

# WHAT'S UP ?

NEWSLETTER, OXFAM IN NEPAL



OXFAM



*Demonstration of Handwashing steps in Kanchanpur district*

RUDWUC/Oxfam



OXFAM

## SPECIAL EDITION



Image: freepik.com

## HANDWASHING

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# MESSAGE FROM THE COUNTRY DIRECTOR

Dear reader,

Disruptions in 2020 have been many. Unexpected, uncontrolled, unwieldy. Oxfam in Nepal, in the eye of the storm, mobilised its global, national and district resources to create a force of response and to continue to work with communities with regular programming. Our lives continued with the small and big changes that COVID brought us, changes that we had no control over and changes that we could be a part of.

Changing behaviours is among the most challenging aspect of being human, which is why it forms such a fundamental part of social science and of most of the projects that we do. COVID has indeed required massive changes in the behaviour of billions in the world: from wearing masks, to quarantine, restrictions of movement and physical distance. And amongst the most impactful to reduce COVID transmission is hand washing.

Understanding that hand washing is important one thing; making it a systematic, frequent and well done action is another endeavour. Even if one knows that it can save lives, that does not mean that we will do it often and well enough. It's human nature that our habits are hard to change. And when you face the additional burden of not having safe and accessible water at your house, you feel the stress that you can achieve the right thing for you and your family.

Our COVID and Water governance teams have used years of practice and body of knowledge to set up activities throughout the country that provide the right knowledge on life saving hand-washing activities and that support entire communities to change their habits. Throughout the pages of this newsletter, you will be able to discover this work and be reminded of some key facts about handwashing. We are so proud of the contributions and achievements of our teams.

I take this opportunity to thank all Oxfam and partner colleagues as well as the government and civil society stakeholders and other parts of the organisation that have supported us this year. We all want next year to be healthier and easier, and I trust that we can achieve this together.

**Sarah Blin,**  
**Country Director, Oxfam in Nepal**

# HANDWASHING MATTERS

Consider for a moment what your hands have touched in the last one hour. Our hands do all sort of things for us – they open doors, holds newspaper, greets people, and so on.

Nevertheless, our hands, when left unclean have the potential to spread diseases, which makes it essential for everyone to wash their hands regularly.

For many decades, handwashing with soap and water has been considered one of the best defenses against many kinds of diseases and infections. UNICEF reports that the risk of life-threatening diseases like diarrhea can be reduced up to 40% among children, with regular handwashing using soap and water.

In the current situation, health experts have constantly reminded us that a simple act of washing hands with soap and water can go a long way to prevent the spread of COVID-19.

Since the early stages of the COVID-19 pandemic, Oxfam in Nepal has been promoting handwashing as an essential behaviour to prevent the spread of the virus. Oxfam has been providing hygiene and dignity kits which includes essential hygiene items like soaps, toothbrush, towels, sanitary pads, etc. Besides, Oxfam since the beginning of the crisis, has been installing pedal-operated handwashing stations, raising awareness through mass media, and have supported frontline health workers with equipment like masks, gloves, face shield, etc. Continuing Oxfam's commitment to promote healthy hand hygiene, the Global Handwashing Day

was celebrated in with numerous events across 12 districts of Nepal. The events witnessed massive participation from the people, who came together at the same time to practice handwashing. Besides, awareness raising events and community discussion on handwashing using a unique approach called Mum's Magic Hands, to explain about the importance of Handwashing through storytelling were organized. Oxfam and its partners also conducted several social media campaigns to promote handwashing behaviour.



RDC/Oxfam



*A father assisting his daughter to wash hands during Global Handwashing Day.*



# GLOBAL HANDWASHING DAY, 2020



People waiting for their turn to wash hands during Global Handwashing Day, 2020



Every year on October 15th, organizations, and individuals around the world celebrate Global Handwashing Day. The Global Handwashing Day is dedicated to advocating for handwashing with soap as an easy, effective, and affordable way to prevent diseases and save lives. Founded by the Global Handwashing Partnership, the event brings together different organizations to advocate, design, test, and replicate creative ways to encourage people to wash their hands with soap at critical times.

