



Handwashing awareness campaigns are going on all over the world!



Photo of this issue

On October 15, Global Handwashing Day, a waterworks class that included handwashing lecture was held for the first time in Laos at a school in the central province of Khammouane as part of the "The Project for Improvement of Management Capacity of Water Supply Sector (MaWaSU 2)", a technical cooperation project.

This photo shows the children having fun and learning to wash their hands under the guidance of the JICA experts.

We are looking for your handwashing awareness photos!

(Photo by MaWaSU 2)



Japanese handwashing awareness cartoons have been well received in Cochabamba, Bolivia!

In Cochabamba province, the target area of "Project for Capacity Development on Integrated Water Management in Cochabamba," the number of COVID-19 infections began to increase rapidly around May of this year, and then more than 1,000 new infections were reported every day in July and August. Our counterpart of the Department of Mother Earth Rights in the Autonomous Government of Cochabamba Prefecture has been at the forefront of COVID-19 measures in the province. In this situation, JICA experts are remotely providing emergency support from Japan, including the procurement of 200 mobile simple handwashing units and materials for the construction of simple water supply facilities (80 tanks of 10 cubic meters) for the area where the water system cannot supply enough water, as well as TV and radio broadcasts to raise awareness of handwashing.



Handwashing awareness cartoon (Spanish)



Regarding the handwashing awareness video, we translated a Japanese cartoon artist, INOUE Kimidori's handwashing cartoon into Spanish, and edited it into a video, which attracted the local people's attention. After receiving the cartoon from JICA in early October, we immediately translated it into Spanish, and repeated editing work with others involved to develop ideas for the video, just in time for the TV broadcast of Global Handwashing Day on October 15. This video of the handwashing cartoon has been featured every day on the high rated news channel on major local TV. Japanese and Bolivians are relatively similar in appearance, so the portrayal of children is not so different, and the illustrations in the cartoon are well

received as cute. Also, the pictures of rice in a bowl or sleeping on a futon are very Japanese, and for the local people these look very fresh.

The handwashing awareness cartoon video was also uploaded to YouTube (https://youtu.be/3E4-W9m_kxY) and shared with the Ministry of the Environment and Water and educational institutions through the members of the project. The video has already been posted on Facebook and other social media. Teachers at the schools also responded very positively and expressed their gratitude to JICA, and saying that they want to share it with their school immediately.

The cartoon was also printed as A2 size posters and placed in six large supermarkets and two major pharmacies

(both chain stores) in Cochabamba city, where each person can freely take home a copy of the cartoon. The posters have been very popular, as there seems to be a recognition that hand washing is a critical topic at the moment, both for shops and customers.

We printed 2,000 of these posters as a first step, but they were swiftly distributed within a few days, so we are printing more. When we also distributed posters to orphanages supported by NGOs of the U.S. and Canada, the children read them with great interest. The director of the orphanage commented that he would like to use this to establish the habit of washing hand.

In addition, we have also been running commercials on the radio to alert people to COVID-19, including handwashing awareness, and we have been getting the message out to areas deep in the mountains where there is no TV coverage. We will continue to monitor how much of a synergistic effect we can achieve and how much of an impact we can have on the local community by disseminating these messages through posters, television and Internet-based handwashing awareness videos.



Handwashing awareness posters placed in the luggage area of a supermarket



Handwashing awareness posters placed on a counter at a pharmacy

“Project for Capacity Development on Integrated Water Management in Cochabamba”

In the Rocha River basin in the Cochabamba metropolitan area, the third most populous area in Bolivia, the project supports capacity building for social consensus building, legislative improvement, establishment of monitoring system, and enhancing stakeholder collaboration system to promote integrated water resources management to contribute to the improvement of the endemic problems of water scarcity, water pollution and flood risk.

◆ Joint-venture

[Representative] Kokusai Kogyo Co., Ltd. [Members] Yachiyo Engineering Co., Ltd., Japan Techno Co., Ltd.



JICA Tokyo Center Handwashing movement initiatives

JICA Tokyo Center (JICA Tokyo) has formed a "handwashing team" of eight JICA staff voluntarily gathered across divisions to promote the "Handwashing for health and life campaign".

We had our first meeting in late September and brainstormed about what we could do. We came up with many ideas, but first, we decided to make a video for the Global Handwashing Day on October 15.



Staff wash their hands first



Children in the target area of the "Smile Toilet Project" washing their hands with a Tippy Tap

It is recommended that you should wash your hands thoroughly in all areas, including the crotch of your fingers and toes, for 30 seconds. This is almost the same length of time as singing the Happy Birthday song twice. So we decided to film them washing hands with the Happy Birthday Song as background music. Then we got into a discussion about copyright infringement by using this Happy Birthday song without permission. We looked it up on the Internet, but we did not understand its interpretation, and we argued about it for a while, but finally, we found out that it was copyright-free, so we were relieved. Then we moved on to the next step.

The next challenge was how to create a sound source for the song. We talked to Deputy General Manager, Mr. Noda, who can play the guitar and ukulele, and he said, "Then I'll play it on the piano because it's better to pick up the sound properly!" He responded in a very encouraging way and played the piano in an impromptu performance. With this background music, the hand-washing team members and a family of international students from Tonga joined us and filmed them enjoying washing their hands. Besides, with the cooperation of the JICA Partnership Program, the handwashing video was completed with the help of the students of Sakura Junior High School in Tanzania and villagers and children of the "Smile Toilet Project" in Kenya.

We made this video so that everyone who watches this can enjoy washing their

hands and the desire to get to know about the water situation and handwashing environment of countries other than Japan. Please watch the video.



Mr. Noda's piano improvisation

* Videos on YouTube

English ver. <https://youtu.be/CNfo0thVFUY>

Japanese ver. <https://youtu.be/ClgkvaHTzT4>



We will continue to involve trainees, JOCVs, small and medium-sized enterprises, JICA Partnership Project participants, etc., to create a handwashing movement that can only be carried out by JICA Tokyo. Please keep an eye on the activities of the JICA Tokyo Handwashing team.

★ JICA Tokyo Handwashing team members:

Iwanaga, Takano, Takahashi, Tokuda, Nakamura, Fukabayashi, Futami, Horimoto

Information

Infographic Video

"There is a place where you cannot wash your hands"



English ver. <https://youtu.be/ss8CAJ5Jx-E>

Japanese ver. <https://youtu.be/ovbDF8ly8w8>

We have prepared a video showing the world's current situation where handwashing is not possible, with specific figures in both English and Japanese versions. Please watch the video!

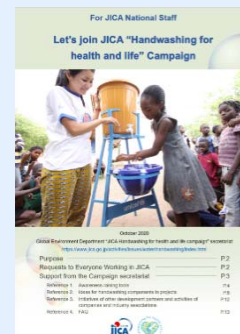
Leaflet for JOCV / JICA national staff

Two types of handwashing leaflets are available for JOCV and JICA national staff. Each leaflet contains handwashing awareness tools and ideas for handwashing activities.

Please make use of it for your local activities.



JOCV ver.



National staff ver.

The platform website is updated!

In addition to the infographic video and leaflet information, the following has been updated

- Interview with INOUE Kimidori and Download for her handwashing cartoon
- Tools for handwashing activities
- Back issues of our newsletter
- List of group members of the platform (as of October 26,2020)

Click here to visit our website!



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

We will issue the newsletter every two weeks.

We plan to start working with member companies on the "Handwashing for health and life campaign platform" and develop our website to introduce hygiene awareness tools and further information.

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



We are always looking for articles, photos, information, etc. that you would like to post or share in this newsletter.

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