

6th Annual Water and Sanitation Innovations for the Arctic
Friday, February 5th, 2016
EDUCATION AND OUTREACH IN RURAL WATER AND SANITATION
A Workshop Cosponsored by:
U.S. Arctic Research Commission and the Centers for Disease Control and Prevention

Friday, February 5th – The Endeavor Room at the Captain Cook Hotel (939 W. 5th Avenue, Anchorage, AK)

ALPHA Alaska Health Summit-associated session of interest: “Progress on Improving Water and Sanitation in Rural Alaska” – February 3rd from 12:00 - 1:15 PM: Link to ALPHA Alaska Health Summit Schedule can be found at: <http://www.alaskapublichealth.org/health-summit/>

Workshop objectives: To share knowledge of current and past practices in education and outreach in water and sanitation and move towards the formulation of a hygiene action plan for use in both served and unserved households.

8:00 A.M. Room is open for participants, coffee will be served

8:30 A.M. Meeting commences

Session 1: Historical efforts in W&S outreach and education

8:30- 10:00 A.M.

8:30-8:40 A.M. Welcome, Announcements and Introductions

8:40-8:45 A.M. Setting the stage/defining terms (*C. Rosa, USARC*)

8:45-9:00 A.M. Overview on past outreach and education efforts that accompanied rural water and sanitation projects (or lack thereof) (*P. Costello, ANTHC and J. Dobson, YKHC*)

9:00-10:00 A.M. Specific historical homeowner education efforts (*L. Zender, Zender Environmental, B. Berube, ANTHC, B. Lefferts, YKHC*)

- Historical honeybucket education/best practices efforts “It Happened One Summer”
- Adherence to best practices advice over time
- Gaps in efforts (open discussion)

10:00-10:15 A.M. Break

Session 2: Education and Outreach related to adoption of new technology/methods/systems

10:15-noon

10:15-10:30 A.M. Water Use Promotion Project 2008-2011 (*J. Dobson, YKHC*)

10:30- 10:45 A.M.	“Knowledge, Attitudes and Practices Survey” (<i>M. Bruce, CDC</i>)
10:45- 11:00 A.M.	The four village study: transition from honeybuckets to piped water (<i>T. Thomas, ANTHC</i>)
11:00- 11:15	The user education effort related to the Kivalina Study (<i>G. Dixon, ANTHC</i>)
11:15- 11:20	Effectiveness of a Public Health Educational Campaign in the YK Delta (<i>B. Lefferts, YKHC</i>)
11:20-11:40	Beyond education: Using Social Change Marketing to effect new behaviors (<i>K. Anderson, UAA affiliate faculty</i>)
11:40- 12:00	Panel Discussion

noon-1:00 P.M. *Box lunch on site (30 minute lunchtime film optional)*

Session 3: Breakout Groups to work on water and sanitation hygiene “action plans” for rural Alaskan households.

There will be **two breakout groups**: one focusing on an **un-served** home scenario, the other on a home that is **served**.

1:00 – 2:30 P.M. Breakout Group Tasks, Part 1

We would like each group to:

1. Define widespread risky practices
2. Determine appropriate replacement behaviors
3. Develop key messages and a deployment strategy for 12 months into the future
4. Discuss how we incorporate these messages into capital projects

2:30 -3:00 P.M.: *Break*

3:00-4:00 P.M.: Breakout Group Tasks, Part 2

5. Discuss the best method/vehicle to get the information “out there” given current capacity and funding restraints
6. Focus on social marketing efforts that might be useful in these cases.

4:00-5:00 P.M. Groups report back followed by discussion of ways forward/planning for future drafting of the “action plans”

5:00 P.M. *Adjourn*

Packet Contents:

- (Agenda)
- PDFs sent via email (these resources will be available, in print, to each breakout group as a reference)