



## Hygiene Matters

7th Water, Sanitation & Hygiene (WASH) Conclave

Andhra Pradesh, Karnataka & Telangana

2 - 4 December 2020

## Session on Hygiene Programming

Shaili Jasthi

Programme Coordinator

[Shailijasthi@wateraid.org](mailto:Shailijasthi@wateraid.org)

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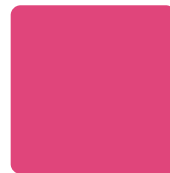
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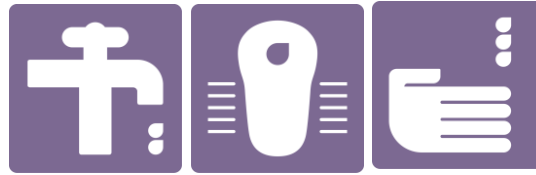


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# 1. Covid-19 Hygiene Campaign



# Covid-19 – Hygiene Campaign



- Initiated in the first week of April soon after lockdown has come into enforcement
- 8 day campaign
- Posters, Audio and Video files (in 7 languages)
- Medium – digital (WhatsApp, Facebook, Twitter, Instagram) at community level – through loud speaker announcements
- Across all the intervention areas of WaterAid India

# Key messages



## Day 1 - Basic facts about Coronavirus/COVID-19



**STAY SAFE**



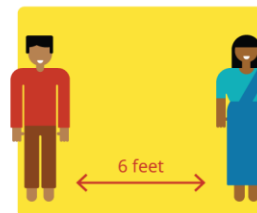
**COVID-19** is an infectious disease caused by the Novel **Coronavirus** and is affecting people all across the world.

We can protect ourselves, our family and our community from Coronavirus through simple measures - which all of us can do.

These simple measures can help keep us safe from Coronavirus:



Wash our hands regularly and thoroughly with soap and water



Maintain a physical distance of six feet from others



Use toilets and keep them clean



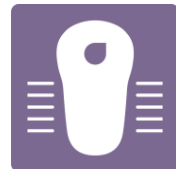
Seek health care when unwell



### REMEMBER

Washing hands with soap and water is an effective way of keeping ourselves safe. Soap is powerful - it makes the virus inactive, and it can no longer enter our bodies through our hands.

# Key messages



Day 2 - Wash  
hands with  
soap and  
water at  
critical times



## REMEMBER

Everyone in the family and community must wash hands well with soap and water at these times: children, adolescents, women, men, elderly, vendors, sanitation workers and cleaners.

# Key messages



Day 3 - Wash  
hands thoroughly  
with soap and  
water  
(handwashing  
steps)



## HANDWASHING STEPS



We all can keep ourselves, our family and our community healthy and safe from Coronavirus, **COVID 19** and other diseases by washing hands with soap and water thoroughly following simple steps. This way, every part of our hands are clean.

All of us can follow these simple steps:

1

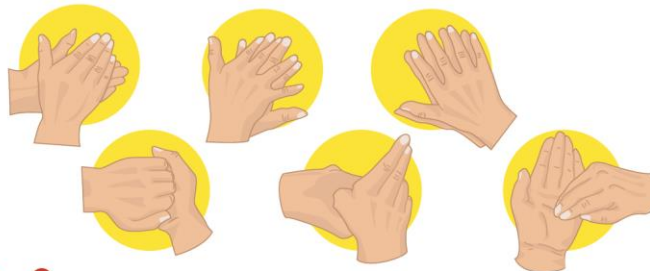
Wet your hands with clean water & apply soap.

2

Lather your hands by rubbing them together with the soap.

3

Lather your palms, the backs of your hands, between your fingers, around your thumbs, and under your nails. **SCRUB YOUR HANDS FOR AT LEAST 20 SECONDS.**



4

Rinse your hands well with clean water  
Dry your hands using a clean towel or air dry them.



### REMEMBER

Next time you wash your hands - use soap and follow these simple steps!  
Protect yourself and your family from Coronavirus and COVID-19, and keep healthy

# Key messages



Day 4 - Prepare  
to wash hands  
with soap and  
water



## REMEMBER

Let us be prepared to wash our hands - Make sure you have water and soap easily available at home. Protect yourself and your family from Coronavirus and COVID-19, and keep healthy



# Key messages



## Day 5 - Using common water points



### COMMON WATER POINTS

Wash your hands with soap and water **before going to collect water** and **immediately on returning home**



We can all keep healthy and protect ourselves, our families, and communities from Coronavirus and **COVID 19** by washing hands with soap and water. Need to be ready to wash our hands with water and soap. For this we need to collect water safely.

Volunteers can dispense water to all.

Wash the water container and mug regularly to keep it clean.

Help everyone in the community get water for drinking and handwashing.

Maintain a physical distance of 6 feet from others at common water points like handpumps and taps.

6 feet

They must **wash hands** with soap and water before dispensing water.

Clean hand pump handles, taps with soap before and after dispensing water. You can use a fresh mix of a little **bleaching powder** mixed with water to wipe them.

### REMEMBER

Protect yourself and your family from Coronavirus and COVID-19, and keep healthy!

# Key messages



Day 6 - Use toilets  
and keep them  
clean



## USE AND CLEAN TOILETS



We can all keep healthy and protect ourselves, our families, and communities from Coronavirus and COVID-19 by using the toilet at home or in the community.

Remember to

Use the toilets and  
keep them clean

Keep the toilet  
clean after use  
by pouring water.  
Check for  
faecal matter  
in the toilet  
and pour  
more water  
if present.

Encourage and help children  
to use the toilet, and dispose  
of baby's stool in toilet.

Wash hands  
with soap  
and water  
after using  
the toilet  
for urination  
and  
defecation.



### REMEMBER

These simple actions can help protect yourself and your family from Coronavirus and COVID-19, and keep healthy!

