

# **Water Sanitation Hygiene and Girl Education Project**

## **Learn Handwashing and Hygiene Practices through games & multimedia**

10 July 2013

Behaviour of children towards Unhygienic practice, have a significant impact on child's academic performance. Majority of children are not properly taught healthy sanitation & personal hygiene habits, like washing hands with soap regularly, wash hand before and after eating, bathing daily etc.

Hand washing with soap, particularly after contact with excreta, can reduce diarrhoeal diseases by over 40 per cent and respiratory infections by 30 per cent. Hand washing with soap is among the most effective and inexpensive way to ward off these deadly diseases and can save our self and Children from death and huge medical bills and problems, but still 47% after defecation, 62 % people before eating food and 30 % people before preparing food do not wash their hands with soap in India.

More than 300 million women and girls in India do not have access to safe menstrual hygiene products, endangering their health, curtailing their education and putting their livelihoods at risk. Around 23 % Girls drop out of school every year in India due to lack of menstrual hygiene knowledge and no toilet facility for pads disposal in their schools. Taboos associated with Menstrual Hygiene, make their life worse during periods, they are ostracized from the community and barred from doing many works at home and outside. As per [WSSCC](#) during one of their surveys they found out that around 90 percent girls they interviewed didn't know what a menstrual period was before they had their first one.

Only a aware citizen can create a healthy and prosperous society, keeping in mind these words we developed a 4 stage strategy through which we can create awareness among school children and Girls. We developed a behaviour change process approach with interactive communication to create a impact on behaviour of students and girls toward healthy practices. We divided our approach into four steps, Games, Multimedia, Method Demonstration and Facilitation which will lead to create a aware student toward these issues. To spread the message we are targeting Schools and Self Help Groups in Urban Slums and Rural areas.

### **Road to WASH Awareness**

To create a aware army of students towards Handwash Sanitation and Menstrual Hygiene, we have initiated our awareness campaign from March 2013 specifically targeting three form of schools Economically Backward Schools, School Run by NGO's and Government Schools and also Self Help Groups and Women Training Centers in Villages and Urban Slum areas.

Apart from schools and SHG's we also targeted to reach out to Orphanage homes , Panchayat and Block Level Committees to create awareness among those children and women who either dropped out of school , do not attend schools and the one who do not go SHG's , Women training centres etc.

We have targeted to aware 1,00,000 Women and Children by February 2014 about following :

- Handwash and Personal Hygiene
- Menstrual Hygiene & Method to obtain Sanitary Pad
- Toilet use
- Open defecation
- Methods of obtaining safe drinking water.

Road to [WASH](#) Awareness is going to take us to five different states of India , we are not only going to make our targeted population aware in these areas , but we are also going to do a comparative study about Handwashing and Menstrual Hygiene in these five different geographic locations situated in different terrains , different cultures etc. It will also help us to study the behaviour aspects towards above mentioned issues and how these factors differ in different areas. Travelling to these areas not only will help us to spread the awareness but will also help us to conclude a strategy and theory as what would be more alternative methods we can use through out the places crossing boundaries and culture.

