

Global Handwashing Day

Now or Never, Time to Act : Hand Hygiene for All



Global Handwashing Week Celebrations

12th to 18th October, 2020

A report from Maharashtra

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Contributors

1. Mr Sandeep Tendolkar, UNICEF Mumbai
2. Ms Aparna Kulkarni Gowande, UNICEF Mumbai
3. Mr Omkar Khare, UNICEF Mumbai
4. Mr Jayant Deshpande, UNICEF Mumbai
5. Mr Balaji Vharkat, UNICEF Mumbai
6. Mr Mandar Sathe, UNICEF Mumbai
7. Ms Kishori Mandhare, YP, TISSUNICEF

Editorial Team

- Mr Rajesh Shaiva, Idobro and RISE Infinity Foundation, Mumbai
- Ms Karon Shaiva, Idobro and RISE Infinity Foundation, Mumbai
- Ms Jessinda Mathew, UNICEF Mumbai
- Mr Anand Ghodke, UNICEF, Mumbai
- Mr Yusuf Kabir, UNICEF, Mumbai

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1. Executive Summary

In the new 'normal', it was no wonder that the Global Hand Washing Day 2020 (GHD) was different from its previous editions and had a great significance with the background of the COVID 19 pandemic.

UNICEF Maharashtra decided to use this opportunity to involve Government and Non-government partners and organised multi fold activities as part of this event to expand the reach to the maximum. Several activities covering all the age groups across rural and urban Maharashtra were organized. Events like challenges, competitions, dramas, interpersonal communication, innovations, market places and demonstrations made the GHD a very useful and serious affair. UNICEF Maharashtra also set an example for all grass root organizations with the extensive use of social and print media to reach one and all, even communities residing in very remote areas.

This years' Global Handwashing Day theme is 'Hand Hygiene for All' and the same was followed for the weeklong GHD celebrations. This week-long celebration converted challenges of Covid-19 situation into an opportunity to reach all. People were already aware of hand hygiene, and this GH week added more value to their knowledge.

UNICEF Maharashtra, along with five-line department¹ of Government and thirty-five non-government partners was able to reach 30 million (25% of state population) people through this event with messages of importance of appropriate hand washing activities using various methods and medium. This also helped to emphasize the connection of hand washing as a hygiene measure at these critical times of the COVID 19 pandemic. Several challenges were encountered, with restrictions on gathering people, travelling and even reaching households. However, in spite of all these challenges, the team was able to demonstrate amplifications and inform the community on the importance of hand hygiene. The week long campaign was driven by WASH section of UNICEF Maharashtra with active support from C4D, CDN, DRR, CAP and Education sections.

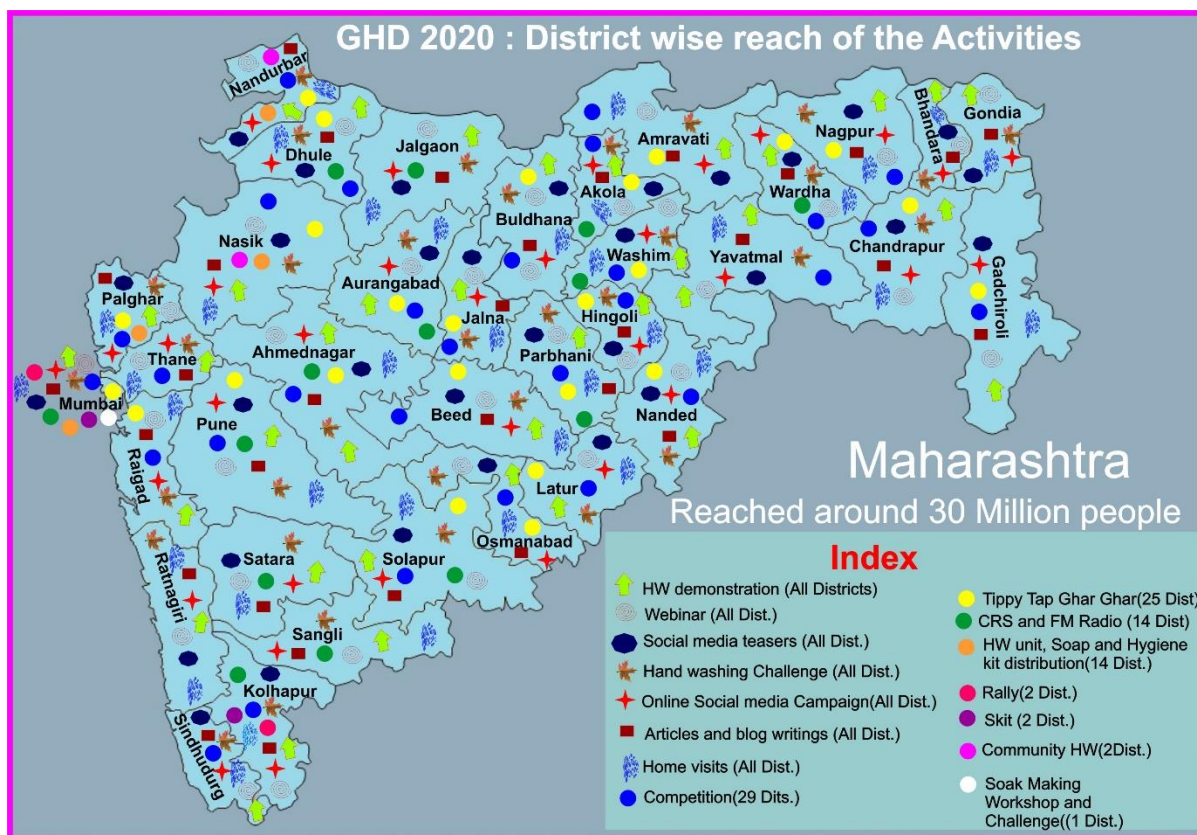
This monumental achievement of reaching 25% of the state population was possible only because of the convergence with the various Government, Non-Government partners. Most of the partners were part of Maharashtra Covid Relief and Response platform and they participated actively during the GHD week. Social media channels, Print media and Community Radio channels were mainly responsible for playing a vital role in the success of the event and helped to overcome the challenges of the lockdown. As the schools and Anganwadis were closed, and any kind of gathering was prohibited by law, WASH, Mumbai decided to take the GHD celebrations to every doorstep. The activities were planned to reach every student, youth, adolescent and the senior citizens wherever they were situated. Due to all of these reasons, it was also decided to have a GH week instead of a GH day, which began on 12th Oct. with some very innovative teasers.

This report is a comprehensive documentation of the GHD 2020 activities in Maharashtra state covering the details of the collaborations, partner leverages, outreach, photographs, and video and publication links.

UNICEF Maharashtra would also like to take this opportunity to congratulate all the partners for their painstaking efforts and achievements in taking the messages of GHD 2020 to millions of people in the most acceptable and impactful format.

¹ WSSD, DWCD, Department of Higher Education, Education Department, MCGM

The map shown below depicts the various districts in Maharashtra where the GH week celebrations were observed.



