

Perceived Influence of *Clean Kwara* Campaign against Open Defecation on Community Hygiene in Asa Local Government of Kwara State

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Abstract

Open defecation (OD) remains a critical environmental and health challenge globally, affecting billions of people worldwide. Kwara State has the highest prevalence in the practice of OD and in order to reverse this trend, *Clean Kwara* Campaign was flagged off by the Kwara State Government. One of the stakeholders in the campaign is the media, and radio campaigns are imperative in communicating environmental issues. In an attempt to fill a research gap in determining the effectiveness of radio messages against OD, the study examined the perceived influence of *Clean Kwara* campaign aired on Royal FM on community hygiene among residents of Asa Local Government in Kwara State. The study was anchored on the Situational Awareness (SA) theory, which emphasises the awareness of elements in the environment, an understanding of the current situation and a prognosis of the future status of the situation. Survey method was adopted while 399 respondents were chosen from the population of the study as sample, using the multistage sampling procedure. Findings revealed a high level of exposure to Royal FM messages on open defecation and that the *Clean Kwara* messages were effective in sensitising people in Asa Local Government against the practice of open defecation. Also, the study reported a positive influence of OD messages on their stoppage of the practice of open defecation. The study recommended that Royal FM should design environmental information towards public enlightenment in the local dialects.

Keywords: Asa Local Government, campaign, *Clean Kwara*, open defecation, Royal FM

1. Introduction

Across the globe, much attention is being given to open defecation (OD) practices. This is as a result of its attendant implications on human health, dignity and on the environment. Open defecation is one of the key unhygienic practices in developing countries, including Nigeria (Nnabuike & Okonkwo, 2022). According to Oghide (2019), this practice has continued to pose a critical health challenge globally, affecting billions of people worldwide and contributing significantly to an estimated 842,000 deaths yearly from sanitation-related diseases.

Sanitation is one major area targeted in past and present developmental endeavours to combat diseases. For instance, the Millennium Development Goals (MDGs), which expired in 2015, sought to achieve environmental sustainability. However, in Nigeria, none of the goals were fully achieved (MDG End-Point Report, 2015). Poor communication, among other factors, was identified as being responsible for the failure to meet the targets. A new set of developmental goals

encapsulated into 17 Sustainable Development Goals (SDGs) were launched in 2015 at the expiration of the MDGs. These goals were adopted by member countries of the United Nations so as to improve the quality of human life and at the same time, preserve the ecosystem (United Nations Development Programme, 2023). Members of United Nations were to use the sustainable development goals in framing their countries' developmental policies for the next fifteen years (United Nations, 2015). The 6th goal of the SDG as stated in the 2030 Agenda is to ensure availability and sustainability of water and sanitation for all. The goal specifically targets ending open defecation by 2030. Nigeria was among the 197 member countries that adopted the SDGs with the promise to frame the government's policies and programmes towards the attainment of the goals.

However, the actualisation of these lofty goals demands a multi-stakeholder collaboration and the mass media is paramount to achieving this (Wole-Abu, 2018). Radio has been adjudged one of the developmental medium that can be effectively used to communicate development-oriented messages to the target audience (Shaibu, 2022). It is comparatively flexible in its programming, accessible and available to all strata of the society, thus, making radio a potent vehicle in bridging the knowledge gap on SDGs among the various social strata (Perkins, 2016).

In Nigeria, President Muhammadu Buhari declared a state of emergency in the Water, Sanitation and Hygiene (WASH) sector in order to moderate the negative economic implications of OD on the country's Gross Domestic Product (Adeoti, Akinola, Ogundare & Awe, 2021). In 2018, the Nigerian government launched a nation-wide campaign tagged 'Clean Nigeria; Use the Toilet' as efforts towards attaining an OD Free country by 2025 (Nwagwu, 2019). The 36 states of the federation are to replicate the campaign at the state level. The campaign, targeted at ending OD by the set time of 2025, is a collaboration among public and private sectors. The mass media is to partner with the government in disseminating information through its Lasswellian functions to the society (Wole-Abu, 2018).

