



[Photo of this issue] **Advancing Quality Alternative Learning Project Phase 2**



Pakistan has the second largest number of out-of-school children in the world. The family of the siblings in the photo are refugees from Afghanistan. They also missed out on learning opportunities during their early childhood because they did not attend school for helping their families. However, they are currently participating in a JICA-supported program for out-of-school children, and are steadily advancing.

The program focuses not only on studying, but also on acquiring the knowledge and thinking skills necessary for daily life. In April 2021, the learning center where these siblings attend started a handwashing campaign to prevent COVID-19 infections. The children receive a handwashing cartoon "Correct Handwashing" by INOUE Kimidori from the teacher, and they learn about viruses and proper handwashing methods along the cartoon, and finally, they ensure their knowledge through actual handwashing exercises. This class not only prevents COVID-19 infections among the children, but also contributes to improving the hygiene of the entire community by shearing the knowledge they gain in the class with their families and friends.

(Photo by JICA Pakistan Office)

India
Hello Kitty helps out with the Achhi Aadat Campaign!

A powerful supporter has joined the "Achhi Aadat Campaign", a hygiene awareness campaign initiated by JICA India Office. She is Hello Kitty, a cheerful girl with a kind heart.

JICA and Sanrio Co., Ltd. jointly produced a handwashing promotion video featuring Hello Kitty, and the English version was released on YouTube at the end of August. The video quickly received attentions and praises in India.

The awareness program in the Achhi Aadat Campaign has been widely expanding the focus into rural areas, and since mid-September, the video has been used in almost all the sessions. In areas with poor Internet connections, the video can be played offline on a large screen. When Kitty appears on the screen, the children are excited. "I've never heard her voice before!" and "I've heard this song before!" Thanks to the popularity of Hello Kitty, children's interest in handwashing has been greatly encouraged.

The video has been translated into Hindi, and Hello Kitty's activities in India will be going on after October.



Children washing their hands in the awareness raising activity



Children curious about Hello Kitty's appearance



Image of the awareness raising video

On the Hello Kitty channel on YouTube, a video of Hello Kitty encouraging people to wash their hands for World Handwashing Day has been released.

Click here to watch the video (Hello Kitty Channel): <https://youtu.be/VBrdLrFHddo>

(Mr. FUJIWARA Hidenobu, JICA India Office)



LIXIL Corporation's initiatives in the Achhi Aadat Campaign



Children practicing proper handwashing with SATO Tap



A woman washing her hands with SATO Tap

LIXIL Corporation, a manufacturer of water supply and housing materials, is participating as a co-sponsor in the "Achhi Aadat (Good Habits) Campaign," an awareness raising activities to improve hygiene habits, which is being conducted by the JICA India Office for preventing the spread of COVID-19 and other infectious diseases.

The spread of COVID-19 has made people around the world aware of the importance of handwashing hygiene. Last year, LIXIL, which is working to improve sanitation around the world, developed "SATO Tap", a handwashing solution that allows people to practice handwashing even in areas where there are poor water supply facilities. In this campaign, we are encouraging for the improvement of handwashing environment and frequent handwashing in various parts of India by providing this product that requires no installation and is easy to operate. We are pleased that by utilizing JICA's network and know-how, handwashing can be bring to more people more quickly. Through the cooperation, we will continue our activities in order to have a significant effect on the lives of local residents and the society.

(LIXIL Corporation)



Report on the 2nd seminar of the Handwashing for health and life campaign platform

The 2nd seminar of JICA Handwashing for Health and Life Campaign Platform was held online on October 15, 2021, "Global Handwashing Day". About 100 people participated from individual and group members of the platform, relevant organizations, universities, consultancies and JICA. Thank you everyone for participating!