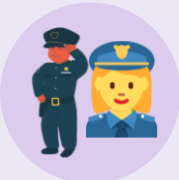
The first Global Handwashing Day was held in 2008, when over 120 million children around the world washed their hands with soap in more than 70 countries. Since then, the event is endorsed by governments, NGOs, civil society, private companies and individuals as an opportunity to advocate for healthy hand hygiene.

The 2020 Global Handwashing Day theme was “Hand Hygiene for All.” This year the campaign calls out on civil society to scale up hand hygiene, especially through handwashing with soap. With the unprecedented surge in COVID-19 cases all around the world, the campaign also reminds us to work toward universal access and practice of handwashing with soap for a healthy future.

# SUMMARY OF GLOBAL HANDWASHING DAY CELEBRATION



More than 6,50,000 washed their hands at the same time in Sarlahi and Rautahat districts on the occasion of Global Handwashing Day.



600+

security personnel  
practiced handwashing



300+

students practiced  
handwashing in Sarlahi and  
Rautahat at school event.



1000

Families participated  
in healthy family  
competition



1900 +

Buckets with taps,  
lids and soap  
distributed



3

Foot operated  
handwashing  
stations installed



20

Community handwashing  
events organized by Mum's  
Magic Hands Champions



Handwashing Events  
conducted in public  
areas.



Social Media  
campaigns  
organized with  
awareness raising  
messages



Awareness raising  
message  
broadcasted via  
local FM



# THE POWER OF PEDALLING

Handwashing with clean water and soap is essential to prevent the spread of COVID-19. However, using water from taps can be risky as multiple hands come in contact while twisting the lever.

The rampant surge of COVID-19 spurred an innovative idea of developing a pedal-operated handwashing station. This new technique of handwashing didn't require users to touch the tap lever with their hands to access water. Instead, they could access the water by pressing the lever with their foot.

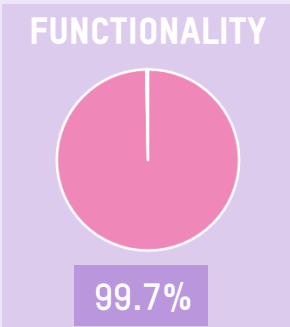
Oxfam in Nepal has been installing pedal-operated handwashing stations in schools, health institutes, government offices, and public areas, where people can easily access these handwashing facilities. To assess the effectiveness of handwashing stations a study was carried in Rautahat and Sarlahi districts among 410 respondents to identify usability, maintenance, and sustainability of handwashing stations. The following are some findings of the study:



FAYA/Oxfam

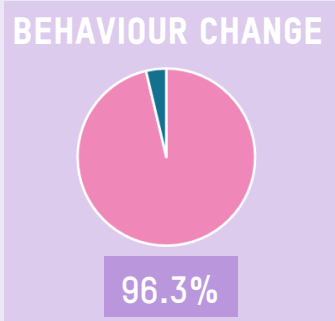
A child washing his hands from a handwashing station installed by Oxfam

Percentage of HWS in use



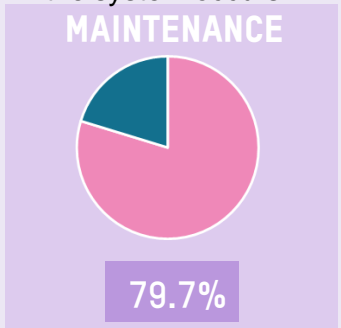
of the pedal-operated handwashing stations were functional

Has this installation changed your handwashing practice?



of the respondents reported change in handwashing behaviour

Who is responsible for repair & maintenance, if any damages in the system occurs?



of the respondents said Quarantine Management Authority is responsible for maintenance of handwashing station,

# MAJOR HIGHLIGHTS OF GLOBAL HANDWASHING DAY

## INVITATION

Join Zoom Meeting


<https://unicef.zoom.us/j/96020491031>

Password: 804767

### GLOBAL HAND WASHING DAY 2020

#### “Hand Hygiene For All”

Join virtually to celebrate **Global Handwashing Day 2020** and Hand over of Contactless Handwashing Station program on **15<sup>th</sup> October, 2020**.

