

50 cents that changes the world for every child

Bandung, Indonesia
Neu-Anspach, Germany
Bruce Walker



Organization type:

nonprofit/ngo/citizen sector

Project Stage:

Idea

Budget:

\$10,000 - \$50,000

Website:

<http://www.partneraid.org>

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

50 cents that changes the world for every child is found in Healthy Hygienic Habits (3H). Maximizing the outcomes in education by reducing absenteeism.

About Project

Problem: What problem is this project trying to address?

In West Java the Department of Health reports that 75% of school age children are suffering with significant dental disease. The number one reason why children miss a day of school is tooth pain (61% of the total). Research has proven that a student's learning process is significantly

impaired by dental disease. One of the most effective and efficient means of preventing dental disease is daily tooth brushing with fluoride toothpaste. The benefit is not correlated to proper technique of brushing or the quality of the toothbrush. The other most common causes of absenteeism in schools include diarrhoea, and upper/lower respiratory infections. The incidence of these diseases is greatly reduced if children use proper hand washing technique with soap on a daily basis.

Solution: What is the proposed solution? Please be specific!

The Healthy Hygienic Habits (3H) program educates children about the benefit of regular hand washing and daily tooth brushing with fluoride toothpaste. These two basic activities drastically reduce the incidence of the leading causes of school absenteeism: dental disease, diarrhoea, and respiratory infections. The cost per student of a 3H program is estimated to be US 50 cents per year. This includes buying a toothbrush, toothpaste and soap for the child to use in a daily activity. Because the cost is so low, even governments that are not rich in resources can afford to get involved in an effective prevention program. A program of daily hygienic practices in the schools will also impact the habits of the surrounding community resulting in an improved Human Development Index (HDI). Governments in developing countries hoping to move toward achieving Millenium Development Goals (MDG) by positively impacting the HDI will find the 3H program to be an affordable and effective option.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

The 3H program that will be developed in primary schools consists of two main activities which are daily hand washing and tooth brushing. The approach is focused on intersectoral collaboration and makes use of the existing structures of the educational sector to institutionalize evidence based preventive measures every day in public and private primary schools. The 3H Program will require contributions from all stakeholders, i.e. teachers, parents, local and national government leaders, companies, and most importantly the SHECB. PartnerAid International acting in conjunction with the SHECB will work to ensure the sustainability and success of the program. The SHECB will play a leadership role and facilitate coordination between stakeholders and supervision of the implementation of 3H. The teachers in primary schools will facilitate the implementation of the program under the authority of the SHECB. The parents will play a role as supervisors and supporters of the activities through contributing to the building of facilities for tooth brushing and hand washing. Companies will play the role of supporting the activities through donations of needed materials (CSR) or through providing high quality, low cost materials for purchase to be used in the program. PartnerAid International staff will play the role of training teachers, advocacy with parents, local and national government leaders, monitoring the implementation of 3H, evaluating the impact of 3H, and networking the participation of other interested parties in the 3H activities in conjunction with SHECB.

Sustainability

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

PartnerAid International will work closely with the SHECB and also with teachers as daily implementers, parents as supporters and supervisors, and with companies as supporters and providers for some of the materials and training activities. Competitors will not likely exist because other organisations can jump-in to contribute according to the roles that will be appropriate for each different organisation. Our approach gives special emphasis on intersectoral cooperation and coordination in developing and implementing the 3H program. Since 3H activities do not generate income for stakeholders, there are not likely to be competitors but only potential partners or organizations that are interested in supporting the improvement of the health of primary school children in West Java.

Team

Founding Story

Over the past two years Dr. Walker has visited dozens of schools across West Java along with the SHECB. Each year there is a contest for the schools who are implementing the School Health Education Program (SHEP) and champions are determined on a national, provincial, and county/city level. Schools that win the SHEP contest do not necessarily have healthier students than in other schools. Particularly in primary schools, the lack of daily hygiene is evidenced by the lingering presence of dental disease and dirty hands which leads to a high rate of absenteeism. The SHECB recognizes this deficiency even though they have prescribed in their manual that daily hygiene is important. In the vast majority of primary schools tooth brushing or hand washing takes place on a quarterly basis at best. With the support of Parner Aid International a 3H program would provide a needed boost to the emphasis on the practice of daily hygiene resulting in a measurable impact on student's health.

About You

Organization:

Partner Aid International

About You

First Name

Bruce

Last Name

Walker

Twitter URL

Facebook URL

About Your Organization

Organization Name

Partner Aid International

Organization Country

, Neu-Anspach

Country where this project is creating social impact

, JR, Bandung

How long has your organization been operating?

More than 5 years

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen..

Innovation

How long have you been in operation?

Still in idea phase, but looking to launch soon

Which of the following best describes the barrier(s) your innovation addresses? Choose up to two

Access, Equity.