# Key messages



## Day 7 - Practice personal hygiene



### PRACTICE PERSONAL HYGIENE



We can all keep healthy and protect ourselves, our families, and communities from Coronavirus and **COVID 19**. We must wash our hands with soap and water, use the toilet, and take some more steps to be safe and healthy.

All of us can follow these simple steps:



Cover your mouth and nose with handkerchief or cloth or your bent elbow while coughing or sneezing

Wash used handkerchiefs/cloth daily



**NOT** spitting in public and asking others to not spit in public



**NOT** touching eyes, mouth or nose

### REMEMBER

These simple actions can help protect yourself and your family from Coronavirus and COVID-19, and keep healthy!

# Key messages



## Day 8 - Practice Physical distance



### MAINTAIN PHYSICAL DISTANCING

We can all keep healthy and protect ourselves, our families, and communities from Coronavirus and COVID-19: wash hands with soap and water, use the toilet, and maintain a physical distance of two meters/ six feet/ two arm's length from people when outside of our homes.

Maintain physical distance while



## 2. Hygiene Awareness Campaign



# Campaign Plan



- Campaign supported by WHO
- Launched on November 14, 2020, campaign will continue till December 31, 2020
- In urban low income settlements – in South, campaign in slums of Bangalore
- In communities and public spaces
- Posters, Audio and Video files
- Sharing of messages through mobile vans/ autos/ two-wheelers (loud speaker announcements), WhatsApp groups

# Campaign Plan





# Campaign Plan





### 3. Campaigns in Schools



# Campaign Objectives



- To increase awareness about hygiene behaviours in the context of COVID-19 among school children and school related stakeholders



- To promote practice of hygiene behaviour among all the stakeholders at school level to protect against COVID-19



- To enhance the capacity of school teachers and SMC to communicate hygiene messages and make provisions for hygiene practices to prevent the spread of COVID-19
- To promote hygiene practices, by retrofitting WASH infrastructure

# Campaign Creatives



Collateral	Theme
Animation film 1	School preparation post re-opening
Animation film 2	Coughing and sneezing etiquettes
Animation film 3	Hygiene in school + water points
Poster 1	Coughing and sneezing etiquettes
Poster 2	Critical times of handwashing
Poster 3	Handwashing steps
Poster 4	Physical distancing
Poster 5	Toilet use in schools
Poster 6	Water use in schools
Poster 7	Instructions for school support staff
Module	How to use the collaterals + other activities
Jig-saw puzzle	Handwashing steps

## Languages:

1. Hindi
2. Marathi
3. Bengali
4. Telugu
5. Kannada
6. Malayalam
7. Odia

# Training Module



- The module will help in building capacity of Teachers, Children, Cooks and Sanitation Workers on hygiene messaging in schools.



- The module elaborates on the key hygiene behaviours and provides tools and techniques to communicate behaviour change messaging.



- This can be a ready reckoner for facilitators at the ground level, CSO persons and Government officials in education department who assume key role in addressing COVID-19 situations and working on WASH.



WaterAid/ Dhiraj Singh




# Campaign Posters




సరియైన సమయంలో శ్రీ శివలయిరి  
శివలయిరి విద్యుత్ బోర్డు పరిశీలించి


యిలా చేయడం వల్ల వచ్చే అవకాశం ఎక్కువ అవుతుంది, ఇది అవకాశం




అలాంటి వంటకాల్లో  
యిలాంటి




అలాంటి వంటకాల్లో  
యిలాంటి




అలాంటి వంటకాల్లో  
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యిలాంటి



అలాంటి వంటకాల్లో  
యిలాంటి



అలాంటి వంటకాల్లో  
యిలాంటి

కొరగా నైట్ తో  
పానీయం తీసుకుంటే  
సరైన పద్ధతిలో  
తీసుకుంటే, దీర్ఘకాలం  
నేర్చుకోవాలి, అంటే.



అలాంటి వంటకాల్లో  
యిలాంటి



అలాంటి వంటకాల్లో  
యిలాంటి



అలాంటి వంటకాల్లో  
యిలాంటి



అలాంటి వంటకాల్లో  
యిలాంటి



అలాంటి వంటకాల్లో  
యిలాంటి

కానీగా వైద్యుని నుండి  
కానీగా వైద్యుని నుండి



అలాంటి వంటకాల్లో  
యిలాంటి



అలాంటి వంటకాల్లో  
యిలాంటి



అలాంటి వంటకాల్లో  
యిలాంటి



అలాంటి వంటకాల్లో  
యిలాంటి

## 4. Campaigns in AWCs



# Campaign Objectives



- To increase awareness about COVID-19 related hygiene behaviours among anganwadi beneficiaries
- To facilitate the practice of hygiene behaviours to protect against COVID-19 among anganwadi beneficiaries
- To train and capacitate anganwadi workers to communicate hygiene messages among their beneficiaries as a health promotion and disease prevention measure
- To make anganwadi centres safe spaces when they reopen for children

# Key Considerations



- Current operational status of AWCs differs within states
  - AWCs open to distribute take home rations in some States