According to the 2021 Water, Sanitation and Hygiene National Outcome Routine Mapping (WASHNORM) III Report, 48 million people in Nigeria, representing 23 percent of Nigeria's population, engage in OD (Vanguard, 2022). This places Nigeria ahead of other countries practicing OD globally. Kwara State was identified as having the highest prevalence of OD practices (Vanguard, 2021). The *Clean Kwara* Campaign was therefore, flagged off in September 21, 2020 under the administration of Governor AbdulRahman AbdulRasaq to mark the commencement of a decade of action against the practice of OD in the state (Ajakaye, 2020). The campaign is in addition to the construction of integrated modern public toilets in some strategic parts of Ilorin, the state capital and other senatorial districts across the state in order to stop OD practices and to further improve Kwara people's access to basic sanitation services, particularly in the hinterlands (**Tribune, 2020**).

Tackling the problem of OD requires developing strategic communication framework through an appropriate media. One of such media is radio. Designing radio campaigns is no doubt imperative in communicating environmental issues. Since people use radio for the purpose of fulfilling their communication needs, it can also be adopted in facilitating behavioural change because of its relative advantages over other media. Royal FM is one of the popular private radio stations in Ilorin, Kwara State, being the first private radio station in Ilorin. The station has over 6 million listeners and its coverage extends to over eighty communities in Kwara State and neighbouring states of Oyo, Ekiti, Osun, Niger, Ondo and Kogi (Royal FM website, 2023). One of its programme

that focuses on environmental issues is *Sanitary Inspector*, a weekend pidgin programme that enlightens its listeners on environmental challenges in the state. It was observed that the programme features the *Clean Kwara* campaign messages. The Clean Kwara campaign is an initiative of the Kwara State Government, who is to partner with the civil society organisations, development partners and the private sector (Aliyu, 2019), including private-owned media. The choice of Royal FM for this study was informed by the popularity of the station among radio listeners in Ilorin and its incorporation of *Clean Kwara* messages into an existing radio programme *Sanitary Inspector*.

Several studies have been carried out on campaigns against OD (Busienei, Ogendi & Mojau, 2019; Cronin, 2015; Ngene & Okwudiri, 2016). However, there is a need to understand the role of radio in ending OD and determining how effective radio campaign messages are in the campaign of ending OD. Therefore, this study sought to fill this gap by examining the perceived influence of *Clean Kwara* radio campaign against open defecation on communal hygiene among rural dwellers of Asa Local Government area in Ilorin, Kwara State.

The study was guided by three research objectives, namely:

1. To examine the extent at which the people of Asa local government area of Kwara State are exposed to Clean Kwara campaign on Royal FM against OD
2. To find out the perceptions of the people to Clean Kwara campaign on Royal FM against OD
3. To know the extent at which Clean Kwara campaign on Royal FM influence rural dwellers against OD

2. Literature Review

Concept of Open Defecation and its implications

To a layman, OD is simply the human practice of defecating in the open field rather than in an enclosed system (Oyegbade, 2019). WHO and UNICEF (2017) define OD as the practice of defecating in open fields, canals and open trenches without any proper disposal. It is the practice of defecating in open spaces such as fields, forests, bushes, and bodies of water (Jones, Fisher & Reed, 2012; Clasen, Boisson, Routray & Torondel, 2014; Rodriguez, 2018). People may choose to defecate in the open either because they lack basic toilet facilities or due to traditional cultural practices. O'Reilly (2016) posits that defecating in the open is an ancient practice where there were more open spaces and less population pressure on land. It was believed that defecating in the open caused minimal harm when done in low populated areas, forests, or camps; stressing that, with development and urbanization, which brought about increased population, OD became a challenge as well as a public health issue and that of human self-worth.

According to WHO and UNICEF (2014), OD can contaminate the environment, leading to health challenges. High rate of OD are associated with child mortality, poor nutrition, poverty, and inequalities between the rich and poor. One of the targets of SDG Number 6 is that of ending OD. Therefore, ending OD is an essential aspect of poverty eradication efforts. OD adversely affects human health, the environment as well as the economy of nations. Nigeria is rated one of the nations in the world with the highest prevalence of OD practices. The United Nations WASHNORM survey (2021) reported that about 48 million people in Nigeria engage in OD. Consequently, the practice has had a negative effect on the populace, especially children, in the areas of health and education and had contributed to the country's failure to meet the MDG target.

Also, more than 100, 000 children under the age of five die each year because of water and sanitation related diseases (Adamu, 2022). According to Federal Ministry of Water Resources (2015), the sanitation situation in the country impelled the National Council on Water Resources in 2014 to prioritise the development of a roadmap towards eradicating OD in the country, in line with the global campaign on ending OD championed by the United Nations.

