



# CLEAN HANDS HEALTHY LIVES

Handwashing Campaign beginning 2006



## CLEAN HANDS HEALTHY LIVES

25 YEARS 1981-2006  
**WaterAid**  
India Programme

In association with  
  
European Union



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**Every 15 seconds, somewhere in this world, a child is dying of diarrhoea. And did you know that handwashing with soap or ash reduces risk of diarrhoea by 47%?**

However, hands are washed with soap or ash by less than 20 % of the people on the occasions when they should be. In the Indian context this means more than 80 million people have to be informed on the importance of hand washing and led towards sustained behaviour change.

The major challenge facing behavior change communication in India is the scale and diversity of target audience. Children-Adults, Male-Female, Urban-Rural sections of communities spread over different geographical and cultural background will have to be reached. This needs an effective mix of social marketing strategies, institutional and interpersonal communication, and appropriate use of mass media.

Hand washing is first on the list of ways to prevent the occurrence of diarrhoea, and however, there have been few strategic attempts to enhance awareness or ensure and monitor implementation on a widespread basis. So far in India programmes to promote handwashing are few and far between.

**Hand washing can no longer wait. There is an urgent need to innovate new ways to promote awareness and behaviour change. Communication campaigns have to be planned on large scale and in accelerated pace.**

People's habit of not washing hands with soap is deeply entrenched. There is a need to increase the community understanding of the link between proper handwashing with soap or ash and prevention of diarrhoea. The objective of the initiative is to promote handwashing with soap or ash before food and after defecation and reduce diarrhoeal incidence through a coordinated communication campaign.

**Washing hands can really be the miracle remedy. As CLEAN HANDS can lead to HEALTHY LIVES!**

### CLEAN HANDS-HEALTHY LIVES

The Campaign proposes a series of activities that will be launched during the Water Day week 2006 as a first start to this initiative. These would be undertaken by the WaterAid India partners in schools and communities. In the next three years the efforts would be upscaled in collaboration with other larger programmes and players.

The audience must be convinced on both the economic and health benefits of hand washing. The campaign aims to educate and enhance handwashing practice and will consist of:

- A direct contact communications campaign driven by local schools and institutions.
- A pan-India media communications campaign strengthening the ongoing ground level initiatives
- Collaboration and alliance with other programmes to upscale.
- Promote local entrepreneurs who in turn promote hand washing with soap.



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### Campaign Palette

A national level meet is being organised on the 22nd of March, 2006 to launch the Clean Hands-Healthy Lives Campaign. This nationwide campaign seeks a wholesome coverage through various mediums to reach maximum audience and ensure optimum impact.

#### i. School Campaign

A comprehensive school campaign that will communicate and stimulate young minds, create awareness, ensure participation. The campaign seeks to trigger change both at individual and community levels. Using refreshing and entertaining models of communication and learning, the campaign initially seeks to reach out to 50,000 children across the nation.

#### ii. Mass Media Campaign

A series of audio visual materials have been developed to create awareness on proper handwashing practices. Released all across the country in major Indian languages these materials seek to reach the cross section of the communities.

#### iii. National Event

Participants and alliance members from all over the country will meet on the 22nd March, 2006.

The event promises to be a convergence of activists, programme strategists, advocacy professionals, local stakeholders and alliance members, children who are currently involved in the campaign. Success stories from the field will be highlighted along with the best approaches and practices. Communication materials developed for this campaign will be released.

### Coverage

At first level, first year 2006 the target aimed is nearly 1000 schools and 50,000 children and 3000 teachers and volunteers from across 10 states in India.

To be upscaled in the next phases to include CBOs, PRIs NSS, NYK and ASHA volunteers, ICDS and other programmes will reach 1 million people 25% of them would be children.