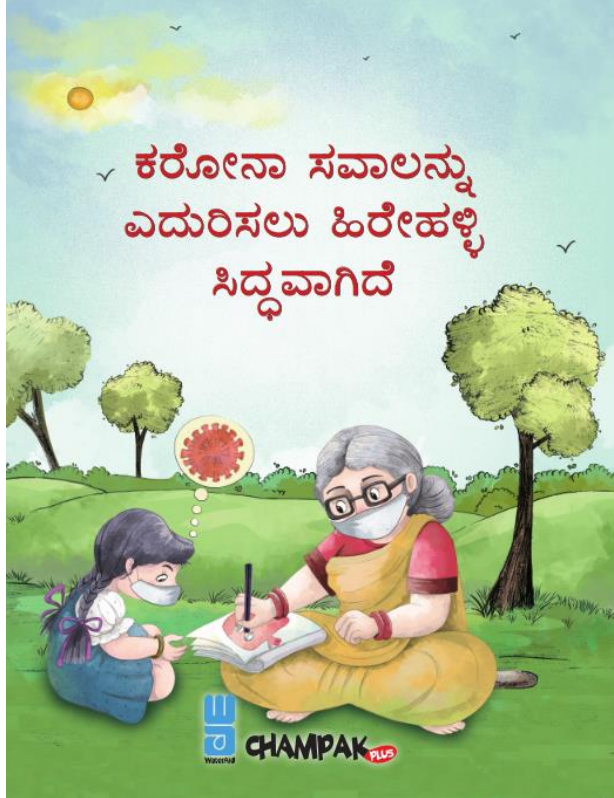
- AWWs and ASHA deployed for COVID-19 response and surveillance in the community



- AWCs are unlikely to open to take regular sessions for children  
AWWs equipped with smart phone (under POSHAN in some States)
- Training of anganwadi workers important to rollout the campaign
- Cascade training starting with training of anganwadi supervisors



# Key Creatives



Collateral	Theme
Story book	Story covering COVID-19 and other WAI promoted hygiene behaviours
Audio book	Story in audio form
Video	Combines illustrations from book with audio (currently available only in Hindi)

## Languages:

1. Hindi
2. Marathi
3. Telugu
4. Kannada
5. Odia

## 5. Findings from the Hygiene Surveys



# Rapid Hygiene Survey



Opportunity to conduct rapid research on hand hygiene in  
response to COVID-19 pandemic  
Part of South Asia Regional Team efforts

1. To explore the information received on hygiene and channels of communication for hygiene promotion during the pandemic
2. To identify the facilitators and barriers to handwashing practices
3. To review hygiene promotion and behaviour change approaches during and post the COVID-19 pandemic

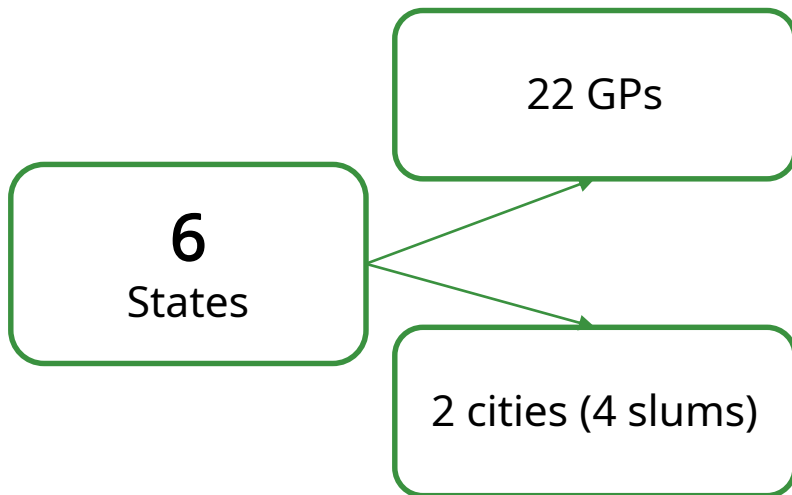
# Methodology



Method	Details	Sample
Household survey	Face to face survey	30 per GP/slum
Key informant interviews	Phone interviews with external organizations	6
	Phone interviews with WAI partners	6

All survey data collection done by WAI partners on mWater.  
KIIs conducted internally

