

Advancing Hand Hygiene for All: Innovations, Behavior change, and Measurement Webinar - 1

Handwashing with Soap (HWWS): Technologies and Innovations

Maintaining good hand hygiene is extremely important to prevent and control the spread of illnesses. Proper hand washing i.e. handwashing with soap is the first line of defence against the spread of infectious diseases. The Covid-19 pandemic has reinforced the importance of handwashing with soap as a primary preventive measure.

Covid-19, however, has also put forward several challenges in practicing good hand hygiene. For instance, inculcation of the habit of handwashing with soap requires behaviour change initiatives. A situation of pandemic makes it imperative yet challenging for mass outreach to generate awareness for the inculcation of said behavioural attributes. Further, conversion of the habit in to practice is dependent on the availability of facilities (taps, soap, water, etc). The unprecedented nature of the pandemic has led to resource stress, necessitating solutions to make the same available.

Webinar details below:

Date: 12th October 2020

Time: 11 AM

Venue: For panelists:

<https://unicef.zoom.us/j/94017572819>

For participants:

<https://youtu.be/lpERkKOO8Qk>

Duration: 2 hours 30 minutes

The fact that Covid-19 is an infectious disease that can spread through direct or indirect human contact has further complicated the situation. It has necessitated innovative solutions to promote handwashing while preventing contact with potentially contaminated surfaces, particularly in public spaces. At the same time, these facilities are now serving as behavioural cues and nudges at critical touch points to drive adoption of handwashing with soap.

The challenges of the pandemic have, thus, put forth opportunities for innovations in design and strategies. The purpose of this webinar is to share innovations in the field of handwashing for households, institutions and public spaces that have come up in response to the current crisis, and experience of implementing the same. It aims to highlight solutions that have been successfully piloted as well as discuss the real and potential challenges in replicating the same, in different geographies and contexts. It intends to provide a space for sector stakeholders, duty bearers and industry experts to collaboratively discuss possibilities of scaling up such solutions, going beyond viewing them singularly as responses to Covid-19, towards mainstreaming them as public health initiatives.

The specific objectives of the webinar are to:

- Share the innovations in handwashing (technologies and community processes) as a response to Covid-19 from development and industry partners.
- Identify possible opportunities, challenges (including the bottlenecks in the enabling environment), and solutions in upscaling handwashing initiatives.
- Understand the government's perspective with respect to hygiene, in terms of mainstreaming of handwashing with soap as a public health initiative.
- Discuss the way forward, towards institutionalising and scaling up of handwashing with soap, beyond crisis response.

Expected Participants: Representatives from Ministry of Jal Shakti, Ministry of Panchayati Raj, Ministry of Health and Family Welfare, Ministry of Women and Child Development, Ministry of Human Resource Development, Ministry of Housing and Urban Affairs, State Departments, District and Block Coordinators of Jal Jeevan Mission and Swachh Bharat Mission, Panchyati Raj Institutions, Development Partners and swachhagrahis.

Agenda

Time	Session/Topic	Facilitator/ Speaker
Opening Session		
11:00 – 11:05 AM	Context setting: welcome, opening remarks	Ruchika Shiva (IRC) and Asad Umar (Aga Khan Foundation)
11: 05 – 11: 15 AM	Keynote address: sector updates priorities, policies, practices	MoJS representative
Plenary Session		
11: 15 – 12 noon	Technologies and Innovations, experiences and Good Practices <ol style="list-style-type: none"> 1. COVID-19 as an opportunity for prioritizing HWWS 2. Hand-hygiene innovations in the backdrop of COVID – 19: Experiences from the field 3. Experiences from the private sector 4. Reflections on the presentations 	UNICEF Aga Khan Foundation <ol style="list-style-type: none"> a) Mr. Ravi Kelgaonkar (SACRED, Aurangabad) b) Mr. Prasad Kulkarni (NeelKamal, Mumbai) a) Mr. Ajit Tiwari (Deputy Commissioner Dept. of Panchayat and Rural Devt., Govt. of Madhya Pradesh) b) Mr. Vijay Amruta Kulange (Collector & District Magistrate, Ganjam, Odisha)
10 minutes	Clarifications and questions	Ruchika Shiva (IRC)
20 Minutes	Voices from the field (challenges & solutions) <ul style="list-style-type: none"> • District Government • Development Partner • SBM Coordinator • Local Technology Partner 	<ol style="list-style-type: none"> a) Mr Amandeep Duli (Chief Development Officer, Balrampur, Uttar Pradesh) b) Mr. Sunil Kumar Pandey (Regional Manager, Aga Khan Rural Support Programme) c) Mr. Sushil Doraya (District Coordinator, Swacch Bharat Misson, Neemuch, Madhya Pradesh) d) Mr. Jitendra Kumar Baral (Assistant Training Officer, Govt. ITI Malkangiri, Odisha)
15 minutes	Discussion and feedback	Ruchika Shiva (IRC)
10 minutes	Way Ahead: Concluding Remarks & Vote of thanks	Satviki Varma (Aga Khan Foundation)

About the webinar series:

The COVID-19 pandemic has brought unprecedented attention to the powerful benefits of handwashing with soap. Hand hygiene is a cost-effective public health intervention, with important implications for COVID-19 prevention and well as for the prevention of a host of conditions that plague populations in low and middle income countries, such as diarrheal diseases, respiratory infections, and other infectious diseases. Yet, this public health good has received limited policy and programmatic attention thus far. The COVID-19 pandemic provides a critical window to strengthen efforts towards scaling up action on hand hygiene, ensuring that everyone, everywhere is able to wash their hands with soap and water to protect themselves from preventable diseases.

This year, development partners from across India, are joining forces to ensure hand hygiene for all. On the occasion of Global Handwashing Day 2020, we are jointly organizing a webinar series that will discuss important aspects in the journey towards 'hand hygiene for all' – innovations in hand hygiene solutions, behaviour change for hand hygiene, and measuring improvements in handwashing infrastructure and practices.

The scheduled webinars in the series are as given below:

S. No	Date	Theme
1.	12 October 2020	Handwashing with Soap: Technologies and Innovations
2.	13 October 2020	Behaviour change for Hand Hygiene: Evidence of what works and how to build capacities of frontline workers
3.	29 October 2020	Framework and Indicators to measure Hand Hygiene

For more information on the series, kindly contact Arundati Muralidharan (ArundatiMuralidharan@wateraid.org) and Ruchika Shiva (ruchika@ircwash.org)