latrine is much higher than the actual cost of latrine mentioned by latrine owners. This misperception about cost is particularly true for pit latrine.

Survey results revealed serious lapses in the use of soap. The use of soap was largely limited to "after defecation" (36%) and "in the morning" (27%).

Around 22% suffered from Diarrhea during a month. There was no significant difference between owners and non-owners of latrine for the occurrence of Diarrhea. However, there was a significant difference between latrine owning and non-owning households in the case of skin diseases and eye infections. Majority of the respondents termed "spoiled/contaminated food" (36%) and "Dirt" (23%) as perceived causes of Diarrhea.

There were differences in media habits of both latrine owning and non-owning households. Sixty-eight percent (68%) of latrine owning households were TV viewers, whereas in non-owning households TV viewership was 32%. Newspaper readership was 54% in latrine owning households and 25% in non-owning households. In the case of Radio it was 25% for latrine owning households and 34% for non-owning households.

Community heads (36%) and Imam mosque (22%) were seen by the survey respondents as most effective persons to promote a sanitation campaign. "Interpersonal Communication" (48%), "TV Ads" (25%) and "Announcement in mosque" (18%) were seen as most effective media to disseminate better sanitation messages.

The survey was conducted by Gallup Pakistan in approximately 240 villages and urban locations in all the four provinces of Pakistan, AJK and Northern Areas in more than 500 statistically selected households. The sample was distributed by a ratio of 65% rural and 35% urban locations.

## METHODOLOGY

This study presents the Knowledge, Attitude and Practices (KAP) on sanitation and hygiene practices. The study comprises three parts namely:

- Qualitative (*focus groups*)
- Quantitative (*detailed survey*)
- Observations

The field survey was conducted in approximately **240 villages** and urban locations of all the four provinces of Pakistan, AJK and Northern Areas in more than 5000 statistically selected households. The sample was distributed by a ratio of 65% rural and 35% urban locations. The fieldwork was completed during April- May 2001.

### Sample size and its Allocation:

The Survey carried out among a widely dispersed population in 63 districts:

Description	Sample Size
Districts covered	63
Households covered	5027
Urban	1760
Rural	3267

The sampling procedure was the same as used by Federal Bureau of Statistics the details of which are as follows:

### Universe:

The universe of the KAP study consists of all Urban and rural areas of all the four provinces, Azad Jammu & Kashmir and FANA, as defined by the provincial governments.

### Sample Frame:

This sample frame has been constructed using quick count record survey techniques. According to this method, all urban areas known as cities/towns of the urban domain of the sampling frame are divided into small compact areas known as Enumeration Blocks (EBs). Each EB comprises 250-350 households. Each EB is divided into low, middle and high income groups, keeping in view the status of the majority of household. The frame has been used for drawing samples from the urban areas of the universe. With regard to the rural areas, the lists of village/mouzas/dehs are taken from those published by the Population Census, following the 1981 sampling frame.

The details of districts covered in the KAP study are as follows:

<b>PUNJAB</b>			<b>BALUCHISTAN</b>
Attock	Multan	Sanghar	Quetta
Rawalpindi	Khanewal	Tharparkar	Sibi
Chakwal	Rajanpur	Thatta	Kalat
Sargodha	Layyah	Karachi	Nasirabad
Khushab	Dera Ghazi Khan	<b>NWFP</b>	Loralai
Mianwali	Bahawalnagar	D.I.Khan	Pishin
Jhang	Rahimyar Khan	Bannu	Dera Bagti
Faisalabad	Bahawalpur	Mansehra	Gawadar
Toba Tek Singh	<b>SINDH</b>	Abbottabad	Lasbella
Gujrat	Jacobabad	Malakand	<b>NORTHERN AREAS</b>
Gujranwala	Shikarpur	Peshawar	Gilgit
Sialkot	Larkana	Charsada	Sakardu
Lahore	Sukkur	Mardan	<b>AJK</b>
Kasur	Khairpur	Kohistan	Muzaffarabad
Sheikhupura	Nawabshah	Swat	Kotli
Sahiwal	Dadu	Kohat	
	Hyderabad	Karak	

#### Instrument:

Instrument used for KAP study included a household questionnaire, and focus group guide.

#### Household Questionnaire:

The questionnaire was finalized with the consultation of UNICEF members. Pre testing for the questionnaire was also done with the light of which it was finalized. Copy of questionnaire is attached in the appendix.

#### Focus Group Guide:

It was finalized with the suggestions of UNICEF members.

Focus groups were held in six locations, one in each province AJK and Northern Areas. In each location seven focus groups were conducted, so on the whole a total of 42 group discussions have been held.

#### Data Analysis:

Data processing was carried out at the Gallup Offices in Lahore and Islamabad. The data were processed through Statistical Package of Social Sciences.

#### Weighting:

The sample comprised three types of households, Urban ( $n=1760$ ), electrified rural households ( $n=2665$ ) and un-electrified rural households ( $n=602$ ).

The rural urban ratio in the sample closely approximated their census distribution. Similarly the ratio of electrification in areas in both rural and urban households approximated their census distribution.

### Sample Breakdown:

The break-down of the sample according to provinces, AJK and Northern Areas is as under:

Locations	Total	Rural	Urban
Punjab (including ICT)	1789	1212	577
Sindh	1126	720	400
NWFP	1025	705	320
Balochistan	559	259	300
AJK	295	195	100
NA/Tribal Areas	239	176	63
<b>Total</b>	<b>5027</b>	<b>3267</b>	<b>1760</b>

## TECHNICAL NOTE ON READING THE TABLES

### Rounding Errors:

All figures used in this report (*excluding averages*) have been rounded off to whole numbers. As a result there are fragment discrepancies of additions upto one percentage point. Thus, whenever there is a discrepancy of one percentage point, it may please be noted as a discrepancy arising from rounding off.

### Column Percentage:

All figures in the tables are column percentage (*unless otherwise specified*).

### Description of Sample:

The All Pakistan figures in all tables of the report include the four provinces of Pakistan. AJK and Northern Areas are reported separately. This is applicable in all tables in this report

### Sampling Tolerances:

In interpreting survey results, it should be borne in mind that all sample surveys are subject to the sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The base figures for each table are given on top of each table and contain the actual number of respondents based on whose responses percentages have been calculated in each column of the table. Thus if a table indicates that 68% of the Radio listeners listen a particular channel, and if the base indicates that there were 560 Radio listeners, then the sampling error will be measured based on a sample of 560, and not on the whole sample.

The following table may be used in estimating the sampling error of any percentage in this report. The figures show the range, plus or minus within which results can be expected to vary with repeated sampling under exactly comparable conditions.

Table of Sampling Errors

Sample Size	1500	1000	750	600	400	200	100
Percentage near 10	2	2	3	3	4	5	7
Percentage near 20	2	3	4	4	5	7	9
Percentage near 30	3	4	4	4	6	8	10
Percentage near 40	3	4	4	5	6	8	11
Percentage near 50	3	4	4	5	6	8	11
Percentage near 60	3	4	4	5	6	8	11
Percentage near 70	3	4	4	5	6	8	11
Percentage near 80	2	3	4	4	5	7	9
Percentage near 90	2	2	4	3	4	5	7

The chance are 95 in 100 that the sampling error is not larger than the figures shown

## SUMMARY FINDINGS

### KAP STUDY - SANITATION AND HYGIENE PRACTICES REGARDING LATRINE USAGE

UNICEF entrusted Gallup/BRB a Knowledge, Attitude and Practices (KAP) study on Sanitation and Hygiene Practices which was carried out on nation-wide basis and in AJK & Northern areas in the first half of 2001.

#### OBJECTIVES OF THE STUDY

The main objective of the study was to look into the usage practices of latrine, type of latrine construction and personal hygiene and cleaning practices in general in the country.

The other expectation from the study was also to find out the impact on the communication campaign held in Punjab in late 2000 with respect to sanitation and hygiene.

#### FACTS AND FINDINGS

- The study was conducted through out Pakistan and including AJK and Northern areas of Pakistan
- In Punjab, the study also covered the impact of the previous communication campaign held in Punjab in late 2000 with respect to sanitation and hygiene
- The sample was spread over 63 districts out of which 24 were in Punjab
- More than 5000 households were interviewed both at rural and urban level
- Majority of households were from rural areas
- Low-income strata were proportionately covered in urban areas
- To further strengthened the findings Gallup conducted more than 40 Focus Groups in all the four provinces, northern areas and AJK
- Study findings were presented in the following manner:
  - Part I : Summary findings/Salient features
  - Part II : Statistical table and brief write-up on them (narration)
  - Part III: Write-up on focus groups, related details including photographs etc.



## SUMMARY FINDINGS

The summary findings are categorized into seven distinct groups as under:

1. Usage of Latrine
2. Construction of Latrine
3. Cleaning Practices
4. Occurrence of Diseases
5. Media Habits of Users and Non-users of Latrines
6. Communicators and Communication Themes for Campaign on Sanitation & Hygiene
7. Feedback on the Communication Campaign in Punjab held in the end of year 2000

## USAGE OF LATRINES

The findings of Pakistan Integrated Household Survey (PIHS) (1997) reveals that sixty percent (60%) of rural households and 7% of urban households in Pakistan still use open spaces for defecation and urination. These findings also correlate with the Gallup's KAP survey results as presented below in Table 1-1:

Table 1-1  
Latrine usage and sanitation

Source of Information	Overall Pakistan	Urban	Rural
Pakistan Integrated Household Survey (PIHS) - 1997	56%	93%	39%
Knowledge, Attitude & Practices (KAP) study, Gallup*	58%	94%	40%

### Facts on Latrine Usage:

The KAP study provides some more facts into the subject as mentioned below:

- When inquired about the sanitation practices of electrified and non electrified rural households the findings showed that **58% of rural households** without electricity use **open spaces** for defecation which shows that the under developed civic facilities is concentrated in the non electrified rural hinterland of Pakistan. The next tier is the electrified rural household where the number of electrified households is 12%.
- There are various types of latrines used including:
  - i. flush connected to sewerage system
  - ii. pour flush
  - iii. pit latrine and other varieties

The Water supply coverage and sanitation coverage based on the KAP study provides trends which are consistent with PIHS 1998-99. But we cannot say that this is the national coverage based on KAP study because the KAP study was not designed for this purpose.

### Motivations to Build a Latrine:

- **Pride** ranks on top of motivations to build a latrine. Fifty-five percent (55%) of rural respondents who use a latrine said they had built one because it was a matter of pride.
- The other important motivation was **cleanliness** (33% in rural areas and 52% in urban areas).
- **Convenience** ranks third - (15% in rural areas and 13% in urban).

### Perceived Advantages of Latrine:

- **Health & Cleanliness** has been perceived as the prime factor in using a latrine (39%).
- **Privacy** and **Convenience** are seen as other most important advantages of building and using a latrine for defecation and urination which stands at 36% and 32% respectively.
- In **Rural** areas higher number of respondents (40%) mentioned "**Privacy**" as main advantage. Whereas **urban** respondents more readily mentioned "**Health/Cleanliness**" (52%). However, on further probing "**Privacy**" emerged as the key concern.

### Perceived Disadvantages of Latrine:

- Only 5% related any disadvantage of a latrine. Bad smell inside the house ranked on top of their concerns.

### Correlation with Socio-economic Status:

- The non-usage of latrine is strongly correlated with general low socio-economic status. Seventy five percent (75%) of those belonging to rural areas whose monthly household income is less than Rs. 3000 use open spaces for defecation, whereas those whose monthly income is more than Rs. 3000 is 46%.
- The use of open space among the lowest income group in the urban areas is 18%, while it is 4% among urbanities whose monthly household income is more than Rs. 3000.
- There is also a strong correlation as explained earlier with the availability of civic facilities such as electricity.

### Regional Differences:

- The use of open spaces for defecation varies from province to province.
- It may be useful to differentiate it with the rural population of four provinces. The use of open spaces among the rural population of **Punjab** is 60% while the comparable figures for other provinces are **Sindh (56%)**, **NWFP (60%)** and **Balochistan (69%)**.

- Other regional variations in the type of latrines being used as under:
  - In Sindh "Pour flush" is predominant (46%)
  - In NWFP "Flush" latrine is quite high (33%)
  - In Punjab "Pour flush" (27%) and "Flush" (25%) latrine appear to be significant, but very few build "pit" latrine (5%)
  - In Northern Areas "pit" latrine is very common (84%)
  - In A.J.K. "Pour flush" is popular (39%)
- Latrine ownership is least in NWFP (47%), compared to 56% in Punjab, 68% in Sindh and 47% in Balochistan.

#### Gender Differences:

There are some differences in the defecation and cleaning practices of men and women.

- Approximately 68% of rural men and 56% of rural women in general use open spaces
- As per the study around 9% of children belonging to households having a latrine facility at home still go outdoor for defecation and urination.

#### CONSTRUCTION OF LATRINE

In order to construct a latrine certain construction barriers were identified during the course of study as mentioned below:

##### Availability of Materials and Skilled Manpower:

- 75% of rural population mentioned that material required for building a latrine was not available in the close vicinity and they have to travel more than one kilometer to acquire it.
- As opposed to this only 21% of ruralities complained about the availability of skilled masons (Table 3-2 & 3-3). In the urban areas these issues were much less pronounced.

##### Public Support in Latrine Construction:

- Only 4% of the respondents in the survey said they had ever received any public support from the Government or NGOs in building latrine.
- Preferred support required in the rural areas include:
  - Loan for construction of latrine (54%)
  - Materials required for construction of latrine (41%)

*(The ratios were slightly different in the urban areas)*

The study probed this issue in some detail and the findings can be seen in table 3-5 to 3-10.

### Cost of Latrine:

- The perceived cost of latrine is higher than the actual cost of latrine mentioned by latrine-owners.
- Those who have not built one yet estimate the cost to be twice or more than the cost actually incurred as indicated by the current owners of latrines contacted during the survey.
- The misperception about cost is particularly true for Pit latrine.
- Apparently most people do not have a correct image of pit latrine. They confuse it with digging a well comparable to septic tank.

## CLEANING PRACTICES

The general practices identified during the course of study are as under :

### The use of Soap for Washing Hands after Defecation:

- Majority of the respondents mentioned the occasion of using soap "after defecation" (36%) and "in the morning" (27%).
- The use of soap in non-latrine owning households is not very frequent.
- During the survey observations it was noted that 55% of homes without latrine were not having soap.

### Cleaning after Defecation:

- Use of soil is more common in male members than women and children.
- Majority of male (58%) in non-latrine owning households use soil for cleaning after urination.
- Children in 11% households visited during the survey do not use anything for cleaning after urination.

### Disposal of Feces of Young Children:

In homes with no latrine 68% throw child feces in open space whereas only 16% practice this having latrine facility at home.

## OCCURANCE OF DISEASES

The survey team inquired the occurrence of any diseases in the area. Following responses were gathered in general:

### Occurrence:

Around 22% suffered from Diarrhea during a month. There was no significant difference between owners and non-owners of latrine for the occurrence of Diarrhea.

### Perceived Causes of Diarrhea:

- Majority (36%) term 'contaminated food'
- Dirt (23%)
- Contaminated water (12%)
- Most people believed dirt/germs of diseases are spread through food

### Relationship between Latrine Practices and Disease Occurrence:

There was a significant difference between latrine owning and non-owning household in the case of certain diseases as under:

- Skin diseases (16% : 24%)
- Eye infections (18% : 23%)

### Co-occurrence of Diseases:

- Around 31% of households who had Diarrhea in a month also suffered from Typhoid during last one year.
- 17% who had Diarrhea also suffered from Hepatitis.
- 29% of households with Diarrhea also had skin problems.
- 24% of households with Diarrhea suffered from eye infections.

## MEDIA HABITS

The media habits of latrine users and non-users are:

- TV viewership in latrine owning households is 68% whereas in the non-owning households it is 32%.
- Fifty-four percent (54%) of latrine owning homes turn to newspapers, whereas in non-owning homes this percentage is 25%.
- Listenership of Radio in non-latrine homes is higher (34%) compared to latrine owning homes (25%).

- Fifteen percent (15%) of latrine owning households term themselves as magazine readers, whereas only 4% of non-owning households read magazines.

### Summary of Media Penetration

Media Type	Types of Respondents	
	Households with Latrine	Households without Latrine
TV	68%	32%
Newspapers	54%	25%
Radio	25%	34%
Magazines	15%	04%

## COMMUNICATORS AND COMMUNICATION THEMES

The most effective and suitable person in the community for conducting an awareness campaign in the community was named as:

### Effective Communicators and Motivators:

- "Community leader" (36%) and "Imam mosque" (22%)
- In Sindh and Punjab village head, Vadera/Numberdar was also mentioned as very effective person.
- A significant number also mentioned the Interpersonal Communication as the most effective mode for **motivating action**.

### Effective source for Information Dissemination:

- TV and Newspapers termed as effective for information dissemination.
- Majority termed TV (47%) and Radio (22%) to be the most effective.

### Proposed Messages:

The messages suggested for awareness campaign include:

- "Cleanliness is next to Godliness" the most suggested message (27%)
- "Health is a Blessing"
- "Latrine for your privacy and pride"
- "Latrine for better health"

### Perceived Roles for Government, NGOs and others:

The various roles as suggested by the respondents during the survey for different players include:

- The primary role as seen by the respondents as of religious leaders who can best teach about cleanliness in Islam (51%)
- NGO participation for awareness (26%)
- Through local counselors who can make arrangements for cleanliness in the area (17%), for educated people, awareness raising (34%) and youth active participation in the campaign (24%)

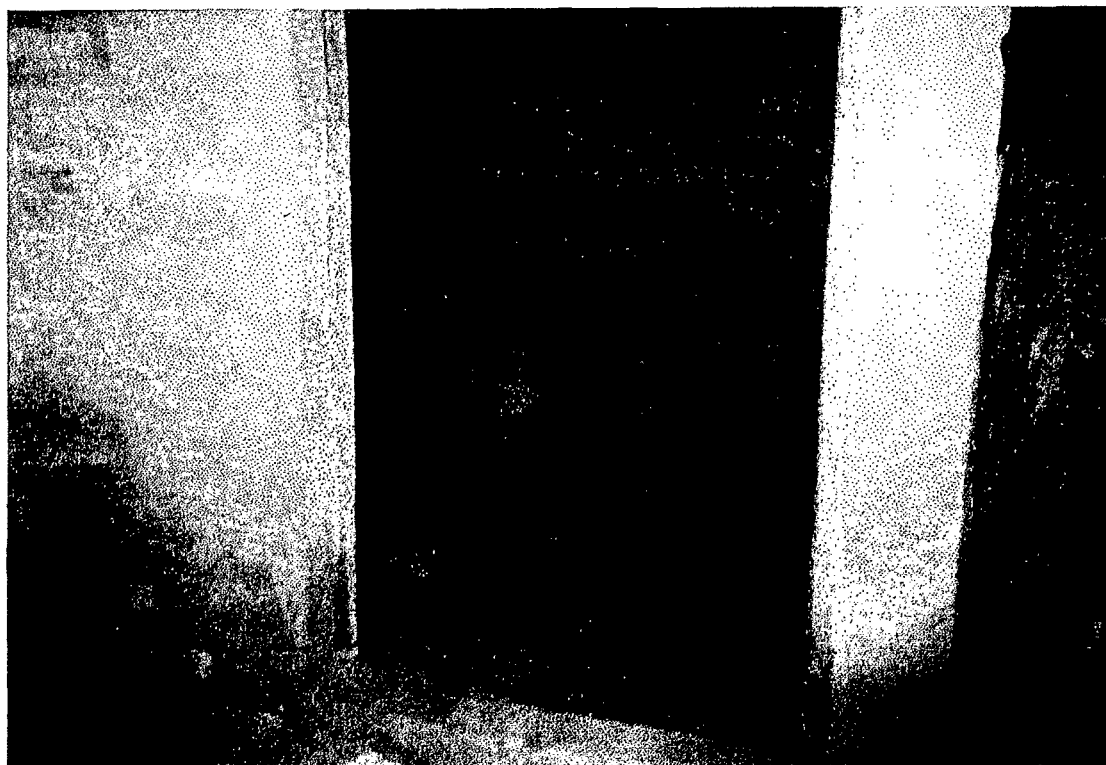
### FEEDBACK ON THE COMMUNICATION CAMPAIGN IN PUNJAB

- Apparently a sizeable section of the target population was motivated by the campaign to take some action.
- Almost half of the respondents remembered about the Punjab campaign.
- Only 9% believed that any follow up work is still going on.
- Majority (54%) of those who believed follow up work is going on, termed 'Government' is doing the follow up work, while 13% believed that people themselves are carrying out the follow up work.

#### Key messages recalled:

- Latrine in every house (14%)
- Build latrine end filth (7%)
- Low cost latrine for every house (5%)

## Section 1



Latrine Using  
Practices & Knowledge



## SUMMARY FINDINGS

- This summary highlights the findings on Latrine Using Practices & Knowledge as gathered during the survey. Following are the salient points:
  - Lack of money (64%)
  - Unawareness of its advantages (24%). (*If the barrier of money was set aside 57% mentioned 'Unawareness' followed by*
  - Unavailability of material' (19%)
- The most important reason for building latrine in house include:
  - Matter of pride (48%)
  - Cleanliness/health' (43%)
- The advantages of having a latrine in the house include:
  - Health/cleanliness (39%)
  - Privacy (36%)
  - Convenience (32%)
- Majority believed that there are no disadvantages in having a latrine, however 5% assumed there are also disadvantages of having latrines inside the house. This perception was highest in Balochistan (21%).
- The main disadvantages as indicated by respondents include:
  - Bad smell (61%)
  - Spread of germs (60%)
- In practice 9% of men with latrine still go out in the fields for urination and defecation, whereas 5% of them use both latrine and go out in the fields.