# Sample Coverage

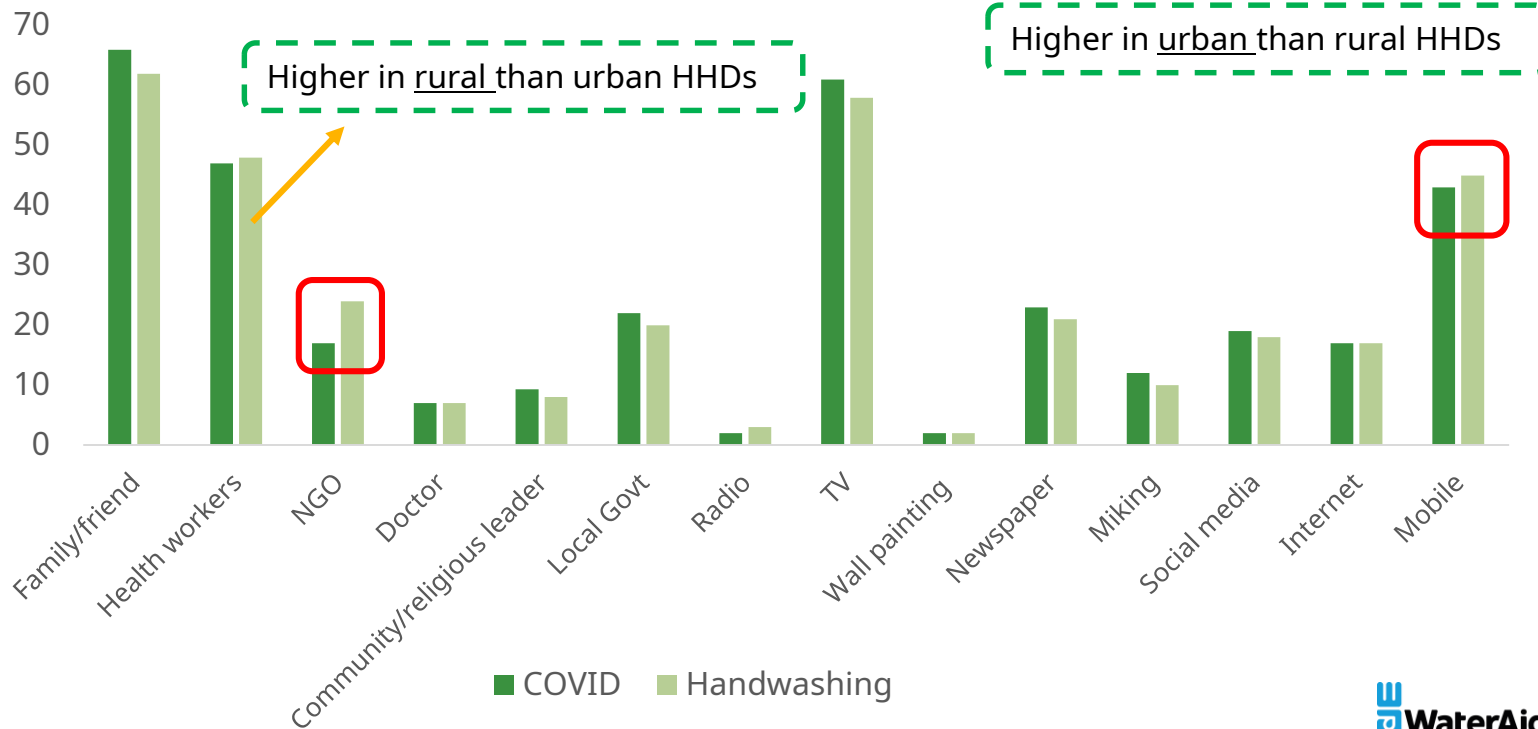


Sample break up in each GP/slum:

- 1/3 households with children under 6 years
- 1/3 households with elderly above 60 years
- 1/3 households of marginalized groups

Data collection: 28 May – 12 June

## Sources of Coronavirus and handwashing messages



## Further information needed on handwashing



67% wanted more information on handwashing

Rural HHDs reported this need more than urban HHDs



### Information needed on:

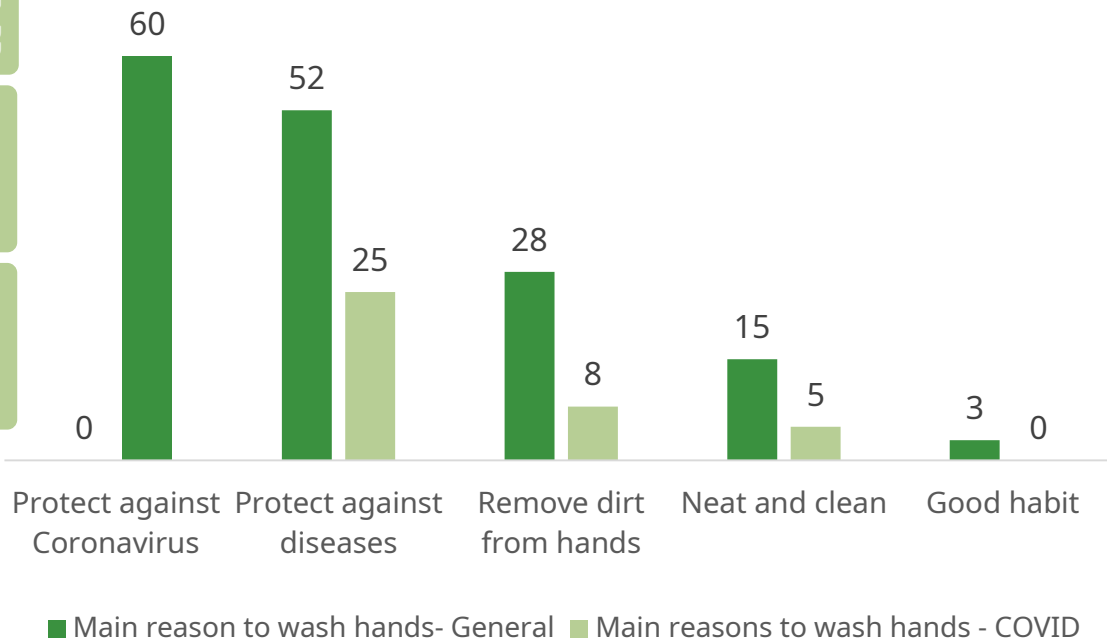
- Critical times: 78%
- Handwashing steps: 78%
- Saving water for handwashing: 52%
- Assisting children to wash hands: 45%
- What to use to wash hands: 32%