Source: Information as received from partners and info available in different platforms

The list of key stakeholders along with the various partners and the activities organised by them to make GHD 2020 celebration successful is as below:

Key stakeholders	
<ul style="list-style-type: none"> Children of different age groups, Adolescents and Youths. Teachers, HMs, KPs Frontline workers AWWs/ Supervisors Government officers and functionaries NGO representatives / Volunteers Vendors and small business owners 	<ul style="list-style-type: none"> Hon Ministers of State Governments Community members PRI members Newspaper readers Bloggers Professionals Community radio listeners Netizens and Social media users

Table 1 Key stake holders

TABLE 2: PARTNERS, ACTIVITIES AND TENTATIVE REACH

Partner	Activities	Estimated reach
Water Supply and Sanitation Department, Government of Maharashtra	<ul style="list-style-type: none"> • Webinars • Hand Wash Demonstration 	900,000
Women and Child Development department, Government of Maharashtra	<ul style="list-style-type: none"> • Webinar • HW demonstration • Poem writing, painting Competition • Tippy Tap, Ghar Ghar 	36,000
Department of Education and Sports, Government of Maharashtra	<ul style="list-style-type: none"> • Webinar • Demonstration • Tippy Tap Ghar Ghar 	25,699
NSS Cell, Higher and Technical Education Department, Government of Maharashtra, Rotary Club (Bombay west), WIFA	<ul style="list-style-type: none"> • University level Webinar • Collage level webinar • Quizzes, Competition • Talent Hunt Competition at State, District and Collage level • HW Demonstration 	112,000
VSTF, Maharashtra Village Social Transformation Foundation, Rural Development Department of Maharashtra.	<ul style="list-style-type: none"> • Webinar • HW demonstration • Competition • Tippy Tap Ghar Ghar • Writing Slogans, videos • Awareness on 3 steps to prevent COVID-19 	25,189
RISE Infinity Foundation & Idobro Impact Solutions	<ul style="list-style-type: none"> • HW Demonstration, Counselling • School Competitions • NGO Awareness drive • Webinar on GHD • Social media campaigns 	100,000
Chatrabhu Narsee School	<ul style="list-style-type: none"> • HW Demonstration, Counselling 	2,000
PODAR INTERNATIONAL SCHOOL SSC & HSC	<ul style="list-style-type: none"> • Social Hand Wash Campaign with slogan • essay writing and poster competitions 	200
Vivek Vidyalaya	<ul style="list-style-type: none"> • Poster Competition 	4,500
SVPV Vidyalaya	<ul style="list-style-type: none"> • Classroom discussions and poster making competition 	1500
Anjuman-I- Islam"s Dr MIJ HS & Jr college.	<ul style="list-style-type: none"> • HW demonstration and awareness 	2,000
Save the Children	<ul style="list-style-type: none"> • Community HW 	800
Centre for Youth development and activities (CYDA)	<ul style="list-style-type: none"> • Video Making on Hand Wash steps • Poster/Painting on Importance of Hand Washing • Preparing Innovative Hand Wash Station Models • WASH talk videos and Slogan Making. • Webinar and prize distribution 	179,000

Partner	Activities	Estimated reach
VR Foundation Vasai	<ul style="list-style-type: none"> • Innovative hand washing points demonstration at hawkers' points, • Soap distribution, • Hand washing demonstration in community • counselling on importance of HW and saving water during HWWS 	1,500
Swayam Shikshan Prayog	<ul style="list-style-type: none"> • Rangoli and painting, essay writing competitions with children, adolescent girls and women at the villages, GPs, Aanganwadi Centres and PHCs • HW demonstrations, • Awareness sessions 	13,500
Ecosan Services Foundation	<ul style="list-style-type: none"> • Awareness sessions, • slogan, poster and audio-video competition, • Inaugural function of handwashing station at Pune school. 	85,000
Sakhya women guidance cell	<ul style="list-style-type: none"> • Competition for school children, • Awareness among villagers, • film screening for children, • My family, My Responsibility village level 	1,700
Sundara Charitable Trust	<ul style="list-style-type: none"> • Demonstration and awareness 	800
Municipal Corporation of Greater Mumbai and Citizens Association for Child Rights (CACR)	<ul style="list-style-type: none"> • Awareness session on importance of hand washing • Distributed Sato tap to children's home in Mankhurd • Virtual Awareness on importance of hand washing with soap • Various activities like Quizzes. • Drawing competition • Demonstration of hand washing steps by children of MCGM Schools • Innovative HW unit distributed to Street vendor Sandwich Shop, Security guards • Awareness on Hand Wash step • Global Hand wash day was conducted with children, children had prepared the Drawing of Handwash and how we can keep yourself safe and hygienic. Children were shown Animated video of Handwash, children also prepared the video of Handwash and it was presented in zoom call • Global Handwash day #Tippy Tap Ghar Ghar .Demo at Anganwadi for children safety 	666
WIFA -Just Play	<ul style="list-style-type: none"> • Handwashing Challenge for children • Handwashing Challenge for youth to motivate children 	1,500

Partner	Activities	Estimated reach
	<ul style="list-style-type: none"> Volunteers from youth and session for children to combat COVID-19 through handwashing 	
Vibha	<ul style="list-style-type: none"> Video created by children posts on Facebook 	300
World Vision India	<ul style="list-style-type: none"> HWWS Protect from Corona virus awareness Programs for Youth, Women's, CBOs Hand Wash Awareness, Rangoli in Communities, Drawings by Children on HW 	7,000
Enthusiastic youth group	<ul style="list-style-type: none"> Door to door handwashing awareness 	2,000
AROEHAN	<ul style="list-style-type: none"> Tippy Tap Ghar Ghar rally drawing competition, songs, slogan competition 	1,325
Triratna Prerana Mandal	<ul style="list-style-type: none"> Tippy Tap Installation at Tin, Tarpaulin shanties near Santacruz-Vile Parle Railway Station, Physical Skit (street play), Virtual Skit on YT, Soap Making Workshop, Soap Making Challenge, HWWS demonstration to Anganwadi Sevikas Encouraged CBOs for soap making and HWWS videos. 	3,000
Shelter Associates (SA)	<ul style="list-style-type: none"> Rangoli competition Poster making competition Essay competition Slogan writing competition Video making competition Poem writing competition Live hand wash demonstrations Awareness Rally 	2,000
Roshni Foundation and Charitable Trust	<ul style="list-style-type: none"> Organising a webinar for ZP school teachers, Donating Hand washing stations, Making Bore wells and RWH in the schools and community, making ring wells for tribal villagers to provide safe drinking water throughout the year. 	12,000
Society for Action in Creative Education and Development (SACRED)	<ul style="list-style-type: none"> Tippy Tap Ghar Ghar 	2,000
Social media reach / Netizens / partners and stakeholders	<ul style="list-style-type: none"> Teasers DPs Videos/Photos Hand washing challenges 	400,000
Bharat Scout Guide (BSG)	<ul style="list-style-type: none"> HW Demonstration 	5,000
Community Radio Stations and FM Radios	<ul style="list-style-type: none"> Webinar Live interviews of experts, 	4,182,000

Partner	Activities	Estimated reach
	<ul style="list-style-type: none"> • videos on demonstration of Hand washing steps using Facebook, Phone in and Jingles • Program (Shrutika) 	
Various news paper	<ul style="list-style-type: none"> • Articles and news published • Blog writings on hand washing 	23,900,000
	Total	30030504
		30 Million

Note: The tentative numbers are based on the information provided by partners and available data from different platforms. The information regarding reach of various newspapers is based on readership displayed on official websites of the respective newspapers.

