

Cleanliness for Robust Lifestyle

TEHSIL SUJAWAL, DISTRICT THATTA, SINDH: Forty year old Muhammad Ibrahim, a small time shop keeper at Belo Village in Sindh remained much worried for his children's health when he often saw the neighbors kids suffering from acute diarrhea and gastro infections. "Seeing them ill made me upset and one day my own daughter fell prey to this disease. I was arranging the newly arrived utilities in my shop when I was informed about 'Pari's' condition. She was suffering from diarrhea."



Diarrhea is a waterborne disease and thousands around the globe are affected by it every year. Pakistan has the highest figures of diarrhea in the world, with 630 children dying everyday under the age of 5 years. Lack of

clean drinking water and poor hygiene conditions among the general communities are the main causes for its spread. The United States Agency for International Development funded, Pakistan Safe Drinking Water and Hygiene Promotion Project through its partner Ngo's is spreading the message of clean drinking water and washing hands with soap for the reduction of diarrhea in Pakistan.

Ibrahim's daughter recovered soon, but that didn't place his mind to total relief. "The thought of Pari's illness made me fret sometimes even after she recovered. Until one day, I attended the Community Hygiene Session organized by Women Industrial Social and Educational Society Thatta, an Implementing partner of PSDW-HPP," tells Ibrahim.

The Hygiene Promoters from partner Ngo demonstrate proper hand washing with soap before the community members and emphasize on the need of boiling water before drinking (to make it bacteria free). This practice helps people reduce their chance of falling prey to diarrhea and other waterborne illnesses.

"Not only we use boiled water for drinking now but to make hand washing more regular for my family, I have built two hand washing places in my house." says, Ibrahim.

"I do not let my children or my husband take their meal without washing their hands properly and air drying them" states Ibrahim's wife Zahra. "I thank God Almighty, when I see my son and daughter healthy and rejoicing. Mothers have a role to play in the robust lifestyle of a family. Just like my mother was special to me, I am special to my kids because the health of my loved ones is in my hands," she said.

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