## Knowledge of handwashing and soap use



### Knowledge of importance of handwashing

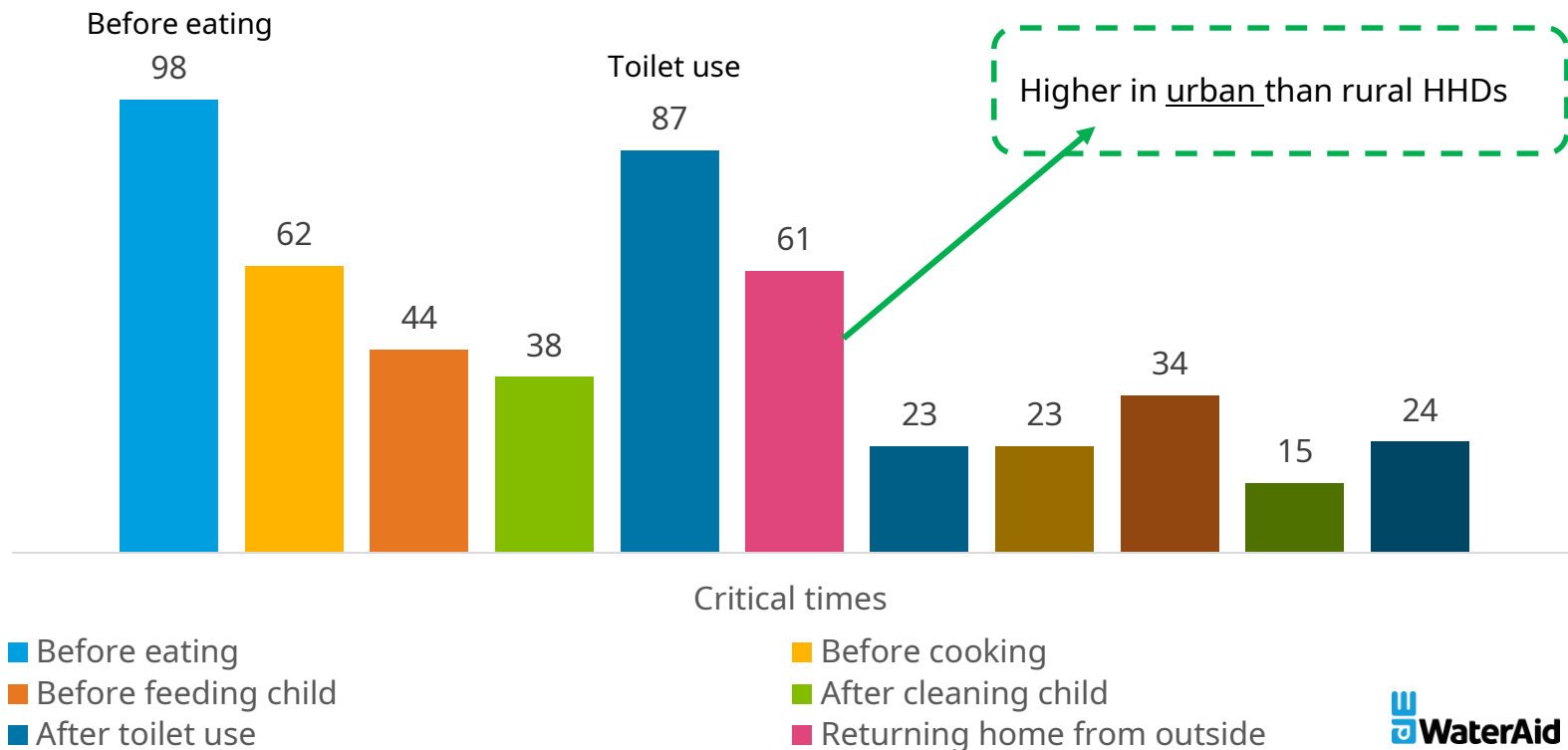


### Knowledge of cleansing agents to use:

- Soap (in general): 92%
- Soap (COVID): 87%
- Hand sanitizer (COVID): 8%



## Knowledge of critical times for handwashing

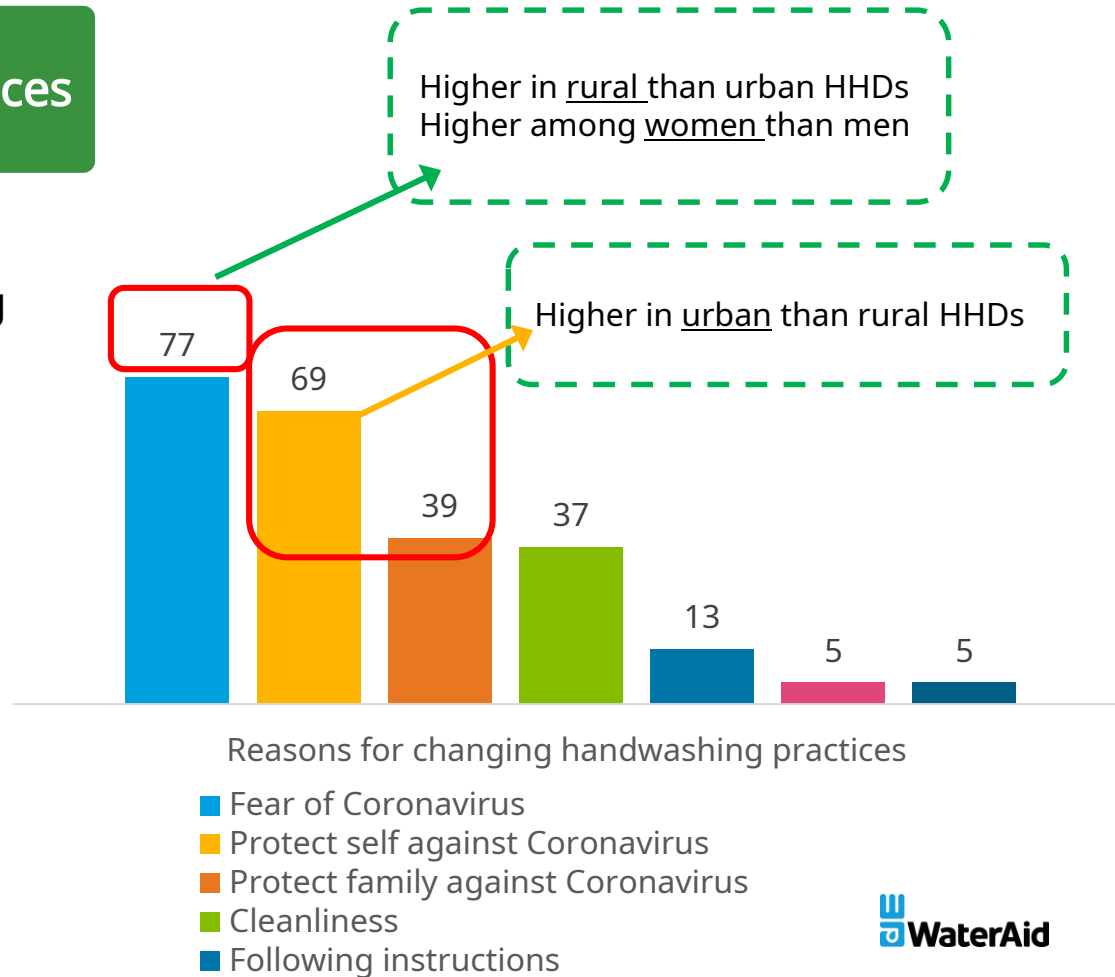


## Changes to handwashing practices



Changes to handwashing practices in past one month:

