



Village Improvement

Panobasan Village

South Tapanuli – North Sumatera



An education forum founded by MIT Sloan School of Management, University of Indonesia, and Sinar Harapan





PANOBASAN TEAM

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BACKGROUND



- Population grow
- Deforestation increase
- Nature has limited capacity
- 120m (equivalent to 47 % of population) without toilets
- Sanitation problem is also a matter of habits which are hard to break



FACTS AND FIGURES

- 120m disease-induced incidents and 100,000 child deaths





GENERAL OUTLOOK



SOUTH TAPANULI REGENCY

- Geographic Location :
0°58'35" – 2°07'33" North Latitude
98° 42'50" - 99°34'16" East Longitude
- Area : 4,450.76 km²
- Altitude : 0 – 1,925.30 m.a.s.l.
- Administrative boundaries :
North : Central & N. Tapanuli
East : N.Padang Lawas & Padang Lawas
South : Mandailing Natal
West : Mandailing Natal & Indian Ocean
- Population : 261,781 - 57,687 household
- GDP/capita : 1,000 USD/yr
- 12 Districts, 518 villages



PANOBASAN DOLOK

- Location : 19 km west of Padangsidimpuan
- Population : 2,203 people/528 households
(370 households without toilet)
- Infrastructure and social facilities :
 - Road : good, part of Trans-Sumatra
 - School : primary schools (1-public, 1-private),
 - Medical : one Public Health Center , with one medical doctor and midwives
 - Worship : 2 mosques, 1 church
- Adults Education Level :
 - Primary School and below : 850
 - Junior and Senior High School : 297
 - University Diploma/Bachelor : 26
- Occupation :
 - Peasants / farmers : 474
 - Traders / merchants : 22
 - Civil Servant (govt. officers) : 21
 - Services (self employed professionals) : 11



THE IDEA

OBSERVING :

- *Deforestation*
- *Ignorance*
- *Condition of nature still good*
- *Persistence of old sanitary practice*



NECESSITY TO PROMOTE :

Achievable in short time prototype

Relevant to stakeholders

Replicable

Improve prosperity

Environmental sustainability by changing sanitation practice





THE PROTOTYPE



Village condition



VILLAGE SANITARY & HYGIENE IMPROVEMENT

Object : *Panobasan Dolok Village*

Sanitary Condition : 158 of 528 households possess toilet

Current Practice : Most people bath, wash, clean up, and dispose waste to the river, directly or through public toilets without septic tank



The Vision : Environmental Sustainability by changing Sanitation Practices

Objective : Improve life of villagers by introducing new values into their lifestyle which are more conducive to the new surroundings and economic reality

Positive values to be introduced :

Perception on hygiene and sanitation,

Productivity and value of time,

Appreciation to benefit of education,

Respects of laws and regulation,

Benefits of conservation of nature and environmental friendly livelihoods



HYPOTHESIS AND METHODS

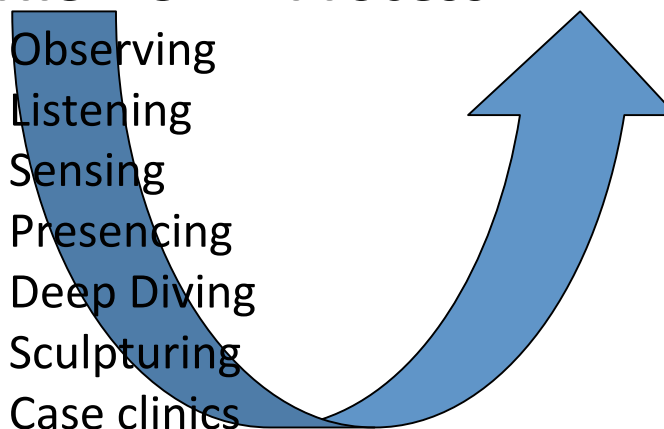
Hypothesis

- **Poor education**
- **Low income**
- **Poor hygiene and sanitation practices**

