



[Photo of this issue] Achhi Aadat (Good habit) Campaign



JICA India Office is conducting the "Achhi Aadat (Good Habit) Campaign" with the goal of spreading the campaign to 100 million people in India. This is a hygiene awareness campaign to make the correct way of cutting nails and washing hands more accessible to as many people as possible.

The campaign is supported by the cooperation of various partners. Popular Japanese characters, Hello Kitty and Kumamon, convey the importance of handwashing to children. The popular Japanese manga "Cells at Work" helps to convey the correct knowledge of the COVID-19. In addition, we are able to provide hygiene products such as masks, nail clippers, and handwashing equipment to children for free because of the support of more than 10 companies that support the campaign. The photo shows local students using the "SATO Tap" developed by LIXIL Corporation as a solution for handwashing, where there is no water supply.

JICA India office is always looking for new partners to join us! Would you like to be a part of this campaign?

(Photo by JICA India Office)



Zambia

Zambian version of PPAP2020 debuts on YouTube!

As reported in the Handwashing News of March 2021, in Lusaka, the capital city of Zambia, we conducted a handwashing awareness campaign for children with the handwashing song "PPAP2020" by Japanese comedian Pikotaro. More than 6,000 children from two unplanned residential areas (compounds) in Lusaka participated in about 120 sessions of this handwashing campaign.

In each activity, after a basic classroom lecture on COVID-19, famous Zambian comedians performed PPAP2020 while projecting it on the large screen in the hall. The PPAP2020 is rhythmic and the lyrics are simple, so it was easy to get through to the local Zambian children who do not yet understand English well.

After the series of activities, we visited several families in the compound and interviewed them, and found that the children have learned the importance of handwashing and are practicing handwashing, especially after coming home. We also received requests from parents to conduct these activities again.

The activities were filmed by a Zambian program production company, and a 15-minute documentary program and a one-minute advertisement were produced and aired several times on Zambian national broadcasting stations from February to March 2021. Since the end of August, the one-minute program has been available to the public in English on [the JICA Channel 02 YouTube page](#) and in Japanese with subtitles on the JICA Channel 1 YouTube page. The channel 1 video has been subtitled in



I participated in the event dressed as Pikotaro.



The first screen of the YouTube video in Japanese.

We are also reporting on our activities on JICA's Facebook and twitter pages. Please "Like" and "Share" the post!

Facebook

<https://www.facebook.com/jicapreng/posts/2220466448095086>

twitter

https://twitter.com/jica_direct_en/status/1435846713575575556

Japanese to make it easier for Japanese nursery schools, kindergartens, and elementary schools to use the video as a reference for "Africa and Handwashing". The 15-minute documentary will be available on JICA's YouTube site in early October, so please check it out.

(Mr. HAYASHI Shunichiro, JICA Zambia Office)



Start of the "Data Collection Survey on Improvement of Hygiene Behavior in Schools and Health Care Facilities in Collaboration with International NGOs"

From the ongoing project "Data Collection Survey on Improvement of Hygiene Behavior in Schools and Health Care Facilities in Collaboration with International NGOs", Mr. MURAKAMI Teruki of Japan Techno Co., Ltd, the chief of the project, reports on the background and outline of the survey.

■ Background of the survey

Hand hygiene (hygienic behavior) is considered to be an important measure against COVID-19 in schools and health/medical facilities¹. On the other hand, in developing countries around the world, 50% of schools did not have access to handwashing facilities equipped with soap before the spread of COVID-19, and in health and medical facilities, which are the most important facilities for COVID-19 control, data on access to handwashing facilities equipped with soap is insufficient and cannot even be published².

Since many schools and health/medical facilities in developing countries do not have sufficient environment for handwashing with soap, JICA has been requested to provide support for improvement of it, but it has become difficult to provide such support under the COVID-19 epidemic. For this reason, JICA has decided to collaborate with NGOs that are able to work under the current travel restrictions and provide support to improve the environment for handwashing with soap.

■ Countries and facilities to be surveyed (tentative)

75 elementary schools and 45 health and medical facilities in Nepal, Tanzania and Madagascar

■ Cooperation with International NGO

It was decided to collaborate with WaterAid that has local offices in each of the target countries. WaterAid is an international NGO specializing in water and sanitation with a vision of "a world where everyone, everywhere has safe water, sanitation and hygiene". Since March 2020, WaterAid has been expanding its efforts to improve hygiene habits in 28 countries by promoting hygiene practices such as washing hands with soap, preventing droplets from coughing and sneezing, and disinfecting places where people touch their hands. We are also integrating these measures into our regular activities to improve access to water and sanitation, thereby strengthening our resilience to infectious diseases from a long-term perspective.

■ Efforts to make handwashing a regular practice

Since we will start our activities this month, we can only tell you about our plans at this point, but we plan to develop facilities to practice handwashing and maintain a hygienic environment (construction of handwashing facilities and toilets), hygiene education and awareness raising activities to establish hygienic behavior, and a maintenance and management system.