- At home: 76%
- At public place: 50%
- At work: 45%
- At facility: 47%



## Time spent handwashing, and reasons

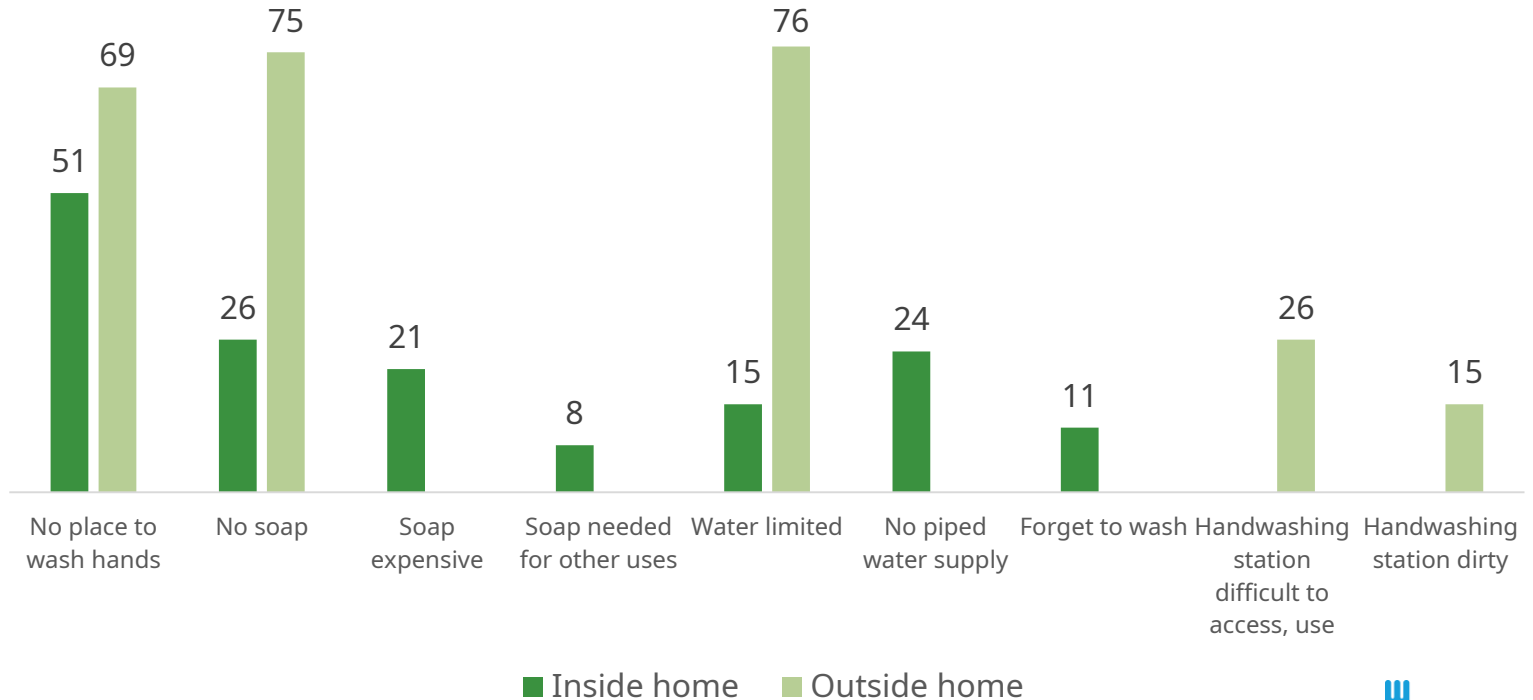


Time	Proportion
10 seconds	15%
20 seconds	43%
30-60 seconds	22%
> 60 seconds	15%

### Reasons

- Removes  
Coronavirus/germs: 66%
- Makes hands clean: 29%

## Challenges faced for handwashing



# Recommendations



- Invest in strengthening local institutions and build strong cadre of community volunteers



- Create strong peer networks in communities to promote and sustain behaviours



- Invest in good communication – strategic, engaging, and evidence based
- Plan for reinforcing messages through multiple touchpoints – inter-personal, community level, mass media

# Recommendations



## Handwashing spaces



- Work with communities to create handwashing spaces in the home in addition to handwashing stations outside the home
- Create greater availability of soap
- Water access for handwashing with adequate protection from contaminating water storage container and mug

# Recommendations



## Handwashing messaging for behaviour change:

- Soap effective against coronavirus and other diseases, in combination with other protective measures
- Handwashing to be seen as a suite of behaviours that are protective for self and family
- Critical times for handwashing – move beyond before meals and after toilet use – child care related activities and COVID-19 related times
- Can we associate handwashing with soap with health promotion in addition to disease prevention?