## PEOPLE'S PERCEPTION REGARDING LATRINE USAGE IS GENERALLY "CORRECT"

In response to a question (*Question 31*) that how many households in your area or village have a latrine? Various responses were received gathered, and tabulated. Table 1-1 provide the responses as gathered during the survey:

Table 1-1  
Incidence of latrine in the area

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan*	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Very few	13%	2%	19%	13%	11%	21%	11%	3%	5%	6%	23%
Few	17%	3%	24%	17%	15%	9%	36%	5%	0%	6%	31%
Less than half	11%	3%	15%	12%	7%	15%	16%	8%	10%	10%	12%
More than half	17%	9%	21%	22%	10%	16%	12%	39%	33%	22%	11%
Almost all	32%	80%	7%	31%	42%	18%	16%	39%	49%	53%	2%
Others	7%	0%	11%	2%	13%	18%	2%	0%	0%	0%	17%
No Response	3%	2%	4%	3%	4%	3%	7%	6%	2%	3%	4%

\* Includes the four provinces of Pakistan. AJK and Northern Areas are reported separately. This is applicable in all tables in this report.

The above table reveals that only 30% respondents believed that very few or few households have latrine in their area on an overall basis. In Urban areas only 5% respondents believed that only few households have latrine in their area, whereas in rural areas this figure was 43%. In Balochistan almost 47% respondents believed that only few households in their area own a latrine.

There were 80% respondents from urban areas mentioned that almost all households have their own latrine whereas the overall response to this question was 32% on national basis. However this percentage is almost half in the case of Balochistan province where the ratio is 16% only.

## LACK OF MONEY IS CONSIDERED AS THE MAIN HINDERANCE

In response to the question (*Question 29*) that in your view what could be the main cause of not having a latrine in the house? Responses of different types were received as tabulated in Table 1-2.

**Table 1-2**  
**Reasons for not having Latrine**

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

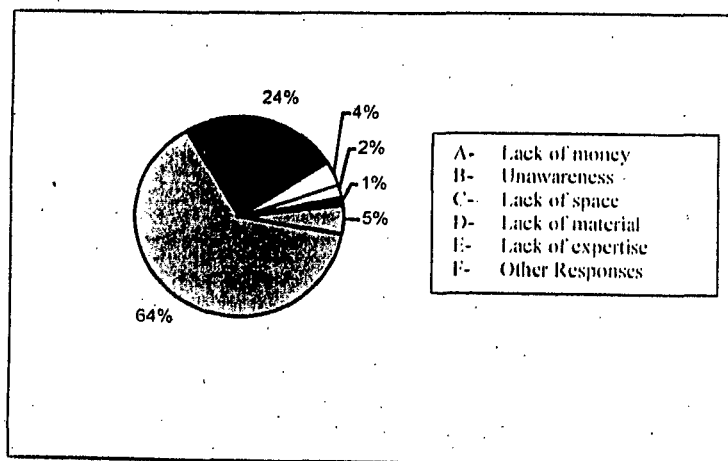
Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Lack of money	64%	60%	65%	73%	57%	38%	59%	77%	87%	60%	67%
Lack of awareness	24%	28%	23%	20%	26%	47%	19%	11%	2%	27%	21%
Lack of space	4%	5%	4%	3%	6%	4%	0%	5%	0%	5%	3%
Unavailability of material	2%	2%	2%	1%	3%	1%	15%	1%	0%	3%	2%
Lack of expertise	1%	2%	1%	1%	1%	1%	4%	4%	0%	2%	0%
No Response	1%	0%	1%	1%	0%	1%	2%	1%	10%	0%	2%

The reasons for "not having a latrine in the house" several responses were gathered as follows:

- lack of money as an important cause of not having a latrine (64%)
- Unawareness of its advantages (24%)
- However in NWFP 'Unawareness' was higher (47%) than lack of money (38%)
- During the Group discussions, Lack of money came out to be the main reason for not having a latrine in all the areas
- The other considerations were 'Lack of space', 'Lack of drainage arrangement', 'Lack of availability of water' and 'Lack of Awareness' respectively

The responses as mentioned by the respondents are presented in Chart 1-1.

Chart 1-1



**AWARENESS AND AVAILABILITY OF MATERIAL ARE THE MOST IMPORTANT NON MONETARY HURDLES**

If lack of money is set aside then 'unawareness' (57%), 'Unavailability of material' (21%) and 'Lack of space' (15%) stand out to be major reason for not having latrines. In Punjab (67%) and NWFP (61%), reason of unawareness was high, whereas in AJK reason of lack of space was mentioned as main reason of not having a latrine. The above responses were received against "if the barrier of money is not there, then what would be the main cause of not having a latrine?" (Question # 30) Please see Table 1-3. Also see Chart 1-2 for graphical presentation.

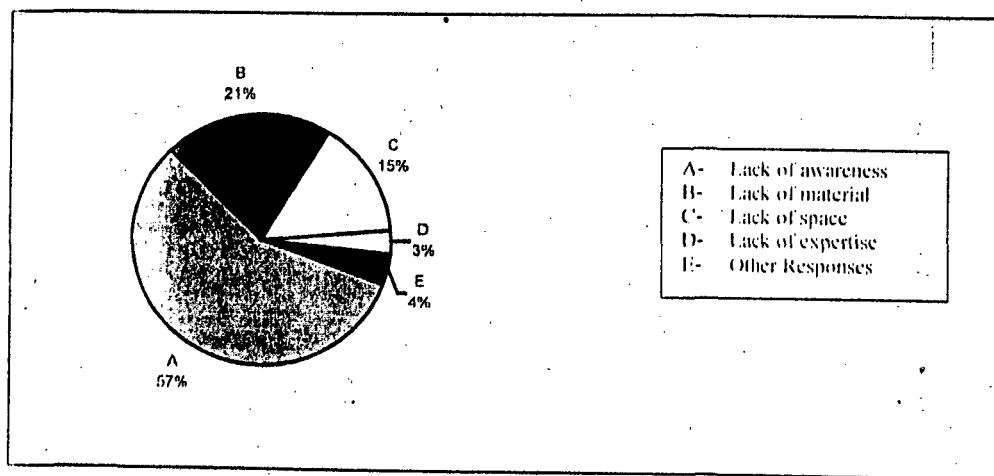
**Table 1-3**  
**Non-monetary reasons for not having latrine**

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Baloch-istan			Owners	Non-Owners
Lack of awareness	57%	52%	59%	67%	40%	61%	9%	56%	63%	53%	61%
Unavailability of material	21%	12%	25%	14%	32%	14%	49%	17%	15%	18%	23%
Lack of space	15%	22%	12%	15%	19%	21%	1%	22%	20%	18%	12%
Lack of expertise	3%	5%	2%	3%	4%	3%	1%	2%	0%	4%	2%
Others	2%	4%	2%	0%	0%	0%	39%	0%	0%	3%	1%
Unavailability of mason	0%	1%	0%	0%	1%	1%	0%	1%	1%	1%	0%
No response	1%	4%	0%	1%	4%	1%	1%	2%	0%	2%	0%

Chart 1-2



**PRIDE RANKS ON TOP OF MOTIVATIONS TO BUILD A LATRINE**

While collecting the most important reasons for constructing latrines inside houses several interesting responses were received. When asked "What were the three main reasons to construct the latrine at that time?" Following responses in terms of percentage were gathered. Please see Table 1-4.

Table 1-4  
**Reasons of having Latrine**

Base: Latrine Owners (n=3431)

Percent of Respondent (Read in Columns)

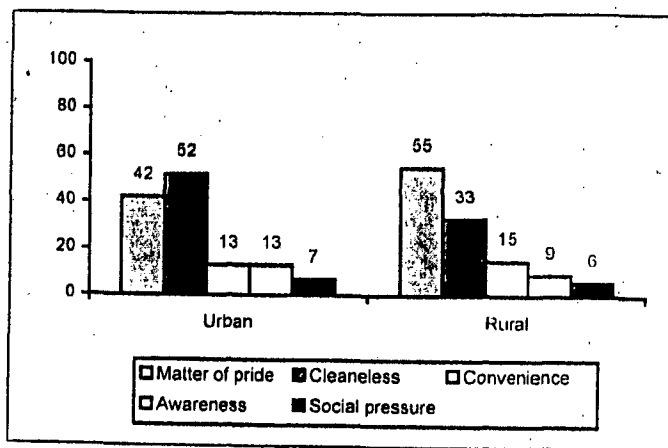
Description	All Pakistan	Location			Province-wise			AJK	NA
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan		
Matter of pride	48%	42%	55%	53%	41%	51%	43%	31%	63%
Cleanliness	43%	52%	33%	36%	55%	39%	46%	43%	27%
Convenience	14%	13%	15%	17%	10%	11%	15%	22%	14%
Awareness	11%	13%	9%	13%	17%	2%	5%	14%	0%
Social pressure	7%	7%	6%	6%	17%	1%	23%	3%	1%

The most important reasons behind constructing a latrine was mentioned as:

- Matter of pride (48%)
- Cleanliness & health (43%)
- Fifty five percent (55%) of rural respondents and 42% of urban respondents who use a latrine said they had built one because it was a matter of pride
- The other most important motivation was cleanliness. (33% in rural areas and 52% in urban areas)
- Convenience ranks third in the list of motivations. (15% in rural areas and 13% in urban)

The graphical presentation is presented in the following Chart 1-3.

Chart 1-3



**HEALTH, PRIVACY AND CONVENIENCE ARE SEEN AS THREE MOST IMPORTANT ADVANTAGES**

In response to a question that "In your view what are the advantages of having a latrine in the house? (a multiple response question) majority (39%) reported **Health & cleanliness**, 36% **Privacy**, 32% **Convenience**

In **Rural** areas higher number of respondents (40%) mentioned '**Privacy**' as main advantage. Whereas **urban** respondents more readily mentioned '**Health/cleanliness**' (52%). The details of responses both overall and province-wise are presented in Table 1-5.

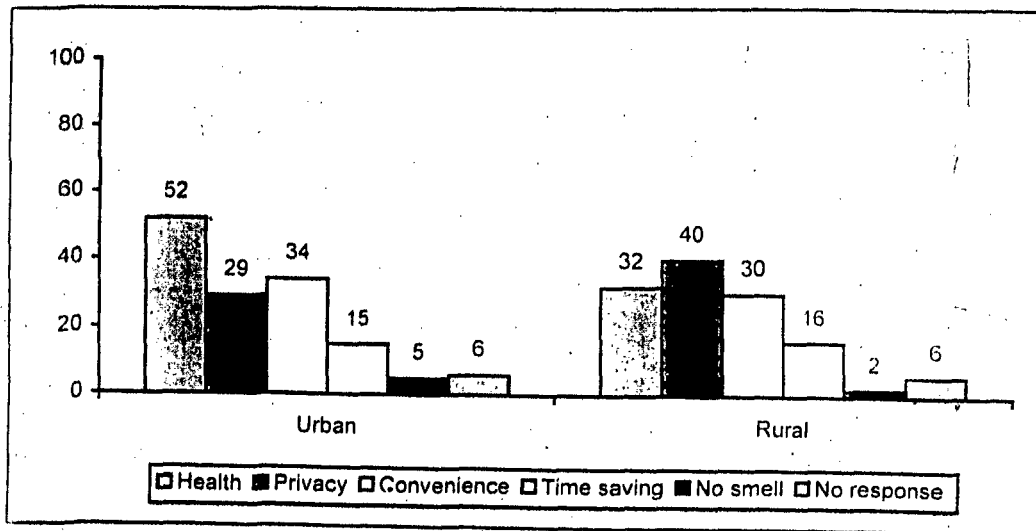
**Table 1-5  
Advantages of having Latrine (Unaided)**

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Health/cleanliness	39%	52%	32%	38%	50%	23%	24%	58%	64%	46%	29%
Privacy	36%	29%	40%	42%	25%	40%	29%	49%	62%	32%	41%
Convenience	32%	34%	30%	34%	27%	37%	23%	57%	61%	32%	31%
Time saving	16%	15%	16%	17%	11%	18%	22%	12%	5%	17%	14%
No bad smell/germs	3%	5%	2%	2%	5%	3%	1%	0%	1%	3%	2%
No response	6%	6%	6%	5%	9%	3%	4%	5%	1%	6%	6%

Chart 1-4



### ON PROMTING PRIVACY EMERGES AS THE KEY CONCERN

When given some options of the advantages of having a latrine in the house (*Question 38: of the following, which one would you say is the single most important advantage of having a latrine in the house?*) Various responses including privacy, convenience, cleanliness, time saving and health related responses were received. Following Table 1-6 presents the detailed responses along with the percentages of each response.

Table 1-6  
**Advantages of having Latrine (Aided)**

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Privacy	58%	47%	64%	62%	51%	68%	43%	59%	59%	55%	63%
Convenience	16%	20%	13%	15%	14%	17%	23%	25%	11%	17%	13%
Cleanliness	13%	17%	11%	13%	17%	8%	10%	3%	11%	13%	13%
Time saving	7%	7%	6%	6%	8%	5%	10%	4%	2%	7%	6%
Health	5%	7%	4%	3%	9%	1%	9%	3%	13%	5%	4%
No response	1%	2%	1%	1%	2%	0%	5%	6%	3%	2%	1%

The above table shows that a majority pointed out 'Privacy' (58%) followed by 'Convenience' (16%). It was observed that while seeing a list of advantages more respondents favored the option of 'privacy' even when they have not mentioned it in the previous question.

### ONLY 5% RELATE ANY DISADVANTAGE OF LATRINE

Amongst the disadvantages stated Bad Smell ranks on Top

While discussing the disadvantages of having a latrine in the house (*Question 39*) interestingly assumed disadvantages of latrine was higher among urban respondents (7%) compare to rural respondents (4%). Five percent (5%) of respondents were of the view that there are disadvantages of having a latrine. This view is particularly significant in Balochistan (21%) and least in AJK where it was 2%. Please see Table 1-7 for overall response.

Table 1-7  
**Disadvantages of having Latrine (if any!)**

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Yes	5%	7%	4%	4%	5%	4%	21%	2%	3%	6%	4%
No	95%	93%	96%	96%	95%	96%	79%	98%	97%	94%	96%

## BAD SMELL RANKS ON TOP PERCEIVED DISADVANTAGES

The disadvantages of having a latrine in the house was responded by a sizeable number of respondents. The responses are tabulated in Table 1-8.

Table 1-8  
Perceived disadvantages of having Latrine in houses

Base: All Respondents (n=292)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Bad smell	61%	64%	58%	63%	63%	70%	54%	50%	25%	61%	61%
Spread of diseases/germs	60%	63%	57%	49%	68%	20%	80%	0%	25%	59%	61%
Lack of Cleanliness	20%	18%	22%	13%	24%	19%	26%	33%	0%	22%	16%
Leakage in latrine	19%	29%	11%	17%	39%	12%	3%	33%	0%	27%	3%
Wastage of water	9%	2%	14%	13%	3%	22%	4%	0%	25%	6%	13%
Difficult to clean	7%	2%	11%	1%	2%	0%	22%	17%	0%	2%	17%
Too expensive	3%	0%	5%	8%	0%	2%	0%	0%	0%	0%	9%

The responses received include:

- Bad smell 61% (from among the 5% of the total sample who express a disadvantage)
- Spread of germs 60%.

From non-latrine owning households following responses were gathered

- Wastage of water 13%
- Too costly 9%

During the **observation phase** it was noticed that almost 9% households had the problem of 'Bad smell' in their latrine.

## CONVENIENCE, PRIVACY & CLEANLINESS ARE THE MAIN CONCERNS

A Different pattern of Questioning validates that convenience, privacy and cleanliness are the main concerns. This was received as the answer to Question 41 – stating that "in your view what are the disadvantages of not having a latrine in the house? (Multiple response question)

The responses are tabulated and presented in Table 1-9.



**Table 1-9**  
**Disadvantages of not having Latrine**

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Inconvenience	56%	55%	56%	62%	41%	41%	97%	76%	48%	52%	61%
No privacy	55%	48%	58%	63%	39%	58%	50%	59%	65%	52%	59%
Lack of cleanliness	54%	65%	49%	50%	76%	38%	28%	59%	72%	62%	43%
Waste of time	31%	28%	33%	38%	27%	21%	16%	37%	59%	33%	29%
Spread of diseases/germs	30%	37%	27%	26%	43%	25%	20%	31%	15%	29%	32%
Bad smell	10%	10%	9%	5%	12%	25%	5%	2%	3%	9%	11%
Lack of respect	7%	10%	5%	8%	7%	5%	7%	18%	0%	9%	4%

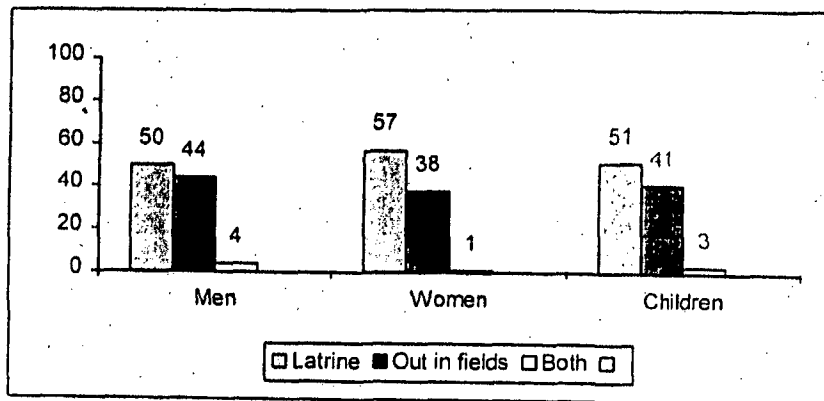
When asked about the disadvantages of not having a latrine in the house majority (56%) mentioned 'Inconvenience' and 'Lack of privacy' (55%).

During the Group discussion, main disadvantages of not having a latrine were termed as 'Lack of cleanliness', 'Lack of privacy', 'Inconvenience' and 'Lack of respect'.

**NEARLY 50% OF MEN & 40% OF WOMEN USE OPEN SPACES**  
 In Rural areas the comparable figures are 68% for Men and 56% for women

Interestingly 9% of men with latrine still go out in the fields for urination and defecation, whereas 5% of them use both latrine and go out in the fields.

Chart 1-5



The above chart is drawn from the responses gathered against question # 10 of the questionnaire, which states that "Where do the members of your family go for urination and defecation?" The responses are also presented in Table 1-10 given below:

Table 1-10  
**Urination/Defecation practices**

**a) Urination/defecation habits of Men:**

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Latrine	50%	92%	30%	54%	52%	36%	42%	83%	90%	86%	1%
Out in fields	44%	7%	63%	43%	43%	54%	49%	15%	10%	9%	94%
Both	4%	1%	5%	2%	4%	8%	6%	0%	0%	5%	3%
No Response	1%	1%	2%	1%	1%	1%	4%	2%	0%	1%	2%

**USE OF LATRINE IS HIGHER AMONG WOMEN THAN MEN**

It appears that use of latrine among women is higher as compared to men and children. Thus, even in the non-latrine households 2% of women use latrine for urination and defecation. Also note that a few owners of latrine (1%) go out in the field a few non owners (2%) use a latrine, possibly belonging to someone else. Please see Table 1-11 for details.

Table 1-11  
**Urination/Defecation practices**

**b) Urination/defecation habits of Women:**

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Latrine	57%	93%	39%	56%	67%	46%	47%	84%	90%	97%	2%
Out in fields	38%	6%	54%	41%	30%	36%	43%	15%	10%	1%	89%
Both	1%	0%	2%	1%	1%	2%	4%	0%	0%	1%	2%
No Response	1%	1%	2%	2%	1%	1%	4%	1%	0%	1%	2%

**NINE PERCENT (9%) OF CHILDREN IN LATRINE OWNING HOMES USE THE OUTDOOR METHOD**

Table 1-12 given below is also drawn from the responses gathered against Question # 10 of the questionnaire.

**Table 1-12**  
**Urination/Defecation practices**

**e) Urination/defecation habits of Children:**

*Base: All Respondents (n=5027)*

*Percent of Respondent (Read in Columns)*

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Latrine	51%	88%	33%	54%	52%	46%	40%	83%	90%	88%	1%
Out in fields	41%	7%	58%	42%	38%	37%	50%	15%	10%	5%	90%
Both	3%	2%	4%	2%	7%	2%	4%	0%	0%	4%	2%
No Response	2%	2%	3%	2%	3%	1%	6%	1%	0%	2%	3%

The above table shows that there is notable use of outdoor method among children in latrine owning homes, as 95 of them use that method exclusively (5%) or partially (4%) in general on an overall basis.

## Section 2



Type & Structure  
Of Latrine

## Summary Findings

- Forty percent (40%) of households in Rural Pakistan own a latrine. The comparable figure in urban Pakistan is 94%. It adds to 58% on a national level.
- Among latrine types, Pour flush is most prevalent at a national level (30%) followed by Flush latrine (21%) and Pit (7%).
- Regions vary by type of latrine. In relative terms Flush is popular in NWFP. Punjab combines 'Pour Flush' and Flush. It is only in Northern Areas that Pit latrine seems to have caught on. Its incidence elsewhere is quite small.

### REGIONS VARY BY TYPE OF LATRINE

In order to find out the types of latrine in the country, following responses were received as tabulated and presented in Table 2-1 (*Question 11: What type of latrine do you have in your house?*)

Table 2-1  
**Latrine Structure**

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Flush latrine	21%	39%	11%	25%	12%	33%	2%	19%	4%	35%	0%
Pour flush	30%	47%	21%	27%	46%	10%	20%	39%	4%	51%	0%
Pit latrine	7%	6%	8%	5%	10%	5%	25%	25%	84%	13%	0%
No latrine	42%	6%	60%	44%	32%	51%	53%	16%	7%	0%	100%
No Response	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%

Following were the facts gathered:

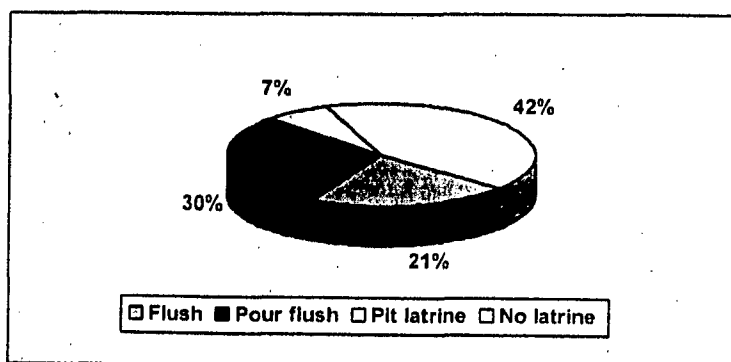
- Almost **58%** of households in Pakistan have some type of latrine
- The ratio is highest in Northern Areas (**93%**)

There are differences across provinces in the type of latrine. Following are the trends:

- In Sindh 'pour flush' is predominant (**46%**)
- In NWFP 'Flush' latrine is quite high (**33%**)
- In AJK, 'Pour flush' is popular (**39%**)
- In Punjab 'Pour flush' (**27%**) and 'Flush latrine' (**25%**) appear to be significant, but very few build 'pit' latrine (**5%**)
- In Northern Areas pit latrine is very common (**84%**)
- Latrine ownership is least in NWFP (**47%**), compare to **56%** in Punjab, **68%** in Sindh and **47%** in Balochistan

Chart 2-1 presents the types of latrines owned by various households contacted during the course of study.