2. Introduction

The importance of the handwashing with soap as critical public health interventions for rural and urban communities has long been undisputed. The impact caused due to the infection of COVID-19 virus can be reduced by simple hand washing. Handwashing with soap at critical time is a very important health measure. Hence handwashing with soap must be a priority now and in the future as a major behaviour against the virus, break the chain and ensure better health outcomes now and beyond the pandemic.

Global Handwashing Day (GHD) is a global promotional campaign. It envisions encouraging individuals to have improved hand washing practices.

UNICEF Maharashtra Field office has been celebrating GHD since 2008 to generate awareness of this important health intervention among millions of people in partnership with Government, NGOs and CBOs. Every year this day is celebrated in schools and awareness generation is mostly aimed around students. This year however, the theme of the Global Handwashing day was ‘**Hand Hygiene for All: A Call to Action**’ which expanded the scope of this campaign to all the citizens including children, adolescents, youth and adults.

Handwashing as an important intervention was also promoted by Hon’ble Chief Minister of Maharashtra under his COVID-19 prevention campaign of ‘My Family My Responsibility’. As a result, the participation of change makers, opinion leaders such as GP/PRI members, District level leaders and State Cabinet Ministers played a key role in the campaign. This created a positive and enabling environment for handwashing beyond the Covid fear and helped in re-establishing the importance of the handwashing practice as a habit.

3. Celebrations during the week

A plethora of activities were conducted as part of the celebrations during this year’s GH week. These activities along with the outcomes have been described in the following sections.

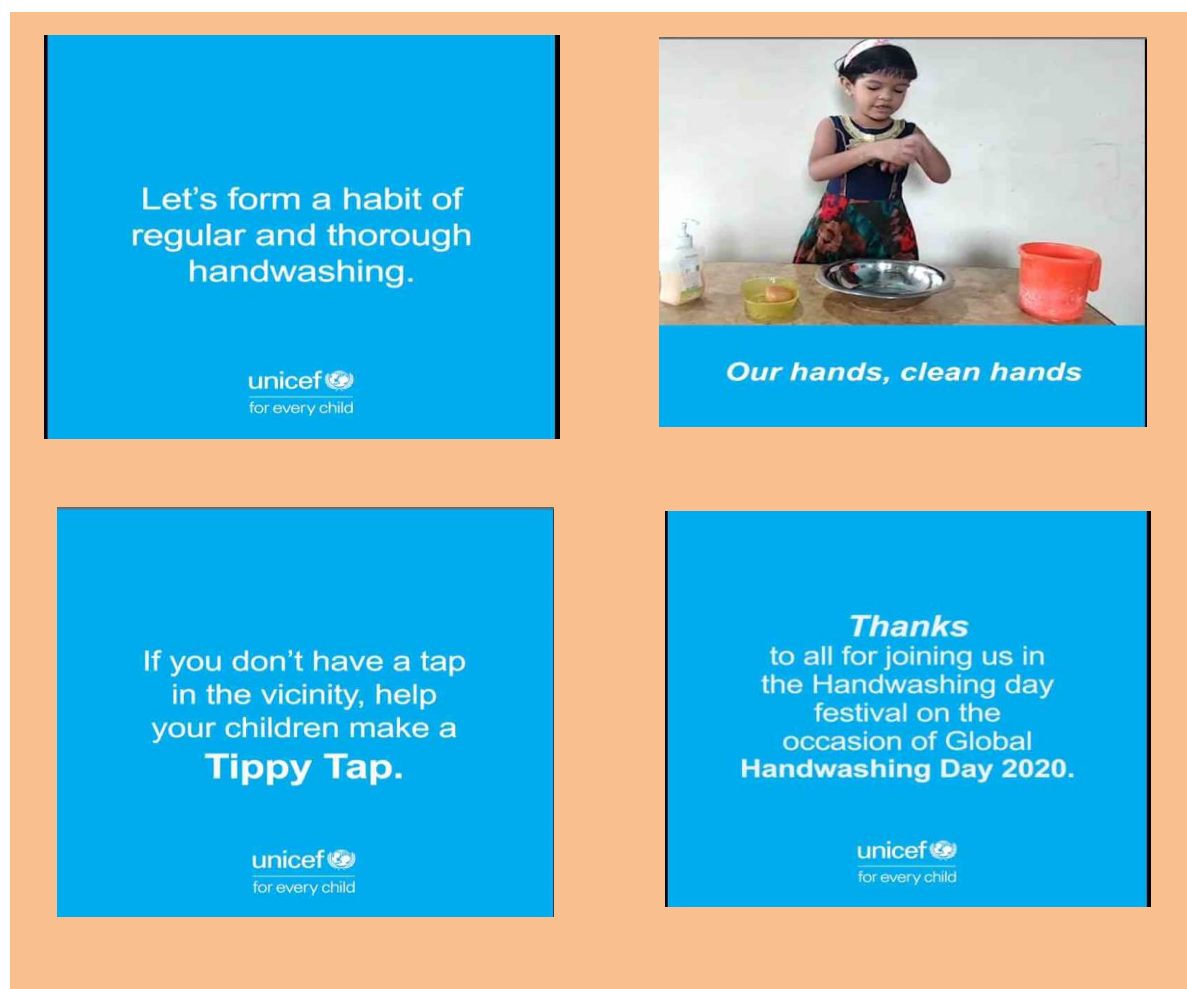
3.1 Social media and Teasers

In this technological era, we all know and understand the power of social media to reach masses directly and effectively. As the theme of Global Hand Washing day 2020 was ‘Hand Hygiene for All’, it was decided to use social media campaigns to reach every corner of the state.

Action / Activities:

Teasers, as communication tools were channelled to trigger people in a positive way. Seven teasers for seven days were developed in two languages, Marathi and English. Teaser videos of 19 seconds to 72 seconds were prepared and circulated widely on social media channels including Twitter, Facebook, Instagram and WhatsApp. Each teaser covered one aspect and the message of the hand washing with soap.

A few of them are as depicted below:



Day	Date	Message of teaser	Duration (seconds)
1	12 Oct	Importance of hand hygiene forever	00.19
2	13 Oct	Critical times for hand washing	00.40
3	14 Oct	Introduction to Tippy Tap	00.34
4	15 Oct	Importance of clean hands and GHD	00.40
5	16 Oct	How to wash hands	1.27
6	17 Oct	Save water while washing hands	00.42
7	18 Oct	Thank you with reminder of messages	1.12
Overview	19 Oct	Final Compilation Teasers of the week	2.30 minutes

Table 3 : Teasers and messages

The teasers were received enthusiastically by the people so much so that many social media users even updated their status with the teasers. All the teasers were circulated widely with the hashtags:

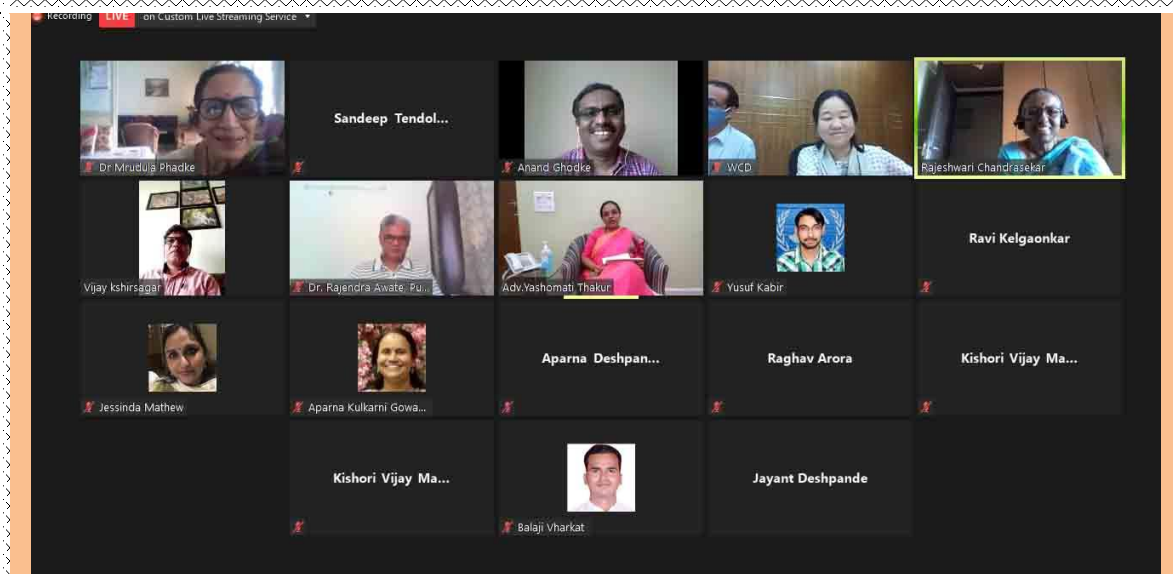
- #Challenges is the new trend during the global lockdown
- #tippyapgharghar (meaning tippy tap in every home)
- #HandwashChallengeMaharashtra along with #GlobalHandWashingDay2020, and #MyFamilyMyResponsibility, #COVID19.

The #tippyapgharghar teaser was especially enjoyed by children. It also proved to be a huge encouragement for children to make their own tippy taps at home and promote its use. The enthusiasm of the children motivated the adults as well, and the adults also got involved in building the Tippy taps. Children were also encouraged to make their own soaps at home with assistance from their parents/guardians. These photos were then uploaded on their social media accounts with the relevant hashtags.

Outcome

The social media teasers were a huge success with youth and children and proved to a great encouragement for them to participate in various activities and join the celebrations.

3.2 Webinars



Maintaining good hand hygiene is extremely important to prevent and control the spread of many diseases. Proper hand washing i.e. handwashing with soap is the first line of defence against the spread of infectious diseases like COVID-19. The COVID-19 pandemic has reinforced the importance of handwashing with soap as a primary preventive measure. So far, many stakeholders have joined governments' handwashing promotion initiatives. However, the challenge of reaching people and stakeholders in the middle of lockdowns and limitations on movement that the pandemic has brought forced the organisers of Global Handwashing Day events to go digital.

Actions:

As the convening partner with various Government Departments in the state, UNICEF supported the Departments in conducting webinars virtually. The departments like Women and Child Development, Higher and Technical Education, Education, Mumbai Municipal Corporation and many others conducted the live webinars for the district and field level functionaries like District Education Officer, CDPO, NSS district coordinators, deputy CEOs of ICDs, teachers, AWW supervisors, etc.

The webinars were conducted through Zoom platform and were also live streamed on the social media platforms like Facebook and YouTube. The Ministers of Higher and Technical Education and Women and Child Development Department, senior officials like Commissioner and Director and organizational head and or Chief like NSS, and CFO UNICEF, etc. were part of these webinars.

The development partners of UNICEF also conducted their own webinars for specific targeted groups.

Outcome

The different participants of these webinars like school teachers, Anganwadi workers, supervisors, CDPOs, District Education Officers, GP level functionaries, Rural Development Fellows, NSS coordinators and volunteers, students, etc. learnt about handwashing need and its relevance. The importance of handwashing to prevent the spread of COVID-19, handwashing station technologies and innovations, handwashing steps, critical times of handwashing, communication to promote handwashing, etc were also emphasized during these webinars. This helped the departmental stakeholders to convey the handwashing interventions (to be carried out by various stakeholders) in the field. Post the webinars, the participants of the webinars shared their learning with their own colleagues and communities to further the spread of this knowledge.

Apart from this state level webinars NSS, District administrations organised many webinars to appeal volunteers and functionaries to participate in the celebrations.

Total reach through webinars is summarised in table below

Table 4: Webinars conducted by various partners

1	Education Department, GoM	25,699
2	Women and Child Development Department, GoM	36,000
3	Higher and Technical Education and NSS	8,104
4	Municipal Corporation of Greater Mumbai	1,000
5	Village Social Transformation Foundation	250
6	District Water and Sanitation Mission, Osmanabad, GoM	500
7	Roshani Foundation	12,000
8	CYDA	1,200
9	ECOSAN	200
10	IDOBRO - RISE	100
	Total	85,053

3.3 Tippy Tap Ghar Ghar



Tippy Tap Ghar Ghar (Every House with Tippy Tap) was one of the activities planned. Tippy tap is universal concept to promote the hand washing behavior with very minimum local resources. This year, it was decided to celebrate the day by encouraging children to make their own home hand washing unit as a part of the campaign.

Actions / Activities:

SACRED has been working in Palghar district for a long time and was instrumental in taking the message of GHD to this district. They received immense support from district administration for this activity. The BEO (Block Education Officers) of the different blocks got the Head Masters and teaching staff of the local schools through Kendra Pramukhs for the GHD celebrations. SACRED created a demo video to demonstrate the making of the home unit for circulation on the schools' network. On the GHD, SACREDs' Field and Block Coordinators moved around the project area guiding and encouraging children and the local community to make their home HWS. It was estimated through this coordination, that more than 500 children across 14 blocks of 3 districts made their own household HWS and more than 100 school teachers and 2,500 community members witnessed and supported the event.

In six project districts², CYDA conducted a competition to create 'Innovative Hand Washing Units'. The objective of the activity was to promote unique cost effective, simple, scalable handwash stations and provide students a platform to show their skills and innovations. A total of 406 students participated in the event.

In Mumbai Slum communities, TPM created a Tippy Tap at informal shanties near Santacruz-Vile Parle Railway Station. The community members appreciated this activity as wonderful TAKAUTUN TIKAWU (Best from Waste) initiative. Nearly 60 people benefitted with this activity.

In Palghar district again, AROEHAN demonstrated one 'Tippy Tap' in their focused AWC which led to 12 Tippy Taps in other AWCs and 38 Tippy Taps made by girls in the community. This was also promoted in one of the villages in Mokhada. The expectation is that this campaign could see a ripple effect across the state.

In the aspirational Washim district, a school girl named Sufy Shringare made a Tippy Tap at her home and her photo went viral in the social media. This led her classmates to also make Tippy Taps in their own homes.

² Aurangabad, Gadchiroli, Nandurbar, Osmanabad, Parbhani, Washim

A series of appeals were made through social media teasers and print media by UNICEF and partners to create the Tippy Taps at home.

Outcome

A NFHS 4 (2015-16) survey shows that only 49% of rural households have water and soap facilities for handwashing within the premises of their house. This activity made people realize that they can wash their hands with very simple hand washing facility. They can create their own facility rather than depending on unaffordable systems. It also showed a participation of people from various age and social groups irrespective of class, caste, religion. This activity with soap directly reached out to 28,000 people, and indirectly reached around 0.04 million social media users.

