

## Children to be agents of change in handwashing



‘Catch them young’ is the phrase that best describes the focus of the Global Handwashing Day campaign observed with much enthusiasm across Punjab, on 15th October 2020. The aim was to instill in children a keenness for washing hands frequently with soap and water to prevent the spread of infection.

The day’s activities banked on the concept and belief that if you really want to change the



world, you absolutely must begin with children. Hence, the focus of the State team was on primary stakeholders – the children.

Amid the continuing fight against the COVID-19 pandemic, children are having to spend most of their time in their homes. It is vital for them to frequently wash hands with soap regularly and to wear masks and maintain social distancing when stepping out.

“Cleaning your hands (for 20 seconds) may seem simple but it makes a huge difference in preventing diseases,” was the key message spread across all the stakeholders.

In addition, awareness meetings, public announcements from Gurudwaras, door to door meetings were conducted to raise awareness amongst the community about the importance of hand washing. Also, sanitation kits including soaps, masks and sanitizers were distributed to the children.

The state team felt encouraged by the eagerness shown by the children towards the various hand washing techniques demonstrated at various meetings in the villages. Special creatives on handwashing with soap were designed for the occasion and promoted on social media platforms.

Women in the villages were also guided about the importance of washing hands, particularly before cooking meals and after cleaning activities. In addition, the entire village community was informed about the various activities in SBM-G Phase II and they were motivated to actively participate in the programmes.

***Inputs: Ms. Sevyra Sharma, Community Development Specialist, DWSS***