# Water Auditing Survey



- Due to the Covid-19, there was an unprecedented lockdown in the country, with line departments committed to provide essential services such as water



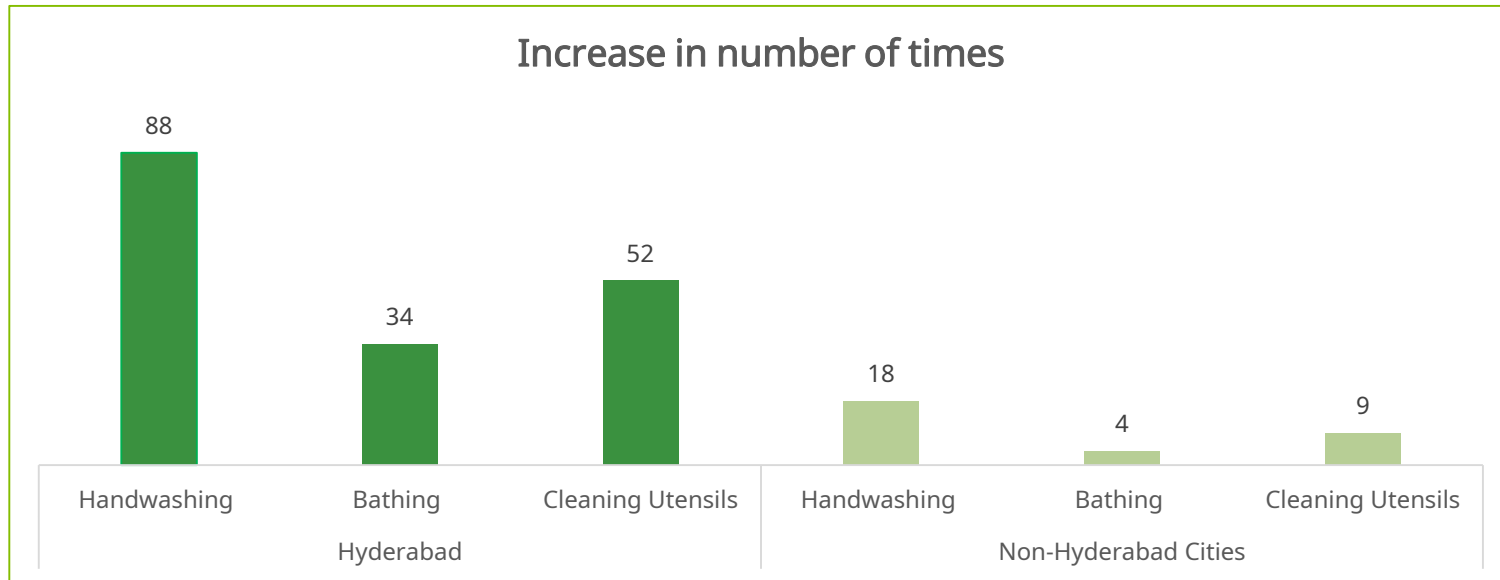
- Survey taken up in Hyderabad with 102 respondents, and 20 respondents from non-Hyderabad cities



- The pandemic also led to increase in awareness and practice of personal hygiene and hand hygiene among citizens
- This survey attempted to capture demand and supply of water along with various behavioural practices w.r.t to water usage and consumption during the lockdown

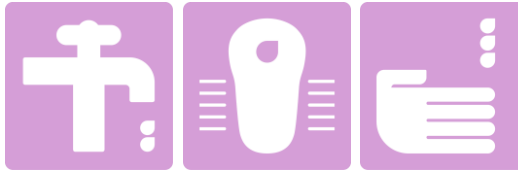


# Water Auditing



The impact of pandemic has increased the number of handwashing times among the residents. Nearly 86% in Hyderabad and 90% in other cities reported this change in behavior. This also implies the increased requirement/ use of water for handwashing.

## 6. Campaigns on Global Events



# Global Events

- Menstrual Hygiene Day
- Global Handwashing Day
- World Toilet Day



- Policy Advocacy
- Creatives – Posters, audio and video files
- Medium – digital (WhatsApp, Facebook, Twitter, Instagram) at community level – through loud speaker announcements
- Dissemination of creatives through frontline workers

# Creatives on safe usage of cloth pads



## Menstrual hygiene management using cloth pads

కాటన్ బట్టతో పాడ్



రుతుస్రావం స్త్రీలశరీరంలో సహజంగా జరిగే ప్రక్రియ. ఎక్కువ శాతం ఆడపిల్లలు, మహిళలు రుతుస్రావం సమయంలో పరిశుభ్రంగా ఉండటానికి శానిటరీ పాడ్లను ఉపయోగిస్తారు.

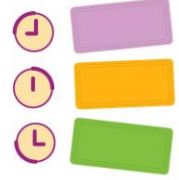
ఈ లాక్ డౌన్ సమయంలో శానిటరీ పాడ్లు సులభంగా లభించకపోవచ్చు.

కాబట్టి ఇలాంటి ముఖ్యమైన సమయంలో ప్రత్యామ్నాయ ఏర్పాట్లు చేసుకోవాలి.

కాటన్ బట్ట లేదా కాటన్తో చేసిన పాడ్లను ప్రత్యామ్నాయంగా ఉపయోగించుకోవచ్చు



ఇంట్లో తయారు చేసుకున్నట్లు లేదా శుభ్రంగా, మెత్తగా ఉండే కాటన్ బట్టతో చేసిన శానిటరీ పాడ్లను ప్రత్యామ్నాయంగా ఉపయోగించుకోవాలి. రుతుస్రావం సమయంలో ఇవి ఎంతో సురక్షితమైనవి.



బట్టతో చేసిన పాడ్లను శానిటరీ పాడ్లుగా ఉపయోగించుకొంటూ రోజులో ఎక్కువసార్లు మార్చుకుంటూ ఉండాలి.



శానిటరీ పాడ్లకు ప్రత్యామ్నాయంగా ఉండే ఇవి చాలా ఉపయోగపడతాయి. ముఖ్యంగా రుతుస్రావం సమయంలో సురక్షితమైనవి.

# Creatives on safe usage of cloth pads



Important points to keep in mind when using pads made from cotton cloth

కాటన్ బట్టతో పాడ్స్

మనసులో గుర్తుపెట్టుకోవలసిన అంశాలు



పరిశుభ్రంగా, మెత్తగా ఉన్న  
కాటన్ బట్టను  
శానిటరీ పాడ్ గా  
ఉపయోగించుకోవచ్చు.



ఏదైనా బట్టను కత్తిరించి దానిని అనేక మడతలు పెట్టి పాడ్ గా వాడుకోవచ్చు.