3.4 Hand Washing Challenge



Many Social media users responded to the appeal. A teacher from Kalyan (Thane District) kept DP of her student washing hands to motivate another student. It has been observed that not only her students, but their parents and family friends were also motivated and kept DP of their children washing hands. Some people updated their status with children's photos and their own photos. Some parents posted creative videos of their kids responding/participating in the event. Students created their videos of hand washing with interactive methods using speech, skit, song, demonstration. Many of the teachers beautifully used this opportunity to orient their students by making and circulating hand wash demonstration videos.

Action / Activities:

This activity was designed to be a virtual activity with the aim of involving social media users and netizens in this celebration. It was appealed to the people through teasers to:

- post their photos or video about GHD on their social media walls with hashtags,
- post a DP of washing hands,
- update status with photos and videos of hand wash activity.

This activity motivated the teachers and students to celebrate the day in innovative way. Teachers used this opportunity as a learning tool for use of social media. A lot of youth accepted this challenge and changed their DP to show hand washing. They also changed their status on social media to post photos and videos of hand wash activities. The involvement of children and youth made this activity a big success.

Though, the total hashtags counts were less in comparison with the expectations, it could be attributed to limited awareness within the people on how to use the same. Still, this activity provided opportunity to the netizens and social media users to contribute to the celebrations.

WIFA-Just play also announced Handwashing Challenge for youth to motivate children and hand washing for children and reached out to 1,500 participants.

Vibha also posted children's video of washing hands on Facebook.

Outcome

Although this activity was designed for the netizens and social media users, teachers treated this activity as a tool to teach their students about hand washing. It also motivated the students to explore their creativity. Students directly benefited with this activity.

3.5 Hand Washing Demonstrations



Hand washing demonstrations was one of the significant activities performed across the Maharashtra, through various partners. Department of Water Supply and Sanitation through WSSO issued guidelines to all the districts to celebrate GHD 2020.

Action/Activities:

Senior level district authorities like district Collectors and CEOs of Zilla Parishad inaugurated this activity in most of the districts. All the village level demonstrations were organised at community places and institutions with active involvement of Gram panchayats. The districts like Beed, Washim, Dhule, Akola developed programmes with the Gram panchayats and focused to reach at least 50% of the population of the respective Gram Panchayat. This approach worked well and helped in reaching out to thousands of people per district.

District like Beed set an example in this regard and reached 0.1 million people. As per the reports made available by districts, over all reach in all the districts was not less than one million people across the state.

Women and Child Development Department, Government of Maharashtra had issued a letter to celebrate the day. AWWs demonstrated hand washing to the parents in their respective areas. In some districts, ICDS, DWSM and Health worked together.

ICDS Commissionerate had also issued a letter to celebrate the day. In response to that letter, many of the AWWs celebrated the day with demonstrations.

National Service Scheme (NSS) Volunteers across the state are visiting households under 'Maze Kutumb, Mazi Jababdari' (My Family, My Responsibility) drive of Government of Maharashtra. On the occasion of the GHD, they have also started hand washing demonstration at each door step from 14th till the end of the week. This was an excellent contribution of the NSS in reaching each household directly. At the end of GHD week, NSS activity reached around 0.15 million.

Bharat Scout and Guides were also involved in demonstration. Along with these demonstrations, NGO partners had also performed demonstration in innovative ways.

CYDA with support of district administrations and their partners like NSEF, Plan International organized Community Hand washing program in Nandurbar and Nasik districts to demonstrate hand washing with soap. More than 50,000 community members participated from 470 GPs in the Community Hand Washing' program in Nandurbar.

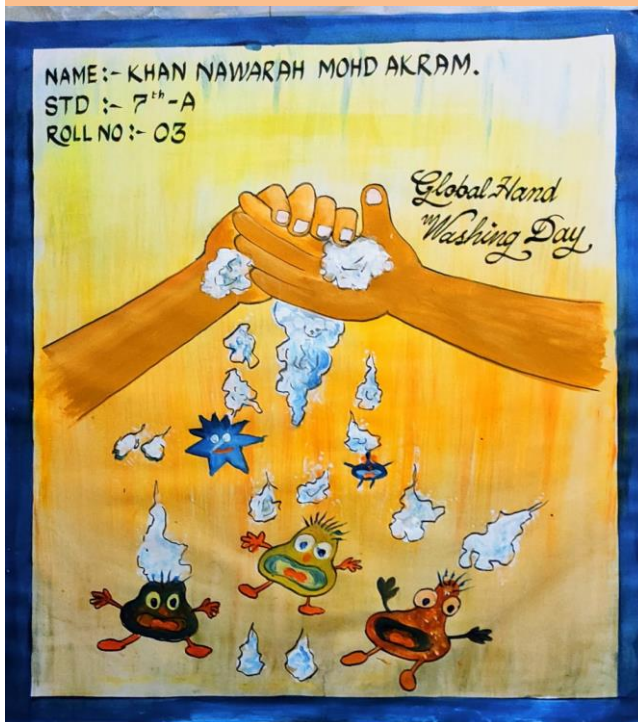
At Nasik with collaboration of Nokia and Save the Children, CYDA celebrated Global Hand Wash Day by Sinner Panchayat Samiti (Block committee), with a special focus on community hand washing in the entire Sinner block. In the community hand washing program, more than 18,000 people participated from 90 GP. (Direct and indirect reach was about 35,000 people) Sarpanch, Gram Sevak, and other key people were actively involved in the campaign.

Arohan, Shelter Associates, PODAR INTERNATIONAL SCHOOL SSC & HSC, Swayam Shikshan Prayog, CACR, Ecosan Services Foundation, Enthusiastic Youth Group, World Vision India, TPM and almost all partner NGOs demonstrated hand washing to the people in their respective areas in urban and rural and tribal pockets of the state. These demonstrations reached out to millions of people participating in the GHD celebration enabling them to gain proper knowledge of hand washing with soap.

Outcome

This year GHD is being celebrated with the theme 'Hand Hygiene for All'. Demonstration of proper hand wash with soap has transferred the proper knowledge of hand hygiene to the different stakeholders.

3.6 Competitions



We took this opportunity to reach out to kids and youths and to involve them in GHD activities. Rangoli, Essay Writing, Poem writing, Slogan writing, Poster Making, drawing, Songs, Audio-Video making competitions were conducted for children, adolescent girls and women at the villages GPs, Anganwadi Centres and PHCs as well as in urban slum pockets.

Action/Activities:

On the occasion of Global Handwashing Day, CYDA, Ecosan Services Foundation, Shelter Associates (SA), Swayam Shikshan Prayog, Sakhya Women Guidance cell, Citizens Association for Child Rights, AROEHAN and World Vision India organized various competitions in collaboration with UNICEF and the Education Department, ICDS and MCGM.

RISE infinity Foundation and Idobro promoted the Global Hand Washing Day to over 50 schools and NGOs in Mumbai and Palghar District. PODAR INTERNATIONAL SCHOOL SSC & HSC, Vivek Vidyalaya, SVPV Vidyalaya, Chatrabhu Narsee School and Anjuman-I- Islam's Dr MIJ HS & Jr college were some to participated in a significant manner through awareness sessions and more.

- PODAR INTERNATIONAL SCHOOL SSC & HSC teachers conducted webinars for students on importance of GHD and received active participation from Primary division students in drawing and poster competitions, as well as from Secondary division students on slogan and essay writing on GHD
- 4500 students from Vivek Vidyalaya participated in GHD drawing competition
- 2000 students of Anjuman-I- Islam"s Dr MIJ HS & Jr college took part in various handwashing awareness sessions
- 2000 students across all grades from Chatrabhu Narsee School were shown presentations and videos made by Grade 11 students on the importance of handwashing and GHD
- 1500 students of SVPV Vidyalaya from Std. 5 to 8 took part in a Poster making competition. All had classroom discussions before poster competition.

