

32nd WEDC International Conference, Colombo, Sri Lanka, 2006

SUSTAINABLE DEVELOPMENT OF WATER RESOURCES, WATER SUPPLY AND ENVIRONMENTAL SANITATION

Handwashing

Shipra Saxena, India

Poster 1: Steps on Hand Washing: The poster illustrates the proper way of washing hands at critical times that is before food and after defecation, in just 4 steps using soap or ash. The steps are : wet your hands, apply soap or ash, lather while cleaning nails and in between fingers and rinse thoroughly. The poster also aims to demystify the myth on handwashing that washing hands with water is enough. The Chakmak Champions as depicted in the poster are those who wash their own hands and spread the same message and practice among others. The word 'Chakmak' in the local language means bright and shining. These Chakmak Champions can be teachers in schools, hygiene educators in the community and you and me. The picture and message in the poster can be replicated in wall paintings also. The poster is in a cheerful yellow and blue combination that will appeal to all, especially to children. The campaign border runs through all the promotional material for better and effective communication.

Poster 2: Oath on Hand Washing –This oath is aimed to be taken by everyone so as to promote safe and hygienic way of handwashing at critical times that is before food and after defecation in their day to day life. This will also instill a sense of responsibility and importance among those who administer it as well as those who take it. This oath was administered by the Hon'ble Union Minister of Rural Development, India, on the occasion of World Water Day celebration in New Delhi along with 1000 audience and other key stakeholders in water and sanitation sector like UNICEF, DFID, Plan International, WSP, Government of India and others. This oath is supposed to be administered by teachers in the classroom, hygiene educators in the community forum to bring about behavior change in handwashing practices. This can also be taken or administered by the school hygiene cabinets.

Two Children Handbook (Class 1-3) and (Class 4-5): 2 booklets of 16 pages each is designed to accommodate different age groups. These handbooks talk all about Hand Washing in simple language and through interesting narratives and pictures on children any one can identify with. The aim of these books is for child to child communication and through them to families and communities. The books are not just simple stories but also interactive with listed activities they can do in the community like games, quiz, songs etc to bring awareness and change. Using these books children will become communicators and ambassadors of handwashing like our Chakmak Champions.

Contact addresses

Shipra Saxena, India