 **01:00-02:00PM**

In collaboration with:



Mahalaxmi  
Municipality

**actionaid**  
NEPAL



**unicef**  
for every child

**WaterAid**



This year, on Global Handwashing Day, the Hygiene Behaviour Change Coalition(HBCC) partners organized a virtual event to raise awareness about the importance of handwashing and to indulge in dialogue with different like-minded organizations to promote handwashing behaviour across Nepal. The event was jointly organized by Mahalaxmi Municipality, Unicef, Oxfam, Action Aid, and Water Aid. During the event, each organization shared their progress, success, and learnings in response to the COVID-19 outbreak. Oxfam organized a live session, where a pedal-operated handwashing station was handed over to Siddhi Mangal Secondary school in Siddhipur. Besides, a live event was also conducted to demonstrate Handwashing steps using Mum’s Magic Hand technique, which uses storytelling as a major motivator to practice handwashing. Also, different social media campaigns were organized by Oxfam and its partners.



  
**OXFAM**

RDC/Oxfam

Individuals waiting for their turn to wash hands from a tap installed in Pidari bazaar, a local market in Sarlahi district during Global Handwashing Day.





The Global Handwashing Day commenced in Rautahat district with overwhelming community participation with more than 3,50,000 people washing their hands at the same time. The ceremony was inaugurated by the District Coordination Committee Chairperson Mr. Ram Ekbal Ray along with Chief District Officer, Mr. Indradev Yadav. The event received prominent coverage from local FM and newspapers.



The HBCC project celebrated handwashing day in Kailali, Kanchanpur, Baitadi, Dadeldhura, and Surkhet districts with different events. The event, which was organized in close coordination with local authorities, carried out several activities such as the distribution of bucket with tap and soaps, installation of pedal-operated handwashing stations, handwashing demonstrations, and community level handwashing events.





More than 600 security personnel from Area Police Post Chandrapur, Rautahat joined the handwashing campaign in Rautahat district. RDC/Oxfam has installed more than 20 pedal-operated handwashing stations at different security posts (Nepal Army Camp, Police Post and Armed Police Force) under the COVID-19 response project.



Volunteer demonstrating six steps of handwashing at Rajpur in Rautahat district.



More than 100 students from Shree Adharbhat Vidhyala, Rautahat participated in the handwashing event on 15<sup>th</sup> October.





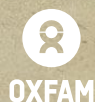
BWSN/Oxfam



Ex-Member of Constituent Assembly Ms. Kiran Yadav and Chairperson of District Water Supply and Sanitation Office, Sarlahi, Mr. Sharan Bhagat, along with 32 individuals of Naya Namuna Basti- Basbariya Rural Municipality Ward 2, Manpur, Sarlahi celebrated Global Handwashing Day. More than 2,90,000 people participated and washed their hands at the same time during the event.



BWSN/Oxfam



"This was a great event as it encouraged us to practice handwashing everyday", says Lalita Devi Chaudhary (45) of Sarlahi district during the handwashing event on 15<sup>th</sup> October.