లేదా మీరు స్వయంగా పాడ్ ను కుట్టుకోవచ్చు  
రుతుస్రావం సమయంలో ఇలాంటి పాడ్ లను  
5 నుంచి 8 వరకు జాగ్రత్త పెట్టుకోవాలి.



కాటన్ బట్టతో తయారు చేసుకున్న పాడ్ లను  
ఒక సంవత్సరం పాటు వాడుకోవచ్చు.



WaterAid



బట్టతో ఇలాంటి పాడ్ లను ఇంట్లో  
తయారు చేసుకోవడం చాలా సులభం. అయితే  
వాటిని పరిశుభ్రంగా, జాగ్రత్తగా చూసుకోవాలి.

28 May  
MENSTRUAL  
HYGIENE DAY

# Creatives on safe usage of cloth pads



Hygienic use  
of cloth pads



కాటన్ బట్టతో పాడ్

పరిశుభ్రమైన కాటన్ పాడ్ల ఉపయోగం



ప్రతి 4 నుంచి 6 గంటలకు ఒకసారి కాటన్ పాడ్లను రక్త స్త్రావాన్ని బట్టి మార్చుకోవాలి.

కాటన్ పాడ్లను ఉపయోగించే ముందు తర్వాత కూడా చేతులను సబ్బు నీటితో పరిశుభ్రంగా కడుక్కోవాలి.



బట్టి పాడ్లను శుభ్రం చేయడానికి ముందు పాడ్లను ఒక మగ లేదా చున్న నీటి పాత్రలో వేసి గదిలో ఉండే ఉష్ణోగ్రతలో కనీసం అరగంట పాటు ఉంచాలి. ఆ తర్వాత ఉతికితే బట్టకు అంటిన రక్తం మరకలు పోయి శుభ్రం అవుతుంది.

బట్టను సబ్బు మరియు గది ఉష్ణోగ్రత నీటితో శుభ్రం చేయండి. పాడ్లను వేడి నీరు లేదా డెక్ట్రల్ లేదా ఇతర రసాయనాలతో శుభ్రం చేయవద్దు.

ఉతికిన బట్టను ఎండలో ఆర పెట్టాలి.



ఉతికి ఎండలో ఉంచిన పాడ్లను శుభ్రంగా ఉన్న పాడి ప్రదేశం, బ్యాగ్ లేదా కబేటోర్లలో ఉంచాలి.

పాడ్లను మరుగుదొడ్డి, ఖాళీ ప్రదేశం లేదా నీటి గుంటల్లో వేయకూడదు.

పాత, ఉపయోగించని పాడ్లను మట్టిలో పూడ్చి పెట్టాలి.



# Creatives on safe usage of cloth pads



## Making cloth pads at home

కాటన్ బట్టతో పాడి

కాటన్ బట్టను పాడిగా తయారు చేసే పద్ధతి

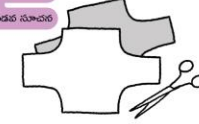
1 మొదటి సూచన



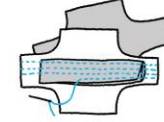
28 May MENSTRUAL HYGIENE DAY

శుభ్రమైన మరియు మెత్తటి కాటన్ బట్టను మడిచి దాన్ని లోదున్నలలో పాడిగా అమర్చుకోవచ్చు.

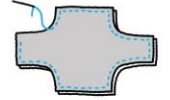
2 రెండవ సూచన



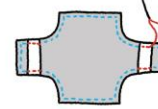
i. ఒక కాగితం మీద పాడి స్వరూప రేఖలతో పాటు గీయాలి దాన్ని ఆధారంగా బట్ట పైని క్రింది భాగాలను కత్తిరించుకోవాలి.



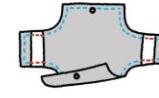
ii. పరిశుభ్రమైన మరియు మెత్తటి బట్టను మూడు లేదా నాలుగు మడతలు వేసి పాడి క్రింది భాగంలో ఉంచు కుట్టుకోవాలి.



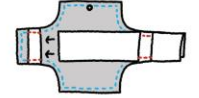
iii. పైన భాగాన్ని క్రింద భాగాన్ని కలిపి కుట్టుకోవాలి.



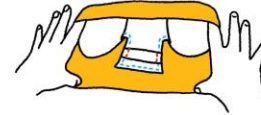
iv. పాడి రెండు వైపులా మూడు వేళ్ల దూరం వరకు సన్నటి పట్టీతో కుట్టు వేసుకోవాలి.



v. పాడి కదలకుండా ఉండాలంటే టిక్ టాక్ బటన్లను రెక్కల దగ్గర కుట్టాలి.



vi. పరిశుభ్రమైన మరియు మెత్తటి బట్టను అనేక మడతలు వేసి పట్టీ లోపల అడ్డంగా అమర్చుకోవాలి. ఇది ముచ్చటైనదానికీ ఉపయోగంగా ఉంటుంది.



ఇప్పుడు బట్టతో తయారు చేసిన పాడి ఉపయోగించడానికి సిద్ధం. తిరిగి పాడిని వాడుకోవడానికి వీలుగా టిక్ టాక్ లోదున్నలలో వీటిని భద్రపరచుకోవచ్చు.

పాడి డిజైన్ క్రెడిట్ : జతన్ సంస్థాన్

ఈ రంగు పాడిలను ఇంట్లోనే స్వయంగా తయారు చేసుకొని రుక్మిణివంశ సురక్షిణంగా నిర్వహించండి.



WaterAid



**WaterAid India** has been working for three decades and focused on clean water, decent toilets and good hygiene (WASH) – the three essentials that unlock progress for people, communities and economies.

For more information:

[shailjasthi@wateraid.org](mailto:shailjasthi@wateraid.org)



Thank You!