Chart 2-1



The Water supply coverage and sanitation coverage based on the KAP study provides trends which are consistent with PIHS 1998-99. But we cannot say that this is the national coverage based on KAP study because the KAP study was not designed for this purpose.

## MOST LATRINES HAVE CEMENTED STRUCTURE

With regard to the type of construction material used in the latrine (*Question 12*) following responses were gathered:

- Majority (77%) of households have **cemented walls** of their latrine.
- Mud walled structure in different areas is:
  - Balochistan 57%
  - Northern Areas 46%
  - Punjab 9%
  - Sindh 20%
  - NWFP 18%

Please see The following Table 2-2 for details

Table 2-2  
Superstructure of Latrine

Base: Latrine Owners (n=3431)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA
		Urban	Rural	Punjab	Sindh	NWFP	Baloch-istan		
Cemented	77%	87%	64%	86%	65%	80%	39%	85%	43%
Mud	16%	10%	23%	9%	20%	18%	57%	4%	46%
Iron sheets	0%	0%	0%	1%	0%	0%	0%	7%	0%
Wooden walls	4%	0%	8%	0%	11%	0%	1%	1%	7%
Others	3%	2%	4%	3%	3%	0%	2%	2%	3%
No Response	1%	1%	1%	1%	0%	2%	1%	1%	1%

## SIX PERCENT HAVE BUILT LATRINE DURING LAST SIX MONTHS THE FIGURE IS HIGHER THAN AVERAGE IN PUNJAB

In a question (*Question-13*) "When did you construct the latrine at your place?" it was learnt that a sizeable respondents built their latrines recently as also depicted in Table 2-3:

Table 2-3  
Period of latrine construction

Base: Latrine Owners (n=3431)

*Percent of Respondent (Read in Columns)*

Description	All Pakistan	Location		Province-wise				AJK	NA
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan		
Within 6 months	4%	4%	5%	6%	3%	1%	2%	3%	0%
Within 1 year	5%	3%	8%	8%	2%	4%	1%	6%	18%
Before 1 year	88%	90%	86%	84%	92%	95%	91%	90%	81%
No Response	2%	3%	1%	2%	3%	0%	6%	1%	1%

The above table reveals that six percent (6%) of respondents in Punjab mentioned that they built their latrine within last 6 months, whereas 8% of them mentioned that it was built during the last one year. The rate of latrine construction during the last one-year time was highest in Punjab 8%. Compare to Sindh 2%, NWFP 4% and Balochistan 1%. However, overall 88% respondents mentioned that they constructed their latrine before one year.

#### LATRINE CLEANING IS GENERALLY DONE BY WOMEN

As a general practice women of the family clean the latrine. Table 2-4 provide details of the situation.

Table 2-4  
Cleaning the latrine

Base: Latrine Owners (n=3431)

*Percent of Respondent (Read in Columns)*

Description	All Pakistan	Location		Province-wise				AJK	NA
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan		
Women of family	82%	81%	82%	84%	78%	80%	84%	87%	80%
Children	2%	1%	2%	1%	1%	7%	0%	2%	0%
Men	5%	4%	6%	3%	8%	7%	1%	2%	15%
Servants	3%	4%	2%	4%	2%	1%	1%	4%	1%
Sweepers	8%	10%	6%	8%	9%	5%	11%	5%	0%

In majority of houses (82%) women of the family clean the latrine. In Balochistan services of 'sweeper' (11%) is higher as compared to Punjab (8%), Sindh (9%) and NWFP (5%). Interestingly 15% households in Northern Areas reported 'Men' clean the latrine in their house.



## TWENTY-THREE PERCENT DRAIN-OUT LATRINE WATER IN STREET DRAIN

Around twenty three percent respondents indicated that they drain-out the latrine drain in street drain. This was stated in response to *Question 24*: "What is the drainage arrangement in your house for the latrine?" Following Table 2-5 details the responses.

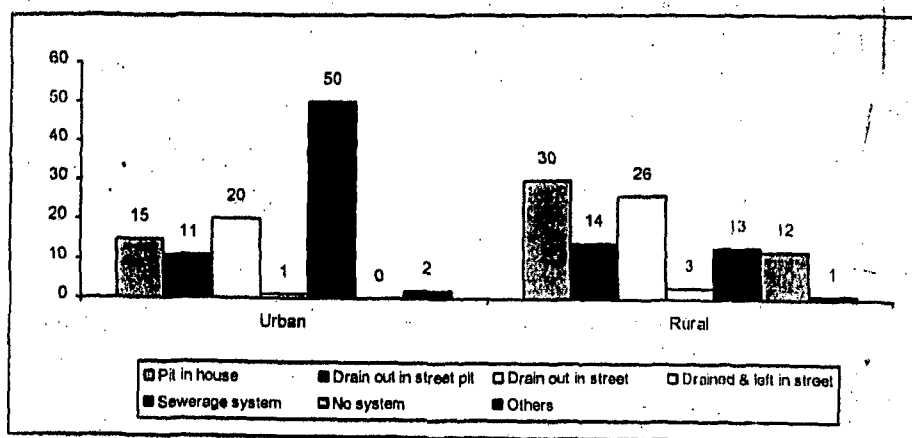
Table 2-5  
Drainage arrangement of Latrine

Base: Latrine Owners (n=3431)

Description	All Pakistan	Location		Province-wise				AJK	NA
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan		
Pit in house	22%	15%	30%	29%	7%	21%	41%	65%	81%
Drained out in street pit	12%	11%	14%	13%	15%	2%	3%	10%	8%
Drained out in street drain	23%	20%	26%	27%	21%	15%	15%	5%	0%
Drained & left in street	2%	1%	3%	2%	3%	2%	1%	0%	0%
Sewerage system	33%	50%	13%	27%	37%	57%	10%	17%	0%
No system	5%	0%	12%	1%	13%	3%	12%	0%	9%
Others	1%	2%	1%	0%	2%	1%	11%	0%	0%
No response	2%	2%	2%	1%	2%	1%	8%	2%	2%

- The above table reveals that sewerage system is mostly used in NWFP (57%) as majority of households use 'Flush latrine'.
- In case of AJK and Northern Areas the system of drainage is 'pit in the house' as majority in these areas own pit latrine.
- Twenty three percent (23%) households drain out latrine water in the street drain. This is highest in Punjab ranks (27%) and least in Northern Areas (less than 1%).
- In **Focus groups** main stress was laid on building sewerage system in areas where there is unhygienic latrine.

Chart 2-2



**IN RURAL AREAS MAJOIRTY HAS WATER OUTSIDE THE LATRINE**

In response to Question 23, "What is the arrangement of water for washing after urination/defecation in your latrine?" it was revealed that almost half (49%) of the households had tap inside their latrine, while 17% had a bucket/drum in the latrine. This was also confirmed during the **Observation**.

However, tap inside the latrine was rarely found in Balochistan (only 17%), compared to 49% in Punjab, 50% in Sindh and 58% in NWFP. Please see Table 18 for details. Also see Chart 2.3.

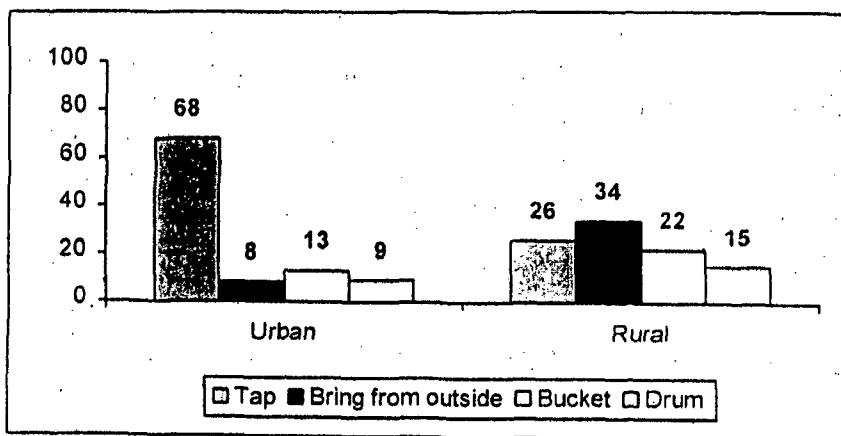
**Table 2-6**  
**Source of Water in Latrine**

Base: Latrine Owners (n=3431)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA
		Urban	Rural	Punjab	Sindh	NWFP	Baloch-istan		
Tap	49%	68%	26%	49%	50%	58%	17%	52%	53%
Bring from outside	20%	8%	34%	15%	29%	13%	34%	7%	34%
Bucket	17%	13%	22%	17%	14%	21%	22%	27%	6%
Drum	12%	9%	15%	17%	6%	5%	12%	12%	0%
No response	1%	1%	1%	1%	1%	0%	4%	1%	2%

Chart 2-3



## SELF-HELP IS COMMON FOR LATRINE REPAIR

It is revealed from the responses gathered during the survey that majority of people repair/remove blockage from their latrines themselves as also represented in Table 2-7.

Table 2-7  
Repair/Removal of Blockage

Base: Latrine Owners (n=3431)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan		
Family members	63%	59%	71%	43%	57%	61%	81%	51%	71%
Mason/plumber	22%	25%	16%	33%	19%	29%	11%	31%	10%
Others	10%	13%	5%	20%	15%	8%	3%	16%	1%
Neighbours	1%	1%	1%	1%	1%	0%	1%	2%	0%
No one	4%	1%	7%	3%	8%	2%	2%	0%	10%

- In majority (63%) households family members themselves repair the blockage of latrine.
- A reasonable amount (22%) also hires the services of 'plumber/mason' for this purpose as and when need arise.

## MAJORITY PREFER DIGGING A NEW PIT

Majority of the households (52%) makes a new pit, when it is filled, whereas 26% empty the same pit for further use.

After **Group discussion** it came into the knowledge that the pattern of digging/emptying is different at different places. Some empty the pit while some seal it and dug another pit. The responses gathered while survey is presented in Table 2-8.

Table 2-8  
What do you do when Pit is filled

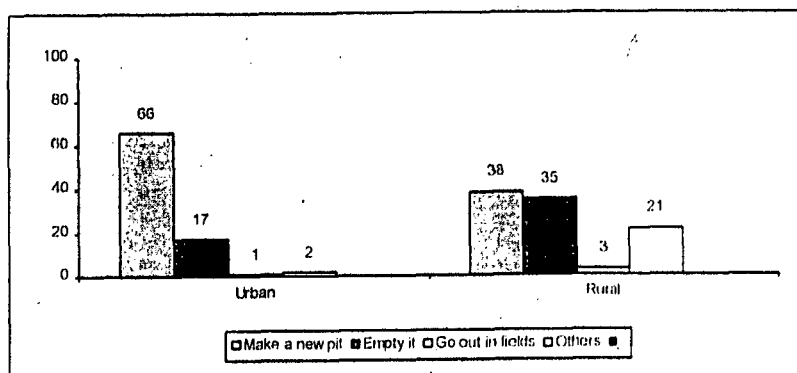
Base: Pit Latrine Owners (n= 696)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan		
Make another pit	52%	66%	38%	8%	39%	47%	59%	52%	2%
Empty it	26%	17%	35%	60%	52%	47%	13%	44%	91%
Go out in fields	2%	1%	3%	4%	7%	0%	1%	0%	0%
Others	11%	2%	21%	17%	1%	6%	14%	3%	0%
No Response	7%	11%	3%	12%	0%	0%	10%	1%	4%

The graphical presentation of the pattern is shown in the chart given below.

Chart 2-4



### For Public Supply of Water

### THERE IS A VAST DIFFERENCE BETWEEN RURAL AND URBAN AREAS

It was disclosed during the course of data collection that there is a vast difference in the water supply pattern of rural and urban areas. When this was asked through Question 22 that "What is the source of drinking water in your house?" Following responses were received as presented in Table 2-9.

Table 2-9  
Source of Drinking Water

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Tap inside	44%	65%	26%	42%	41%	44%	46%	39%	29%	57%	16%
Tap outside	5%	4%	6%	8%	2%	3%	9%	17%	41%	3%	9%
Handpump inside	16%	7%	24%	28%	28%	15%	1%	3%	1%	13%	23%
Handpump outside	3%	0%	5%	3%	7%	2%	1%	1%	4%	1%	6%
Well in house	13%	15%	12%	2%	2%	15%	27%	0%	1%	14%	12%
Well outside	4%	1%	6%	3%	10%	2%	1%	13%	3%	1%	9%
Stream	7%	0%	13%	1%	0%	13%	8%	21%	10%	1%	19%
Personal motor pump	4%	5%	3%	11%	6%	3%	1%	3%	0%	6%	0%
Others	1%	0%	2%	1%	0%	1%	1%	0%	12%	0%	2%
No response	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%

Majority of urban households (65%) indicated that there is 'tap inside the house', whereas in majority of rural households (24%) 'hand pump inside the house' is the main source of drinking water. 'Hand pumps inside the house' were reported highest in Punjab and Sindh (28%), compared with 15% in NWFP and 1% in Balochistan.

## Section 3



Latrine Construction

## Summary Findings

- Knowledge about the cost of latrine is exaggerated compared to its actual cost.
- Majority (35%) seek 'loan' as support required for latrine construction, while 27% also mentioned support required for labour.
- In practice only 2% households have got any assistance in latrine construction, In NWFP however 9% households mentioned that they received some assistance for latrine construction.
- Government agencies and 'NGOs' were mentioned as main sources of providing assistance for latrine construction.

### CONSTRUCTION MATERIAL IS NOT AVAILABLE IN THE NEIGHBOURHOOD, CLAIMS 75% OF RURAL POPULATION

In response to a question "At what distance is the material for construction of latrine available in your area/village?" following responses were gathered as presented in Table 3-1.

It appears that material for latrine construction is more easily accessible in urban areas (74%), compared to rural areas (24%). In rural areas most people have to travel more than one kilometer to obtain the necessary material for constructing a latrine.

Table 3-1  
**Availability of construction material and Mason**

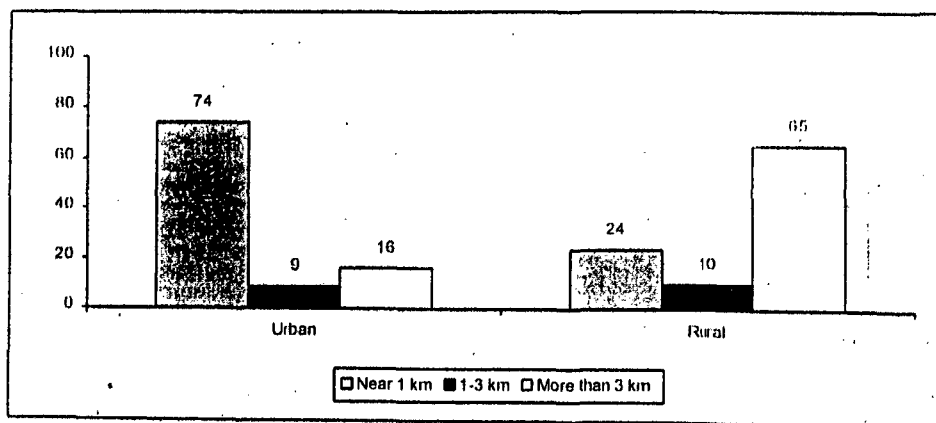
Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Near 1 km	47%	74%	24%	44%	41%	57%	38%	18%	39%	61%	18%
1-3 km	10%	9%	10%	18%	9%	10%	6%	8%	1%	9%	11%
More than 3 km	43%	16%	65%	37%	49%	33%	55%	73%	58%	30%	70%

The graphic presentation is given in the following Chart 3-1.

Chart 3-1



## TRAINED MASON IS NOT A BIG ISSUE

### Except for 21% of Ruralities

It appears that trained mason is generally available in urban areas. It is nevertheless a problem for 21% of ruralities.

During the **Group discussions** it emerged out that trained mason is easily available in all areas, whereas for the sanitation material people have to go to the nearest cities. The percentages of responses is given in Table 3-2 and Table 3-3 respectively against the question "Is a trained mason easily available in your village/locality?" And if "No" then, how far is a trained mason available?"

Table 3-2  
Availability of trained Mason

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Yes	84%	92%	79%	90%	77%	84%	90%	71%	99%	91%	72%
No	15%	8%	21%	9%	22%	16%	10%	29%	1%	9%	28%

Table 3-3  
How far is trained Mason available

Among those (15%) who mentioned unavailability of trained mason, majority (79%) reported the availability of trained mason in **more than 3 km** distance.

Base: Saying No (n=813)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Near 1 km	6%	16%	2%	8%	7%	3%	7%	2%	0%	12%	1%
1-3 km	13%	19%	11%	18%	14%	14%	8%	6%	0%	14%	13%
More than 3 km	79%	60%	85%	66%	76%	82%	83%	85%	100%	69%	85%
No response	2%	6%	1%	8%	2%	1%	2%	7%	0%	4%	1%

## MAJORITY SEEKS LOAN AND MATERIAL AS SUPPORT TO BUILD A LATRINE

In most of the cases, the respondents mentioned that they look forward for loan and construction material support to construct a latrine. The responses are tabulated in Table 3-4.



Table 3-4  
Support for Latrine construction

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Loan	49%	43%	54%	61%	51%	44%	48%	65%	6%	46%	56%
Material	43%	45%	41%	29%	38%	45%	49%	28%	83%	46%	36%
Labour	5%	9%	2%	6%	8%	6%	2%	3%	4%	7%	3%
Others	2%	1%	3%	2%	1%	4%	1%	1%	3%	1%	5%
No response	1%	2%	1%	2%	2%	1%	0%	3%	4%	1%	1%

It is evident from the above table that majority of the households in Rural areas (approximately 54%) reported 'loan' as main support for latrine construction, whereas in Urban households majority (45%) termed 'support for material' required for latrine construction.

#### VERY FEW RECEIVED ANY PUBLIC OR PRIVATE ASSISTANCE FOR LATRINE CONSTRUCTION

Only 4% households mentioned that they received assistance for latrine construction. Interestingly households in NWFP mentioned the highest assistance received (9%) for latrine construction. In Punjab less than 1% households reported to have received any assistance for latrine construction.

Table 3-5  
Assistance for construction of Latrine

Base: Latrine Owners (n=3431)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan		
Yes	4%	4%	4%	0%	1%	9%	3%	1%	0%
No	93%	92%	95%	99%	97%	91%	91%	99%	100%
No Response	1%	2%	0%	1%	0%	0%	4%	-	-

#### "MATERIAL" WAS THE MAJOR MODE OF SUPPORT

Majority of those receiving any assistance (65%) mentioned receiving support in terms of material. Support in terms of material was higher in Urban areas (79%) compare to 39% in rural areas. Please see Table 3-6 for detailed province-wise responses.

**Table 3-6**  
**Major mode of support**

Base: Those given assistance (n=83)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location			Province-wise			AJK	NA
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan		
Loan	4%	5%	0%	8%	31%	0%	0%	100%	-
Material	65%	79%	39%	25%	34%	66%	83%	0%	-
Others	21%	4%	54%	0%	0%	32%	0%	0%	-
No Response	10%	12%	7%	67%	35%	2%	17%	0%	-

**GOVERNMENT AND NGOS STANDS ON TOP FOR ASSISTANCE**

Very few mentioned any other source

Majority of those received some assistance for latrine construction mentioned **government agencies** and **NGOs** as main sources of providing assistance to them. The percentages of responses are presented in Table 3-7, Table 3-8, Table 3-9, and Table 3-10.

**Table 3-7**  
**Channel/Source of support**  
*(In the form of Loan)*

Base: Those given assistance (n=83)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location			Province-wise			AJK	NA
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan		
Govt. agencies	34%	52%	0%	0%	31%	40%	18%	33%	-
NGO	2%	2%	2%	0%	5%	2%	0%	0%	-
Councilor	0%	0%	1%	17%	0%	0%	0%	33%	-
No Response	64%	46%	98%	83%	64%	58%	82%	33%	-

**Table 3-8**  
**Channel/Source of support**  
*(In the form of Material)*

Base: Those given assistance (n=83)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise			
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan
Govt. agencies	48%	47%	50%	0%	7%	64%	24%
NGO	23%	19%	30%	8%	16%	26%	17%
Political figure	3%	3%	5%	0%	0%	0%	16%
Others	3%	0%	8%	8%	11%	0%	8%
No Response	23%	31%	7%	83%	66%	10%	35%

Table 3-9  
Channel/Source of support  
(In the form of Instructions)

Base: Those given assistance (n=83)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise			
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan
Govt. agencies	41%	41%	41%	0%	0%	62%	0%
NGO	21%	23%	19%	0%	0%	32%	0%
No Response	38%	36%	40%	100%	100%	6%	100%

Table 3-10  
Channel/Source of support  
(In the form of Labour)

Base: Those given assistance (n=83)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise			
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan
Govt. agencies	42%	43%	41%	0%	0%	64%	0%
NGO	7%	0%	19%	0%	0%	10%	0%
No Response	51%	57%	40%	100%	100%	26%	100%

## PERCEIVED COST OF LATRINE IS HIGHER THAN ACTUAL

The perceived cost of latrine is much higher than the actual cost of latrine mentioned by latrine-owners. This is true for all types of latrines. Those who have not built one yet estimate the cost to be twice or more than the cost actually incurred by the current owners of latrines. The misperception about cost is particularly true for pit latrine. Apparently most people do not have a correct image of pit latrine. They confuse it with digging a well comparable to septic tank. The responses are presented in the following tables. The cost is bifurcated in terms of latrines with roof and without roof.