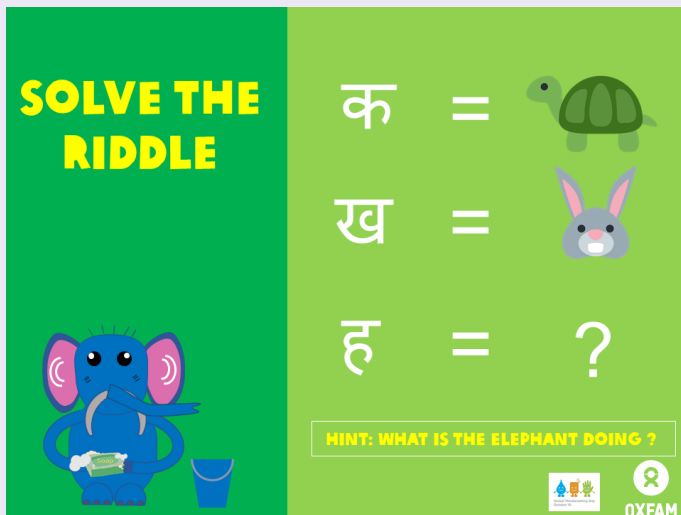
With an aim to promote handwashing with soap, Oxfam HBCC project distributed buckets with lid, tap and soaps to ensure access to handwashing facilities at critical moments.

Mum's Magic Hands session conducted by MMH champions to raise awareness on the importance of handwashing and to promote good hygiene behaviour.



PHP officer from FAYA demonstrating Mum's Magic Hands approach to show the importance of handwashing with soap, during a press meet in Kailali district on the occasion of Global Handwashing Day.

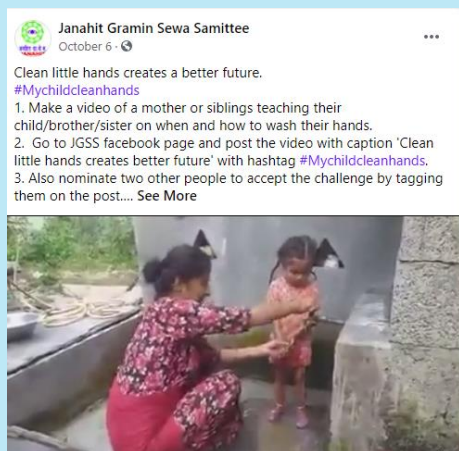
# SOCIAL MEDIA CAMPAIGNS



This handwashing day Oxfam conducted a social media campaign to engage with the netizens to change the ABC's of education.

Our message was simple – how about we start saying ‘**H is for Handwashing**’

The campaign which ran on Facebook gathered a total organic reach of 9500 in one week. The posts were tailored towards driving engagement, as it included riddles, questions and public opinion.



Oxfam's partner organization ENPHO raised awareness about the preventive measures of COVID-19 through its Facebook page, generating more than 75000 reactions from the audience. The social media campaign also included a quiz competition and a photo contest, where people were asked to post their pictures, while washing their hands.

Similarly, Janahat Gramin Sewa Samiti (JGSS) ran a social media campaign with a hashtag #Mychildcleanhands. The campaign encouraged parents to post videos encouraging their children to wash their hands. Throughout the campaign, 27 videos were posted, with a total reach of 1000.