CYDA and Ecosan also organized various competitions for five days. Apart from these common competitions, CYDA also organized some innovative competitions to involve the children and youths. Innovative Hand Washing Unit making competition and WASH talk competition were a few of these unique initiatives. Some of the numbers for these activities are

- 406 students participated in Innovative Hand Washing Unit making competition
- 307 students participated in WASH talk competition
- 387 students participated in Video making competition
- 647 students participated in Poster making
- 50 students participated in Slogan Writing
- 45 students participated in Essay Writing.

These winners of all the competitions were awarded prizes and certificates.

The appeal for participation in these competitions was made through social media channels, and entries were received from every corner of the state covering Gadchiroli to Sindhudurg. The online platforms also made it easy to aggregate all participants during the prize distributions.

It was very interesting to see two students, Ms Punam Nikam, Student Std. 9, Nashik Municipal School (Nominated for International Children Peace Award -2020) and Ms Siddhi Kale Student of standard 5, Pune District Municipal School to be invited as Chief Guest for the prize distribution ceremony. Students also delivered motivational speeches as part of this activity.

Parents, students and HMs participated in the prize distribution webinar organized by ECOSAN Foundation. Students demonstrated hand washing activities and some innovations and all the winners were honored with certificates. A few winners also shared their experiences with the audience.

A video making competition ‘Talent Hunt’ for the youths was also announced by CYDA in the presence of the students, teachers, headmasters, Kendra Pramukhs, Block Education Officers and Education Officers, National Service Scheme (NSS), Rotary, WIFA, and RCNM. It has received a very good response from the youths.

Outcome

This activity added skill value to the celebrations of the week and many of the participants got involved in this celebration with their family members.

3.7 Online Social Media Campaigns

Action / Activities:

Social media is the most effective medium for outreach, amplifications and getting community involvement in today's day and age. With this objective, CYDA ran a social media campaign on the occasion of Global Hand Wash Day. They conducted this campaign by uploading the contestants' entries online and getting the people to vote for the best entries.

Outcome

51,000 people voted for the contestants through Facebook and 3,300 people voted through the CYDA website making this activity a huge success.

3.8 Soap making workshops



Soap is very important for hand washing. Triratna Prerna Mandal (TPM) took the opportunity to teach soap making to the students.

Action / Activities:

TPM organized a soap making workshop with 12 students participating in the same. After the completion of the workshop, a soap making challenge was declared. Eight students out of the 12 trained, participated in this competition and prepared their own soap.

TPM also encouraged CBOs to create soap making and HWWS videos.

Outcome

It turned out to be a unique activity with limited reach, but was an innovative concept to teach soap making to the students and engage them and their families in the GHD celebrations.

3.9 Skits on Handwashing Promotion



Action / Activities:

A street play was organized to give an important message “Kidar koi bhi ho, hath dhona jaruri hai”. The street play was performed with the help of nearby community and explained the importance of Hand washing with soap to small children from vulnerable communities.

A demonstration of how to build a tippy tap at home was also part of this activity.

Outcome

The play helped to reach out to the unreached and untracked community residing near Santacruz-Vile Parle railway tracks.

3.10 Hand washing unit, kit and soap distributions



Actions/ activities:

The distribution of essentials to the vulnerable groups in the community was an important part of the GHD celebrations. These distributions helped the organizers reach the public directly and use the opportunity to demonstrate proper method of handwashing with soap. CACR distributed innovative hand washing units (SATO TAPS) to children's home, Anganwadi center in Mankhurd and Maharashtra Nagar, Mumbai. The unit was also distributed to street food vendors like sandwich, poha, idli dosa sellers and security guards. CACR's team introduced the Handwashing steps to them and demonstrated the unit and explained to their customers. In future, this could be very useful for the street food vendors from a hygienic perspective.



Since the COVID-19 period, adolescent girls have been facing difficulties in managing menstrual hygiene. Thus, on the occasion of Global Hand Wash Day 2020, CYDA distributed hygiene materials to around 1,247 adolescent girls in 20 schools. These kits included sanitary pads and soap to manage their menstrual and personal hygiene.

The support from Hindustan Unilever Ltd has enabled the distribution of 0.8 million Moti soaps to COVID warriors including front line workers, ragpickers, sanitary and healthcare workers and slum households, where there was a high prevalence of the pandemic.

Shelter Association, CACR, TPM, CYDA and SSP have been involved in this drive in their respective areas.

Outcome

Distribution of the hand hygiene related material was a value-added activity. It gave a different perspective around the importance of access to handwashing materials for celebration while aligning with ongoing programs like Soap distribution drive, Menstrual hygiene management, and innovative handwashing units and techniques with songs and actions.

3.11 Rallies to promote handwashing



Awareness rallies are generally organized to disseminate information to larger masses. In the pandemic situation, it was difficult but important to carry-out awareness rallies to reach large masses on emphasizing the importance of hand washing. On the occasion of Global Handwashing Day 15th October, 2020 UNICEF with the help of partner organizations carried out awareness campaign through rallies in parts of Maharashtra. Development partners like Sulabh and Shelter Associates actively carried out awareness rallies taking every precaution needed in Pune, Mumbai, Navi Mumbai, and Kolhapur to encourage

communities to inculcate good practice of handwashing. Women and children actively participated in the programme. The rallies covered all the households, shops, vendors and local people along their mapped routes. Innovative way of standing in front of the community toilets while holding the posters, demonstrating handwashing steps to local vendors, digitally attracting the people worked out in carrying the campaign efficiently.

Action / Activities:

Awareness rallies on Global Handwashing day were conducted in slum settlements by Shelter Associates. Children used colourful posters to disseminate messages on hand washing. Local doctors and counsellors held discussions with children and explained to them the importance of hand wash.

Sulabh carried-out an awareness campaign in Kolhapur and in Dharavi slum settlements. The campaign used posters, display screens on mobile vans, microphones and speakers for announcements to disseminate the information. Digital platforms were also used to attract the local community to convey the importance of handwashing.

Table 5: Rallies and their reach

Organization	Date of Rally	Place	Target Group	Participants Involved	Indirect Reach Through Rallies in persons
Shelter Associates	15 th Oct, 2020	Pune, Navi Mumbai, Mumbai, Kolhapur	Local Communities, Households on rally lane.	Pune-172 Navi Mumbai-65 Kolhapur- 29 Thane- 67	Pune- 490 Navi Mumbai- 358 Kolhapur- 166 Thane- 200
Sulabh	15 th Oct, 2020	Kolhapur and Dharavi, Mumbai	Local Communities, Households on the rally route	NA	NA
Triratna Prerna Mandal	15 th Oct, 2020	Near Santacruz-Vile Parle Railway Tracks, Mumbai	Vulnerable communities of Mumbai.	Na	NA

Outcome: Organizations that conducted awareness rallies were able to communicate and reach out to the larger community. Women and children actively participated in the programme. Rallies covered all the households, shops, vendors and local people along their mapped lane.