Professor KOBAYASHI Jun of the Department of Global Health, School of Health Sciences, Faculty of Medicine University of the Ryukyus, who is also the Chairman of Japanese Consortium for Global School Health Research, gave a keynote speech, and Ms. KADOKAMI Aya of Earth System Science Co., Ltd. and Mr. MUARAKAMI Teruki of Japan Techno Corporation presented the results of their research and activities related to handwashing in their Project Research "The COVID-19 Crisis Response and Lessons Learned in the Water, Sanitation and Hygiene (WASH) Sector" and "Data Collection Survey on Improvement of Hygiene Behavior in Schools and Health Care Facilities in Collaboration with International NGOs".

JICA also explained the various approaches to establish handwashing at various sites. During Q & A session, there were questions about the future development of this campaign and approaches in various fields.

<Keynote Speech> "School Health With/Post COVID-19 - A Study on the Spread of Handwashing in Schools Internationally"

When Perry visited Japan in the Edo period, it was recorded that the hygiene in Japan was very good, and it can be said that Japanese hygiene behavior has been built up over a long period of time through the lifestyle and education of the Japanese people. Professor KOBAYASHI says, "It would be very difficult to establish this hygienic behavior in the world in a short period of time, and some may feel that it will not take root in, however, the 5S KAIZEN activities that JICA introduced in 2007 as part of its support for the health sector are gradually taking root in, so it is possible if we work with a global strategy".



Professor KOBAYASHI

In the international strategy of school health, the concept of Health Promoting School has been reviewed and is now widespread throughout the world. The three important elements of this concept were (1) Health policy, (2) Supportive environment, and (3) Linkage with community. By developing children's creative thinking, their ownership will be fostered, and by bringing it to the community, local cooperation will be strengthened and local residents will support the school. Health education has been a low priority in school education, and various school activities will be promoted with the support of residents. For this reason, children should be considered as partners, not just targets of activity.

In addition, as the impact of COVID-19 on school health, it seems that not only direct infection control but also socio-

economic impact is significant and the human rights of children are violated (lifestyle-related diseases, child abuse, mental health problems, ICT addiction, etc.). He pointed out “under these circumstances, we adults have to protect the rights of children, including handwashing activities. It has been thirty years since UNICEF enacted the convention on the Rights of the Child (1989), and COVID-19 has spread, so I would like you to think about this issue once again”.

In disaster education led by the Asia-Pacific region, including Japan, there is a movement not only countermeasure to disasters, but also to actively incorporate the underlying climate change issues into education and link it with disaster education. COVID-19 can also be considered as a disaster. As mentioned above, environmental education, health education, disaster education, and the use of disaster prevention goods manufactured by private companies in schools as well as behavioral changes to the world, to respond to the next outbreak, and to respond to various natural disasters with fundamental education can be implemented through public-private partnerships. He also talked about tips for public-private partnerships in promoting school health.

Towards taking root of handwashing and behavior change - The Project Research "The COVID-19 Crisis Response and Lessons Learned in the Water, Sanitation and Hygiene (WASH) Sector"

In general, necessary elements for making handwashing a habit include, 1) hygiene education, 2) environmental improvement, 3) motivation 4) strengthening cooperation with communities and society, 5) utilizing existing concepts, 6) implementation practical steps and 7) continuous efforts for about 10 years. The reason why hand-washing has become a habit in Japan is because of the multifaceted efforts made by the public, private, and academic sectors to combine elements (1) through (7), before we can remember, both in terms of hardware and software, and repeated on an ongoing basis.



Ms. KADOKAMI

In addition, for promoting behavior change, she referred to the following three points to note.

- In order to promote behavior change, it is effective to respond according to each stage of the behavior change stage model (indifference stage, interest stage, preparation stage, action stage, maintenance stage, relapse stage, and establishment stage).
- After understanding the situation, perceptions, and thoughts of the person in question, it is necessary to convey a sense of crisis while using evidence, explain the benefits of the targeted behavior (handwashing) so that they outweigh the disadvantages of starting the behavior anew, and make proposals and negotiations that lead to a shift to the behavior.
- It is effective to set low short-term goals to encourage self-confidence through successful experiences so that the behavior can be sustained.