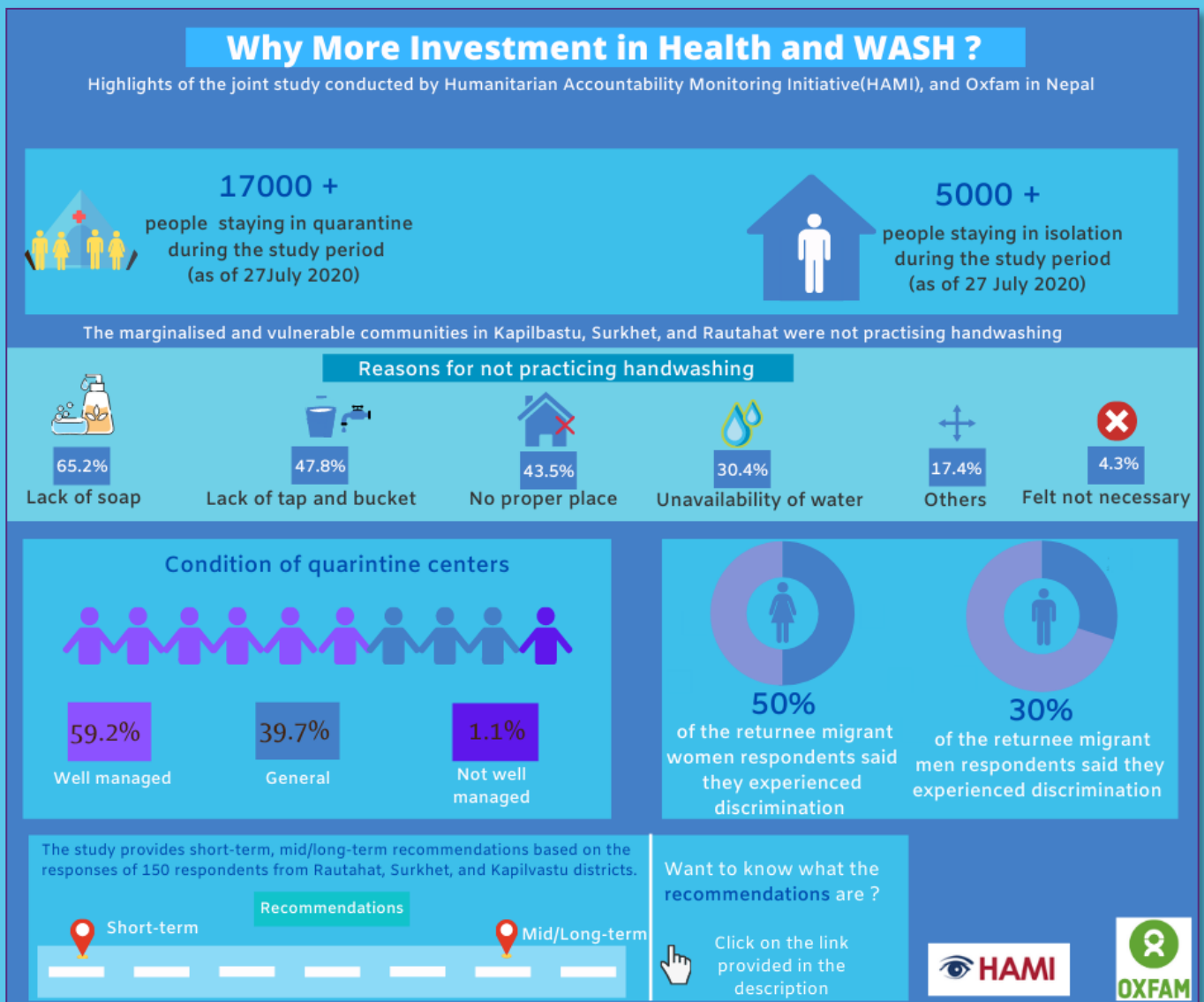


## WHY MORE INVESTMENT IN HEALTH AND WASH ?

A joint report titled 'Why More Investment in Health and WASH' was published by Oxfam and Humanitarian Accountability Monitoring Initiative (HAMI). The study was carried out in three palikas of Kapilbastu, Surkhet and Rautahat districts between the last week of June and the first week of July 2020 to assess the following:

1. The existing situation of the availability of health and WASH services and their effect on public, particularly women, children, and people with disability.
2. Identify gaps in the availability of health services.
3. Document gaps and provide recommendations to the governments at all levels to take necessary steps to address the gaps and tackle challenges.

The highlights of the study are as follows:



# PHOTO GALLERY



Local people washing hands from a pedal-operated handwashing station installed by Oxfam with the funding support from Poul Due Jensen(PDJ) Foundation.



Buckets containing hygiene items supported by HBCC, arranged in a formation before distribution. More than 1900 buckets were distributed during Global handwashing Day.



With the funding support from the European Union, Oxfam supported more than 75 pregnant mothers with Hygiene items.



Installation of pedal-operated handwashing station in Kailali district with the funding support from HBCC.



More than 1900 pregnant mothers were supported with Dignity Kit with the funding support Poul Due Jensen(PDJ) Foundation



More than 190 people with disabilities were provided hygiene and dignity kits with the funding support from Poul Due Jensen(PDJ) Foundation.