Table 3-11  
Knowledge about cost of construction of a Latrine  
(Cost of Flush Latrine)

Base: All Respondents (n=5027)

Average in Rupees (Read in Columns)

Description	All Pakistan	Location		Province-wise				Latrine Ownership			
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan	AJK	NA	Owners	Non-Owners
Cost of latrine with room	16513	16306	16692	18702	26506	12948	26815	35676	26750	17434	14242
Cost of latrine without room	6522	6626	6432	9244	9422	5047	9486	20811	15355	6720	6034

The cost of construction of a specific type was perceived very high. This was noted during the course of data collection. In a question (*Question 32*) that "In your view what is the total price for latrine construction of latrine and type of latrine for which cost is mentioned?" following responses were received.

Table 3-12  
**Knowledge about cost of construction of a Latrine**  
*(Cost of Pour Flush Latrine)*

*Average in Rupees (Read in Columns)*

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Cost of latrine with room	11854	12003	11687	12271	9960	10196	15223	23178	12861	12557	9937
Cost of latrine without room	5164	5409	4888	6017	4098	3576	6998	12949	7499	5581	4024

Table 3-13  
**Knowledge about cost of construction of a Latrine**  
*(Cost of Pour Pit Latrine)*

*Average in Rupees (Read in Columns)*

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Cost of latrine with room	12841	13955	12302	12681	15716	12212	12240	81587	8586	13651	11708
Cost of latrine without room	5485	6537	4975	5844	4357	6033	5604	50071	4320	5644	5266

**COST OF LATRINE VARY BY AREA**

The cost of construction of different types of latrines as mentioned earlier were asked from various respondents and their responses are reflected in the following tables.

Table 3-14  
**Actual cost of Latrine construction**  
*(Cost of Flush Latrine)*

*Base: Latrine owners (n=3431)*

*Average in Rupees (Read in Columns)*

Description	All Pakistan	Location		Province-wise				AJK	NA
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan		
Room expenditure on latrine construction	5491	5372	5709	6268	4323	5605	3041	12885	5889
Expenditure on Fittings	2024	1974	2115	4043	1834	1736	1659	10500	5556
Expenditure on labour	1186	1126	1297	2012	890	1117	721	4038	4000
Total expenditure on latrine construction	9266	9111	9576	11863	7813	8514	14468	27816	15100



Section 4



Cleanliness Practices

## Summary Findings

- The advantages of washing hands with water were recorded. The major response was **'hands get clean'** (76%). As for washing hands with soap **'Killing of germs'** and **'Hands get clean'** were reported as major advantages.
- When asked about the occasion of washing hands with soap, almost half (36%) reported **'after defecation'** and **'in the morning'** (27%).
- **Water** was observed as the main material used for cleaning after urination & defecation. However, use of soil was also prominent.
- Men more often use **soil** for cleaning after both urination & defecation (30%, 26%). In women and children **cloth** was also frequently used for cleaning purposes.
- Most of the respondents (53%) reported to wash the feces of children under 1 years. However, households without latrine more readily (68%) throw the feces **'out in the fields'**

## HANDS GET CLEAN & KILLING OF GERMS TERM MAIN ADVANTAGES OF WASHING HANDS

When asked about the advantages of washing hands with water, majority (76%) termed 'hands get clean' as the main advantage of washing hands with water.

'Killing of germs' (46%) and 'hands get clean' (32%) was mentioned as main advantages of washing hands with soap.

The above responses were received against the question "In your view what are the advantages of washing hands with water and soap?" Table 4-1 presents the various responses.

Table 4-1  
**Hand Washing Practices**  
(With water only)

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Hands get clean	86%	82%	89%	89%	93%	79%	88%	74%	86%	83%	91%
Complete cleanliness	8%	8%	9%	7%	2%	9%	14%	15%	28%	7%	10%
Kills germs	8%	9%	8%	5%	4%	14%	4%	0%	2%	9%	6%
For better health	4%	7%	2%	2%	4%	6%	2%	0%	2%	5%	2%

Table 4-2  
**Hand Washing Practices**  
(With Soap)

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Kills germs	46%	55%	38%	54%	49%	40%	46%	39%	32%	51%	34%
Hands get clean	32%	30%	34%	31%	27%	31%	39%	41%	53%	29%	38%
Complete cleanliness	31%	27%	34%	33%	36%	37%	17%	33%	34%	30%	33%
For better health	4%	6%	3%	5%	5%	3%	6%	6%	1%	5%	3%



### LACK OF WATER & LACK OF TIME EMERGED AS MAIN REASONS OF NOT WASHING HANDS

Table 4-3 presents the responses recorded against the question "Some times one does not get a chance of washing hands as often as desired. If you ever faced such situation, what was the reason?"

Table 4-3  
Reasons of not washing hands

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Lack of water	36%	30%	41%	13%	19%	65%	22%	33%	19%	31%	48%
Lack of time/too much work	30%	32%	28%	29%	41%	17%	38%	14%	35%	32%	25%
Never happened	12%	15%	9%	36%	15%	9%	4%	28%	26%	14%	8%
Laziness	7%	8%	6%	4%	6%	0%	18%	1%	1%	7%	7%
Don't remember	2%	3%	2%	3%	4%	3%	0%	1%	0%	3%	1%
Ignorance	2%	2%	3%	0%	1%	0%	7%	0%	0%	2%	3%
When there is no soap	1%	1%	2%	5%	3%	0%	0%	2%	1%	1%	2%

'Lack of water' (36%) and 'Lack of time' (30%) was said to be the main reasons of not washing hands. Whereas, 12% termed they never give up washing hands.

In **Group discussions** almost all mentioned washing hands with soap every time. While telling about the situations of not washing hands was 'whenever the soap is not available' and 'Lack of water'.

### FREQUENCY OF WASHING HANDS IS MORE OR LESS THE SAME IN ALL

Following responses were gathered against the question "Please tell us roughly how many times do you get a chance of washing your hands in a day?"

Table 4-4

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
With water	7%	8%	7%	7%	7%	8%	7%	6%	8%	8%	7%
With Soap	3%	4%	3%	4%	4%	3%	3%	5%	3%	3%	3%

It came out during **observation** that hands of the majority respondents of latrine owning households looked very clean (52%) then non-latrine owners (27%).

**ONLY 17% USE SOAP AFTER DEFECACTION IN HOMES WITHOUT LATRINES**  
 The Comparable Figure in Homes with Latrine is 45%

When asked about the occasion of using soap for washing hands, majority (36%) mentioned 'after defecation' and 'in the morning' (27%). Only 17% use Soap after defecation in Homes without Latrines.

It seems that use of soap in non-latrine owning households is not very frequent. During observation it was reported that the field investigator could not see a soap in 55% of homes without latrine.

Chart 4-1

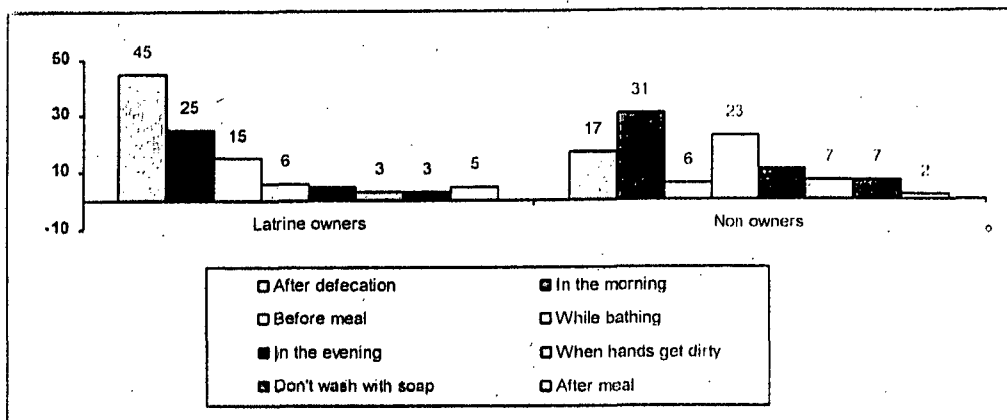


Table 4-5  
**Occasion of Washing Hands with Soap**

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Baloch-istan			Owners	Non-Owners
After defecation	36%	48%	25%	54%	30%	30%	35%	61%	8%	45%	17%
In the morning	27%	23%	30%	23%	10%	38%	30%	18%	45%	25%	31%
Before meal	12%	13%	12%	20%	19%	3%	16%	29%	20%	15%	6%
While bathing	12%	3%	18%	4%	21%	15%	2%	0%	2%	6%	23%
In the evening	7%	5%	8%	2%	1%	13%	5%	0%	0%	5%	11%
When hands get dirty	5%	4%	6%	8%	6%	5%	2%	4%	2%	3%	7%
Don't wash with soap	4%	4%	4%	0%	4%	1%	10%	0%	0%	3%	7%
After meal	4%	7%	2%	4%	2%	2%	10%	6%	0%	5%	2%

Among Homes with No Latrine

MAJORITY OF MEN USE SOIL WHILE MORE THAN HALF OF WOMEN AND CHILDREN USE WATER AND CLOTH

Use of soil is more common in male members than women and children. Majority of male (58%) in non-latrine owning households use soil for cleaning after urination.

In 11% households children do not use anything for cleaning after urination.

Table 4-6  
Cleaning practices after Urination

a. Cleaning method after Urination:

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
<b>Male</b>											
Water	63%	84%	47%	82%	78%	43%	70%	86%	76%	80%	33%
Soil	30%	10%	45%	14%	10%	50%	26%	0%	1%	14%	58%
Paper	2%	2%	2%	0%	0%	6%	0%	0%	0%	2%	2%
Cloth	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Nothing	4%	3%	5%	4%	11%	0%	3%	14%	22%	3%	5%
<b>Female</b>											
Water	82%	91%	76%	89%	86%	76%	85%	93%	83%	88%	72%
Soil	8%	3%	12%	9%	3%	10%	8%	0%	1%	4%	16%
Paper	2%	2%	2%	0%	0%	5%	0%	0%	0%	2%	1%
Cloth	3%	1%	5%	0%	0%	8%	0%	0%	1%	2%	5%
Nothing	4%	3%	5%	1%	10%	0%	5%	7%	15%	3%	6%
<b>Children</b>											
Water	72%	81%	64%	78%	68%	73%	70%	82%	44%	84%	59%
Soil	10%	6%	13%	11%	7%	6%	16%	0%	7%	4%	19%
Paper	1%	1%	2%	0%	0%	4%	0%	0%	0%	2%	1%
Cloth	3%	1%	5%	1%	0%	7%	1%	0%	1%	6%	5%
Nothing	11%	8%	14%	9%	22%	9%	6%	18%	48%	0%	15%
No response	3%	4%	3%	2%	3%	0%	7%	2%	1%	4%	2%

MORE THAN HALF OF WOMEN USE SOIL AND CLOTH FOR CLEANING

Use of water for cleaning after urination & defecation is quite high even in non-latrine owning households. One of its reasons is that mostly they defecate before performing their prayers and use water.

Majority of households (99%) in AJK reported to use water for cleaning after defecation. Use of soil is higher among men in NWFP (44%), whereas women and children mostly use 'cloth' (27%) in NWFP.

Table 4-7  
**Cleaning practices after Defecation**

**b) Cleaning method after Defecation:**
*Base: All Respondents (n=5027)*
*Percent of Respondent (Read in Columns)*

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
<b>Male</b>											
Water	70%	88%	57%	89%	93%	48%	73%	99%	90%	87%	39%
Soil	26%	8%	40%	11%	6%	44%	26%	1%	9%	10%	56%
Paper	3%	3%	3%	0%	0%	8%	0%	0%	0%	2%	4%
Cloth	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Nothing	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Female</b>											
Water	79%	93%	68%	92%	96%	58%	88%	99%	96%	93%	52%
Soil	6%	2%	10%	7%	3%	6%	10%	1%	2%	2%	16%
Paper	4%	2%	5%	0%	0%	9%	0%	0%	0%	2%	7%
Cloth	10%	2%	16%	0%	1%	27%	0%	0%	2%	2%	25%
Nothing	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Children</b>											
Water	70%	82%	60%	88%	83%	60%	66%	99%	78%	84%	44%
Soil	10%	5%	14%	9%	7%	5%	18%	1%	20%	4%	21%
Paper	3%	2%	3%	0%	0%	7%	0%	0%	0%	2%	5%
Cloth	14%	6%	20%	1%	6%	27%	9%	0%	2%	6%	28%
Nothing	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
No response	3%	4%	3%	2%	3%	1%	6%	2%	0%	4%	2%

**In Homes with No Latrine**

**SIXTY EIGHT % THROW CHILD FECES IN OPEN SPACE COMPARED TO 16% OF HOMES WITH LATRINE**

Almost 68% of households without latrine throw feces of children under one year in open space, the comparable figure in households with latrine is only 16%.

Table 4-8  
**DISPOSAL OF FECES OF CHILDREN UNDER 1 YEAR**

*Base: All Respondents (n=5027)*
*Percent of Respondent (Read in Columns)*

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Wash	53%	64%	46%	50%	36%	56%	60%	70%	75%	65%	32%
Throw out/in fields	35%	15%	48%	19%	40%	36%	34%	6%	24%	16%	68%
Throw in latrine	13%	21%	7%	31%	25%	8%	6%	24%	1%	20%	0%

## Section 5



**Health & Hygiene**

## Summary Findings

- Almost half of the respondents (43%) termed '**Contaminated food**' and '**Lack of cleanliness**' (39%) as main causes of Diarrhea.
- Majority (75%) believed '**Cleanliness**' is the best method to prevent diarrhea.
- However no significant difference was found in the occurrence level of diarrhea and typhoid among latrine owning and non-owning households. The difference was around 2% only.
- There was a significant difference between latrine owning and non owning households in the case of eye infections (18% : 23%) and skin diseases (16% : 24%).

**AROUND 22% SUFFERED FROM DIARRHEA DURING A MONTH**  
 No significant Difference between Owners and Non Owners of Latrine

When inquired about the occurrence of disease asking "Did any one in your household suffer from Diarrhea/Dysentery during the last one month? The response were:

**Table 5-1**  
**Occurrence of Diseases**

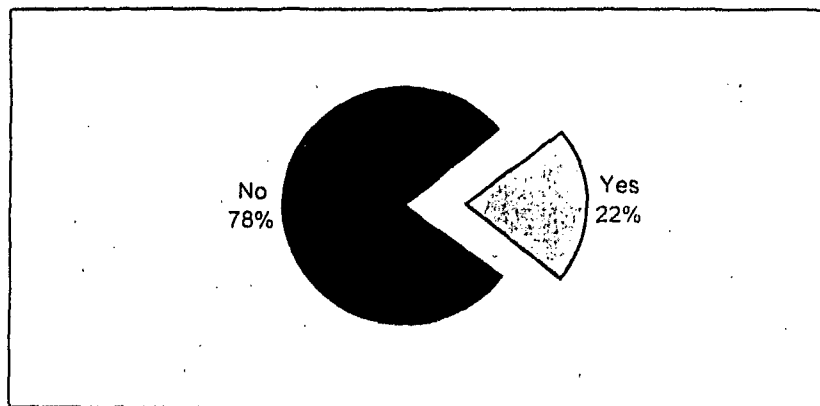
Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Yes	22%	21%	24%	22%	29%	13%	30%	39%	30%	23%	21%
No	78%	79%	76%	78%	71%	87%	70%	61%	70%	77%	79%

Interestingly it came out from the survey findings that occurrence of Diarrhea was higher among latrine owing households 23%, compare to non latrine owning households 21% during a period of a month. However it was reported during the focus groups that areas where some households do not have latrine or have unhygienic latrine suffer readily with diarrhea.

Chart 5-1



**THE OCCURRENCE OF VARIOUS DISEASES IS VERY HIGH**

Typhoid (25%), Hepatitis (11%), Skin diseases (19%) and Eye infection (20%)

Results indicate that the incidence of typhoid is higher in Boluchistan (40), compared to Punjab (18%), Sindh (27%) and NWFP (14%).

Occurrence Levels are Higher among Homes without latrine especially for Infections Skin Diseases and Hepatitis in that order.

During the **Focus group discussion**, it appeared that majority of households where there is unhygienic latrine suffer from **Diarrhea, Malaria and fever**.

Chart 5-2

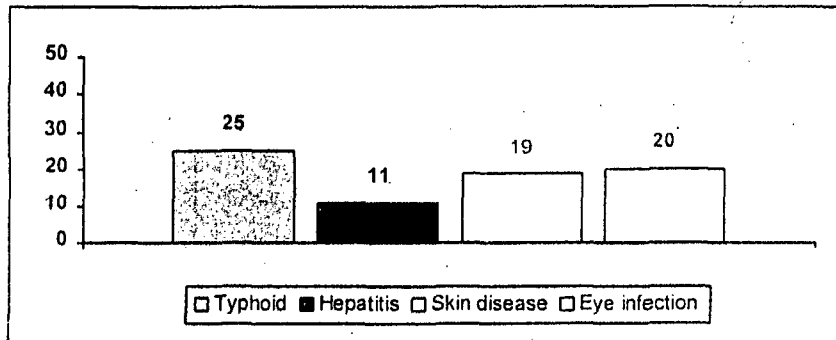


Table 5-2  
Suffered from Diseases

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Typhoid	25%	23%	26%	18%	27%	14%	40%	21%	36%	24%	26%
Hepatitis	11%	7%	14%	8%	21%	6%	11%	14%	6%	10%	14%
Skin disease	19%	12%	24%	10%	24%	19%	17%	27%	14%	16%	24%
Eye infection	20%	17%	23%	11%	19%	21%	24%	22%	18%	18%	23%

**DIRT AND CONTAMINATION ARE THE ASSUMED CAUSES OF DIARRHEA**

Majority (36%) term '**contaminated food**', **dirt** (23%) and **contaminated water** (12%) as the main cause of diarrhea. It appears that most people believe dirt/germs of diseases are spread through food.

Assumed reasons that came out **during the group discussions** were: '**Open drains**', '**Contaminated water**' and '**Lack of cleanliness**'<sup>2</sup>.

<sup>1</sup> Contaminated food is defined as any food which is not in a good condition for eating, for example Stale food, Rotten fruits etc.

<sup>2</sup> Cleanliness is defined as any thing which appears clean and hygienic.



**Table 5-3**  
**Causes of Diarrhea**

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Contaminated food <sup>1</sup>	36%	33%	39%	26%	27%	57%	22%	21%	15%	34%	41%
Lack of cleanliness/dirt	23%	23%	24%	25%	32%	15%	24%	60%	63%	24%	20%
Contaminated water	12%	13%	10%	8%	14%	9%	15%	24%	3%	12%	11%
Warm diet	3%	4%	3%	4%	2%	0%	8%	0%	0%	3%	4%

**CLEANLINESS AND FRESH FOOD ARE SEEN AS PROTECTION AGAINST DIARRHEA**

In response to the question that "What in your view would be the best way to prevent it" following responses were gathered as presented in Table 5-4.

**Table 5-4**  
**Prevention of Diarrhea**

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Cleanliness <sup>2</sup>	48%	46%	50%	47%	50%	48%	46%	101	91%	48%	47%
Take fresh/proper diet	39%	40%	38%	40%	35%	46%	32%	59%	32%	38%	41%
Consult Doctor	1%	1%	2%	2%	5%	0%	0%	0%	0%	1%	2%

Majority (48%) knew that 'cleanliness' along with 'Fresh food (39%) is the proper way to prevent diarrhea, but what really is cleanliness this definition varies from person to person.

<sup>1</sup> Contaminated food is defined as any food which is not in a good condition for eating, for example Stale food, Rotten fruits etc.

<sup>2</sup> Cleanliness is defined as any thing which appears clean and hygienic.

Section 6



**Communication & Information**

## Summary Findings

- **ROLE OF COMMUNITY LEADERSHIP IS SEEN AS MOST EFFECTIVE INFLUENCER:**

Majority (36%) term 'Community Heads' and 'Imam mosque' (22%) as most effective for a campaign. During the "Group discussions" almost all the groups in all locations termed "Imam mosque" and "Community heads". In Sindh and Punjab village head, **Vadhara, Numberdar** was also mentioned as very effective for communicating.

- **PAMPHLETS:**

Majority (81%) term pamphlets/leaflet 'useful' for themselves. During the "focus group discussion", a majority believed that use of "pamphlet/leaflet" is good but only for literate people. However students termed this as the best means for communicating and convincing people.

A majority (60%) claimed that they were influenced to act according to a pamphlet/leaflet.

- **INTERPERSONAL CONTACT AND MEDIA ARE SEEN AS EFFECTIVE CHANNELS:**

After Media, 'Interpersonal communication' (48%) was termed as most effective for communicating to others. 'TV Ads' (25%) and 'Announcement in mosques' (18%) were also termed effective for affecting people's behavior. During the group discussion, best mode of communication came out to be: 'Interpersonal communication', 'Special TV & Radio programmes' and 'Special gatherings/conference, where one can address people on hygiene and sanitation

- **GOVERNMENT:**

Expected role of Government was seen as "monetary support". According to poor people "money is the solution for most problems".

It also came in the survey that people should be given 'proper guidance and information'.

**NINE PERCENT RECALLED HAVING SEEN SOME POSTER DURING LAST MONTH**

In response to the question that "Have you gone through any poster regarding health and hygiene during the last one month?" following table provide the responses gathered.

**Table 6-1**  
**Effectiveness of Poster/Leaflet**

Base: All Respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Baloch-istan			Owners	Non-Owners
Yes	9%	11%	7%	11%	7%	2%	18%	8%	0%	10%	5%
No	91%	89%	93%	89%	93%	98%	82%	92%	100%	89%	95%

Almost 9 % of the respondents have gone through any poster of health & hygiene during the last month.

Access to posters was highest in Balochistan (18%), compare to 11% in Punjab, 7% in Sindh and 2% in NWFP.