Methods to be used

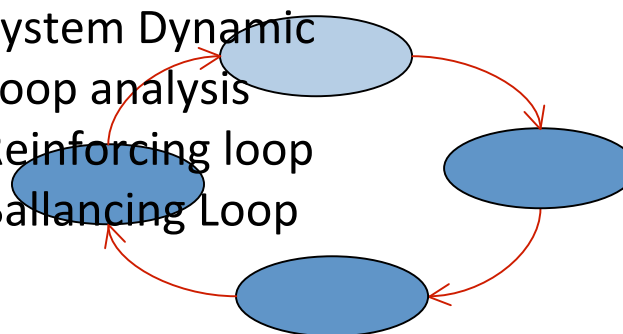
1. The “ U ” – Process

- a. Observing
- b. Listening
- c. Sensing
- d. Presencing
- e. Deep Diving
- f. Sculpturing
- g. Case clinics



2. System Thinking

- System Dynamic
- Loop analysis
- Reinforcing loop
- Ballancing Loop





PRESENCING JOURNEY



- Hygiene is **NOT** a problem
- Rivers produce sufficient water
- Toilets → symbol of wealth
- Current practices for social interaction



DEEP DIVE

- Importance of understanding the culture to change mind set
- Change should be gradual
- Entry point is the new generation
- Key stakeholders as change agents
- Training
- Manage existing habits





THE PROGRAM

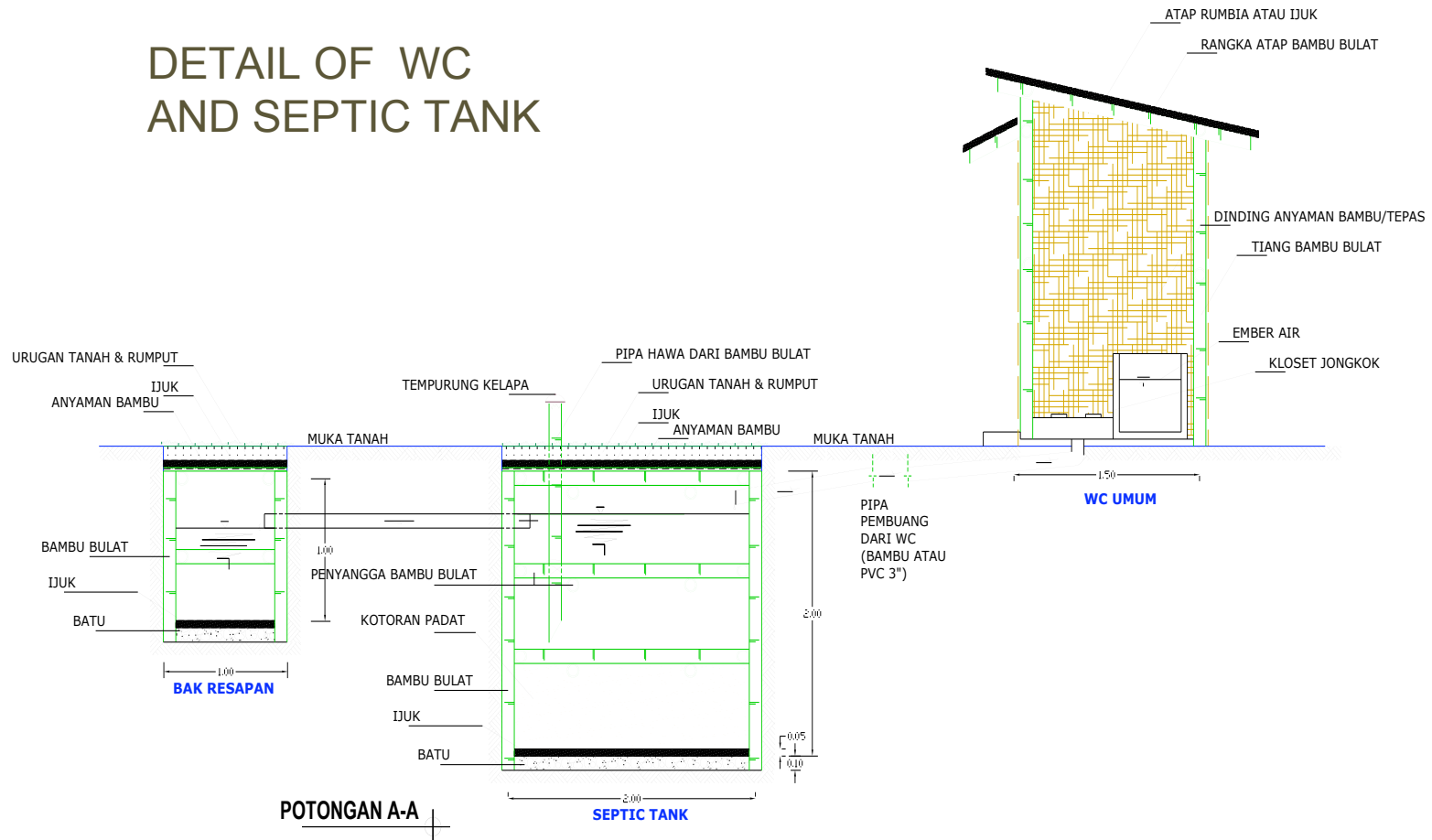
1. Design and Construction of public sanitary facilities
2. Introduction, socialization and TOT
3. Launching and Campaign on hygiene and sanitation
4. Regular competition between groups & villages
5. Collaboration with business sector, using “CD/CSR”
6. Implementation of environmental regulation