3.12 Media Coverage for the celebrations



As one of the initiative UNICEF Mumbai appealed writers from the Government, NGOs and experts to write articles on the occasion of Global Hand Washing Day 15th October, 2020. The main objective of the initiative was to create awareness and reach out to the masses with appropriate information on Handwashing with Soap (HWWS) and inform community on various technologies available, importance and proper methods of HWSS, options available in water stressed areas and critical times of HWSS etc. In response to appeal, the campaign received a total of 18 articles. The writers responded across the state covering all most all the regions.

Action / Activities:

Nine articles were published in fourteen newspapers and two were posted on the newspaper blog sections. Apart from this, ten more articles were published by regional and district newspapers directly. Few of the articles were published in multiple papers. Most of the articles were on the editorial page and were published in all editions of the respective newspapers.

The newspapers which published the articles were as follows:

<ul style="list-style-type: none"> ● Dainik Bhukamp ● Dainik Balaghat ● Dainik Yutichakra ● Ajinky Bharat ● Yashmanthan 	<ul style="list-style-type: none"> ● Punynagari, ● Maharashtra Times, ● Dainik Ekmat, ● Loksatta ● Chandrapur Samachar 	<ul style="list-style-type: none"> ● Marathwada Kesri ● City News Superfast ● Surajya ● Ajinky Bharat ● Wachak Manch
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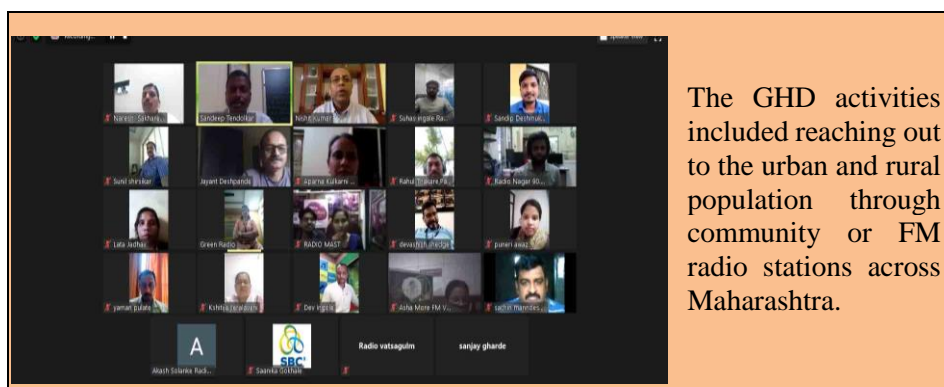
Table 6: List of Article Writers and Newspapers Published the Articles

Sr.	Name of Writer	Language	Newspaper	Readership (Million)
01	Mr. Ravindra Kelgaonkar	Marathi	Loksatta, Blog	0.05
02	Mr. Udhav Phad	Marathi	Ekmat	0.98
			Tarun Bharat	
03	Mr. Milind Vyavhare	Marathi	*Dainik Wachak Manch	0.3
04	Mr. Dnyaneshwar Gaikwad	Marathi	-	00
05	Ms. Shobha Mane	Marathi	Marathwada Kesri	
06	Mr. Ram Shrungare	Marathi	*City News Superfast	0.3
07	Mr. Krushnkant Khanzode	Marathi	Mahavidarbh,	
			*Mahasagar	0.3
			Deshonnati	1.67
08	Mr. Sachin Gavali	Marathi	-	00
09	Mr. Arun Rasal	Marathi	*Dainik Surajya	0.3
10	Mr. Anand Jagtap	Marathi	-	00
11	Mr. Mahadeo Mali	Marathi	*Loksatta Blog	0.05
12	Dr. Rajendra Awate	English	*Hallo Swasthya	0.05
13	Mr. Ravindra Kelgaonkar	English	-	00
14	Mr. Sudam Estape	Marathi	*Ajinkya Bharat	0.3
15	Mr. Sandip Tendolkar	Marathi	Punynagari	9.30
16	Mr. Balaji Vharkat	Marathi	-	00
17	Mr. Jayant Deshpande	Marathi	Maharashtra Times	10.00
			*Chandrapur Samachar	0.3
18	Ms. Aparna Kulkarni, Govande	Marathi	-	00
	Total			2.39

Output

All the articles published in newspapers were published on editorial page and hence printed in all the editions. UNICEF WASH has also decided to publish all these articles in a book format and the process of editing the articles has also started.

3.13 Activities with Community Radio stations



The GHD activities included reaching out to the urban and rural population through community or FM radio stations across Maharashtra.

Actions / Activities:

An online orientation session using Zoom platform was conducted by the UNICEF team for the orientation of the Radio station administrators and creative staff. An activity plan, Shrutika (Small skit) was also shared with the radio team which was then implemented in their respective areas.

The key focus areas of the orientation session were the importance of handwashing, how to wash hands, critical times of hand washing, Hand hygiene and health benefits, Corona pandemic and hand washing, etc. Shrutika also covered all these key focus areas and became quite popular in few of the radio stations. Apart from this, live expert interviews, videos on demonstration of Hand washing steps using Facebook, Phone in and Jingles were conducted to reach out to a large audience effectively.

Outcome

The broadcasted programmes got a huge response and appreciation from the audience. Radio stations from Ahmednagar, Akola, Aurangabad, Dhule, Kolhapur, Malegaon, Mhaswad (Mann), Parbhani, Pune, Risod, Sangli, Satara, Solapur, Wadala, Washim, Wardha broadcasted various programmes covering key messages. Hand washing tips shared by the UNICEF team with 92.7 Big FM radio stations of Solapur and Kolhapur were broadcasted. The total audience reached from all these programmes was 4,182,000 from all the above areas.

Table 7: Testimonials from the audiences

<p>Thanks to UNICEF!! The initiative you have started is very good, it shows how to take care of health.</p> <p>- Ravikumar Babar (Gangakhed, District Parbhani).</p>	<p>I heard the process of washing hands for the first time, Thanks UNICEF!!</p> <p>- Prashant Gadekar (Pimpri, District Pune).</p>
<p>After listening to the Shrutika on hand hygiene by UNICEF, I taught hand washing in my house.</p> <p>- Padmashree Vadgave (Akurdi, District Pune).</p>	<p>All the patients coming to the hospital also benefited</p> <p>- Dr. Pradip Taware (Rahatani, District Pune).</p>

3.14 Activities with Bharat Scout Guide in Maharashtra



The Bharat Scout Guide is the National Scouting and Guiding association of India. The purpose of the Movement is to contribute to the development of young people in achieving their full physical, intellectual, emotional, social and spiritual potentials as individuals, as responsible citizens and as members of the local, National and International communities. UNICEF Maharashtra arranged a webinar for the decision makers and field level representatives.

Actions / Activities:

An online orientation session using Zoom platform was conducted by the UNICEF team for the orientation of the teachers of Bharat Scouts & Guides and an activity plan was shared with the attendees to implement in their respective schools/ colleges or areas. The BSG teachers then, in turn conducted various competitions.

Outcome

The orientation session received a huge response from the attendees and resulted in implementation and appreciation from the students of Scouts & Guides creating awareness about HWWS in the communities.

4 Best Stories from Maharashtra, India

This collection of case studies highlights that existing norms, habits and attitudes can be transformed, when the motivation for adopting appropriate hygienic behaviour is understood and supported. In this process, social development outcomes emerge as central drivers for change.

4.1 Tippy Tap for everyone who comes to visit my home



Satyapriya (Sufi) Shingare, Washim

Washim district also celebrated Global handwashing Day on 15th Oct 2020. GHD is celebrated every year on a large scale in schools. This year, children are at home due to Corona pandemic; getting bored in absence of their school environment, friends and teachers.

