

# Language affects community engagement with sanitation and hygiene services



Don't practice open defecation  
Use hand-washing station  
Have good food preparation habits  
Prevent diarrhoea / cholera

Speak in our local languages  
We don't understand WASH terminology  
We are not fully informed  
We want more visual and audio communication channels

One size does not fit all - Hausa and Kanuri is not enough

HYGIENE PROMOTION

Logos: ZOAC, CRS, European Union, GIBRAN BOOKS AND VALUES SOCIETY OF NIGERIA, IOM • OIM, RESCUE, NRC, WASH Sector NIGERIA, CIDAR, TRANSLATORS WITHOUT BORDERS

## Webinar Invitation: Language and communication challenges in sanitation and hygiene promotion (case study Maiduguri/Jere)

Monday 19th April 11am – 12:30pm (Nigeria time)

How best to ensure WASH terms are used in local languages, and what they indicate about understanding of these concepts to inform the development of more targeted communication strategies and materials?

To find out, Translators without Borders (TWB), implementing partner of International Migration Organisation (IOM) under European Union Civil Protection and Humanitarian Aid (ECHO) funding, partnered with **WASH Sector Nigeria** and WASH Partners: **IOM, ZOA**, Norwegian Refugee Council (**NRC**), International Rescue Committee (**IRC**), **Gibran Books and Values Society of Nigeria**, Catholic Relief Services (**CRS**), Center for Integrated Development and Research (**CIDAR**). To understand challenges and potential solutions, the partnership conducted a qualitative study with 360 conflict-affected participants and 48 humanitarian staff including data collectors in **EYN CAN Center, Mashidimami, Ajilari, El-Maskin Center, Gidan Mandara, Farm Center, Muna Garage** from February to March 2021.

Join us for Translators without Borders' presentation of key findings and practical recommendations for those engaging in dialogue with communities.

Date: **Monday 19th April**  
Time: **11am – 12:30pm Nigeria Time**  
Duration: **up to 1h 30 min**

Join Zoom Link

<https://us02web.zoom.us/j/83400780190?pwd=SFJ5RmNLdEt3SEsrRGxBNktNVXE2UT09>

Meeting ID: **834 0078 0190**

Passcode: **094160**

Everyone is welcome, no registration required, the session will be recorded and conducted in English.

Questions or comments? Please contact: [anca@translatorswithoutborders.org](mailto:anca@translatorswithoutborders.org)