Kevin et al. (2020) observes that human feces contain large numbers of germs, which may cause diarrhea and when people practice OD, flies transmit the germs when they perch on food, which may later be consumed by someone else. Germs grow, with a propensity to multiply and where germs are present, there are risks of disease. More so, when it rains, faecal disposal in the environment can be washed into water sources such as streams, rivers and wells, thereby contaminating the water and making it unsafe for consumption. Communicable diseases can spread from one person to another through OD practices (WHO Fact Sheet, 2014). OD is common, though declining, in the rural areas but according to WHO/UNICEF JMP for Water Supply and Sanitation (2010), increase in the population of urban dwellers has brought a rise in the number of people engaging in open defecation.

The adverse effect of OD is well documented. World Bank Report (2012) put the death rate of Nigerians to 122,000, including 87,000 under 5 children dying each year as a result of diarrhea, with nearly 90% of deaths attributable to water, sanitation and hygiene. Deficiency in iron nutrients in adolescent girls and young mothers is caused by worm infestation, attributable to OD. Researchers have also identified OD as one of the major health concerns in developing nations and evidences from studies associate children's exposure to OD with several health challenges and poor nutritional outcomes (Cooper, 2019). Thus, sanitation is important in safeguarding public health. Access to sanitary facilities is indispensable to the wellbeing, dignity and health of man. Mara, Lane, Scott and Trouba (2010) assert that 10% of the global disease burden such as diarrhea, malnutrition in children and severe respiratory ailments is traceable to poor sanitation and according to WHO (2018), a significant number of the 2.3 billion people without access to sanitary facilities will defecate in the open.

OD also impacts on the economy. For instance, Water and Sanitation Programme (WSP) Nigeria in 2012 reported that about NGN455 billion was lost by the Nigerian Government on an annual basis to poor sanitation. According to The National Task Group on Sanitation, Nigeria loses about 1.3% of its Gross Domestic Product annually in Nigeria to unsanitary environment (The National Task Group on Sanitation, 2017). Arguably, a nation's economy may be grossly affected when there is an outbreak of disease, as money that should be spent on improving the living standards of the populace will be spent in containing it.

Empirical review

Several studies have been carried out on efforts towards tackling OD. In Indonesia, Cronin (2015) studied awareness of campaigns against open defecation. The study reported a high level of awareness on campaign against OD. The study, which also assessed the Government's Sanitasi Total Berbasis Masyarakat (STBM) that is, Community-based Total Sanitation programme, in conjunction with UNICEF, found five key WASH issues, which were the use of toilet facilities, washing of hands, safe storage and handling drinking water as well as the management of solid and liquid waste associated with the programme. The study equally identified the use of social media campaign *TinjuTinja* in the local Bahasa dialect in creating awareness and knowledge on the adverse effects of OD.

A related study in India by Jain, Wagner, Snell-Rood, and Ray (2020) ethnographically explored perspectives on OD and use of latrine in Bihar, a rural area in India. The study found that the people of Bihar were aware of the various risks in OD and that sanitation and behaviour change campaigns conflate the hesitancy in adopting latrines, with a preference for OD. In Kenya, Busienei, Ogendi and Mojau (2019) investigated OD practices in Lodwar, using a blend of quantitative and qualitative methods of cross sectional survey, key informant interviews and focus group discussions. The study quantitatively found significant level of awareness of OD but cultural factor influenced the practice. Also, poverty was reported as a major influence for household ownership of latrines.

Several studies on OD were also conducted in Nigeria. For instance, Sanusi, Talabi, Alade, Olatokunbo, et al. (2022) carried out a study in Ifedayo Local government in Osun State, the only LG declared Open Defecation Free (ODF) in South-West Nigeria, in order to investigate the communication tools used in achieving the ODF status. Findings revealed that radio was used to communicate the dangers of OD and in mobilising people to build toilet facilities. The study concluded on the effectiveness of radio as a medium of awareness and knowledge in behavioral change communication-related issues. Another study in Owo, Ondo State Nigeria by Adinlewa and Olubodede (2021) also investigated the effect of campaigns against OD on the residents. The quantitative study reported awareness of campaigns on OD by the most of the respondents, as reflective in their knowledge of the various campaigns via radio and outdoor materials. The study also found that the campaign messages significantly influenced respondents' attitudes to OD practice.

