



### Photo of this issue



At an elementary school in UNRWA (United Nations Relief and Works Agency for Palestine Refugees in the Near East), posters of the "Correct Handwashing" by INOUE Kimidori were displayed in handwashing areas for the Global Handwashing Day.

There was no soap at the school at first. When we put up the posters, we also placed soap there. Students responded positively, saying that they liked handwashing time because of the cute posters. The school kept the display of posters after the event date and students continue to use of soap.

We are looking for your handwashing awareness photos!

(Photo by JICA Palestine Office)



## Workshop for consultants and JICA staff Action, lessons learned, and recommendations for handwashing and hygiene awareness activities

On November 27, 2020, "workshop for consultants and JICA staff on water sector (33rd)" was held under the theme of "issues and lessons learned on handwashing and hygiene awareness". In this workshop, consultants\*<sup>1,2</sup> presented examples of hygiene awareness activities to promote handwashing (in Burkina Faso, Senegal, Mozambique, etc.), their actions and lessons learned on how to cause behavioral changes in hygiene awareness activities and make them take root as behavior.

- ◆ **[ Positive deviance to ensure sustainability ]** Positive deviance, which is problem-solving through different and unusual actions and methods, is also effective as a way to increase the sustainability of activities. (Ex. burning locally available incense in the toilet to deodorize and scent the toilet, and installing a rainwater tank next to the toilet to use for toilet water, etc.).
- ◆ **[ Teach skills to local workers ]** Teaching new construction skills, such as installing tiles on toilets, to local workers to help improve local livelihoods.
- ◆ **[ Tippy Tap ]** Tippy Tap, a simple handwashing device, had a problem that if it broke or fell down, it would not be used. Although it can be made easily and inexpensively using materials found in the village, still more improvement is needed to ensure its continued use.
- ◆ **[ Consideration and observation of social culture ]** Installation of locally appropriate hand washing facilities, such as consideration for the customs of Muslims, is necessary. When investigating how people wash their hands, it is also important to directly observe handwashing facilities and handwashing practices, not only through interviews and questionnaires, because residents tend to answer what is socially desirable in interviews and questionnaires.
- ◆ **[ Importance of encouraging awareness ]** Approaches to promote "awareness" of the importance of sanitation in residents' lives have been effective, and have led to voluntary activities such as improvement of sanitary environment at water places in villages and hygiene club activities in schools. However, in order to ensure the sustainability of these activities, continuous monitoring and support to them are necessary, and it is essential to encourage government agencies to take action, including budgetary measures.



Example of positive deviance: toilets are not only well cleaned and kept clean, but also deodorized/scented by burning locally available incense.



Residents' activities to improve sanitation around a borehole.

Left: Pigs napping in a puddle by the borehole  
Right: Keeping livestock away from the borehole

\*1: Mr. Ono (Earth and Human Corporation) and Mr. Murakami (Japan Techno Co., Ltd.)

\*2: Ms. Kadokami (Earth System Science Co., Ltd.) made a presentation on the ongoing project research. We plan to introduce it at another time.



## JICA Indonesia Office

### Awareness-raising activities in cooperation with Japanese companies and alumni associations of former trainees

From October to November 2020, JICA Indonesia Office, in collaboration with the Ministry of Health in Indonesia and Association of 21st century Indonesia-Japan Friendship Program (KAPPIJA21), distributed hygiene products to public health centers and KAPPIJA21 branches, and created an educational video on preventive measures in order to contribute to COVID-19 countermeasures.

For the distribution of hygiene items, 3,000 sets of a hand soap provided by Kao Indonesia and an eye mask, a cloth mask with the JICA logo, a hand sanitizer, a set of a fork, a spoon and a straw, and an infection prevention leaflet including encouragement of handwashing prepared by the Ministry of Health were provided in a bag with the JICA logo. We hope that these supplies will contribute to maintaining hygiene for people working on the front lines of the fight against COVID-19.



Distributed hygiene kit



Awareness-raising video created in collaboration with KAPPIJA21

In addition, an educational video was created in collaboration with KAPPIJA21, which calls for wearing masks, handwashing and social distancing in an easy to understand manner, and has been widely spread on Facebook and YouTube (as of December 15, 2020, the video has been viewed over 200,000 times on Facebook and over 2,500 times on YouTube). We hope that this video will further raise awareness of hygiene and help prevent COVID-19 and other infectious diseases.

Facebook : <https://www.facebook.com/367224674079/videos/900614020473256/>

YouTube : <https://www.youtube.com/watch?v=Vy2rFjgk4vY>



Mr. Doni, Director General of the National Agency for Disaster Countermeasure, Head of the National Covid-19 Task Force, giving a speech at the video screening.

Ms. Arie Meutia Nada of the Jakarta Public Health Center, who received the hygiene products, said, "All of the hygiene products are essential for our work, so we are very grateful for the distribution. We would like to use them in our workplace effectively". At the video screening on November 7, Mr. Doni, Director General of the National Agency for Disaster Countermeasure, who is in charge of the National Covid-19 Task Force, said, "I would like to thank JICA and KAPPIJA21 for their active involvement in COVID-19. I would like to thank JICA and KAPPIJA21 for their involvement in fighting COVID-19, and I hope you will practice the preventive measures explained in the video, take care of your health, and enhance your immunity. I hope everyone will practice the preventive measures presented in the video, take care of our health, and improve our immunity".

In accordance with JICA's mission "Leading the world with trust," the JICA Indonesia Office will continue to work closely with the people of Indonesia to contribute to the COVID-19 measures.

(JICA Indonesia Office)

### < Greetings from JICA Handwashing for health and life secretariat >

The end of 2020 is approaching, when the COVID-19 pandemic has dramatically changed our daily lives. JICA will further strengthen cooperation and interaction with a wide range of stakeholders, increase the number of partners, and further promote international cooperation through various measures. "JICA Handwashing for health and life campaign" will continue to collaborate with you to raise awareness and promote handwashing to prevent COVID-19. Thank you very much for your support this year, and we look forward to your continued support in 2021. Let's keep handwashing campaign going!

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.



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