**POLIO HAS THE HIGHEST RECALL IN POSTER MESSAGES**

Nine percent (9%) Recall having seen some Poster during last month Government is seen as Major Sponsor

**Table 6-2**  
**Recall of Poster messages**

**a) Issue :**

Base: Those who get poster (n=419)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Baloch-istan			Owners	Non-Owners
Polio	61%	53%	72%	28%	45%	26%	83%	0%	-	55%	87%
Environment	6%	3%	9%	0%	0%	54%	0%	20%	-	7%	2%
Latrine construction	4%	3%	4%	17%	0%	0%	2%	0%	-	3%	5%
Health	6%	7%	3%	10%	13%	0%	2%	40%	-	6%	1%

From those who have gone through any posters, majority has come across posters of 'polio' (61%), 'Environment' (6%) and 'latrine construction' (4%).

In Punjab recall to posters of 'latrine construction' was quite high (17%) compared to rest of the country.

Table 6-3  
Recall of Poster messages

b) Sponsor company:

Base: Those who get poster (n=419)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Govt. Department	46%	46%	46%	56%	33%	26%	52%	56%	-	47%	45%
Soap company	4%	7%	0%	1%	15%	0%	1%	4%	-	5%	0%
Don't remember	34%	29%	40%	24%	32%	17%	39%	40%	-	29%	55%

Forty-six percent (46%) of those who have gone through any posters mentioned 'Government health department' as the sponsor company of the poster.

About one fourth (34%) respondents were not able to mention the sponsoring company of the poster they have seen.

SIXTEEN PERCENT (16%) OF RESPONDENTS RECEIVED PAMPHLETS DURING LAST 6 MONTHS

Almost 16% of the respondents mentioned receiving any pamphlets during the last 6 months.

Access to pamphlet was observed highest in Balochistan 21%, as compared to Punjab (14%), Sindh (12%) and NWFP (16%). In order to get responses on effectiveness of pamphlets etc. following responses were received as presented in Table 6-4.

Table 6-4  
Effectiveness of Pamphlet/leaflet

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Yes	16%	18%	15%	14%	12%	16%	21%	5%	1%	18%	13%
No	83%	81%	85%	85%	87%	83%	78%	95%	99%	81%	87%
No Response	1%	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%

### MAJORITY BELIEVE POSTERS USEFUL

Majority (81%) term pamphlets/leaflet 'useful' for themselves. Recognition of the usefulness of pamphlets was higher in NWFP (62%) and Sindh (60%), compared to the rest of country.

During the **Focus group discussion**, it came out that pamphlets/leaflet were seen a good mean for communication for literate people, however, some termed it effective even for illiterate persons. All respondents as mentioned below responded to the usefulness of pamphlets.

Table 6-5  
Usefulness of pamphlets/leaflets

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Very useful	30%	34%	27%	21%	28%	25%	43%	50%	17%	32%	26%
Useful	51%	46%	54%	55%	59%	61%	26%	38%	74%	50%	51%
Not useful	9%	7%	11%	21%	6%	11%	3%	5%	7%	7%	13%
No Response	10%	13%	8%	4%	6%	3%	27%	7%	2%	11%	9%

### MAJORITY CLAIMS THEY ARE INFLUENCED BY PAMPHLETS

A majority (60%) claimed that they were influenced to act according to pamphlet/leaflet. People believe that this is the source, which is very effective in molding public attitude and behaviour.

Table 6-6  
Effectiveness of Pamphlet/leaflet

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Try to act accordingly	60%	67%	54%	61%	81%	39%	70%	93%	97%	67%	47%
Discuss the issue with others	50%	55%	47%	53%	74%	33%	52%	94%	95%	55%	41%
Keep it with yourself	44%	44%	45%	34%	71%	22%	55%	77%	80%	46%	42%
Read it casually	47%	58%	39%	41%	56%	36%	59%	39%	34%	55%	31%
Throw after reading	33%	39%	28%	32%	24%	48%	23%	18%	7%	38%	24%
Throw without reading	8%	9%	7%	14%	9%	7%	7%	3%	3%	8%	8%

**Table 6-7**  
**Effectiveness of Pamphlet/leaflet**

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	Gender-wise		Education-wise					Usefulness of pamphlet	
	Male	Female	Illiterate	Upto Primary	Middle	Matric	Above Matric	Useful	Not useful
Try to act accordingly	57%	77%	42%	72%	62%	68%	74%	66%	29%
Discuss the issue with others	47%	70%	36%	56%	52%	57%	65%	55%	21%
Keep it with yourself	44%	46%	37%	55%	41%	47%	48%	48%	18%
Read it casually	46%	58%	12%	64%	66%	64%	72%	51%	18%
Throw after reading	32%	40%	13%	35%	49%	50%	46%	38%	17%
Throw without reading	7%	14%	11%	9%	9%	4%	5%	6%	22%

**MEDIA TURNS OUT TO BE MOST PREFERRED COMMUNICATION CHANNEL**

Majority rely on **Media** for remaining informed of everyday affairs, however, a reasonable number also mentioned **friends/relatives (21%)** to stay informed. Table 6 8 provide information on means which is most preferred by respondents to remain informed of the everyday affairs.

**Table 6-8**  
**Communication Channels**

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
TV	49%	56%	43%	39%	30%	74%	35%	45%	21%	53%	40%
Newspaper	45%	50%	42%	24%	35%	64%	38%	17%	12%	48%	40%
Radio	32%	22%	40%	6%	13%	58%	22%	10%	34%	26%	44%
Friends/relatives	21%	21%	21%	39%	18%	10%	33%	26%	39%	20%	24%
Community head	12%	11%	12%	12%	10%	5%	23%	1%	2%	12%	10%
Magazine	12%	9%	14%	2%	1%	28%	3%	0%	0%	10%	15%
Imam mosque	7%	7%	7%	9%	6%	4%	11%	9%	24%	0%	8%

**MAJORITY PREFER TO CONSULT DOCTOR FOR GUIDANCE IN HEALTH ISSUES**

The respondents in response to the question that "If you require guidance on immunization and other health related issues whom would you approach" majority of the respondents (58%) mentioned 'consulting doctor'. In Sindh people more readily take advise from 'friends/relatives' (44%) than 'consulting doctor' (29%). Please see chart and table given below.

Chart 6-1

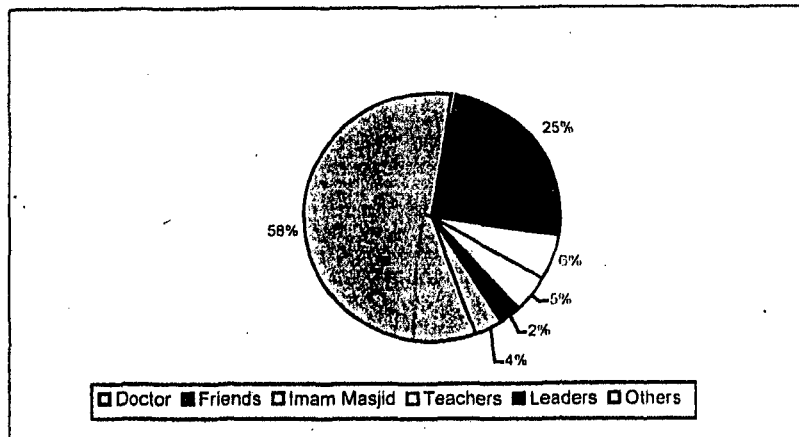


Table 6-9

**Majority prefer to consult doctor for guidance in health issues**

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Baloch-istan			Owners	Non-Owners
Doctor	58%	59%	57%	43%	29%	68%	79%	55%	26%	57%	60%
Relatives/friends	25%	30%	21%	37%	44%	16%	16%	12%	51%	27%	22%
Imam mosque	6%	3%	9%	9%	10%	4%	3%	1%	13%	5%	7%
Teachers	5%	4%	7%	5%	8%	7%	0%	1%	5%	6%	4%
Local leader	2%	1%	4%	3%	4%	3%	0%	0%	0%	2%	3%



## TV & NEWSPAPERS TERMED AS EFFECTIVE FOR INFORMATION DISSEMINATION

The Role of Interpersonal Communication is also recognized:

- Majority mentioned **Media** as most effective channel of communication.
- Within various media, majority termed **TV (47%)** and **Radio (22%)** to be most effective for communicating.
- During the **Group discussions**, **electronic media** was termed very effective. But side-by-side people termed **interpersonal methods** as effective especially for rural areas.

In response to the question that "In your view which is the most effective channel of communicating information on issues like health, hygiene and sanitation and which is second and which is the third most effective channel of communication?" the responses received are represented in Table 6-10.

Table 6-10  
**Communication Channels**

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
TV	47%	58%	37%	65%	55%	39%	48%	61%	39%	55%	30%
Newspaper	33%	33%	34%	21%	32%	37%	32%	24%	43%	34%	32%
Radio	22%	9%	30%	8%	25%	22%	25%	19%	51%	13%	36%
Local leader	9%	10%	9%	20%	25%	3%	22%	10%	22%	7%	12%
Health campaign	9%	9%	9%	12%	19%	1%	21%	11%	13%	10%	8%
Posters cards	6%	4%	6%	10%	15%	1%	23%	0%	7%	6%	5%

## MAJORITY KEEN TO PARTICIPATE IN A HEALTH CAMPAIGN

When asked to participate in a health & sanitation campaign by **acting upon** it, majority (94%) answered in yes.

Number of respondents not willing to participate was higher in Balochistan (43%) and Sindh (21%), compared to the rest of the country. Please see Table 6-11 for details.

Table 6-11  
**Participation in the campaign**

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Acting upon it	94%	93%	94%	80%	89%	97%	97%	94%	100%	93%	95%
Informing others	88%	89%	88%	73%	81%	92%	96%	93%	99%	87%	91%
Motivating others	85%	84%	86%	64%	77%	94%	89%	93%	99%	83%	89%
Will not participate	19%	19%	20%	16%	21%	3%	43%	10%	10%	20%	18%

**COMMUNITY HEADS & IMAM MOSQUE TOPS THE LIST AMONG RELEVANT LEADERS ON CAMPAIGN IN HEALTH AND HYGIENE**

Responses received against the most effective source for motivating people are presented in the following table as questioned "In your view which people should be included in a campaign regarding hygiene and sanitation to whom people listen to. In your view which one of the following will prove effective specially in your area?"

Chart 6-2

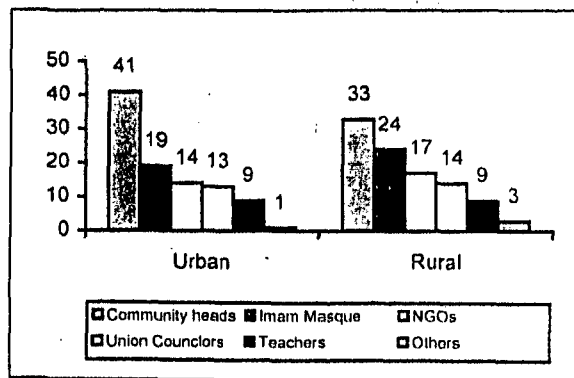


Table 6-12  
**Key Sources for Motivating People**

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Baloch-istan			Owners	Non-Owners
Community heads	36%	41%	33%	35%	45%	20%	51%	19%	19%	39%	30%
Imam mosque	22%	19%	24%	26%	23%	21%	20%	32%	49%	21%	24%
NGOs	16%	14%	17%	8%	8%	32%	3%	7%	14%	13%	21%
Union councilors	14%	13%	14%	21%	11%	17%	7%	25%	11%	14%	12%
Teachers	9%	9%	9%	7%	8%	7%	14%	13%	4%	10%	8%
Others	2%	1%	3%	1%	2%	2%	4%	5%	1%	1%	4%

Suggested sources for motivating people came out to be the following:

- Community leader (36%)
- Imam mosque (22%)
- NGOs (16%)
- Local Councilors (14%)

During the **Group discussions** almost all the groups in all locations termed '**Imam mosque**' and '**Community heads**', as most effective. In Sindh and Punjab village head, **Vadhara**, **Numberdar** was also mentioned as very effective for communicating.

**INTERPERSONAL COMMUNICATION, SEEN AS MOST EFFECTIVE FOR MOTIVATING ACTION**

In response to a question that "In your view what would be the best mode for motivating people for constructing latrine in their houses? Its responses are tabulated in Table 6-13 and also in Chart 6-3.

Chart 6-3

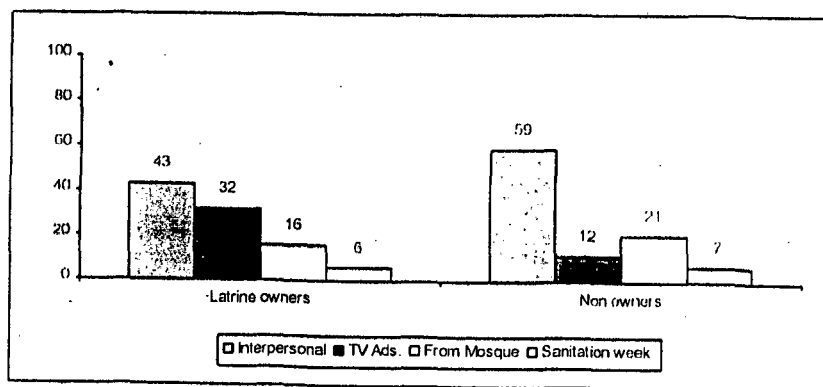


Table 6-13  
Modes of motivating action

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Interpersonal communication	48%	44%	52%	40%	41%	46%	62%	44%	57%	43%	59%
TV ads	25%	35%	17%	30%	28%	24%	21%	14%	9%	32%	12%
Announcement from mosque	18%	13%	22%	23%	22%	20%	9%	37%	30%	16%	21%
Sanitation week	6%	6%	7%	3%	7%	9%	3%	1%	2%	6%	7%

Results of the study show following methods of communicating and motivating action:

- Interpersonal communication 48%)
- TV advertisements (25%)
- Announcement in the mosque (18%)

During the **Group discussion**, best mode of communication came out to be: 'Interpersonal communication', 'Special TV & Radio programmes' and 'Special gatherings/conference, where one can address people on hygiene and sanitation were also mentioned.

#### CLEANLINESS IS NEXT TO GODLINESS – MOST COMMON MESSAGE

During the survey, respondents were asked to suggest a key message to be used in a hygiene and sanitation campaign, results are which are reported in Table 6-14.

Table 6-14  
Key Messages

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Cleanliness is religion	27%	28%	27%	14%	25%	34%	25%	29%	39%	28%	25%
Health is in cleanliness	10%	11%	8%	1%	7%	12%	6%	5%	4%	8%	9%
Cleanliness is good	3%	2%	3%	3%	6%	1%	1%	6%	4%	2%	3%
Cleanliness protects from diseases	2%	2%	2%	2%	2%	1%	2%	1%	0%	2%	2%

A general message phrase as "Cleanliness is next to Godliness/religion" was the most suggested message (27%) during the survey.

However when further probing took place during the Group discussions more specific messages were proposed by the participants those were:

'Health is a blessing', 'Latrine for your privacy and pride' and 'Latrine for better health'.

**DIFFERENT ROLES ARE SEEN OF VARIOUS OPINION LEADERS**  
 But awareness raising function is common to all

The role of key persons as indicated by the respondents is presented from Table 6-15 to Table 6-24.

Table 6-15  
**Role of Key Persons for Campaign**

**Role of NGOs**

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Provide information	26%	21%	29%	9%	30%	30%	23%	17%	2%	22%	33%
Give monetary support	10%	13%	7%	18%	5%	4%	19%	8%	2%	11%	8%
Give support	9%	10%	8%	13%	12%	5%	10%	12%	28%	10%	6%
Interpersonal communication	7%	7%	7%	4%	5%	13%	2%	19%	0%	6%	9%
Increase awareness	5%	4%	7%	1%	1%	11%	4%	1%	0%	6%	5%
Provide material	4%	5%	3%	4%	2%	1%	10%	1%	1%	4%	3%

The respondents had a specialised role in their mind for various opinion leaders. The primary role seen for NGOs was as provider of information (26%), the comparable primary roles for others were: Government: monetary support (16%); religious leaders: provider information regarding Islam (51%); educated people: information providing function (34%); local councilors: arrangement for cleanliness in the area (17%) and for youth, active participation in the campaign was suggested (24%).

**GOVERNMENT IS SEEN AS PROVIDERS OF FUNDS**

Expected role for Government for health & sanitation campaign was termed as 'Monetary support' (16%) and 'Provide funds' (13%).

During the Group discussions expected role of Government that came out after all group discussions is, 'provide free of cost material', 'provide money to construct latrines' and 'provide low cost material' for latrine construction.

Table 6-16  
**PROVIDERS OF FUNDS**

**Role of Government:**

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Monetary support	16%	18%	14%	29%	10%	11%	21%	50%	62%	17%	13%
Give funds	13%	10%	16%	19%	8%	15%	11%	1%	0%	11%	17%
Give information	8%	7%	8%	2%	13%	6%	8%	4%	1%	7%	9%
TV programmes	8%	5%	10%	4%	6%	14%	2%	0%	0%	5%	13%
Give support	6%	7%	6%	10%	9%	3%	6%	19%	29%	7%	5%
Provide material	5%	7%	4%	5%	3%	3%	11%	0%	0%	5%	4%
Build free latrines	5%	5%	5%	2%	5%	7%	3%	5%	0%	5%	5%
Coverage in newspapers	4%	2%	6%	0%	1%	10%	0%	0%	0%	2%	8%
Build sewerage lines	2%	2%	2%	2%	8%	0%	0%	0%	0%	3%	1%
Arrangement for cleanliness	2%	3%	2%	1%	3%	2%	2%	4%	0%	3%	1%

Table 6-17  
**Providers of information on Health & Hygiene**

**Role of Religious leaders:**

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Describe about cleanliness in Islam	51%	52%	51%	69%	55%	48%	45%	94%	49%	53%	48%
Give information	40%	37%	42%	27%	43%	44%	36%	7%	41%	38%	43%

Majority (51%) believes religious leaders can provide information regarding health & hygiene.

During the **Group discussions** almost all the groups in all locations termed religious leader, as very effective and helpful for the campaign.

Table 6-18  
Providers of information on Health & Hygiene

**Role of Educated people:**

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Provide information	34%	33%	34%	32%	40%	24%	43%	30%	60%	33%	35%
Inform about hygiene to illiterate	29%	26%	32%	22%	25%	39%	22%	18%	18%	25%	37%
Increase awareness	9%	12%	6%	3%	2%	3%	25%	1%	0%	10%	7%

Table 6-19  
Providers of information

**Role of Those having latrine:**

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Give information	43%	45%	43%	56%	43%	33%	54%	30%	1%	43%	45%
Keep latrine clean	18%	14%	21%	4%	16%	36%	1%	41%	75%	17%	22%
Inform about its advantages	10%	12%	9%	35%	11%	6%	4%	2%	1%	11%	8%
Motivate others	8%	9%	8%	1%	4%	9%	15%	1%	0%	10%	6%

Table 6-20  
Providers of information

**Role of Local Councilors:**

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Cleanliness in the area	17%	13%	21%	5%	18%	24%	12%	8%	9%	16%	20%
Provide information	15%	15%	15%	11%	19%	11%	18%	6%	8%	13%	17%
Give support	5%	5%	5%	7%	5%	3%	6%	9%	11%	5%	5%
Build free latrines for poor	4%	4%	3%	2%	2%	5%	4%	3%	0%	4%	3%
Motivate people	3%	3%	4%	1%	1%	7%	2%	1%	0%	4%	2%
Give monetary support	3%	3%	3%	8%	3%	0%	4%	4%	23%	3%	2%

Role of Local councilors for the campaign was termed as 'providing information' (15%) and 'organize cleanliness in area' (17%).

During the **Group discussions** almost all the groups in all locations believed that people do not listen to local councilors and they are not very effective. However, it was observed that their effectiveness is high in small areas and towns compare to larger cities.

Table 6-21  
Providers of information

**Role of Social workers:**

Base: All respondents (n = 5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Provide information	26%	27%	26%	20%	34%	16%	37%	24%	18%	26%	26%
Interpersonal communication	22%	29%	17%	29%	20%	13%	34%	36%	18%	24%	17%
Motivate others	6%	6%	7%	1%	2%	10%	7%	0%	0%	7%	4%
Hygiene campaign	4%	2%	5%	0%	4%	6%	2%	2%	0%	4%	4%

Table 6-22  
Providers of information

**Role of Doctors:**

Base: All respondents (n = 5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Provide information	37%	41%	33%	47%	40%	38%	29%	94%	22%	38%	35%
Inform patients	33%	25%	38%	16%	35%	40%	27%	6%	5%	28%	41%
Inform about diseases	6%	6%	6%	4%	3%	2%	16%	15%	9%	6%	6%
Motivate others	4%	3%	4%	1%	1%	8%	2%	1%	0%	5%	1%



Table 6-23  
**Providers of information**

**Role of Teachers:**

*Base: All respondents (n = 5027)*

*Percent of Respondent (Read in Columns)*

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Baloch-istan			Owners	Non-Owners
Advise students to remain clean	60%	60%	61%	56%	61%	62%	59%	71%	49%	60%	60%
Give information	18%	18%	18%	27%	22%	14%	17%	28%	45%	18%	19%
Inform parents of students	5%	7%	3%	4%	3%	0%	14%	1%	1%	0%	1%
Motivate others	4%	3%	4%	1%	1%	8%	1%	0%	0%	5%	1%
Keep the school clean	2%	1%	3%	1%	3%	3%	0%	4%	5%	2%	3%

Table 6-24  
**Active participation in the campaign**

**Role of Youth:**

*Base: All respondents (n = 5027)*

*Percent of Respondent (Read in Columns)*

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Baloch-istan			Owners	Non-Owners
Take active part	24%	24%	25%	32%	32%	21%	19%	26%	0%	28%	21%
Give information	15%	17%	14%	9%	16%	9%	27%	8%	9%	16%	15%
Remain clean	15%	17%	13%	7%	7%	21%	16%	20%	36%	16%	12%
Keep the area clean	6%	4%	7%	0%	2%	13%	1%	1%	2%	5%	8%
Give support	4%	6%	2%	8%	5%	2%	3%	0%	0%	5%	1%
Interpersonal communication	4%	4%	3%	5%	5%	1%	6%	0%	33%	4%	3%
Motivate others	4%	3%	4%	1%	0%	7%	2%	0%	0%	4%	2%

Role of Youngster for the campaign was termed as 'actual participation' (24%) and 'providing information' (15%).