Satyapriya (Sufi), a 11-year-old student from 6th Std of Lions Vidya Niketan, Washim was watching the teasers and videos shared by UNICEF Maharashtra on various social media platforms like WhatsApp, Facebook, etc on **Global Handwashing Day**. She even saw her father writing an article on ‘hand hygiene and its importance’. Her curiosity was raised and she started searching for an activity to do which ended at one of the hashtags used by UNICEF “TippyTapGharGhar” (Tippy tap in houses). She read about Tippy Tap and was excited to make one for herself in front yard.

Mr, Ram Shingare, her father studied the technique and procedure of making the tippy tap, and helped Sufi make one using recycled material like Can, rope, and a wooden frame. The tap was made and installed in their front yard. Sufi used the tap happily and showed it to her friends, Shrutika, Prajwal, Kunal and Sameeksha. All her friends were inspired seeing Satyapriya’s Tippy Tap, and requested her to support them to make one at each of their houses. Satyapriya, as a peer educator helped all of them and also started requesting everyone coming to her home to make one for themselves, including their maid.

Tippy Tap: An easy method to construct a handwashing station is the “tippy-tap,” which consists of a small (3 or 5 litre) can filled with water and suspended from a wooden frame. A string attached to the neck of the can is tied to a piece of wood at ground level. Pressing on the wood with the foot tips the can, releasing a stream of water through a small hole. Soap is suspended from the frame beside the can. A tippy-tap located close to front gate of a house provides a cheap and potentially convenient means of washing hands after coming home without being in contact with any of the surface and easy to use in this pandemic times.

She explained the importance of Tippy Tap in the Corona pandemic and its importance of cleaning hands without touching the can. Knowing the absence of handwashing facility at their maid’s place she and her friends decided to visit her house in Siddharth Nagar slum area to make one tippy tap for them and tell others about the same.

Not only Satyapriya, all her family members and visitors started using Tippy Tap and were advocating for the same to use not only in Corona times but to maintain hand hygiene on a long term basis.

4.2 Teachers from Maharashtra

Videos made for Hand washing steps, loved by the children in our schools

To celebrate Global Handwashing Day with school children, Education department with technical support from UNICEF Maharashtra arranged an online webinar. Like every year, this gave the opportunity to teachers, to understand Global Handwashing Day, Hand Hygiene for All (theme of this year), hand washing station technologies and various innovative ways of celebration.

Webinar, videos and teasers on various topics of hand hygiene created by UNICEF created a momentum and motivated teachers to share it further with their students. Various competitions were also held amongst them involving parents and elders from their family and Village.

Significant responses from students, parents and also from the Gram Panchayat (GP) members made GHD, a popular event. Students learnt hand washing steps, made tippy taps, drew posters on hand hygiene, made Rangolis.

PRI members from Ladsavangi asked children to make such hand wash stations in front of GP building, important places in GP which could be used easily by villagers to maintain hand hygiene whenever required as a prevention to stay safe during pandemic. Teachers appreciated students by posting photographs/videos shared by students as their WhatsApp Status, profile pic etc.

Tippy Tap, with zero investment, using waste material from our houses, helping us to take care of hand hygiene and stay away from Covid-19 virus. Our Sarpanch (Village Head) and elder members are very happy by using it.

- Shubham Pawar,
Ladsavangi, Aurangabad

4.3 Handwash Challenge Maharashtra - My Family My Responsibility



Simran Sudhir Tendolkar, Sindhudurg

Handwashing challenge by UNICEF Maharashtra, accepted by Ms. Simran Sudhir Tendolkar, an adolescent studying in 7th Std of Zilla Parishad Upper Primary Central School, Banda, District Sindhudurg.

The teasers received on social media about various topics to include in the video of oneself / children at home was made viral by UNICEF Maharashtra. Simran involved

all her family members as part of her challenge inspired from one of the hashtags, 'My Family My Responsibility'. Brother Rupesh helped her as one of the family members in the video; Aunts, Sayali and Gandhali help her to make necessary preparations for shooting and co-actors, Uncle and another aunt helped her in writing the script, to shoot the video, etc.

She did 7 (Seven) different videos on topics covering Hand wash importance, making Tippy Tap using available material at home, our safety is in our hands, when to wash hands, how to wash hands and save water while washing hands and posted it on social media spreading word about GHD 2020 celebrations and her own responsibility.

For making 7 different videos she involved each and every family member, practising hand washing not only on the GHD but for each and every critical timing. Children like Simran, in such a tender age taking responsibility for family and advocating for hand hygiene in itself is a big achievement for GHD under 'My Family My Responsibility' campaign initiated to prevent Covid-19 in Maharashtra.

4.4 Gram Panchayats, Beed District

Hand washing demonstration - leading Campaigns 'My Village Corona-free Village' and 'My Family My Responsibility' in the 1364 Gram Panchayats of Beed district

Three-point programme, 'Use of Mask, Handwashing at critical times and keeping minimum one metre distance' to control the spread of Corona virus in the villages initiated by Chief Executive Officer (CEO), Mr. Ajit Kumbhar in the Beed district of Maharashtra, India.

Letters/ orders received at district level to celebrate Global Handwashing Day from different departments by Zilla Parishad office to implement at district level. Understanding the importance of this simplest, easiest yet most important preventive measure, Mr. Kumbhar initiated a campaign "My village Corona free village and My Family My Responsibility" with the convergence of Rural Development Department, ICDS, Health and Department of Water and Sanitation Mission (DWSM).

In view of this, he called an online zoom meeting for convergent actions to implement in all 1364



villages and directed all the heads of departments at district level for further planning. Deputy CEO (Water and Sanitation), Mr. Pradeep Kakade, further involved district level DWSM staff, Block Development Officers, BRCs, Swachchagrahis, Jalsurakhshaks, Front line staff of Health and ICDS, Anganwadi worker, ASHA worker, Anganwadi helper, Anganwadi Supervisor, Dakshata (Monitoring) Committee members, Village Health Nutrition and Sanitation Committee members, PRI members and Sarpanch. All these key members, officials and staff was directed to be present for conducting

demonstration of Handwashing steps in all 1364 villages on 15th Oct, GHD 2020. He also inaugurated Open Defecation Free (ODF) Plus Survey on this occasion using Zoom platform for online meeting.

To sensitize communities, pamphlets were printed referring IEC Material shared by UNICEF Maharashtra. Videos and teasers created by UNICEF were shared widely to create the momentum and spread the message using social media platforms like WhatsApp groups, Facebook etc. In just four hours, on 15th Oct, between 8.00 am in the morning till 12 noon, all villages conducted successful demonstration of Hand

"To stop the spread of a corona virus, the COVID-19 pandemic provides a stark reminder that one of the most effective ways is hand hygiene, especially through handwashing with soap. To beat the virus today and ensure better health outcomes beyond the pandemic, handwashing with soap must be a priority now".

- Beed district's Chief Executive Officer (CEO), Mr. Ajit Kumbhar (IAS).

washing with soap in presence of almost 50% villagers reaching out to more than 650,000 people at a time following 3-point programme.

All the villagers, children, elderly people along with front line staff enjoyed the demo and understood the vital role of hand hygiene in prevention of various disease including Covid-19.

NOW OR NEVER, TIME TO ACT : HAND HYGIENE FOR ALL

