

## [ Photo of this issue ] Data Collection Survey on Improvement of Hygiene Behavior in Schools and Health Care Facilities in Collaboration with International NGOs \*1



The survey is being conducted in collaboration with WaterAid, an international NGO, to carry out activities in the field.

This survey targets schools and sanitation facilities in Tanzania, Madagascar, and Nepal, and includes construction and repair of facilities such as handwashing stations and toilets, baseline surveys, hygiene promotion activities, and end-line surveys to establish a foundation for the rooting of hygiene practices, including handwashing. In addition, hygiene education including nudges\*2 will be conducted in the field, and the results will be compiled into a handbook and report.

Prior to the construction and repair of facilities, preliminary surveys are currently being conducted at target facilities to determine what kind of facilities need to be constructed and repaired, what obstacles and motivations exist for the handwashing habit to take root. The photo shows handwashing at a school in Tanzania, seen in the pre-survey. The handwashing stations near the toilets are very simple and soap is not prepared.

Based on the results of the survey, we will construct and repair the facilities and conduct workshops involving local stakeholders to jointly discuss the details of hygiene promotion activities.

(Photo by Data Collection Survey on Improvement of Hygiene Behavior in Schools and Health Care Facilities in Collaboration with International NGOs)

\*1 The survey is also introduced in our [Newsletter No. 17](#).

\*2 Richard H. Thaler and Cass R. Sunstein (2008), *Nudge: Improving decisions about health, wealth, and happiness*, Constitutional Political Economy volume 19, pages356–360



## Botswana

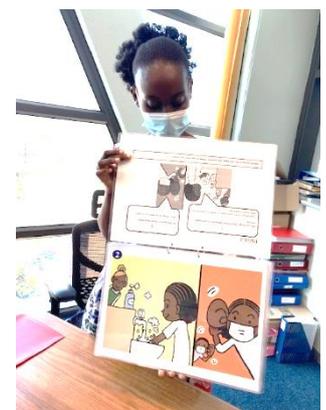
### “Kamishibai” arranged from the “Correct Handwashing”

The JICA Botswana Office planned to use the "Correct Handwashing" by INOUE Kimidori as an instructional material that could be used in the field of education for a long time. After considering various educational materials such as picture books, videos, etc., we decided to create a "Kamishibai", which means storytelling using picture cards, could be used at elementary schools and children's facilities to teach a large number of children at one time.



The cover of the picture storyboard, which is A3 in size and can be used in a classroom of 30 students.

There were three things that we kept in mind when creating it. The first is that it should be something familiar to children. We hoped that children would learn to wash their hands not as a fairy tale but as a story for their own health, so we arranged the characters' skin color, hairstyle, and lifestyle to Botswana version, and translated them into the local language (Tswana). The second is that the materials should be made to be used for a long time. Since the importance of handwashing should be repeatedly conveyed, not only under the period of COVID-19 pandemic, we were conscious of durable teaching materials, so laminated each sheet one by one. The third is to make the materials easy to use for people in Botswana who are not accustomed to the culture of Kamishibai. Kamishibai is actually complicated, and if



Flipping the picture card. Laminated and ringed together.

Kamishibai is actually complicated, and if

people are not accustomed to handling it, each cards will fall apart or lost one or two pages, then the story will not be complete. Therefore, to prevent this, the cards have been clipped with a few rings to make them easy to handle. In addition, instead of just reading the story, we tried to include hints of questions in the story for users. For example, "When do you have to wash your hands?" "She has eaten foods with her dirty hands! What do you think will happen to her?" It took us a long time to produce, but we finally completed Kamishibai, putting our wishes into each frame.

From now on JICA volunteers will be re-dispatched to Botswana. We hope that this educational material will become a long-loved one to protect the health of local children as a tool for volunteer activities. In the future, we would like to hold a poster contest on the theme of handwashing.

### JICA Botswana office also produces a variety of handwashing educational goods



Paper document folders distributed at the time of the visit. Inside, it contains the "Correct Handwashing in Tswana."



A sanitizer wristband distributed with the document folder. The gel sanitizer can be refilled by the user and used many times. In Botswana, awareness toward hand sanitizer is very high, so this is much appreciated.