1. Design and Construction of Public Sanitary Facilities

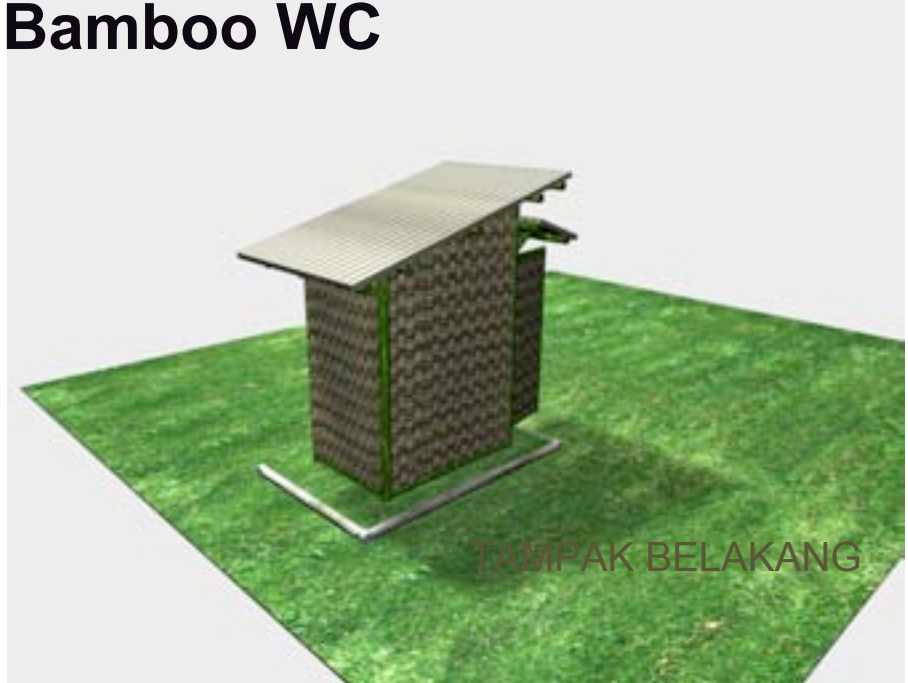
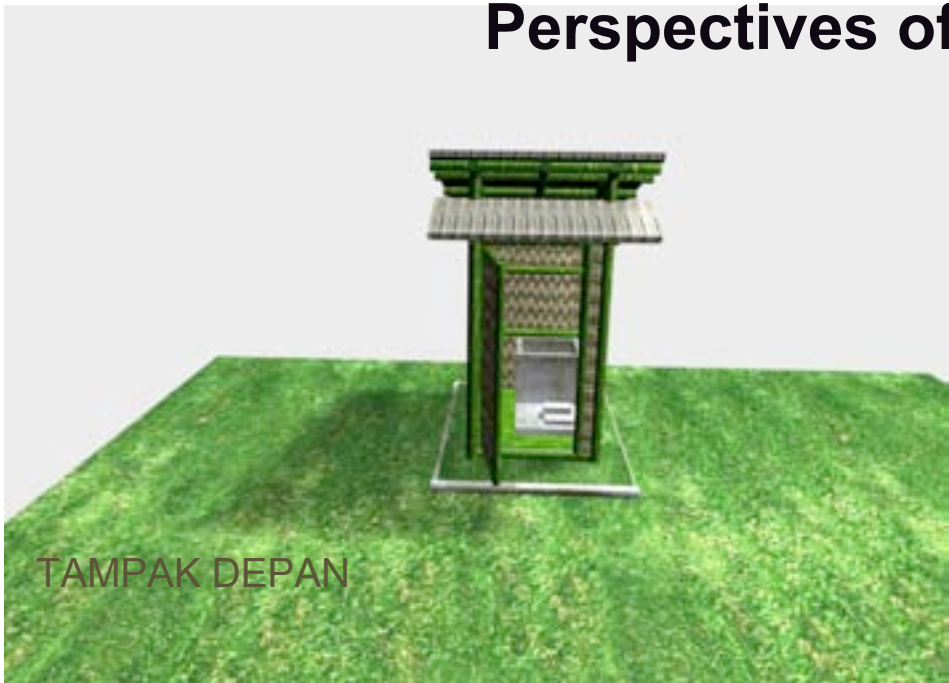