In a related study, Ngene and Okwudiri (2016) examined the influence of safe fecal disposal campaigns on rural residents' knowledge, attitude and practices of open defecation in South-East, Nigeria. The researchers employed the quantitative method of survey and qualitative method of in-depth interview to elicit information. Findings showed that rural residents were aware of the health implications of unsafe fecal disposal. The study reported that the rural residents' awareness and knowledge of the dangers of poor feces disposal increased because of their exposure to media campaign messages carried out by UNICEF and WHO.

Theoretical framework

The study was hinged on the Situational Awareness (SA) theory, propounded by Mica Endsley in 1995. According to Endsley (1995), situational awareness is how elements in the environment are perceived over time, how their meanings are comprehended and how the status of the elements perceived are projected in the future (Endsley, 1995). The originator of the theory posits that it is imperative to differentiate situation awareness as a state of knowledge from the processes applied to attain that knowledge state. The processes vary among individuals and within contexts, which Endsley labels as situation assessment. That is to say, situational awareness is a state of knowledge while situational valuation is the process or processes needed to get situation awareness.

According to Endsley (1995) situation awareness has three levels:

(1) Perceiving the elements in the environment. This is achieved through information received from the various sensory organs such as aural and visual cues from the mass media and other channels of communication;

(2) Comprehending the current situation. This requires integrating the perceived information in level one in order to understand the significance of those elements on the desired goals or outcomes. Through the processes of pattern recognition, analysis and appraisal, Level 2 of situational awareness results in a general understanding of the environment, which allows for the comprehension of the significant elements;

(3) Projecting the future state of the situation. The third and highest level of situational awareness involves the ability to project the future status of the elements in the environment. Given perception and comprehension of the situation in Levels 1 and 2, as well as knowledge about how the elements interact dynamically the third level is achieved by using this information to project likely future state of the environment that is important or useful for decision making.

The situational awareness theory was considered apt for the study because the model in its entirety is centred on awareness of condition or circumstances (that is, the state of affairs) – like that of the effects of open defecation in the society. The three levels of the theory further explained how useful the model is in managing awareness and knowledge campaigns in terms of perception of the element in the environment (which is the open defecation concept), comprehension of the current situation (that is the dangers or harmful effect of OD) and future projection of the situation (which is action or change of behaviour). When the public is conscious of open defecation and its attendant ills, they will assess and understand the consequences of open defecation practices, resulting in action or behaviour change towards attaining open defecation free status.

3. Materials and Method

The study adopted the survey method. The study area (Asa Local Area of Kwara State, Nigeria) has a projected population of 187,200 (National Bureau of Statistics, 2022). A sample size of 399 respondents was derived using Taro Yamane formula for sample size determination. The sample was selected using the multistage sampling procedure where simple random sampling was used to select 2 communities from the 10 communities in Asa Local Government. The principle of balloting without replacement was used, thereby giving each community an equal chance of selection; thus, Ganmo and Ogbondoroko communities were picked. Next, convenience sampling was used to select the actual respondents that participated in the study. The criteria for selection was availability and readiness to participate in the study. Royal FM was chosen because of its reach and popularity among Asa Local Government residents, especially its programme, *Sanitary Inspector*.

The research instrument used in data collection was a self-designed questionnaire. The questionnaire contained four sections, comprising the demographics of the respondents and the variables in the study; exposure to *Clean Kwara* campaign messages on OD and perception of influence of *Clean Kwara* campaign messages on the practice of OD. Section A of the questionnaire was aimed at gathering respondents' demographic data which included their age, gender and educational background. Section B was to elicit information on respondents' exposure to campaign messages on OD. Questions were asked on respondents' listenership pattern and frequency of listenership to *Clean Kwara* messages on Royal FM's programme *Sanitary Inspector*. Section C comprised of items to determine respondents' perception of *Clean Kwara* messages on OD (effective, educative means of sensitisation). The last Section D sought to determine the perceived influence of *Clean Kwara* campaign messages on the practice of OD. The questionnaire was in English language and was self-administered.

