



It has been two years since we launched the JICA Handwashing for Health and Life Campaign in September 2020. Has handwashing taken roots in your country? Now, we are pleased to publish this issue of the JICA Handwashing for Health and Life Campaign Newsletter on the occasion of World Handwashing Day, October 15. In this issue, we will share the situation of the countries where handwashing promotion activities are ongoing!

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



The "Achhi Aadat (Good Habit) Campaign" holds "sessions" at schools, health centers, and communities to teach the correct way to wash hands and clip nails. The sessions, especially for children, include handwashing demonstrations and educational materials such as a video of "Let's Wash Our Hands with Hello Kitty" (with the cooperation of Sanrio Co., Ltd.) which were introduced in [Newsletter No. 18](#), and the "Correct Handwashing Cartoon" (by INOUE Kimidori), to make learning the correct way to wash hands fun and enjoyable.

The photo shows a session held in September 2022 at a shelter in Delhi supported by the Delhi Metro Rail Corporation Limited. We demonstrated handwashing using LIXIL Corporation's portable handwashing station "SATO Tap" (introduced in [Newsletter No. 18](#)). The participated children not only learned hand-washing procedures, but also suggested ideas for expanding Achhi Aadat in Delhi city!

(Photo by JICA India Office)



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

JICA is conducting activities of "Data Collection Survey on Improvement of Hygiene Behavior in Schools and Health Care Facilities in Collaboration with International NGOs" WaterAid." (Introduced in [Newsletter No. 20](#))

This survey mainly focuses on the construction and repair of facilities such as handwashing stations and toilets, baseline surveys, hygiene promotion activities, and endline surveys in 75 schools and 45 health and sanitation facilities, totaling 120 facilities in three countries (Tanzania, Madagascar, and Nepal) for establishing a foundation for hygiene habit. Then, we will conduct hygiene promotion activities including nudges<sup>1</sup> and compile the results into a handbook and a report.

Pre-survey has now been completed and construction of the facilities is nearing completion. As a result of the pre-survey, there are many water supply facilities and toilets that are out of service due to malfunctions of the water supply equipment, and as shown in the following chart, more than half of the schools in all three countries do not have handwashing facilities with water and soap. In addition, "forgetting to wash their hands" was a major reason why students did not wash their hands even when water and soap were available. Regarding the health care facilities in the three countries, functioning hand