Large handwashing panels are colorful and very eye-catching. When we visit we distribute them to elementary schools and NGOs for display.

(Ms. Chihiro ARAKAWA, JICA Botswana Office)

## Madagascar Activities of JICA Madagascar Office

Here are three handwashing awareness initiatives of JICA Madagascar Office.

### [ Food and Nutrition Improvement Project -- Handwashing promotion activities in nutrition improvement ]

The Food and Nutrition Improvement Project provides multi-sectoral training combining nutrition, agriculture, health, and water and sanitation to community representatives engaged in spreading nutrition activities. In the water and sanitation training, handwashing behavior using soap at home is promoted. During the training, we make sure that parents can be aware of the necessity of handwashing, such as the possibility that repeated diarrhea may lead to poor nutrient absorption and consequently prevent the physical and mental growth of their children. In rural areas of Madagascar, the usage rate for TV and the Internet is low, and for radio is the most effective way of information transmission, so we are promoting the importance of handwashing to improve nutrition through several radio stations in the region.



Resident representative using handwashing facilities made from materials available in the village (2020, Vakinankaratra Region)



All participants practiced handwashing methods during the training (2020, Itasy Region)



Mother washing her child's hands with soap (2021, Amoron'i Mania Region)

**[ Promoting handwashing through the video "SASAO NY TANANAO (Wash your hands!)" created by JICA Volunteers ]**

In Madagascar, based on the idea of a JICA Volunteer who was assigned there in 2010, local staff at the Office took the lead in creating a video titled "[SASAO NY TANANAO \(Wash your hands!\)](#)" featuring a popular pop singer.

Since then, the video has been broadcasted continuously on TV and other media to promote the importance of handwashing. In the COVID-19 pandemic, the video was also broadcasted on national TV on October 15, which UNICEF advocates as the "Global Handwashing Day". Incidentally, the local staff member who was involved in the production of this video became Minister of Water and Sanitation in January 2020, and had worked for about 18 months to improve the water supply and sanitation sector, including the promotion of handwashing.



Scene from the video (1)



Scene from the video (2)

**[ Distribution of Correct handwashing posters to public elementary schools nationwide ]**

As a part of our Office's initiatives in 2021, in cooperation with the local Ministry of Health, Ministry of Education, and Ministry of Water and Sanitation, we distributed posters (A2 size) of "Correct Handwashing" by INOUE Kimidori to about 26,000 public elementary schools across the country. We hope that this will help spread the habit of handwashing among elementary school students and their families. The poster was also featured prominently in a national newspaper on a full-page spread.



Children looking at the handwashing poster at the handwashing station



Small children are washing their hands correctly with the handwashing poster

(Mr. Kota MIYAZAKI, JICA Madagascar Office)

**[ Related article ]**

■ **Madagascar Handwashing Song: A collaboration between JOCV and a popular singer has been raising awareness of proper handwashing**

[https://www.jica.go.jp/english/news/field/2020/20200528\\_01.html](https://www.jica.go.jp/english/news/field/2020/20200528_01.html)

**Announcement from the Secretariat 1)**  
**JICA Magazine features countermeasures against infectious diseases**

JICA Magazine is a monthly publication that introduces the current situation in developing countries and the people working in the field. The [February issue of JICA Magazine](#) features the "Special feature: Countermeasures against infectious diseases" and reports on JICA's integrated approach to the three pillars of prevention, warning, and treatment, with a focus on countermeasures against new coronavirus infections.

In the topic "[Creative ways to convey the importance of handwashing](#)," activities of the "Handwashing for health and life campaign" are reported.

\* JICA Magazine is only available in Japanese.