During the **Group discussions** suggested role of youth came out to be:

- Help the key persons of the campaign
- Perform physical work
- Help in bringing material & building latrine

**TWO THIRDS OF LATRINE OWNERS AND ONE THIRD OF NON OWNERS ARE TV VIEWERS**

Among them 35% and 18% Respectively Have Access to Satellite Channels at home or in public places

It appears that the households having latrine are more likely to watch TV (68%) compared with non owners (32%).

**Table 6-25  
Media Habits and Sanitary Practices**

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Viewers	56%	73%	43%	66%	58%	47%	64%	81%	52%	68%	32%
Non viewer	44%	27%	57%	34%	42%	53%	36%	19%	48%	31%	68%

Among TV Viewers

**THIRTY FIVE PERCENT OF LATRINE OWNER AND EIGHTEEN PERCENT OF NON OWNERS CLAIM TO BE DISH VIEWERS**

In response to the question "Do you watch satellite/dish programmes? If yes where you usually view dish programmes?" following responses were received.

**Table 6-26  
Watch Satellite/Dish programmes**

Base: TV viewer (n = 2954)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Home	15%	21%	7%	10%	27%	6%	17%	25%	2%	18%	2%
Neighbour/friend	3%	4%	3%	1%	3%	2%	6%	-	-	4%	3%
Hotel/bazar	9%	6%	12%	2%	15%	2%	13%	-	-	8%	11%
Baithak	1%	1%	0%	0%	1%	1%	1%	-	-	1%	0%
Non viewers	68%	63%	74%	83%	49%	85%	60%	75%	98%	65%	82%

The vast majority of non-owners of latrine view satellite channels at other than own places. The reason might be non-availability of satellite channel facility.

### MORE THAN HALF OF LATRINE OWNERS AND 25% OF NON OWNERS CLAIM TO BE NEWSPAPER READERS

When asked about the newspaper readership from the respondents that "which of the newspapers you have read/heard during the last one month? Even if it was for two to five minutes." The responses were:

Table 6-27   
**Newspaper Readership**

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Jang	19%	28%	12%	19%	14%	6%	13%	25%	16%	25%	8%
Mashriq	17%	19%	16%	0%	0%	23%	31%	-	-	20%	11%
Khabrian	7%	9%	6%	14%	1%	11%	5%	12%	4%	9%	4%
Kawish	6%	3%	9%	0%	26%	0%	0%	-	-	6%	6%
Nawa-i-waqt	5%	7%	3%	14%	3%	2%	6%	20%	2%	6%	1%
Non readers	54%	43%	63%	61%	51%	60%	46%	66%	81%	44%	75%

At a national level almost 44% respondents reported to be newspaper readers or listeners. The figures were however lower for non-owners of latrine (25%) compared to owners (50%).

### RADIO IS MORE WIDESPREAD AMONG NON OWNERS OF LATRINE (34%) COMPARED TO OWNERS ( 25%)

The following responses were gathered in response to "Do you listen to radio?"

Table 6-28   
**Radio Listenership**

Base: All respondents (n=5027)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Listeners	28%	20%	34%	17%	26%	25%	38%	24%	64%	25%	34%
Non listeners	72%	80%	66%	83%	74%	75%	62%	76%	36%	75%	66%

Twenty eight percent (28%) respondents tune in to Radio. Radio listenership was particularly high in Northern Areas (64%).

### EVENING TRANSMISSION ENJOYS LARGER LISTENERSHIP

When do you usually listen to radio? When replied, following responses were received which are presented in the following table.

Table 6-29  
**Radio Listenership**

Base: Radio listeners (n = 1328)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
6 pm to 12 o'clock	65%	66%	64%	37%	60%	38%	94%	64%	36%	67%	61%
From 6 am to 12 noon	41%	48%	38%	49%	35%	53%	34%	17%	39%	42%	40%
12 noon to 6 pm	38%	29%	42%	30%	38%	64%	17%	50%	32%	34%	43%
12 to 6 am	1%	1%	1%	2%	1%	2%	1%	6%	1%	2%	1%

The most popular time slot for listening to Radio programmes came out to be after 6 pm.

### BBC NAMED AS MOST POPULAR CHANNEL

Table 6-30 presents details on popular channels.

Table 6-30  
**Channels usually listen**

Base: Radio listeners (n=1328)

Percent of Respondent (Read in Columns)

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
BBC	38%	42%	36%	18%	26%	18%	68%	8%	3%	42%	32%
Peshawer	25%	19%	28%	1%	0%	74%	1%	0%	0%	22%	31%
Khairpur	23%	13%	28%	1%	45%	0%	35%	0%	0%	20%	27%
Islamabad	18%	19%	17%	5%	1%	51%	0%	31%	14%	17%	20%
Quetta	14%	18%	12%	0%	0%	5%	35%	0%	0%	17%	11%
All india Radio	12%	7%	14%	8%	14%	10%	12%	1%	5%	11%	12%
Hyderabad	11%	3%	15%	0%	39%	0%	6%	0%	0%	6%	19%
Karachi 1	9%	11%	8%	2%	21%	1%	11%	-	-	9%	10%
Khusdar	9%	10%	8%	0%	0%	0%	24%	0%	0%	9%	8%
FM100	4%	8%	3%	18%	7%	5%	0%	15%	0%	5%	3%
Lahore 1	4%	7%	3%	30%	2%	3%	2%	15%	0%	6%	2%
Peshawer chanel 2	2%	5%	1%	0%	0%	7%	0%	-	-	4%	0%
FM101	2%	5%	1%	4%	7%	2%	0%	32%	0%	3%	2%
Multan	2%	2%	2%	29%	1%	0%	0%	-	-	2%	2%
Gilgit	-	-	-	-	-	-	-	-	45%	-	-

BBC (32%) and Peshawer (25%) came out as most frequently listened stations.

During **focus group** discussions, it appeared that in majority of areas people listened to their regional language programmes. However a variety of channels were tuned in for news and songs.

**FIFTEEN PERCENT OF LATRINE OWNERS AND ONLY FOUR PERCENT OF NON OWNERS ARE MAGAZINE READERS**

Eleven percent of households are magazine readers. Magazine readership is high in AJK (18%), compare to rest of the areas.

In latrine owning households magazine readership is 15%, whereas in latrine non-owning households this figure is only 4%. Please see Table 6-31 for specific details.

**Table 6-31  
 Magazine Readership**

Base: All respondents (n=5027)

*Percent of Respondent (Read in Columns)*

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Readers	11%	17%	7%	14%	15%	6%	15%	18%	10%	15%	1%
Non reader	88%	82%	93%	86%	84%	94%	85%	81%	90%	84%	96%

**AKHBAR-I-JAHAN TOPS THE LIST OF MAGAZINE**

Among those who read magazines ranked on top (42%) followed by Family (6%), Khwateen Digest (6%) and Suspense Digest (5%). However 14% listed Sunday Magazines of newspapers as magazines read by them.

**Table 6-32  
 Magazine/Journal Read**

Base: Magazine readers (n=596)

*Percent of Respondent (Read in Columns)*

Description	All Pakistan	Location		Province-wise				AJK	NA	Latrine Ownership	
		Urban	Rural	Punjab	Sindh	NWFP	Balochistan			Owners	Non-Owners
Akhbar-i-Jahan	42%	47%	32%	35%	35%	50%	48%	33%	4%	44%	30%
Sunday magazine	14%	8%	26%	15%	22%	16%	5%	16%	61%	12%	28%
Family	6%	7%	5%	9%	4%	15%	3%	29%	26%	6%	5%
Khawateen digest	6%	9%	1%	15%	10%	0%	1%	11%	0%	6%	0%
Suspense	5%	7%	2%	6%	3%	2%	10%	4%	0%	6%	3%

## SUMMARY OF MEDIA PENETRATION

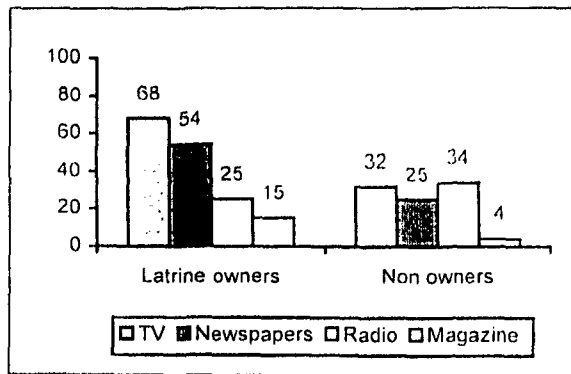
The survey results reveal differences in the media habits of latrine owning and non-owning households. Below is given a summary of media habits of both latrine owning and non-owning households.

Table 6-33

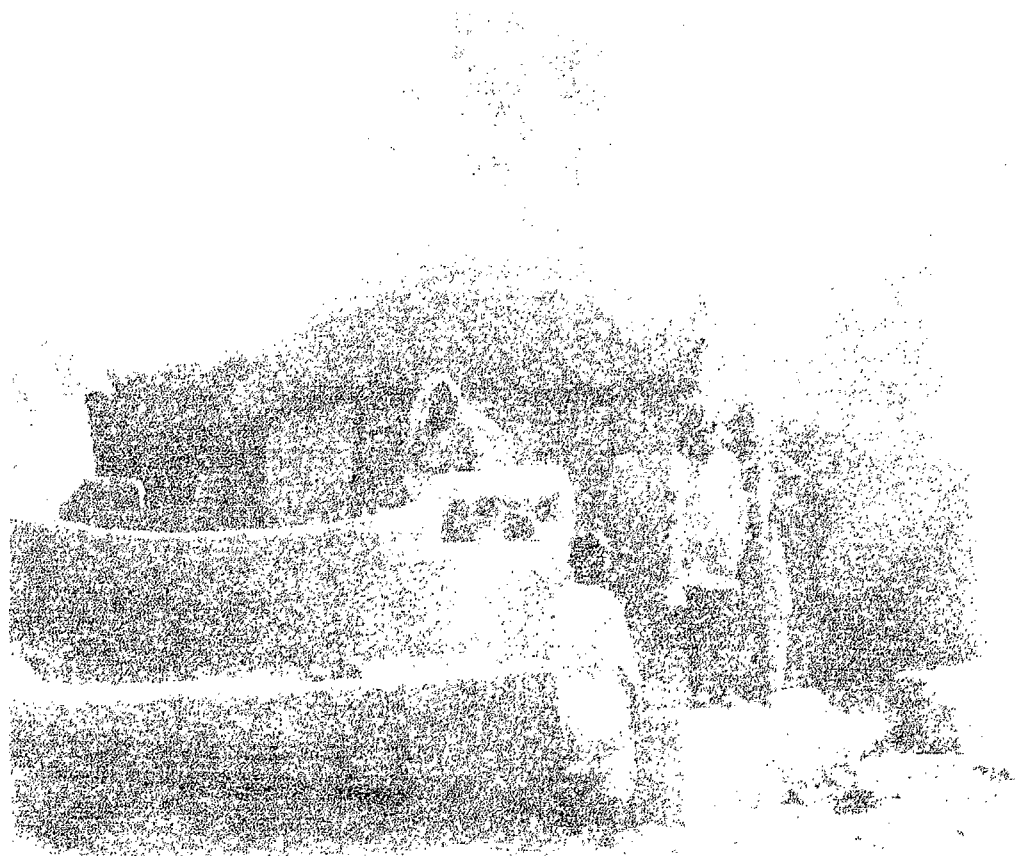
	Among Latrine	
	Owning households	Non owning households
TV	68%	32%
Newspapers	54%	25%
Radio	25%	34%
Magazines	15%	4%

Chart 6-4

### Media Penetration of Latrine owners and Non owners



## Section 7



***Punjab Campaign***

## Summary Findings

- Recall of the Campaign was quite high. Almost half of the respondent in Punjab remembered the Punjab campaign, whereas almost one third remembered the period of campaign.
- Apparently a sizeable section of the target population was motivated by the campaign to take some action.
- Almost 27% claimed that they did something in response to the sanitation campaign.
- Nine per cent (9%) believe that there is still some follow up work going on in their areas.
- Majority (55%) of those who believe some follow up work is going on believed that Government is doing this follow up work.
- Half of the respondents reproduced key messages given in the sanitation week.



## RECALL OF THE CAMPAIGN

Almost half of the respondents in Punjab remembered the Punjab campaign, whereas almost one third remembered the period of campaign. When asked that "Few months back sanitation campaign was organized in Punjab. Do you remember when was it" the question was answered well. Please see Table 7-1 given below.

Table 7-1  
Awareness of Campaign

Base: All Punjab respondents (n=1789)

*Percent of Respondent (Read in Columns)*

Description	All Punjab	Location		Latrine Ownership	
		Urban	Rural	Owners	Non- Owners
4-5 months back	23%	24%	23%	22%	24%
6 months back	11%	12%	10%	15%	6%
Before that	14%	16%	14%	16%	12%
Don't know	51%	48%	52%	16%	56%

\* Fieldwork was done during April, 2001

The status on key messages recalled by the respondent during the campaign is given in the following table.

Table 7-2  
Key Messages

Base: Those aware of campaign (n = 815)

*Percent of Respondent (Read in Columns)*

Description	All Punjab	Location		Latrine Ownership	
		Urban	Rural	Owners	Non- Owners
Don't remember	57%	52%	57%	52%	63%
Latrine in every house	14%	16%	13%	15%	12%
Build latrine end filth	7%	8%	7%	8%	7%
Build latrine	6%	3%	7%	4%	8%
Low cost latrine for every house	5%	4%	6%	6%	4%
Keep everything clean	4%	6%	4%	6%	3%
Build latrine save protect from diseases	4%	3%	5%	4%	5%

When inquired that "What steps you have taken as a result of this campaign?" following responses were received.

**Table 7-3**  
**Steps Taken**

*Base: Those aware of campaign (n = 815)*

*Percent of Respondent (Read in Columns)*

Description	All Punjab	Location		Latrine Ownership	
		Urban	Rural	Owners	Non- Owners
Did nothing	31%	31%	31%	30%	32%
Did nothing due to lack of money	6%	2%	8%	2%	11%
Already have latrine	6%	14%	2%	10%	0%
Motivated others	6%	6%	5%	8%	3%
Kept everything clean	3%	4%	3%	4%	3%
Built/building latrine	5%	1%	7%	4%	7%

**COMPUTATION IN TERMS OF NUMBER OF HOUSEHOLDS**

(Note: These are Projections and should be taken as broad approximations)

Description	Projected number of households
Those who built/building latrine	249,418
Motivated others	299,302
Kept every thing clean	149,651

With regard to the follow up on the campaign following were the responses.

Table 7-4  
Follow-up on the campaign

Base: All Punjab respondents (n = 1789)

*Percent of Respondent (Read in Columns)*

Description	All Punjab	Location		Latrine Ownership	
		Urban	Rural	Owners	Non- Owners
Yes	9%	16%	5%	12%	6%
No	91%	84%	95%	88%	94%

When asked that who is doing the follow up work on Punjab Campaign, following responses was received as presented in table.

Table 7-5  
Follow-up work

Base: Saving Yes (n = 130)

*Percent of Respondent (Read in Columns)*

Description	All Punjab	Location		Latrine Ownership	
		Urban	Rural	Owners	Non- Owners
Govt department	54%	59%	49%	56%	52%
Public	13%	22%	2%	19%	0%
Building latrine for people	10%	0%	22%	0%	30%
NGOs	2%	1%	3%	3%	0%
Union councilors	2%	1%	3%	2%	1%
Army	2%	4%	0%	3%	0%

Almost 9% believe that there is some follow up work for the sanitation is still going on in their area.

During the Focus group discussion, it came out that there is no follow up work going on. Majority mentioned that there is nothing done with effect of the sanitation campaign in their area.

## Section 8



Sample Profile

Table  
**Sample Profile**

*Base: All Respondents: (5027)*

*Percent of Respondents read in columns*

	All Pakistan
<b>Location</b>	
Urban	33%
Rural	67%
<b>Province</b>	
Punjab	54%
Sindh	27%
Baluchistan	12%
NWFP	6%
<b>Other Territories</b>	
AJK	55%
Northern Areas	45%
<b>Type of house</b>	
Katcha	34%
Pacca (concrete)	45%
Semi concrete	19%
<b>Type of roof</b>	
Wooden/bamboo	51%
Iron sheets	4%
Cement sheet	7%
RCC/concrete	10%
Cemented/RBC	26%
<b>Type of walls</b>	
Baked bricks	54%
Earth bounded	35%
Wooden/bamboo	6%
Others	2%
<b>Electricity in the house</b>	
Electrified	69%
Non electrified	31%

Table  
Urban Profile

Base: All Urban: (1597)

Percent of Respondents read in columns

	All Urban	Latrine ownership	
		Owners	Non-owners
<b>Household income wise</b>			
Upto Rs3000	18%	16%	50%
3001-5000	32%	32%	38%
5001-7000	18%	19%	7%
7001-10000	16%	17%	0%
Above 10000	13%	14%	0%
<b>Type of house</b>			
Katcha	11%	9%	41%
Pacca (concrete)	70%	73%	32%
Semi concrete	18%	17%	25%
<b>Electricity in the house</b>			
Electrified	90%	92%	58%
Non electrified	10%	8%	42%

Table

## Rural Profile

Base: All Rural: (2896)

Percent of Respondents read in columns

	All Rural	Latrine ownership	
		Owners	Non-owners
<b>Household income wise</b>			
Upto Rs3000	46%	28%	59%
3001-5000	35%	41%	31%
5001-7000	10%	17%	6%
7001-10000	5%	9%	2%
Above 10000	1%	2%	1%
<b>Type of house</b>			
Katcha	46%	23%	61%
Pucca (concrete)	33%	51%	20%
Semi concrete	20%	24%	18%
<b>Electricity in the house</b>			
Electrified	58%	85%	39%
Non electrified	40%	12%	58%

## Section 9



Focus Groups



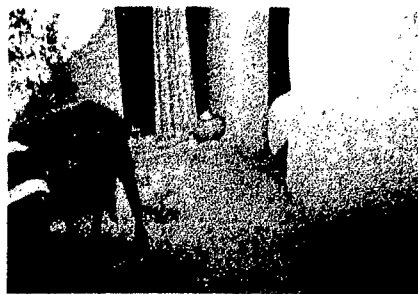
## Multan (Punjab)

### Summary Findings

- Most common latrine found in the area was pit latrine, which was described by locals as 'Well latrine', its pit is 20-25 feet deep.
- The drainage of latrine was mostly used in fields.
- There was no proper drainage arrangement in the area, most of the latrine drainage goes to fields through open drains.
- **Number dar**', **'councilors**', **Imam mosque**', **'teachers**' and **'community leader**' were termed influential for interpersonal communication.



Focus Group in progress in Multan



A latrine photographed in Multan

## MULTAN

### Focus Group Discussions

Types of latrine found in the area include:

- i. Simple **pit latrine**. In this area usually 20 – 25 feet deep pit are dug.
- ii. The second type of latrine found in the area is like a **pour flush** latrine. The drainage of latrine goes through pipes in a tank and from there it is further used for fields.
- iii. Another type of latrine found in the area is **Septic tank**. However very few households own this type of latrine.
  - In majority of the households the drainage water of latrine was used for fields.
  - There were two sanitation shops in the area. About 70% of the buyers buy on credit, whereas only 30% buy on cash. After buying people carry material on their heads.
  - Majority of the households in the area own a latrine, only few houses do not have a latrine in their house. Reasons for not having a latrine came out to be '**Lack of money**', '**Lack of space**', and '**Lack of know how for latrine construction**'.
  - There is no proper drainage arrangement in the area. excreta from latrine is disposed off through open drains in the street.
  - Source of water in the area is **hand pumps** and personal **motor pumps**, few households also depend on **public taps**
  - All the groups mentioned '**Diarrhea**', '**Malaria**' and '**Hepatitis**' as most occurring diseases in their area. Reasons mentioned for diseases include: '**lack of cleanliness**', '**open drains**', '**contaminated water** due to pit latrine' and **pet animals** in the houses, their excreta is also a main cause of diseases.
  - People in the area mostly use electronic media to remain informed. In electronic media TV is more common. In Radio, majority listen Local stations.
  - Electronic media was termed as best source for communicating. Both **TV** and **Radio** were said to have a great effect in molding public opinion.
  - All the groups mentioned '**Number dar**', '**councilors**', **Imam mosque**', '**teachers**' and '**community leader**' influencing for interpersonal communication. Social workers and Government representative also mentioned '**social worker**' and '**NGO**' along with the other mentioned persons.
  - All groups agreed to apply following methods for communicating with people.

- i. Arrange conference or meeting for all the villagers/area men at Numberdar's place.
  - ii. Visit every house in the area individually and build awareness.
  - iii. Government and NGO's should provide monetary funds. A team should be formed, which will build latrines for people with that fund.
  - iv. Supply of free or low cost material to those who do not have a latrine.
  - v. Special announcement from the mosque was also suggested to be a good method for building awareness among masses.
  - vi. NGO's and health workers should visit every house individually to find out their needs and suggest them ways for better health and hygiene.
  - vii. Special programmes and ads on TV and Radio.
- All of the groups have heard about the Punjab sanitation campaign. Few also have seen material (booklet for low cost latrine). It came out that no proper work was done during the campaign, as majority of the households in the area already had latrines before the campaign.
  - Almost all groups agreed on the effectiveness of posters/pamphlet. But, they may not be effective in their area due to lack of education. It is a good method only for students. Students also agreed this.
  - It was suggested that any campaign for cleanliness and hygiene may not be successful until government takes steps for cleanliness in the area.

## Sukkur (Sindh)

### Summary Findings

- Most common latrine found in the area was pit latrine and pour flush. Another interesting type that came out in this area was **Chulla latrine**, in this excreta is not drained but swept or carried out by a sweeper.
- There was no proper drainage arrangement in the area, most of the latrine drainage was left in the open drains in streets.
- For interpersonal communication ‘village head’ ‘Vadhera’ (called in Sindhi) or ‘Chudary’ was termed as most influential.