Social Impact

Please describe the goal of your initiative; outline what you are trying to achieve

The practical goal is a reduction of 40% in absenteeism from illnesses that are preventable. The overall goal of the 3H Program is to improve the health and education outcomes of school children in selected schools through the implementation of effective and sustainable practice of good personal hygiene. The 3H program will play a role in supporting the development of the intersectoral program of the SHECB. It is expected that a program of daily hygienic practices in the schools will also impact the habits of the surrounding community resulting in an improved Human Development Index (HDI). Governments in developing countries hoping to move toward achieving Millenium Development Goals (MDG) by positively impacting the HDI will find the 3H program to be an affordable and effective option.

What has been the impact of your solution to date?

The 3H program is still in the advocacy stage where important stakeholders have been meeting to plan for the implementation phase. During this phase Dr. Walker has met local SHECB teams in each of the selected areas for pilot programs. The head of the department of education in West Java has verbally committed to supporting the purchase of locally manufactured materials for scaling up the program in the future. Partner Aid International has facilitated the formation of an MOU between SHECB and a large local manufacturer of toothpaste. The corporation is interested in providing high quality low cost materials in the future for purchase to be used in the program. Dr. Walker has been networking with other NGOs that are interested in impacting the health of children through school based initiatives. Several meetings have been held for heads of primary schools where the principles and expected outcomes of a 3H intervention have been explained generating interest in the program.

What is your projected impact over the next five years?

The projected impact is a reduction of 40% in absenteeism from preventable causes in the pilot schools covering approximately 2,400 students in the first year. These pilot programs will be conducted in 2 different areas in the first year and for succeeding years the program will be piloted in 4 new areas. A pilot program can be developed in 18 of the 26 counties/cities of West Java with at least 4 pilot schools in each area covering approximately 21,600 students. Partner Aid International will provide funding during the pilot phase of the 3H program. In successive years the pilot programs will be taken over by the SHECB and additional schools will be added in the third year by the SHECB. The total number of students participating in the program is expected to be 43,200 in 5 years.

What barriers might hinder the success of your project? How do you plan to overcome them?

A shortage of funding could hinder the success of the program in the pilot phase. However, a successful pilot program will open resources from the government, private companies and parents to support the program. The commitment of school principals and teachers is another crucial factor which will determine the success of the program. Regular consultation, monitoring and advocacy in partnership with the SHECB will provide additional support for the expansion of the program even without any further outside funding. A successful pilot program will generate interest in surrounding schools who will seek to procure support from the SHECB in order to begin a 3H program. Since the program is not expensive to expand, it is expected that scaling up in each area will be achievable by the SHECB.

Winning entries present a strong plan for how they will achieve and track growth. Identify your six-month milestone for growing your impact

3H pilot programs will be established in two areas each with four pilot schools for a total of 2400 students

Identify three major tasks you will have to complete to reach your six-month milestone

Task 1

MOU establishment with schools and local governments in the two counties/cities

Task 2

Training all of the teachers in each of the pilot schools to implement the program

Task 3

Construction of washing/brushing facilities in conjunction with the support of parents and local governments

Now think bigger! Identify your 12-month impact milestone

Reduction by 40% of absenteeism from highly preventable causes in the eight pilot schools

Identify three major tasks you will have to complete to reach your 12-month milestone

Task 1

Implement and closely monitor the 3H program in 8 pilot schools along with the SHECB

Task 2

Measure the impact on absenteeism in schools where the program is being implemented well

Task 3

Continued advocacy with all stakeholders to develop future support of 3H outside of the pilot phase

Sustainability

Tell us about your partnerships

We are currently working in conjunction with the Department of Education and the SHECB. In each county/city there is a local SHECB that is responsible for developing the program in primary schools. The provincial SHECB has already facilitated the introduction of Dr. Walker to the local SHECB in one of the targeted cities. With coordination occurring from the provincial SHECB it is expected that the program will be received well from the beginning. We are also fostering the involvement of other key stakeholders including corporations, other NGOs, and international sources of funding.

Are you currently targeting other specific populations, locations, or markets for your innovation? If so, where and why?

The population of West Java is around 43 million and around 90% of them are from the Sundanese ethnic group. There are around 6 million primary school students. The first pilot program will be implemented in 4 schools in Banjar City and 4 schools in Kuningan County. The local government leaders in Kuningan and Banjar have given verbal commitment to support 3H. Currently there is no plan to expand outside of West Java in the first five years. However it is expected that interest will be generated in the program for expansion into other provinces and funding can be sought in that case.

What type of operating environment and internal organizational factors make your innovation successful?

3H will focus on collaboration and intersectoral cooperation between the local and provincial levels of SHECB, the department of education, and other important stakeholders. Dr. Walker has spent the last nine years developing good working relationships working as a consultant with the department of education. He is frequently involved in public speaking engagements (using Indonesian language) in school environments and government meetings. The country director of PartnerAid International, Mr. Ageng, is a native Indonesian with an MBA from Germany. Both have a high appreciation of the local culture and will guide the implementation of 3H. PartnerAid International values the appreciation of the local culture and good working relationships as the keys to the sustainability of 3H.

Please elaborate on any needs or offers you have mentioned above and/or suggest categories of support that aren't specified within the list

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