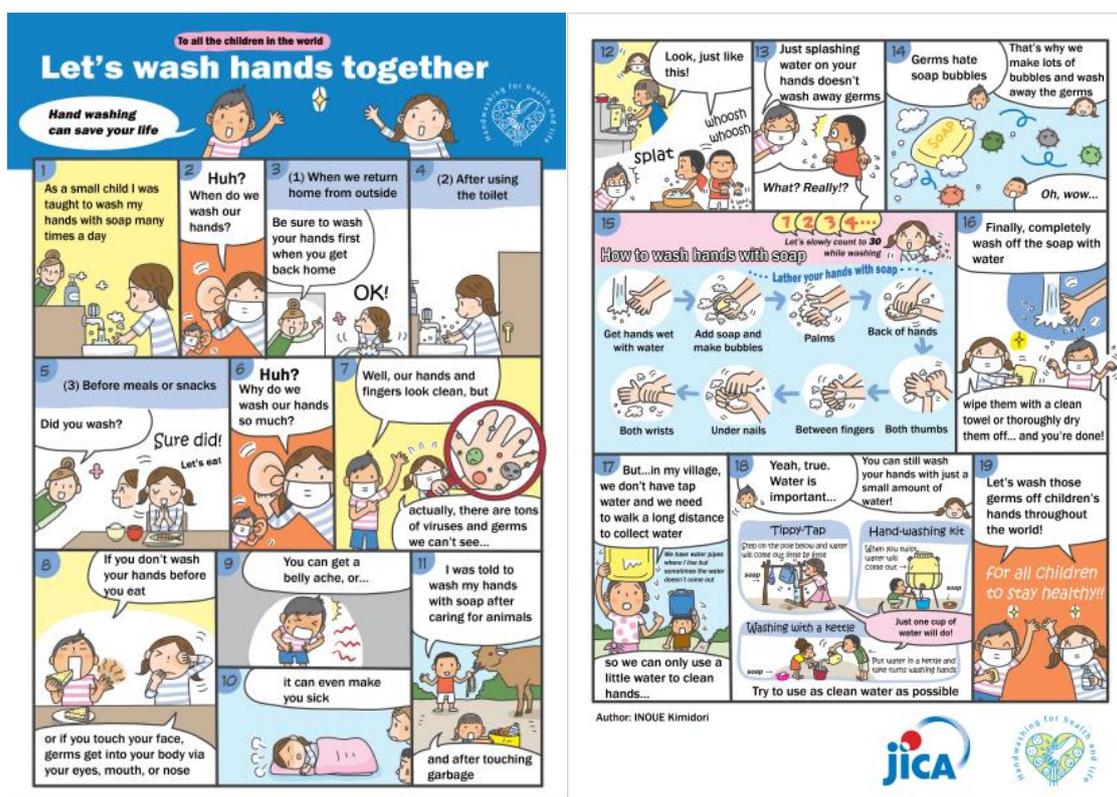
Cover of the February 2022 issue of JICA Magazine



Topic: Creative ways to convey the importance of handwashing

A year and a half has passed since the launch of the JICA Handwashing for health and life campaign in September 2020. We would like to express our respect for your activities during this period and thank you for your cooperation. The spread of the COVID-19 has not been completely contained, and we will continue to promote building the habit of handwashing and other hygienic behaviors, and onsite handwashing promotion activities.

Now, we would like to inform you of three changes for this campaign's structure for the new fiscal year. **(1)** Effective April 2022, the Water Resources Group of the Global Environment Department of JICA will take over the activities of the "JICA Handwashing for health and life campaign" secretariat. Please contact the Water Resources Group representative address ([gegwt@jica.go.jp](mailto:gegwt@jica.go.jp)) for any inquiries regarding the handwashing campaign after May 2022. The email address ([Handwashing@jica.go.jp](mailto:Handwashing@jica.go.jp)) for the Handwashing campaign secretariat will no longer be available at the end of April 2022. **(2)** The regular publication of the JICA Handwashing for health and life campaign newsletter will end with this issue. Thanks to the very large number of reports on the activities of the handwashing campaign from countries around the world over the past 20 issues, we have had a very productive edition of these newsletters and have been able to disseminate ideas and know-how on the promotion of handwashing. We appreciate your cooperation! **(3)** The platform will be closed at the end of March 2022, and new member registration and continuation of existing members will be suspended. The website will continue to be open to the public and will be updated with workshops and information dissemination in the future. The Water Resources Group will continue to support the ongoing and new initiatives of JICA Offices, JICA staffs, and external partners.



"Correct Handwashing" by INOUE Kimidori

Please contact us if you have any questions, requests, or comments.

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](https://www.jica.go.jp/english/our_work/thematic_issues/water/handwashing/index.html)

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(May 2022 onwards) Water Resources Group, Global Environment Department [gegwt@jica.go.jp](mailto:gegwt@jica.go.jp)