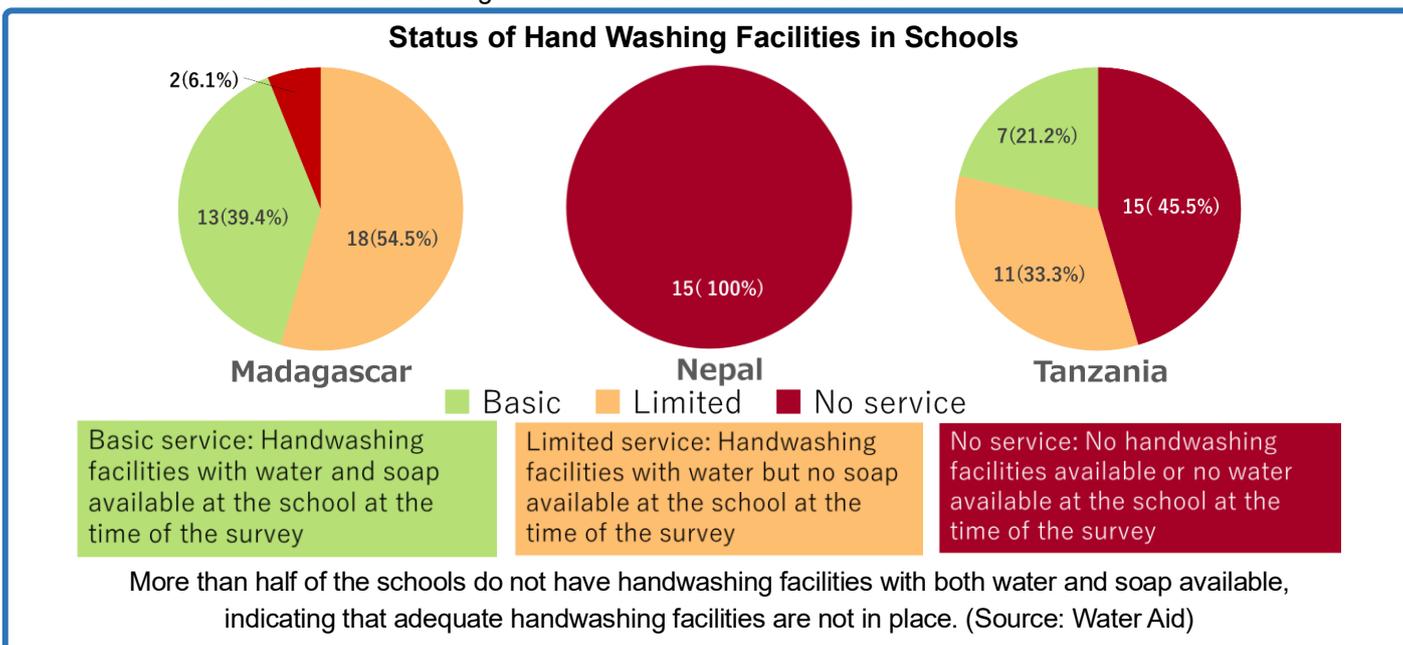


At a handwashing station installed in Madagascar, Students washing their hands after playing

<sup>1</sup> Richard H. Thaler and Cass R. Sunstein (2008), Nudge: Improving decisions about health, wealth, and happiness, Constitutional Political Economy volume 19, pages 356-360

hygiene facilities were not located near toilets or in treatment rooms.

After the completion of the facility, a baseline survey will be conducted, followed by actual hygiene promotion activities using nudges, and an endline survey will be conducted to verify the effectiveness of the program. The findings will be used to further mainstream handwashing in schools and healthcare facilities.



(HYAKUKAN Yuto, Water Resources Team 2, Water Resources Group, Global Environment Department, JICA)

## Niger

### Improvement of the Health of Women and Children Amid COVID-19 Pandemic by Handwashing and Utilization of Health Centers

In March 2020, the first case of the new coronavirus was found in Niger. The public was anxious that the virus, which had the whole world in a panic, had finally entered the capital city of Niamey. The government imposed a curfew after 7:00 p.m., visits to mosques during Ramadan were prohibited, masks soared in price, and some citizens protested, causing confusion throughout the city. We at the JICA Niger Office began to consider what we could do in this situation, and in collaboration with the World Health Organization (WHO), we planned and conducted the survey on support for the improvement of the health of women and children in the regions of Dosso, Tahoua, Maradi and Zinder amid COVID-19 pandemic.

Niger is a predominantly Muslim country. It is essential for them to wash hands before praying and they wash their hands carefully at least five times a day. The handwashing habit, therefore, seems more established than in Japan. In discussions with the WHO, we developed a framework for the project, considering, "Let's combine measures against the new coronavirus (avoiding the 3Cs<sup>2</sup>, social distance, handwashing and gargling) with measures against other infectious diseases that can be prevented by handwashing, as well as women and children health promotion, which is the greatest need of all".

According to WHO, about 46% of Niger's people lives more than 5 km far from a health center. In 2018, the women mortality rate was 509 per 100,000 live births, one in four women between the ages of 15 and 49 married before turning 15, and the total fertility rate<sup>3</sup> was about 6.8.



Health Promotion by Community Health Workers

<sup>2</sup> Crowded places, Close contact settings, and Closed spaces.

<sup>3</sup> The sum of the age-specific fertility rates for women aged 15-49, which corresponds to the number of children a woman would have in her lifetime at that age-specific fertility rate.

Compared to other African countries, women give birth earlier and have more opportunities makes Niger one of the countries with higher risks of childbirth. Against this background, we have finalized measures to prevent the spread of the new coronavirus in rural areas and to protect women and child health.

The activity first recruited 350 volunteers from the residents to attend a one-day training course on women and child health, malaria, HIV/AIDS, cholera, COVID-19, and other infectious diseases. They then used the knowledge to educate 110,925 residents as "Community Health Workers". The classroom lecture on handwashing activities covers handwashing methods (e.g., rubbing the soap with both hands, washing between fingers and wrists for about 30 seconds and rinsing for the same or more time), body and clothing hygiene activities (showering or bathing in the evening to keep the body clean and prevent illness, washing clothes frequently, etc.), and measures to prevent new coronaviruses. In the practical session, effective handwashing methods using handwashing kits (portable water tanks, buckets, soap, etc.) were introduced, and residents deepened their understanding of these methods through practical experience. The importance of visiting a health center and giving birth in a safe environment to reduce the risk of home birth were also explained.