*The results of this project research have been featured in Newsletter [No.14](#), [No.15](#), and [Project brief notes](#) are also available.

Efforts of International NGOs and JICA on Hygiene Awareness and Handwashing –“Data Collection Survey on Improvement of Hygiene Behavior in Schools and Health Care Facilities in Collaboration with International NGOs”-

While hand hygiene (hygienic behavior) in households, schools and health care facilities is essential for COVID-19 measures, the status of access to handwashing facilities in schools, health care facilities before the spread of COVID-19 is as follows: in developing countries, 43% of schools (2019) do not have access to handwashing facilities with soap, and in health care facilities, which are the most important facilities for COVID-19 control, more than half of health care facilities in 12 of 71 countries which are data available do not practice hand hygiene (2019).



Mr. MURAKAMI

The survey will be conducted in elementary schools and health care facilities in Nepal, Tanzania and Madagascar in collaboration with an international NGO in the field of water and sanitation (WaterAid) and JICA. The project aims to create a collective impact by combining the know-how and networks of both organizations to improve hygiene behavior in schools and health care facilities. In addition, in terms of service delivery during emergencies, JICA's support can be delivered to facilities in each country by collaborating with WaterAid, which has local base, even in situations where there are travel restrictions due to the spread of COVID-19.

He also introduced the two studies for evidence accumulation that will be conducted in the same survey.

- Measuring handwashing behavior change: Does the effect of nudges and other hygiene education lead to behavior change elsewhere?

- Effect of handwashing water quality on handwashing effectiveness: To what extent do coliform bacteria in handwashing water, water pH, hardness, etc. affect handwashing effectiveness?

JICA handwashing for health and life campaign secretariat will announce the progress and reports of the survey! Please refer to Newsletter [No.17](#) for an overview of this survey.

Related information: [JICA's Intervention and Response to Water, Sanitation and Hygiene in the COVID-19 Crisis](#)



Announcement from the Secretariat 1) Report of Activities for Hand Washing Campaign at Various Sites

By the end of September 2021, about one year after the start of the JICA Handwashing for Health and Life Campaign, the JICA project had received 256 reports of various activities in 56 countries and regions, 10 headquarters divisions and 10 national organizations, and had called for the importance of handwashing to an estimated 300 million people or more.

The translation of the "[Correct Handwashing](#)" by INOUE Kimidori into [local languages has expanded to 34 languages](#). We have also increased the number of activities in cooperation with the private sector, and have worked with 16 companies in total. The handwashing movement is spreading more and more. Let's work together to make handwashing a regular part of our daily life!

The challenge for the future is to make handwashing a habit and a routine. In order to do that, continuous awareness-raising from childhood is effective, and it is important to raise awareness among expectant mothers in the field of maternal and child health, to train young children, and to incorporate it into the curriculum in the field of basic education. We will continue to incorporate hand-washing promotion into JICA's cooperation in various fields, and introduce effective examples to other countries in order to contribute to building a foundation for a society that is resistant to infectious diseases.



Announcement from the Secretariat 2) Promotion for "Global Handwashing Day"

●JICA News & Features article●

[Oct. 15 is Global Handwashing Day] JICA's Handwashing for Health and Life campaign throughout the world: Over 300 million people learned the importance of handwashing in one year

In conjunction with "Global Handwashing Day" on October 15, JICA News & Features introduces JICA's activities on handwashing for health and life in simple way. Please make use of it for your own handwashing activities!

Click here to read the article:

https://www.jica.go.jp/english/news/field/2021/20211015_02.html



Children washing their hands (Palestine)

●Handwashing campaign introduction video●

JICA's Handwashing for Health and Life campaign throughout the world

We have made a 90-second video introducing our handwashing campaign activities so far. Please share it and let's spread the handwashing movement!

Click here to watch the video:

<https://youtu.be/zWLGkijPSVo>



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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