Focus Group in progress in Sukkur



A view of houses in Sukkur

## SUKKUR

### Focus Group Discussions

Types of latrine found in the area include:

- i. Simple **pit latrine**. This is of two varieties. In first type no fittings or material is used. After digging a pit a hole is made in the ground for urination and defecation. It does not cost much. In the second case some slab or fitting is used above the pit. Its cost depends on the material used. Drainage water from the latrine remains in the pit.
  - ii. The second type of latrine found in the area is like a pour flush latrine. It has a proper slab or WC. The drainage of latrine goes through pipes in street or fields.
  - iii. Another type of latrine found in the area is **Chulla latrine** (*what the locals call it*). In this excreta is not drained but swept or carried out by sweepers.
- Majority of the households have pit in the house for drainage, while few drain out in the streets.
  - Not all households in the area own a latrine, however, majority owns a latrine. Reasons for not having a latrine came out to be '**Lack of money**', '**Lack of space**', '**Lack of awareness**' and '**No proper drainage arrangement**'
  - Source of water in the area is **hand pumps** and personal **motor pumps**, few households also depend on **public taps**. Drinking water in majority of houses is not clean. Due to lack of improper drainage system drinking water is often contaminated.
  - Diseases mostly found in the area include, '**Flu**', '**Diarrhea**', '**Cholera**' and '**Malaria**'. Assumed causes of the diseases were '**Lack of cleanliness**', '**Open drains in the area**' and '**Contaminated water**'.
  - People in the area mostly use electronic media to remain informed. In Radio, majority listen regional language program along with news.
  - Electronic media was termed as best source for communicating. In this TV was more emphasized by majority.
  - For interpersonal communication '**village head**' '**Vadhera**' (*called in Sindhi*) or '**Chudary**' was termed as most influential. Role of '**Imam mosque**', '**Teachers**' and '**Social workers**' was also proved to be effective.
  - For the method of communicating it was agreed that following methods may be successful.

- i. Special programmes and Ads on TV and Radio.
  - ii. Organize special awareness campaign just like used for polio and AIDS.
  - iii. Arrange campaign in a way that a team of specialists could visit every village/area and give them the massage.
  - iv. Form committee who can visit every house individually and communicate with them individually.
  - v. Involve 'Religious leaders' in this for the success of the campaign.
- The role of Government for this campaign was suggested as '**distribution of low cost material**', '**Building free latrines**' and '**providing material on easy installments**'. Giving loans for the construction of latrine was not regarded as a good idea.
  - For the role of NGO's it was agreed that they should '**build awareness**'. They should '**develop communicating strategy to develop awareness in the masses**'.
  - During the discussions it came out that the use of posters/leaflet for such a campaign is not a very good idea. As there is no advantage of using posters/pamphlets.
  - Key messages that came out in the discussion were:
    - i. Health is a blessing.
    - ii. Latrine protects from diseases.
    - iii. Latrine is convenience.
    - iv. Latrine for better health.

## Kohat (NWFP)

### Summary Findings

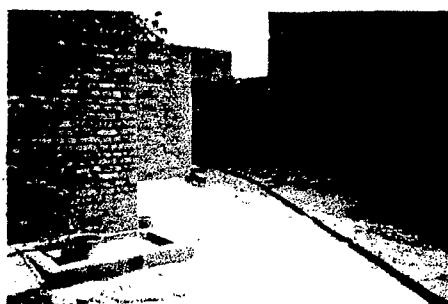
- Language used in the area is Hindko and Pushto.
- Most common latrine found in the area was pit latrine and **Chulla latrine**, in this excreta is not drained but swept or carried out by a sweeper.
- There was no proper drainage arrangement in the area, most of the latrine drainage was left in the open drains in streets.
- 'Local Councilors' and 'Imam mosque' were termed as most effective for communicating in this area.



Focus Group in progress in Kohat



Children playing in the street of Kohat



A view of open drains in Kohat

## KOHAT

### Focus Group Discussions

Types of latrine found in the area include:

- i. Simple **pit latrine**, in this a deep pit is dig and at the top a cemented or wooden slab with a whole is placed. Drainage water from the latrine remains in the pit.
  - ii. The second type of latrine found in the area is like a pour flush latrine. It has a proper slab or WC. The drainage of latrine goes through pipes in street or fields (*mostly open drain in the street*).
  - iii. Another type of latrine found in the area is **Chulla latrine** (*what the locals call it*). In this excreta is not drained but swept or carried out by sweepers.
- Majority of the houses own a latrine, only few households go out in the fields for urination and defecation. . Reasons for not having a latrine came out to be '**Lack of money**' and '**No proper drainage arrangement**'
  - Source of water in the area is **supply water**. Most of the households have tap inside their house. But the water supply is very short so often their taps are dry and they store water from the tap in the street. The water supplied is contaminated and often smells bad. The water pipes are running adjacent to open drains, which is the source of drinking water contamination.
  - Diseases are '**Flu**' and '**Diarrhea**'. Each group mentioned **stomach problems** as common in their households, and these were more frequent among children. Assumed causes of the diseases were '**Contaminated water**', '**Open drains in the area**' and '**unhygienic atmosphere**'. Garbage lying open in the streets causes flies which is another source of spreading diseases.
  - People in the area mostly use electronic media to remain informed. Among electronic media TV was mentioned as important source of informing and motivating people. As girls students group mentioned viewing '**News**' programmes and trying to practice what is being told in it. In Radio, majority listen regional language program along with news.
  - Electronic media was termed as best source for communicating. In this TV was more emphasized by majority.
  - For the interpersonal communication '**Local Councilors**' and '**Imam mosque**' were termed as most effective for bringing a change by males. Female community members emphasized interpersonal modes as better source of communication. For motivating people female community members identified '**female social worker**'.
  - Role of Government mentioned was in the help in the '**form of money**' (*non returnable*) and '**supply of free material**'.



## Lasbela (Balochistan)

### Summary Findings

- Most common latrine found in the area was simple pit with no fittings, which is cemented at the top and a hole is left for defecation.
- There was no proper drainage arrangement in the area, most of the latrine drainage was left in the open drains in streets.
- Most effective for communicating in this area was 'Imam mosque', 'Social workers' and 'Teachers'.



A latrine photographed in Lasbela



Pit in the house photographed in Lasbela



Open drains and pit in the street found in Lasbela

## LASBELLA

### Focus Group Discussions

Types of latrine found in the area include:

- i. Simple **pit latrine**, in this a deep well is dig and at the top a cemented slab with a hole is placed. Drainage water from the latrine remains in the pit. When this pit is filled it is sealed and another pit is dug. While digging a new pit, there is always a danger that it may interlink with the previous filled pit, which may be quite harmful.
  - ii. The second type of latrine found in the area is like a pour flush latrine. It has a proper slab or WC which is attached from below through a pipe with street drain, the drainage of latrine remains in the open drains present in the street.
- Almost all the households in the area own a latrine. Reason for not having a latrine mentioned was '**Lack of money**'.
  - There was no problem of drinking water in the area, majority have tap inside their homes
  - Perception of expenditure for latrine varies. The simple pit latrine does not cost much, as no proper fitting is used. Most of the people build this type of latrine by themselves so cost of labour is also saved.
  - All the groups mentioned **Diarrhea** as frequently occurring in their area. The area is more prone to diseases as there is no proper drainage arrangement, drainage of latrine remains in the open drains. It came out during the discussion that there was not much awareness about the linkage of open drains, dirt and diseases. People believe diseases are due to unhealthy eating habits, germs and urinating in open places (by children).
  - Majority view TV programmes, however, TV is not present in every home. Radio listeners were fewer. Mostly people turn to Radio for news; however, listener ship of their local language programmes was also very common.
  - Radio was termed to be the most effective channel of media. Media especially **Radio** was termed more influential than interpersonal sources.
  - For the interpersonal communication, majority believed **Imam mosque** and **Social workers** could be effective in bringing some change. However, students also mentioned **Teachers** as very effective for communication in interpersonal level.
  - **Interpersonal communication** was suggested to be the best way of communication for influencing people. For this it was advised to visit every home and communicate the message to everyone separately.

- Role of Government emphasized was 'to provide monetary support', 'to provide subsidiary material'.
- 'Communicating the Masses' was the main role assumed for NGO's and Social workers.
- Messages mentioned for the campaign include:
  - i. Latrine is the need of every house.
  - ii. Latrine for everyone
  - iii. Keep clean & healthy
  - iv. Cleanliness necessary for every Muslim.

## Muzafferabad (Azad Kashmir)

### Summary Findings

- The area was near the city of Muzaffarabad. Language used was Potohari. The area was semi electrified.
- Majority of the households in the area own a latrine. In these areas rate of latrine ownership was quite high as compare to the areas in Pakistan.
- Most common latrine found in the area was pit latrine, which was described by locals as '**Chaper latrine**', its pit is 20-25 feet deep and which is tiled with blocks or cement.
- There was no proper drainage arrangement in the area, the drainage from latrine goes into the river which is also the only source of drinking water for the locals.
- Most effective persons for interpersonal communication in this area came out to be: '**Imam mosque**', '**community members**', '**village heads**' and '**teachers**'.



Focus Group in progress in AJK



A house photograph in AJK



An Ariel view of the village in AJK

## AJK

### Focus Group Discussions

Types of latrine found in the area include:

- i. **Simple pit latrine:** found in majority of the households. For this a 20-25 feet deep pit is dug which is cemented by blocks or bricks. When the pit is filled, a new pit is dug.
  - ii. **Pour flush:** in this latrine is connected through pipes and drainage goes to the river.
  - iii. **Septic tank:** this latrine is found in few households who can afford the expenses. This type of latrine was mostly found in government houses.
- Majority of the households in the area own a latrine, only few houses do not have a latrine in their house. Reasons for not having a latrine came out to be '**Lack of money**'. According to all the groups every one has the knowledge of building a latrine.
  - There was no sanitation shop found within 3 km distance, however the city was not very far where they can easily get the material. But it costs them too much to hire a Jeep to carry the material, as on mountain sides one cannot carry the material over their heads. People also believed that sanitation material found in the city is more expensive than in other cities.
  - Source of water in the area is **water of river** through pipelines. Water is not clean as all the excreta from latrines goes to the same river.
  - Most common diseases in the area described by all groups were '**Diarrhea**' and '**Malaria**'. Reasons mentioned for diseases include: '**contaminated water**', '**open drains**', '**no proper drainage arrangement**' due to which latrines are not kept clean. Interestingly women were more readily aware of the reasons of illness in their area than men, who term illness to 'act of God'.
  - Electronic media was quite popular in the area, whereas newspaper reader ship was quite low.
  - For communication purposes majority term 'Radio' as most effective. After radio, posters/pamphlets were mentioned to be very effective for communicating health and hygiene message. Almost all the groups termed posters/pamphlet to be very effective. Students specifically mentioned posters as best medium of communication.
  - For interpersonal communication there was no consensus among all groups on a single personality. Most effective persons for interpersonal communication in this area came out to be: '**Imam mosque**', '**community members**', '**village heads**' and '**teachers**'.

- Communication strategies suggested for health and sanitation campaign were:
  - i. Special programmes and ads on TV and Radio.
  - ii. Distribution of special posters/pamphlet which can also be designed and made by the students of the area.
  - iii. Visits to every house by a special committee who can check and guide people.
- Key messages came out during the discussions were:
  - i. Latrines for your privacy and pride.
  - ii. Cleanliness is religion.
  - iii. Cleanliness is health.

## Skardu (Northern Areas)

### Summary Findings

- The area was near the city of Skardu. Language used was Balti. The area was semi electrified.
- Almost all the households in the area own a latrine. In these areas there is hardly any household without a latrine, as construction of latrine do not cost much.
- Most common latrine found in the area was like a pit latrine, called by locals '**Desi latrine**', this is very unhygienic latrine. In this a room of 6 \* 6 is made with a door in it. This maybe of mud or stone. On its roof, a hole is placed for defecation and urination. Small boundary walls of 4 feet are made on the rooftop for privacy. When this defecation room/pit is filled, it is emptied by opening the door, its excreta is used for fields.
- Most effective persons for interpersonal communication in this area came out to be: '**Religious leader or Ulema**.'



Group of participants of the survey in  
Sakurdu



A view of mountains in Sakurdu

## SAKURDU

### Focus Group Discussions

Types of latrine found in the area include:

- i. A type of pit latrine to which locals call '**Desi latrine**'. This is unhygienic latrine. In this a room of 6 \* 6 is made with a door in it. This maybe of mud or stone. On its roof, a hole is placed for defecation and urination. Small boundary walls of 4 feet are made on the rooftop for privacy. When this defecation room/pit is filled, it is emptied by opening the door, its excreta is used for fields. This type of latrine does not cost any money as it is made by locally available material.
  - ii. Simple **pit latrine** is also seen in the area. However this type was not very common. In this a pit of 4-5 feet depth is dug, and when it is filled a new pit is dug.
  - iii. **Pour flush latrine**, in this a small gutter is made beneath latrine which is drained out in fields through pipes. In some houses, latrine drainage was directly moved to fields through pipes.
  - iv. **Septic tank** with proper flush system. Few households having enough money to build it used this type of latrine.
- In these areas everyone owns a latrine. Poor people own desi latrine which does not cost much, whereas those who have money try to build some hygienic latrine.
  - There was no sanitation shop within 3 km distance, nearest shop found were in Skardu city. People in the area rarely buy sanitation material as in desi latrine no material is used. However, still all the villages and small towns across Skardu come to city to buy the material. After buying they hire a car to carry the material to their town.
  - Source of drinking water in the area was through streams supplied through pipeline but the whole area had only one tap. Some persons have privately build one or two hand pumps outside their houses, but still water supply in the area is not very good.
  - The area has fresh and clean environment so is not very prone to diseases. Most common diseases mentioned by all the groups include: '**diarrhea**', '**malaria**' and '**tuberculosis**'. Diarrhea and malaria are due to eating fruits without washing. Reason for occurrence of TB was that in winters everything is closed and use of fire and coal for heating and cooking creates suffocation.
  - In the area there is problem of electricity supply, so electronic media is not very popular. However Radio listener ship is quite high, mostly local stations were listened more frequently. Newspaper readership is almost none at all due to lack of education and poverty and newspaper is not readily available in the areas.



- For communication purposes, Radio was termed best in media. However, in all groups, interpersonal methods were emphasized over media.
- For interpersonal communication all the groups favoured the impact of 'Ulema', religious leader' and 'local councilor' or 'government representative'.
- Best method of communication which turn out in all the groups was:
  - i. Inviting all the villagers at a place where some Ulema or councilor will address them and advise them. This method was mentioned by each and every individual, however, some also suggest repetition of this exercise on weekly or monthly basis, as one time lecture may not give good results.
  - ii. A committee formed by Ulema or councilor may visit every house in the area and give them advises.
  - iii. Ulema can also address these things during routine lectures in mosque.
- For the role of government for hygiene and cleanliness it was suggested that government should arrange ways to supply drinking water. As cleanliness is not possible without water.
- For NGO's it was suggested that they can arrange and bring donors who can provide funds for the benefit of the area.

Appendix

# Household Questionnaire

Question 1: How many days in a week do you usually view TV?

Number of days: \_\_\_\_\_

- Occasionally   
 Non viewers   
 Do not have TV

Question 2: How do you view TV?

- Cable   
 PTV only   
 Dish   
 SPTV

Question 3: Please (*show newspaper card*) Tell us by looking at the card, which of the newspapers you have read/heard during the last one month? Even if it was for two to five minutes?

- Newspapers: 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 None readers  (Go to Q5)

Question 4: (*If read more than one newspaper*) Which newspaper do you read/listen most often?

Name of mostly read newspaper: \_\_\_\_\_

Question 5: Do you listen to radio?

- Yes   
 No  (Go to Q8)

Question 6: (*If yes*) When do you usually listen to radio?

- From 6 am to 12 pm   
 From 12 pm to 6 pm   
 From 6 pm to 12 am   
 From 12 am to 4 am

Question 7: Which of the radio stations do you usually listen to?

- Radio Stations: 1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_

Question 8: Do you read/listen to magazines/journals?

- Read   
Listen   
None  (Go to Q10)

Question 9: Which monthly/weekly magazine/journal did you read during the last 3 months? Even if it was read for a few minutes?

1. \_\_\_\_\_  
2. \_\_\_\_\_

Question 10: Where do the members of your family go for urination and defecation? (read out the options)

- |          | Latrine                  | Outside/fields           | Both latrine<br>And out in fields |
|----------|--------------------------|--------------------------|-----------------------------------|
| Men      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          |
| Women    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          |
| Children | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          |

Question 11: What type of latrine do you have in your house?

- Flush latrine   
Pour flush latrine   
Pit latrine   
Don't have a latrine  (Go to Q19)

**(Ask only those who have a latrine in the house)**

Question 12: How is the latrine structured in your house?

- Concrete (Cemented)   
Katcha (Mud)   
Iron Sheets   
Wooden Walls   
Others (please specify): \_\_\_\_\_

Question 13: When did you construct the latrine at your place?

- Since last 6 months
- Since a year
- More than 2 years

Question 14: Did you get any help from any organisation for the construction of latrine?

- Yes
- No

Question 14a: (If yes) What kind of help was it? (More than one responses are possible)

- Loan
- Material
- Instructions for method of construction
- Manpower
- Others: \_\_\_\_\_

Question 14b: From whom did you get the help?

	Loan	Material	Instruction	Manpower	Others
Councillor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Political leader	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Family head	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government organisation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NGOs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others (specify): _____					

Question 15: What were the three main reasons behind constructing the latrine at that time? (Show round card) Give rating.

- Health \_\_\_\_\_
- Convenience \_\_\_\_\_
- A matter of respect \_\_\_\_\_
- Every one have had it \_\_\_\_\_
- Awareness about its advantages \_\_\_\_\_

Question 16: How much did it cost you to construct the latrine?

- Cost of superstructure : \_\_\_\_\_ Rs.
- Cost of fittings : \_\_\_\_\_ Rs.
- Cost of labour : \_\_\_\_\_ Rs.
- Total expenditure : \_\_\_\_\_ Rs.

Question 17: Whenever there is a blockage of water in the latrine who repairs it?

- Family members
- Neighbours
- Mason
- None
- Others (specify) : \_\_\_\_\_

Question 18: Who usually cleans the latrine?

- Women of the family
- Men
- Children
- Domestic servant
- Sweepers

(Ask only those who have a pit latrine or septic tank)

Question 19: What do you do when the pit of your latrine is filled?

- Construct a new pit
- Empty the pit
- Go out in fields for defecation
- Others (specify) : \_\_\_\_\_

(Ask every one)

Question 20: What material do you use for cleaning yourself after urination and defecation?

**A- Urination**

	Men	Children	women
Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mud	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cloth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corn web etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nothing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**B- Defecation**

	Men	Children	women
Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mud	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cloth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corn web etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nothing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 21: How do you dispose feces of children under one year of age?

- Wash it
- Throw out in the fields/street
- Throw in latrine
- Do not have children under 1 year
- Other (specify) \_\_\_\_\_

Question 22: What is the source of drinking water in your house? (*Mostly used*)

- Tap inside the house (Private tap)
- Tap out side the house (Public tap)
- Hand pump inside the house
- Hand pump out side the house
- Well inside the house
- Well out side the house
- Stream/pond
- Own Motor pump
- Others (rain water, spring) \_\_\_\_\_

(Ask Q23 and Q24 from those who have a latrine in the house)

Question 23: What is the water arrangement in your latrine?

- Tap
- Drum
- Bucket
- Bring from outside
- Others (*specify*) : \_\_\_\_\_

Question 24: What is the drainage arrangement in your house for the latrine?

- Pit in the house
- Drained out in street pit
- Drained out and left in street
- Drained out in street drain
- No drainage
- Sewerage system
- Others (*specify*) : \_\_\_\_\_

Question 25: Please tell us roughly how many times do you get a chance of washing your hands in a day?

With water only \_\_\_\_\_

With soap \_\_\_\_\_



Question 26: Mostly when do you use soap for washing you hands?

\_\_\_\_\_

Question 27: Some times one does not get a chance of washing hands as often as desired. If you ever faced such situation, what was the reason?

Reasons: \_\_\_\_\_

Question 28: In your view what are the advantages of washing hands with water and soap?

With water \_\_\_\_\_

With soap \_\_\_\_\_

Question 29: (*Show card*) In your view what could be the main cause of not having a latrine in the house?

- |   |                          |
|---|--------------------------|
| Lack of money                           | <input type="checkbox"/> |
| Unaware of its uses                     | <input type="checkbox"/> |
| Unavailability of material              | <input type="checkbox"/> |
| Don't have any know how of construction | <input type="checkbox"/> |
| Unavailability of mason/labour          | <input type="checkbox"/> |
| Lack of space                           | <input type="checkbox"/> |
| Very expensive                          | <input type="checkbox"/> |
| Never felt a need                       | <input type="checkbox"/> |

(Ask if the respondent gives option 1 or 7 in question 29)

Question 30: (*show card*) Suppose if the barrier of money is not there, then what would be the main cause of not having a latrine?

- |   |                          |
|---|--------------------------|
| Unaware of its uses                     | <input type="checkbox"/> |
| Unavailability of material              | <input type="checkbox"/> |
| Don't have any know how of construction | <input type="checkbox"/> |
| Unavailability of mason/labour          | <input type="checkbox"/> |
| Lack of space                           | <input type="checkbox"/> |
| Never felt a need                       | <input type="checkbox"/> |

Question 31: How many households in your area or village have a latrine? (*in your estimation*)

- |                |                          |
|----------------|--------------------------|
| Very few       | <input type="checkbox"/> |
| Few            | <input type="checkbox"/> |
| Less than half | <input type="checkbox"/> |
| More than half | <input type="checkbox"/> |
| Almost all     | <input type="checkbox"/> |

Question 32: In your view what is the total price for latrine construction?

With room Rs. \_\_\_\_\_ Approximately

Without room (only fittings) Rs. \_\_\_\_\_ Approximately

Question 32a: Which type of latrine are you talking about?

Flush latrine

Pour flush latrine

Pit latrine

Question 33: At what distance is the material for construction of latrine available in your area/village?

Distance : \_\_\_\_\_ km.

Question 34: Is a trained mason easily available in your village/locality?

Yes  (Go to Q.36)

No

Question 35: If "No" then, how far is a trained mason available?

1 mile

3 miles

More than 3 miles

Question 36: In case a family desires to construct a latrine in their house what kind of help would they be looking for? (*Don't read out the options*)

Material

Loan

Mason

Others (*specify*) : \_\_\_\_\_

Question 37: In your view what are the advantages of having a latrine in the house?