4. Results and Discussion

From the 399 copies of questionnaire administered to the sampled respondents, 395 copies were filled appropriately and returned, giving a response rate of approximately 99 percent used for analysis. Demographic data of the respondents indicated that 57% (229) of them were between 31-40 years; 28 % were aged 20-30 years, about 14% of them were between 41-50 years, while respondents over 51 years were about 1%. Female respondents were about 50.6%, while the males constituted 49.4%. On their academic qualifications, all of them were educated, with qualifications ranging from O Level (48.6%) HND/B.Sc. (28.8%), ND/NCE (19.7%) to M.A. /M.Sc. (2.7%). These statistics were chance occurrences and does not reflect the demography of the members of the two communities selected, as only those who were willing and available to participate were sampled.

Table 1 Respondents' listenership of *Clean Kwara* campaign messages against open defecation on Royal FM

Variables	Frequency	Percentage %
LISTENERSHIP		
Yes	395	100
FREQUENCY OF LISTENERSHIP		
Rarely	52	13
Occasionally	98	25
Frequently	245	62
Not at all	0	0
TOTAL	395	100

Survey, 2022

Data from Table 1 shows that all the respondents have been exposed to messages aimed at discouraging open defecation, with the majority of the respondents being frequently exposed. This is consistent with the findings from Ngene and Okwudiri's (2016) study which reported an increased awareness and knowledge about the adverse effects of open defecation as a result of people's exposure to media campaign messages.

Table 2 Respondents' perception of messages against open defecation on Royal FM

Variables	Frequency	Percentage %
Educative	142	36
Fascinating	95	24
Sensitising	149	38
Indifferent	9	2
EFFECTIVENESS OF MESSAGES		
Effective	388	98
Not effective	0	0
Indifferent	7	2
TOTAL	395	100

Survey, 2022

Data from the table above indicates a positive perception, as respondents reported that the campaign messages against open defecation were educative, sensitising and fascinating. An overwhelming majority of the respondents perceive messages discouraging open defecation to be effective. A positive perception towards OD messages on Royal FM is likely to result in positive behavioural change such as using enclosed toilet facilities.

Table 3 Respondents' level of agreement with messages on Royal FM as a means of sensitisation on open defecation

Variable	Frequency	Percentage %
Strongly agree	109	28%
Agree	207	52%
Neutral	69	17
Disagree	10	2%
Strongly disagree	0	2%
Total	395	100%

Survey, 2022

Data from Table 3 indicates respondents' agreement (in varying degrees) that campaign messages against OD was a veritable means of sensitisation. This resonates with the findings of Sanusi et al. (2022). In the study, radio was reported to be effective in communicating behavioural change messages that resulted into the achievement of ODF status in the study area, which was the only one that attained an ODF status in Osun State.

Table 4 Responses on whether campaigns on Royal FM increase cleanness in environment

Variable	Frequency	Percentage (%)
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Strongly agree	80	20%
Agree	212	54%
Neutral	50	13%
Disagree	40	10%
Strongly disagree	13	3%

From the data presented in Table 4, over two-third of the sampled respondents agreed that Royal FM's campaigns on open defecation improves environmental sanitation. This implies that the respondents are responsive to the behavioural change messages embedded in Royal FM's messages on OD. This also indicates that the messages on OD being aired on Royal FM are yielding positive results, which is a desired outcome. Thus, it can be inferred that the campaign messages are effective.

Table 5 Responses on whether open defecation-free messages on Royal FM have the ability to influence people against the practice

Variable	Frequency	Percentage (%)
Strongly agree	99	25%
Agree	115	29%
Neutral	45	11%
Disagree	63	16%
Strongly disagree	73	18%
Total	395	100%

Survey, 2022

From the data in Table 5, more than half of the respondents agreed in varying degree, that the messages on Royal FM discouraging the practice of open defecation could influence stoppage of the harmful and indiscriminate disposal of human waste and that the messages could influence people to adopt the use of enclosed toilet facilities. However, over 30% of the respondents did not agree that radio messages on OD could discourage OD practices. This implies that ending OD demands a holistic approach, of which communication is one aspect. Provision of water, sanitary facilities and encouraging the use of such are all measures that must be in place to tackle the menace of OD. The data above suggests that radio campaigns alone will not be able to put a stop to the challenge of OD. Rather, an integrated approach must be taken to end OD.