[References]

1 WHO & UNICEF (2020). Water, sanitation, hygiene, and waste management for the COVID-19 virus. Interim Guidance 23 April 2020

2 WHO & UNICEF (2020). Hygiene Baselines pre-COVID-19 Global Snapshot

3 Pizzacalla, K. & Nantume, G. (2020). WinS Models that Work - Step-by-Step Actions to reach the National Standards for WASH in Schools (WinS) in Line with the Three Star Approach (TSA)

4 Dreibeilbis, R. et al. (2016). Behavior Change without Behavior Change Communication: Nudging Handwashing among Primary School Students in Bangladesh. International journal of environmental research and public health, 13(1), 129.

(Mr. MURAKAMI Teruki, Data Collection Survey on Improvement of Hygiene Behavior in Schools and Health Care Facilities in Collaboration with International NGOs)



Group handwashing at school³



Promoting behavioral change in hand washing through a nudge (a mechanism that naturally encourages desired behavior)⁴



Announcement from the Secretariat 1)

Let's post a message on social media for "Global Handwashing Day"!

October 15th is "Global Handwashing Day". With the spread of COVID-19 showing no signs of abating, it is necessary to continue promoting the importance of handwashing around the world in order to make handwashing a habit and to continue practicing it for the prevention of infectious diseases.

JICA will be sending out messages from JICA overseas offices and domestic bodies twitter and Facebook accounts to raise awareness of handwashing and its importance for the "Global Handwashing Day". We have set up the common # (hashtags), "#GlobalHandwashingDay", and "#OurFutureAtHand" in order to send out unified messages.

So for those of you who are interested in handwashing, how about posting these common hashtags when you send out your own messages about handwashing? Of course, you can also just share the posts that JICA sends out! Let's get the Handwashing Movement going for the Global Handwashing Day!

◆ The list of JICA's official social media accounts can be found here.

<https://www.jica.go.jp/english/social/index.html>

[Common hashtags]

#GddlobalHandwashingDay

#OurFutureAtHand

Let's send out the importance of handwashing!



Announcement from the Secretariat 2)

The 2nd online seminar on Handwashing campaign (October 15, 2021)

The 2nd Handwashing Campaign Online Seminar will be held on Friday, October 15, 2021, with the aim of sharing knowledge with you on the establishment and habituation of handwashing and other hygiene behaviors, and the promotion of handwashing in many project fields. We hope that everyone who is interested in handwashing and behavior change will join us!

In addition to reports on the results of handwashing activities in countries around the world, the seminar will also cover case studies of efforts to establish handwashing and other hygienic behaviors and practices, case studies of efforts to expand results through collaboration with the private sector, and JICA's Project Research "The COVID-19 Crisis Response and Lessons Learned in the Water, Sanitation and Hygiene (WASH) Sector". We hope that this event will lead to further promotion of handwashing and further cooperation and collaboration with the private sector, universities, NGOs.

[Application]

Please send an email to the JICA Handwashing for health and life campaign secretariat (Handwashing@jica.go.jp) by October 8, 2021.

[Title]Second JICA Handwashing for Health and Life Campaign Platform Seminar

[Date]Friday, October 15, 2021, 16:00-18:00 (Japan time)

[Venue]Web (via Zoom)

[Agenda]

****All sessions are in Japanese****

16:00-16:05	Explanation of the purpose of the seminar
16:05-16:10	Opening Remarks by Mr. IWASAKI Eiji, Director, Global Environment Department, JICA
16:10-16:30	Keynote speech by Prof. Jun Kobayashi, Chairman of the Japanese Consortium for Global School Health Research and Professor of Department of Global Health, School of Health Sciences, University of the Ryukyus
16:30-16:45	Various efforts to establish handwashing in a wide range of fields -Summary of the achievements of the Handwashing for health and life campaign-
16:45-17:15	Case studies of handwashing campaigns (JICA India Office, JICA Egypt Office, JICA Zambia Office)
17:15-17:25	Toward the establishment of handwashing and behavior change -From the survey results of the project " The COVID-19 Crisis Response and Lessons Learned in the Water, Sanitation and Hygiene (WASH) Sector"-
17:25-17:35	Efforts of International NGOs and JICA on hygiene awareness and handwashing -From " Data Collection Survey on Improvement of Hygiene Behavior in Schools and Health Care Facilities in Collaboration with International NGOs"-
17:35-17:55	Discussion and Q&A session
17:55-18:00	Closing remarks by JICA Handwashing for health and life campaign secretariat

We are always looking for articles, photos, information, etc. that you would like to post or share in this newsletter. Please contact the secretariat below for (1) requests to subscribe/unsubscribe, (2) requests to publish articles, (3) problems with the display of this newsletter, or (4) any questions, requests, or feedback.



Global Environment Department JICA Handwashing for health and life campaign secretariat

Website https://www.jica.go.jp/english/our_work/thematic_issues/water/handwashing/index.html

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