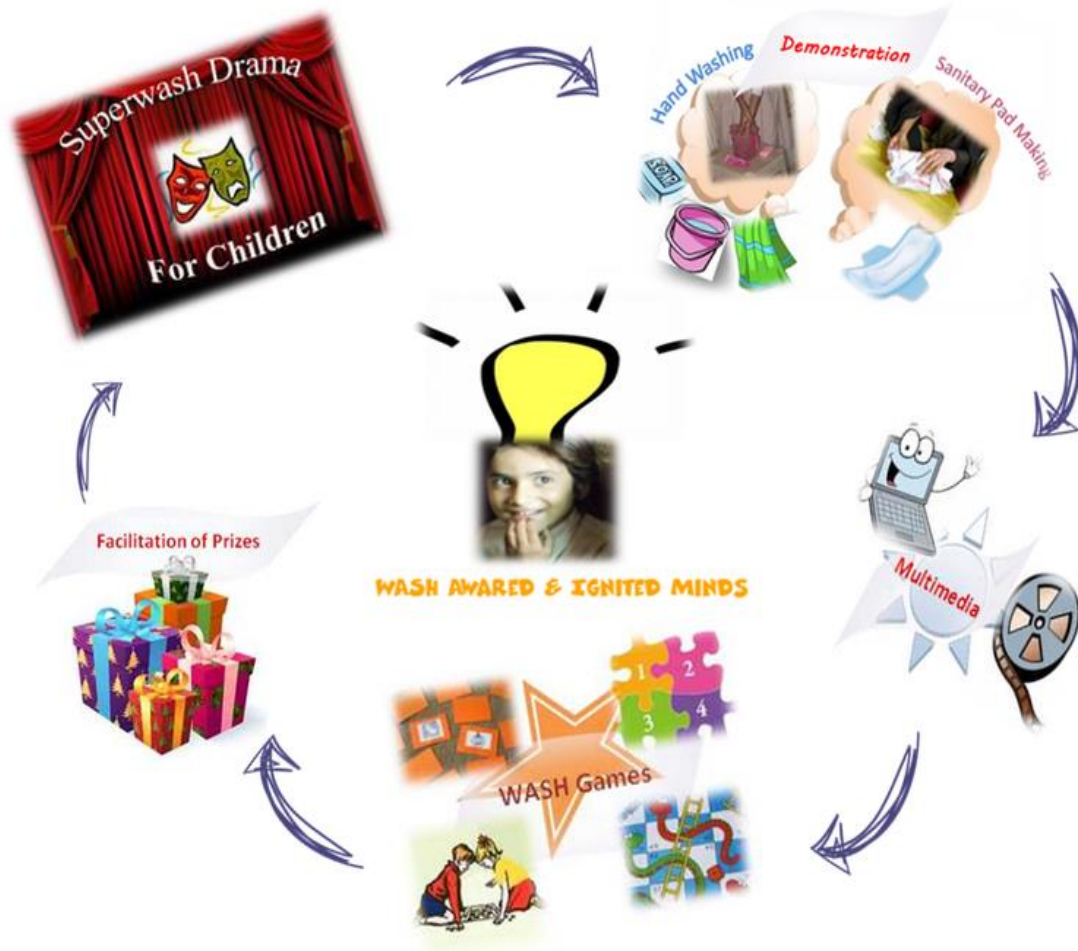
### **WASH Road Travelled So Far .....**

We started our journey in March 2013 from Ghaziabad , Uttar Pradesh , We have spread the awareness regarding Handwash and Menstrual Hygiene using various innovative and interesting activities to explain the importance of hygiene practices. For explaining the importance of hand wash and menstrual hygiene, we have designed four games for the children. We called them "[WASH Games](#)". We organized workshops in the schools where all the targeted children took part in these games. They also saw cartoon films to understand why they need to keep their hand clean. The multimedia techniques and interactive games were specially designed to help children easily memories the information.

A Behaviour change can only be done if we are able to get into the imagination of the children and can get a entry into their minds , to create that passage and to interact with them more specifically we have created our own super hero to who we call as “ **SuperWash** ” . We created a drama play by the title “ **SuperWash and Five Demons**” in which the students played the characters of different diseases as demons and one of them played SuperWash , it helped children to interact with the activities by them self and they are able to learn more easily .We have done this drama in all all the schools , students of class 7<sup>th</sup> to 10<sup>th</sup> participated in these dramas.

To break the taboo related to menstrual hygiene, we have segmented the girls as per age of 10 to 14 years and aware them about the different facts related to Menstrual Hygiene . We used interactive tools such as Flip Chart , Documentary Films to convey our message , our women team also demonstrated how to obtain sanitary pads and what precautions they have

to bear while handling sanitary pads , proeper way of washing , drying it outside in proper sunlight etc. Team also counseled around 210 girl student resolved their queries and apprehensions related to menstruation making them aware about the importance of menstrual hygiene. [HEEALS](#) also distributed sanitary napkins amongst the girl students.



**Following number of schools and students we reached out to in April , to create a more striking impact in the mind of children , we also distributed Sanitary Pads to Girl Students:**

**We are able to reach out to our following number of beneficiaries due to generous support of our Awareness campaign Donors**



Schools Reached in April: **6**

Total Students Reached: **1200**

Girl Students Reached (10 to 14 year age): **360**

Sanitary Pad Distributed: **220**

Be one of them, support the children, girl student and women in India, they need your support to lead a healthy and happy life.

We need *You* to be a *Partner* in our *Endeavor* to create a *Aware* society towards *Water Sanitation and Menstrual Hygiene*

*Come be a Part of this Journey*