\_\_\_\_\_

\_\_\_\_\_

Question 38: (*Show card*) Of the following, which **one** would you say is the single most important advantage of having a latrine in the house?

- Convenience
- Time saving
- Cleanliness
- Privacy
- Health

Question 39: In your view are there any disadvantages of having a latrine in the house?

- Yes
- No

Question 40: If yes what are the disadvantages of having a latrine in the house? (*State three*)

\_\_\_\_\_

Question 41: In your view what are the disadvantages of not having a latrine in the house?

\_\_\_\_\_

Question 42: Did any one in your household suffer from Diarrhea/Dysentery during the last one month?

- Yes
- No

Question 42a: (If yes) How many persons, please also specify their ages? (*If more than one person write ages of each person separately*)

No. of persons : \_\_\_\_\_

	Age
Persons # 1	_____
Persons # 2	_____

Question 43: In your view what is the main cause of Diarrhea/Dysentery?

\_\_\_\_\_

**And what in your view would be the best way to prevent it:**

\_\_\_\_\_

Question 44: Did any one in your household suffer from the following illnesses during the last one year?

	Yes	No
Typhoid	<input type="checkbox"/>	<input type="checkbox"/>
Hepatitis	<input type="checkbox"/>	<input type="checkbox"/>
Skin diseases	<input type="checkbox"/>	<input type="checkbox"/>
Eye infections	<input type="checkbox"/>	<input type="checkbox"/>

Question 45: In your view which type of food should be avoided at any cost and which should be taken if there is no other option?

	Avoided At all cost	Taken when No other option
When food is expired/stale	<input type="checkbox"/>	<input type="checkbox"/>
When flies contaminate it	<input type="checkbox"/>	<input type="checkbox"/>
Touched by dirty hands	<input type="checkbox"/>	<input type="checkbox"/>
Left open in dust	<input type="checkbox"/>	<input type="checkbox"/>

Question 46: Suppose you get some money which you have to spend in any one of the following ways. Please state which one will you prefer?

Renovation of the house	<input type="checkbox"/>
Construction of latrine	<input type="checkbox"/>
Children's marriage/education	<input type="checkbox"/>
Purchase of TV/VCR	<input type="checkbox"/>
Others (specify): _____	

Question 47: If you require guidance on immunization and other health related issues, whom would you approach?

Relatives/Friends	<input type="checkbox"/>
Imam/religious leader	<input type="checkbox"/>
National/political leaders	<input type="checkbox"/>
School teacher	<input type="checkbox"/>

Question 48: If there is a campaign for the awareness of health and sanitation, how will you participate in it?

	Yes	No
By informing others	<input type="checkbox"/>	<input type="checkbox"/>
Acting upon it	<input type="checkbox"/>	<input type="checkbox"/>
By motivating others	<input type="checkbox"/>	<input type="checkbox"/>
Will not participate in it	<input type="checkbox"/>	<input type="checkbox"/>

Question 49: Which of the following means is most preferred by you to remain informed of the everyday affairs?

- Newspaper
- Magazines
- Radio
- TV
- Relatives
- Friends
- Imam Masjid
- Elder in the community
- Others (specify) : \_\_\_\_\_

Question 50: (Show card) In your view which is the most effective channel of communicating information on issues like health, hygiene and sanitation and which is second and which is the third most effective channel of communication?

- Newspaper \_\_\_\_\_
- Local leaders \_\_\_\_\_
- Radio \_\_\_\_\_
- TV \_\_\_\_\_
- Poster/cards \_\_\_\_\_
- Health & hygiene related campaigns \_\_\_\_\_
- Religious leader \_\_\_\_\_
- NGOs \_\_\_\_\_

Question 51: What are the reasons that you consider \_\_\_\_\_ (as specified in Q50) to be the most effective channel?

\_\_\_\_\_

(Question 52 to 55 are for Punjab only)

Question 52: Few months back sanitation campaign was organized in Punjab. Do you remember when was it?

- 4-5 months back
- 6 months back
- Before that

Question 53: Have you read or heard about that campaign?

- Yes
- No

Question 54: Can you tell us who launched this campaign?

\_\_\_\_\_

Question 55: Can you recall what key messages were given in that campaign regarding sanitation?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Question 56: Have you gone through any poster regarding health and hygiene during the last one month?

- Yes
- No

Question 57: (If yes) Kindly tell us which particular issue did it address and who was its sponsor?

Issue : \_\_\_\_\_

Sponsor company : \_\_\_\_\_

Question 58: Some people distribute pamphlet/leaflet on immunization and hygiene. Have you received any such pamphlet/leaflet during the last 6 months?

- Yes
- No

Question 59: Whenever you come across such pamphlets/leaflets, how much benefit do you get out of it?

- Much benefit   
 Little benefit   
 Not benefit

Question 60: What do you usually do when you get this kind of pamphlet/leaflet?

- |                               | Yes                      | No                       |
|-------------------------------|--------------------------|--------------------------|
| Read it casually              | <input type="checkbox"/> | <input type="checkbox"/> |
| Keep it with your self        | <input type="checkbox"/> | <input type="checkbox"/> |
| Discuss the issue with others | <input type="checkbox"/> | <input type="checkbox"/> |
| Try to act accordingly        | <input type="checkbox"/> | <input type="checkbox"/> |
| Throw it away without reading | <input type="checkbox"/> | <input type="checkbox"/> |
| Throw it after reading        | <input type="checkbox"/> | <input type="checkbox"/> |
| Get it read by others         | <input type="checkbox"/> | <input type="checkbox"/> |

Question 61: In your view which people should be included in a campaign regarding hygiene and sanitation to whom people listen to. In your view which one of the following will prove effective specially in your area?

- Imam Masjid   
 Union Counselor   
 Elders in the community   
 Teacher   
 NGOs   
 Others (specify): \_\_\_\_\_

Question 62: In your view what would be the best way to motivate people for constructing latrine in their houses?

- TV commercials   
 Announcements   
 Door to door motivation   
 Sanitation week   
 Others (specify): \_\_\_\_\_

Question 63: If we have to give a key message in one sentence for such a campaign, what would you suggest?

\_\_\_\_\_

Question 64: In your view what would be the role of following persons in such a campaign?  
(ask separately about each)

- NGOs \_\_\_\_\_
- Government \_\_\_\_\_
- Religious leaders \_\_\_\_\_
- Educated people \_\_\_\_\_
- Union Councilors \_\_\_\_\_
- Those having latrine \_\_\_\_\_
- Social workers \_\_\_\_\_
- Doctors \_\_\_\_\_
- Teachers \_\_\_\_\_
- Youngsters \_\_\_\_\_

**DEMOGRAPHICS**

D1: Location?

- Urban
- Rural

D2: Province?

- Punjab
- Sindh
- NWFP
- Balochistan

D3: District?

\_\_\_\_\_

D4: City?

\_\_\_\_\_

D5: What is your age?

\_\_\_\_\_

D6: What is your Education?

\_\_\_\_\_

D7: Gender?

- Male
- Female

D8: What is your marital status?

- Married
- Single
- Others: \_\_\_\_\_

D9: What is your occupation?

\_\_\_\_\_



D10: What is your mother tongue?

- Urdu   
 Punjabi   
 Sindhi   
 Pushto   
 Balochi   
 Sariki   
 Gujrati   
 Othes : \_\_\_\_\_

D11: By the grace of Allah, what is the size of this household including children and grownups. By household we mean, those members of your family whose food is cooked at a single place?

Number of households members: \_\_\_\_\_  
 and how many in this are below 5 years of age : \_\_\_\_\_

D12: What is the monthly household income of your family? (*in Rupees*)

- Upto 3000   
 3001-5000   
 5001-7000   
 7001-10000   
 10001-15000   
 Above 15000

D13: Type of house?

- Katecha   
 Concrete   
 Semi concrete

D14: (*Ask or write it by observing*) What is the type of roof of the house?

- Wooden/Bamboo   
 Iron sheets   
 RCC   
 RBC/Cemented   
 Others: \_\_\_\_\_

D15: Who is the main earner of your family?

- Respondent himself   
 Some other persons   
 (*If someone other than respondent then ask*)

D16: What is the education of the main earner?

\_\_\_\_\_

Key Messages

## Q59 - Key Messages Reported

Code	Description	Code
30	سب مل جل کر ایک دوسرے کو لیٹرین بنا کر دین	1
31	صحت و صفائی نصف ایمان ہے	2
32	ہفتہ صفائی برائے لیٹرین	3
33	صحت کا خیال رکھیں	4
34	صفائی سے بیماریاں نہیں پھیلتیں	5
35	لیٹرین بناؤ گھر کو آلودگی سے بچاؤ	6
36	لیٹرین بنانے کا دوسرا نام بیماریوں سے نجات	7
37	صفائی کا خیال رکھیں	8
38	لیٹرین بناؤ بیماریوں سے نجات پاؤ	9
39	صفائی صحت کے لیے اچھی ہے	10
40	صفائی میں دلچسپی لیں	11
41	صفائی کا خیال رکھیں	12
42	صاف تھرے رہو	13
43	صفائی رکھا کرو	14
44	گھر گھر لیٹرین ہونی چاہیے	15
45	لیٹرین بنانے کے ہزار فوائد	16
46	گھر گھر لیٹرین بنوائیں	17
47	صفائی سے زندگی بہنستی ہے	18
48	اپنے گھر میں لیٹرین بنوا کر رکھو	19
49	اپنے آپ کو صاف رکھو	20
50	گندگی نہیں پھیلانی چاہیے	21
51	صفائی کریں صحت مند رہیں	22
52	پردہ داری کے لیے لیٹرین بنائیں	23
53	لیٹرین اپنی ہی اچھی ہے	24
54	زندہ تو میں صفائی کا خیال رکھتی ہیں	25
55	صفائی ہزار نعمت ہے	26
56	لیٹرین کی صفائی کا خیال رکھیں	27
57	لیٹرین بناؤ اپنے لیے قوم کے لیے	28
58	صفائی اچھی چیز ہے اچھی بات ہے	29

Code	Description	Code	
89	علاج و معالجہ میں کمی لائیں	59	صفائی سے لوگوں میں عزت بڑھتی ہے
90	پرانی فصلوں میں جانے سے گریز کریں	60	صفائی رکھو اپنی فیملی کو بچاؤ
91	پرانے طور طریقوں سے نجات حاصل کریں	61	صفائی میں عبادت ہے
92	سب مل جل کر اپنے گھروں میں لیٹرین بنائیں	62	اپنے گھر کلی محلے کو صاف رکھیں
93	سب مل جل کر ایک دوسرے کی لیٹرین بنانے میں مدد کریں	63	گھر صاف سحت مند خاندان
94	صحت و صفائی کے لیے لیٹرین بہت ضروری ہے	64	گھر صاف خاندان خوشحال
95	صفائی سنت رسول ﷺ ہے	65	گھر خوش خوشحال پاکستان
96	لیٹرین بنائیں جراثیم سے نجات پائیں	66	صفائی اللہ کے نزدیک بہترین عمل ہے
97	لیٹرین بناؤ اپنے اور اپنے بچوں کی صحت بناؤ	67	صفائی رکھو اور خوش رہو
98	معلوم نہیں	68	اپنے گھر کی صفائی کے لیے لیٹرین بناؤ
99	جواب نہیں دیا / NR	69	بچوں کی صحت و صفائی کے لیے لیٹرین ہونا ضروری ہے
100	لیٹرین بناؤ وقت بچاؤ	70	لیٹرین ہماری زندگی کا ایک حصہ ہے
101	لیٹرین بناؤ صحت اور صفائی پاؤ	71	آج کی ضرورت لیٹرین کی اہمیت
102	صفائی اللہ تعالیٰ کی نعمت ہے	72	صفائی کے بارے میں لوگوں کو آگاہ کریں
103	لیٹرین بناؤ غربت مکاؤ	73	ہفتہ صفائی ہمہ چلائیں
104	لیٹرین بناؤ وقت بچاؤ اپنے لیے قوم کے لیے	74	نہت و صفائی کے متعلق مساجد میں اعلان کریں
105	اپنی اور اپنے گھر کی صفائی رکھو	75	گھر گھر جا کر لوگوں کو صحت و صفائی اور لیٹرین کے متعلق آگاہ کریں
106	جو صاف رہتے ہیں وہ خوش رہتے ہیں	76	ٹیلی ویژن پر اپنی campaign چلائیں
107	اپنے گھر اور شہر کو صاف رکھیں	77	صحت و صفائی کے متعلق اخبارات میں اشتہار دیں
108	صفائی سے بڑھ کر کوئی چیز نہیں	78	لوگوں کو صحت و صفائی کے متعلق اچھی تعلیم دیں
109	لیٹرین ایک سہولت ہے	79	لوگوں کو اخبارات اشتہار کے ذریعے campaign چلائیں
110	لیٹرین وقت کی بچت اور سہولت ہے	80	میڈیا کے ذریعے لوگوں کو صحت و صفائی سے آگاہ کریں
111	لیٹرین ہر گھر کی ضرورت ہے	81	گھر میں لیٹرین ہوگی تو صفائی ہوگی
112	صحت و صفائی اچھی ہوتی ہے	82	صفائی کا کام مکمل انسان
113	صحت ہے تو زندگی ہے	83	گاؤں کی صفائی بہت ضروری ہے
114	وقت کی اہم ضرورت لیٹرین	84	صفائی اچھی عادت ہے
115	گھر میں لیٹرین کی وجہ سے بدبو ختم ہو جاتی ہے	85	صفائی میں خوبصورتی ہے
116	نوجوانوں کو اس مہم میں حصہ لینا چاہیے	86	صحت و صفائی کا خیال رکھیں
117	ایسی مہم حکومت کو شروع کرنی چاہیے	87	صفائی اور پاکیزگی
118	اس مہم سے انسان کی صحت بہتر ہوگی	88	صحت و صفائی کے حوالے سے کام کو جاری رکھیں

Code	Description	Page
149	صفائی اچھے لوگوں کی نشانی ہے	119
150	صحت و صفائی اچھے لوگوں کی نشانی ہے	120
151	صحت سے زینت ہے	121
152	صحت مند لوگ صحت مند قوم	122
153	صحت و صفائی ہر مرض کا علاج ہے	123
154	اپنے ہاتھوں کو صاف رکھیں	124
155	اس مہم کو آزاد کشمیر میں بھی چلائیں	125
156	اس مہم کو گاؤں گاؤں میں چلائیں	126
157	اس مہم کو جاری رکھنا لوگوں کی فلاح کے لیے اچھا ہے / نیک ہے / بہتر ہے	127
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160	گاؤں کے تعمیراتی کاموں کی طرف توجہ دیں مثلاً سڑکیں، نالیاں	130
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	لیٹرین بنوائیں سکون کی زندگی لڑائیں	
	یہ مہم اس جگہ شروع کریں	
	حکومت کو اس مہم کے ساتھ مالی طور پر بھی امداد کرنی چاہیے	
	صفائی میں عزت ہے	
	صفائی سے ملک کا معیار بڑھے گا	

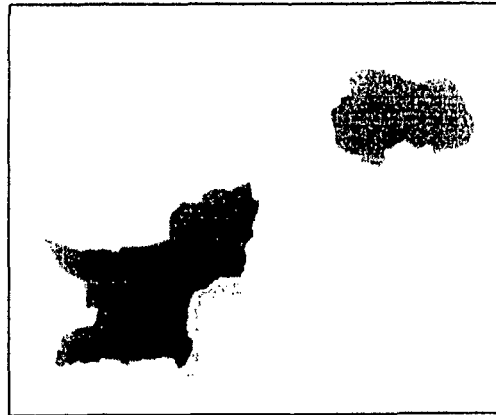
Code	Description	Code	
209	تمام میڈیال کر اس مہم کو کامیاب کر سکتے ہیں	179	کوڑے خانے بنانے چاہئیں
210	اپنی مدد آپ کے تحت لیٹرین بنائیں	180	لیٹرین بنانے میں غریبوں کی مدد کرنی چاہیے
211	صفائی ہمارا بنیادی فرض ہے	181	گھر و گاؤں کو صاف رکھیں
212	ملک کے تمام اداروں کو صحت و صفائی کی مہم میں بڑھ چڑھ کر حصہ لینا چاہیے	182	گھر صاف ماحول صاف
213	حکومت لوگوں کو لیٹرین بنا کر دیں	183	صاف ستھرا گھر ہی اچھا لگتا ہے
214	گھر گھر جا کر لوگوں کے مسائل حل کریں	184	صفائی ہمارا دینی فریضہ ہے
215	لیٹرین بناؤ تحفظ پاؤ	185	بدبو نہائیں لیٹرین بنائیں
216	ہم آپ کو رقم دیتے ہیں لیٹرین بناؤ	186	اس مہم میں مولویوں / علمائے کرام / امام مسجد کو شامل کرنا چاہیے
217	لیٹرین بناؤ عزت سے رہو	187	اسلام میں صفائی فرض ہے
218	کم پیسے لگائیں اور صحت کو محفوظ بنائیں	188	صحت اللہ تعالیٰ کی بہت بڑی نعمت ہے
219	اپنے گھر میں لیٹرین بنائیں اور محلے کو صاف رکھیں	189	آپھی صحت، اچھی نسل
220	دام بنائے کام، پیسہ لگاؤ، صحت پاؤ	190	صفائی سب کی دوست ہے
221	صفائی میں خدائی ہے	191	صفائی سب کو پسند ہے
222	صفائی کرنا قومی فریضہ ہے	192	صفائی مسلمان کی شان ہے
223	کم پیسوں میں لیٹرین بنوائیں صفائی رکھیں	193	صحت مند جسم، صحت مند معاشرہ
224	فنز جمع کروائیں، صفائی کروائیں	194	جان ہے تو جہان ہے
225	لیٹرین بناؤ ماحول کو گندگی سے بچاؤ	195	صاف ستھرا انسان اللہ تعالیٰ کو پسند ہے
226	لیٹرین بنائیں	196	گھر صاف، معاشرہ صاف
227	صفائی رکھنے سے ذہن بھی صاف رہتا ہے	197	اللہ تعالیٰ اس کو پسند کرتا ہے جو گھر کی صفائی کرتا ہے
228	سب لوگوں کو اکٹھا کر کے ان کے مسائل حل کرنے چاہئیں	198	صاف رہنے، کامیاب رہنے
229	صحت و صفائی بڑی نعمت ہے	199	صاف رہنے کے لیے تازہ پانی کی ضرورت ہے
230	صفائی کا خیال رکھیں اور اپنے کمروں میں لیٹرین بنائیں	200	صحت بڑی دولت ہے
231	انسان صفائی سے پہچانا جاتا ہے	201	گھر گھر جا کر لوگوں کو لیٹرین کے متعلق آگاہ کریں
232	لیٹرین بنانے سے محلے اور شہر نظافت اور بیماریوں سے محفوظ رہتے ہیں	202	صفائی ہمارا اولین فرض ہے
233	نکھیاں ختم کریں، صفائی ہوگی	203	پاٹ والی لیٹرین بناؤ
234	لیٹرین بنانا ہم سب کا فرض ہے	204	صحت اللہ تعالیٰ کی بڑی نعمت ہے
235	اپنے ان پڑھ بہن بھائیوں کو صفائی کی اہمیت کے متعلق بنائیں	205	صحت اچھی چیز ہے
236	لیٹرین بنانے کے لیے حکومت آسان قسطوں پر قرض دے	206	گندگی سے آپ کے بچے بیمار ہوتے ہیں
237	کرپٹ لوگوں کو اس مہم میں بالکل شامل نہ کیا جائے	207	3 دفعہ نہانا چاہیے
238	صحت مند معاشرے کے لیے ضروری ہے کہ گندگی کو نہ پھیلے دیں	208	غریب لوگوں کو لیٹرین بنا کر دیں

Code	Description	Code
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Population of Pakistan:



## POPULATION OF PAKISTAN



### Population PROVINCE-WISE DISTRIBUTION

	Total	Rural	Urban
All Pakistan	130,579,571	88,121,232	42,458,339
Punjab <sup>1</sup> (56.20% of All Pakistan Population)	73,384,515	50,160,525	23,223,990
Sindh (22.97% of All Pakistan Population)	29,991,161	15,329,329	14,661,832
NWFP <sup>2</sup> (15.85% of All Pakistan Population)	20,692,537	17,636,359	3,056,178
Balochistan (4.99% of All Pakistan Population)	6,511,358	4,995,019	1,516,339

- 1 Including Islamabad  
2 Including FATA

**Rural Population**

88,121,232

Total number of villages : Over 45,000

The rural population can be further subdivided into 6 groups:

The village sizes are 1998 estimates projected on original data provided by Federal Bureau of Statistics in a study conducted in 1990.

	Number of Villages	Percent of all villages	Apprx. % of Rural Popul.
<b>Extra Large Villages</b> Population exceeds 8,000 per village	1,462	3%	12%
<b>Large Villages</b> Population is in the range of 3,000 to 8,000	7,682	17%	44%
<b>Medium</b> Population range 1,500 to 3,000	9,946	22%	23%
<b>Small</b> Population range 1,000 to 1,500	9,323	21%	12%
<b>Very Small</b> Population range 500 to 1,000	8,425	19%	7%
<b>Extra Small</b> Population range upto 500	6,360	14%	2%
<b>Un-inhabited</b>	1,969	4%	-

This is the percent of Rural population.

Note: Column on approximate percent of Rural population added in this Report on May 21, 1999

PROVINCE ↓	PROVINCIAL BREAKDOWN							
	Number of Villages							
	Extra Large	Large	Medium	Small	Very Small	Extra Small	Un-Inhabited	Total
Punjab	772	4,710	6,156	5,674	4,395	2,582	977	25,200
Sindh	264	1,705	1,916	1,105	483	287	88	5,848
NWFP	364	947	1,256	1,521	1,809	1,545	367	7,809
Balochistan	57	305	600	999	1,705	1,921	524	6,111
All Pakistan	1,457	7,667	9,928	9,299	8,392	6,335	1,956	45,034

Note: Due to certain definitional problems, 133 villages could not be allocated in any cell in this table. This accounts for a slight discrepancy in the total computed from the above two tables.