Table 6 Respondents' views on whether *Clean Kwara* messages on Royal FM have been able to influence them to do away with open defecation

Variable	Frequency	Percentage %
Strongly agree	179	45%
Agree	85	22%
Neutral	37	9%
Disagree	42	11%
Strongly disagree	52	13%
Total	395	100%

Survey 2022

The data from table 6 shows that majority of the respondents reported that the messages on open defecation had influenced them to stop the practice and promote community hygiene. This is tandem with the findings from Adinlewa and Olubodede's (2021) study, which reported a significant influence of campaign messages via radio and other outdoor materials on the people's attitude to OD.

Specifically, the first research objective sought to investigate the extent to which the people of Asa local government area of Kwara State were exposed to Clean Kwara campaign on Royal FM against OD. In table 1, data showed that 395 respondents of the sample size representing 100% listened to *Clean Kwara* radio campaign on Royal FM against open defecation. This implies that all the respondents had access to radio where they listen to *Clean Kwara* advocacy messages. Based on the findings in this study, majority of the sampled respondents in Asa Local Government were frequently exposed to the *Clean Kwara* messages on Royal FM. This is an indication that radio remains a readily available mass medium for rural dwellers due to its comparative advantages of affordability, portability, flexibility and accessibility. Despite the introduction of newer communication technologies, radio is still relevant in communicating behavioural change messages.

The second research objective was to find out people's perceptions to Clean Kwara campaign on Royal FM against OD. Based on the findings, it was revealed that 149 respondents representing 38% agreed to the fact that the *Clean Kwara* radio campaign on Royal FM against open defecation is sensitising and 142 respondents representing 36% saw the campaign as being educative, while 95 respondents representing 24% agreed that the campaign is fascinating. A minimum of 9 respondents representing 2% were indifferent to the messages. Also, from Table 2, 388 representing (98%) agreed that *Clean Kwara* radio campaign on Royal FM against open defecation is effective. It can be deduced from the analysis that the sampled respondents have a positive perception towards *Clean Kwara* radio campaign against open defecation. According to Endsley (1995), elements in the environment must first be perceived based on the reception of visual and aural cues like that of radio messages on open defecation.

Research objective 3 was to find out the extent to which Clean Kwara campaign on Royal FM influence rural dwellers against OD. The findings from the study showed that the *Clean Kwara* Campaign on Royal FM has been able to influence people in Asa Local Government through the opinion of most of the respondents that radio campaign messages on Royal FM have the ability to influence people against the practice of open defecation. From the data on Table 6, two-third of the respondents (67%) strongly agreed or agreed that radio messages against open defecation had been able to influence people in Asa Local Government on doing away with open defecation in order to promote community hygiene. Based on the situational awareness theory, the second level of comprehension where the perceived information is analysed and synthesized brings about future action such as taking deliberate actions that will lead to attaining an open-defecation free status in the long run.

Conclusion

The study established that radio listenership is still popular among rural dwellers, with more than half of the respondents reporting frequent listenership of the *Clean Kwara* messages on Royal FM. Results from this study suggests that radio campaigns are suitable in the campaign against open defecation practices. Its relative advantage of breaking literacy barriers makes it so, as both literate and non-literate members of the public can be reached through the use of various languages. The

study also reported a positive perception towards the campaign messages on open defecation aired by Royal FM. This is imperative, being the basic level of cognition as postulated in the study's theoretical framework. Furthermore, the study established that using radio campaign is a veritable tool for effective public enlightenment against the practice of open defecation and can lead to a healthy behavioural attitude of ensuring the cleanness of environment.

However, the study has been limited by the inability to generalise the results to the entire population of Asa Local Government area in Kwara State, Nigeria. In spite of this limitation, the study offers useful insights on the role of radio campaigns in curbing the menace of open defecation, especially in Kwara State. The *Clean Kwara* campaign targeted towards achieving an open-defecation free status in the state can be propagated effectively through radio, among other channels of communication. Consequently, the study recommended that the Royal FM should sustain its efforts in disseminating open defecation-free messages so as to promote behavioural change among the populace. Public enlightenment efforts on environmental issues such as open defecation should be designed by Royal FM, using local languages so as to cater for the non-literate populace. Finally, it was recommended that the sampled respondents in the selected communities should continue to embrace and practice the ideas advocated through the radio campaigns against OD so as to reduce the prevalence of sanitation-related illnesses.

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