Hygiene Promotion;  
how to wash hands with plastic kettles

Community Health Workers, who stand between residents and the government, are selected from residents on a volunteer basis. For residents, explanation by an elderly person or an acquaintance leads to a certain level of trust, rather than receiving explanations from a stranger from the outside. In addition, sharing the knowledge with others not only deepens their understanding, but also ensures sustainability, as the Community Health Workers will remain in the area after the project ends also.

A WHO official said that "We felt that the health of children tends to be better than in other areas because the women themselves understood the importance of attending health centers," and the local health center says that "The number of visits has increased significantly, and the number of home births had decreased as women understand the importance of attending the health center".

The project not only conducted awareness-raising activities, but also renovated the community's core health center to make it a comprehensive health center capable of delivering babies and provided ambulances and other equipment. As a result, 10,338 residents now have access to more reliable medical facilities.

We will continue to develop our activities for the harmonious development of the country and to improve the health conditions of women and children, in accordance with the Niger government's Health Development Plan 2017-2021.

(YAMAMOTO Chikara, JICA Niger Office)



Ambulance provided by JICA to the Health Center



## Nigeria

### Nutrition improvement through an approach of handwashing habits

Nigeria is one of the main countries of the ["Initiative for Food and Nutrition Security in Africa \(IFNA\)"](#), launched by JICA during the 6th Tokyo International Conference on African Development (TICAD VI) in 2016.

In the Federal Capital Territory (FCT) of Abuja, JICA's first IFNA technical cooperation project, the ["Project on Capacity Development for Nutrition Improvement in Federal Capital Territory \(CADNIP\)"](#), has been implemented since 2020, which also incorporates handwashing campaigns. This project aims to improve nutrition through a multi-sectoral approach, and handwashing campaign is positioned as an important activity.



Training on water, nutrition and health in the community

The habit of handwashing is an essential part of the nutritional improvement. During the project's training on water, hygiene, and health, the importance of handwashing was also explained, and participants practiced the correct way of handwashing at home. After the training, participants were able to understand the importance of handwashing and began to wash their hands before cooking, eating, and after using the toilet, making handwashing a habit at home. The handwashing campaign is also conducted in schools. During the training conducted at schools in the three target communities, teachers and students were introduced to simple handwashing tools (Tippy Tap) and practiced handwashing.

A total of approximately 1,700 people have participated in the handwashing campaign under this project. In the future, we will expand the handwashing campaign into other areas also.



Training at the school  
Tippy Tap introduction

(HOKAMURA Akira, JICA Nigeria Office)



## Announcement from Water Resources Group, Global Environment Department With Hello Kitty! Joint project with Sanrio Co., Ltd.

Do you all continue to wash your hands? In October 2022, Global Environment Department, the secretariat of JICA's "Handwashing for Health and Life Campaign", signed a comprehensive agreement with Sanrio Co., Ltd. to license the use of Hello Kitty character overseas. This will allow us to use the English version of Hello Kitty's well-known handwashing awareness videos (see below), produce local language versions, and create posters, pamphlets, and other advertising materials. If any JICA overseas offices, domestic offices, departments of headquarters, or JICA projects are interested in the use of Hello Kitty character, please contact us for more information. Let's enjoy working together with Hello Kitty to promote handwashing in your country!

< Introduction of prior cases >.

JICA India Office launched the Achhi Aadat (Good Habit) Campaign in January 2021. Through this campaign, the importance of handwashing and the establishment of good hygiene habits have been widely promoted together with Hello Kitty. Please click here to view "Let's wash our hands with HELLO KITTY," a video co-produced with Sanrio Co., Ltd.



[Let's Wash Our Hands with HELLO KITTY! - YouTube](#)  
[Let's Wash Our Hands with HELLO KITTY! \(Hindi Version\) - YouTube](#)

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

JICA Handwashing for health and life campaign secretariat (Global Environment Department)

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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