



JICA launched “Handwashing for health and life” campaign.



Photo of this week

JICA’s “Handwashing for health and life” campaign has finally started. We are looking for photos of Handwashing awareness activity.

In this first issue, we introduce a handwashing awareness activity at a kindergarten in Burkina Faso. You can see that the children are enjoying washing their hands with soap properly.

(Photo by Ms.MATSUNAGA Tomoko, Water Resources Group, Global Environment Department, JICA)

INOUE Kimidori, a manga artist, completed “Let’s wash hands together”



An attractive manga about handwashing by INOUE Kimidori is now available!



The cute illustrations show you how and when to wash your hands with soap, while taking into account the condition of hand washing around the world.

This manga was completed with the contribution of Ms. Inoue, JICA, and the experts’ advice. The manga has been translated into English, French and Spanish. Feel free to translate it into other different languages and use it!

Author: INOUE Kimidori

A journalistic manga artist living in Sendai, Miyagi prefecture in Japan. She covers social issues such as “earthquake”, “gender issues” and “international cooperation” and draws mangas about them. In April 2020, she shared her manga “Protecting children’s mental health at times of disasters –under the coronavirus disaster-” through social media. With the cooperation of JICA, it has been translated into 33 languages and has become a hot topic around the world. She is also involved in activities such as publishing her work on the “10 years after the Earthquake” in Miyagi and Fukushima based on her experience in Sendai.





Leaflet - Handwashing for health and life campaign



The purpose of this campaign and our request to everyone are summarized in the following three steps.

[Step 1] Wash your hands at the right time using a correct procedure yourself

[Step 2] Consider including handwashing in the projects in which you are engaged

[Step 3] Spread handwashing in the countries where the projects are implemented

A collection of ideas and awareness-raising tools for incorporating handwashing activities into each project is also available. Three types of leaflets are being prepared for JICA staff, project personnel and JICA Overseas Cooperation Volunteers respectively. An English version for JICA national staff is also being prepared. We will inform you as soon as it is completed.

We hope you will refer to the leaflet and use it in your activities!



Our logo (we can prepare in many different languages)



Logo for the handwashing campaign

We designed this logo with the hope that everyone, from children to adults around the world, of all ages, will enjoy washing their hands and make them smile.

Four patterns (color, monochrome, grayscale, and off-white) are available in five languages: Arabic, English, French, Portuguese, and Spanish. Feel free to use it according to your needs.

Click [here](#) for more information

*It is also possible to prepare versions in other languages than English, French, Spanish, Portuguese and Arabic.

From the creator of the logo

With the motif of handwashing, life, smiles, and connection, we aimed to create a logo with clarity, brevity, lightness, gentleness, warmth, friendliness, liveliness, dignity, security, trustworthiness, and cleanliness.

The design depicts how the act of washing-hands leads to the protection of many smiling faces and lives.

The logo is simple and versatile, and can be used for a long time.



Four patterns in five languages

Future plan

The handwashing campaign infographic video is coming soon. Please check it out.

We are planning to start working with member companies on the “Handwashing for health and life campaign platform” and expand our website to introduce hygiene awareness tools. We update information on our website.

<https://www.jica.go.jp/activities/issues/water/handwashing/index.html>



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