

# Variables That Affect The Efficiency of Sanitation Programmes

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## Introduction

To promote social welfare and public ideals, local governments and nonprofit civic groups have determined that it is necessary to put in place social programmes that benefit many facets of the people in both Mexico and the U.S. These social programmes are designed to address issues in a variety of contexts, such as health, security, or the environment. They do this by carrying out work and supplying financial resources for their operation. Sometimes, despite their best efforts, they are unable to produce the desired transformation. The company in charge of running sanitary cleaning services (OOSL) collected daily between 1650 and 1700 tonnes of trash from individual residences in the Mexican municipality of Puebla. Additionally, sanitation employees manually remove 105 tonnes of trash each day, spending 25% of the total expenditure. To address the issue of city litter and create a cleaner city, OOSL employs about 360 manual garbage collectors who travel 2.5 kilometres per shift in the best of weather. As a result, Puebla's government launched "Puebla Limpia," the first social marketing initiative aimed at resolving this social issue, between 2008 and 2010.

The inclusion of coverage objectives for both in the Millennium Development Goals demonstrated that the international community understood the significance of water supply and sanitation in preventing enteric illnesses and contributing to the eradication of poverty. Promoting sanitation and hygiene looks to be one of the most cost-effective ways to combat high-burden diseases in developing countries and sanitation appears to be no less beneficial as a public health measure than changes to the water supply.

While the MDG objective for water delivery is probably going to be met, sanitation is slipping farther and further behind schedule World Health Organization (WHO)/United Nations Children's Fund (UNICEF) 2008. While in developing nations, parasitic infections of the intestines and diarrhoea continue to have a serious impact. For the usefulness of sanitation programmes in reducing disease in sizable populations, there is, however, a shortage of recent, rigorous evidence. only found two relevant papers for their meta-analysis of sanitation and hygiene initiatives as a strategy for lowering diarrhoea in underdeveloped nations.

The effects of a city-wide effort to promote access to a sufficient sewer system on diarrhoea and intestinal helminth infection in school-aged children in Salvador, Brazil, have been discussed elsewhere. In conclusion, the program's implementation resulted in a 42% decrease in the high-risk neighbourhoods and a 21% overall decrease in the prevalence of diarrhoea. *Ascaris lumbricoides*, *Trichuris trichiuriosis*, and hookworm prevalences in students were decreased by 25%, 33%, and 82%, respectively.

Recent worries about bias in self-reported incidence of diarrhoea highlight the necessity of validating such findings in trials using more difficult outcome measures, such as infection with certain bacteria. even in kids who don't have any diarrhoea, growth is stunted.

Put rubbish where it belongs, clean and paint your home's facades, and only take the trash out on the days and times that the garbage truck arrives to pick it up are all cleanliness practises that were advocated in the city by the television programme "Puebla Limpia." These new behaviours did come with individual monetary and nonmonetary costs, which either increased or lowered the likelihood that people would adopt them. The initiative made use of the media to raise awareness of it, and a direct media campaign started by promotor de Limpieza offered a means of persuasion to influence people's habits. To determine whether these sanitation programmes were utilising the proper principles to address the needs of the city of Puebla's residents, we examined and assessed their behaviour.

Today, every civilization must confront and address a variety of social issues, including alcoholism, drug addiction, chronic degenerative diseases, and environmental pollution, all of which can be handled in a variety of ways. Social marketing, which aims to encourage behaviour changes that benefit society with the ultimate goal of enhancing the social circumstances that support quality of life, is one strategy for addressing these problems. The researchers concur that the marketing mix, which is defined by the four: developing the right product, supported by the right promotion, and put in the right place at the right price, should be applied correctly to achieve the objectives of behaviour change.

Cost-benefit analysis for the audience is taken into account while determining price. "the cost that the beneficiary identifies with the adoption of the new behaviour" is the price of a social product. In other words, the cost or price that the consumer will incur if they change their behaviour. This cost may be considerable or immaterial. The cost of the goods or services used to encourage a behaviour change is referred to as the monetary value. Non-monetary costs include intangible factors like time, effort, and energy that are necessary to develop a behaviour, as well as anticipated psychological hazards, physical discomforts, and/or suggested experience.