DETAIL OF WC AND SEPTIC TANK

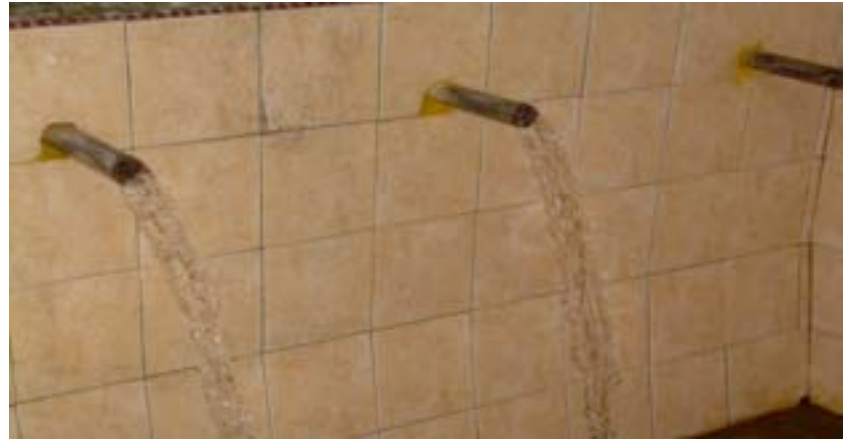




Perspectives of Bamboo WC









2. Introduction, Socialization and TOT



TOT Presentation Materials

SOCIOLOGICAL APPROACH – CHANGING THE MINDSET:

- To live cleanly in order to have a healthy life
- A simple method to change peoples mindset : CLTS (Community Led Total – Sanitation) approach

CLEAN LIVING MOVEMENT

- Public Health: Managing Human Waste
- Use of Proper Toilets
- Waste disposal techniques from simple toilets

SPECIAL SESSION WITH THE SOUTH TAPANULI HEALTH AGENCY



Stakeholders

- **Trainers :**
Panobasan Team, UI Sociologist
- **Trainees :**
Government officials, midwives, teachers, “kader posyandu” (health extension workers), religious leaders, students , and scouts



3. Launching and Campaign on Hygiene and Sanitation

The Logo



A drop of water signifies life

Blue means clean water

The plus sign symbolizes health

The slogan “Ayo Hidup Bersih” means “Let’s have clean life”. It is adapted from South Tapanuli indigenous wisdom (Poda Na Lima = Five Principles of Clean Life)



Various Forms of Campaign Materials

- Writing books, posters, stickers, banners and attributes (cap, pin, vest, t-shirt)
- Leaflets, brochures containing information on proper hygiene and sanitary practices, potential dangers of poor sanitation practices.
- Training booklet for campaigner concerning communication methods and techniques
- Jingles, songs .. with the lyrics concerning importance of proper hygiene practices
- Film (cartoon or documentary) containing educative information on hygiene and sanitation; with role model



Writing Books Design





Writing Books Design





Writing Books Design





Posters Design



**Buang
sampah
pada
tempatnya**



**Cuci
tangan
sebelum
makan**



**Buang air
besar/kecil
di toilet**



Banners Design

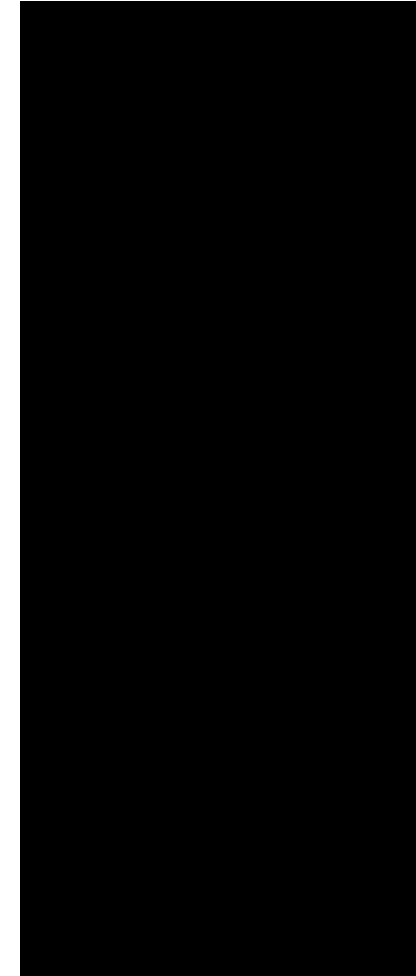
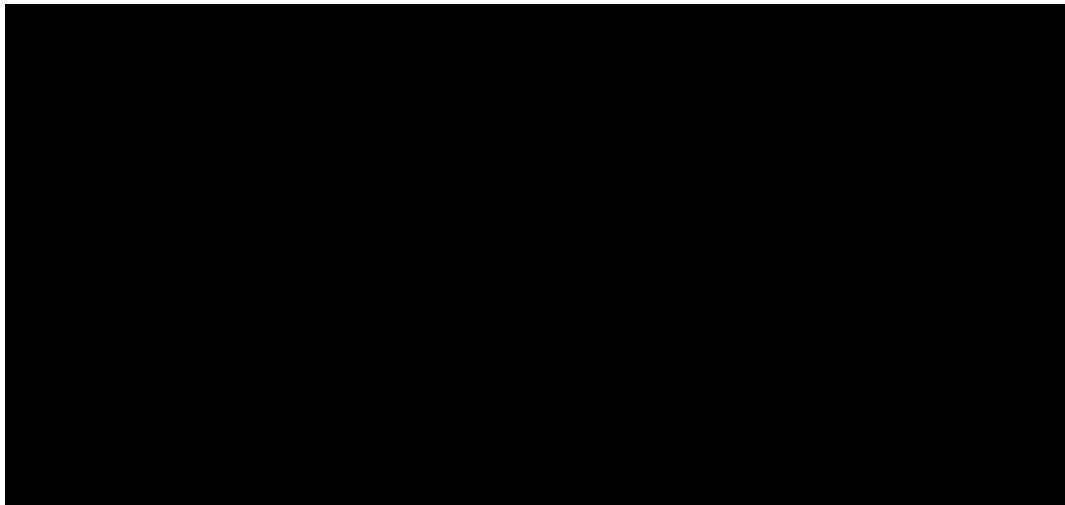
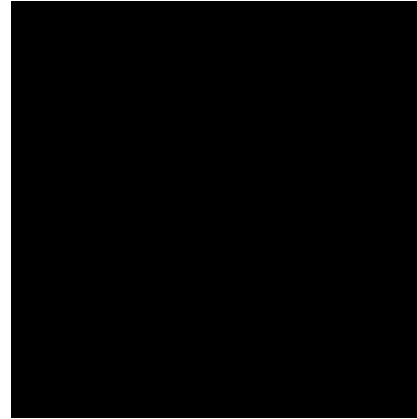
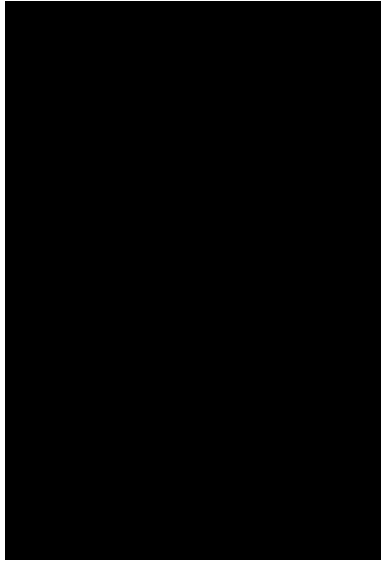


PODA NA LIMA
PAIAS:
ROHA, PAMATANG, PAKEAN, BAGAS, ALAMAN





Attributes Design





SCHEDULE

2009

- June 30 Graduation
- July Production of campaign materials
- July 24-26 TOT at Padang Sidempuan
- August 7-9 Movement Launching
- September Construction of public sanitary facility ongoing

2010

- February First Review
- August Second Review & Replication of the Prototype



Thank you