GOVERNMENT OF TELANGANA
MUNICIPAL ADMINISTRATION DEPARTMENT

O/o. Commissioner and Director
of
Municipal Administration,
Telangana, Hyderabad.

CIRCULAR

Roc.No. 451965/2022/H2 **Dt: 14/10/2022**

Sub: - MA Department– UNICEF – Observing Global Hand washing Day on **15th October 2022** in all the ULBs -Certain instructions issued-Reg.

Ref:- Lr.No. HFO/WASH/TS/2022/203, Dt. 27-09-2022 of Chief of Field Office, unicef, Banjara Hills , Hyderabad.

***

The attention of all the MCs are invited to the ref. cited, wherein the Chief of Field Office, UNICEF has stated that to increase awareness and knowledge of the benefits of hand washing with soap (HWWS) at critical times at home, in institutions and community, every year, Global Hand washing Day (GHD) is celebrated on 15th October. The theme for 2022 GHD is, **"Unite for Universal Hand Hygiene".**

2. Further, he has requested to facilitate a state –wide celebration of Global Hand Washing Day at all levels in the State and Guidance note also enclosed and GHD activities can be reported at this link **https://bit.ly/3UFBvJ8**.

3. Therefore, while enclosing a copy of the ref. cited, all the MCs are hereby requested to take necessary action on the Observing Global Hand washing Day on **15th October 2022 and also to upload the data on the above link.**

Encl:- Ref.cited

Dr N Satyanarayana I A S
DIRECTOR OF MUNICIPAL
ADMINISTRATION

To:
All the MCs (Except GHMC).
All the AC LBs (Except Mulugu & Hyderabad Districts).
All the Collectors & District Magistrates (Except Mulugu & Hyderabad Districts).
Copy to the RDMAs of Hyderabad and Warangal Regions for information and necessary action.
Copy to the MD, MEPMA for information.
Copy submitted to the Special Chief Secretary to Government, MA&UD Department, T.S., Hyderabad for information.

Signed by DR N
SATYANARAYANA I A S
Date: 14-10-2022 13:48:37
Reason: Approved

1726753/2022/H2 SEC-CDMA

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United Nations Children's Fund | UNICEF Field Office for Andhra Pradesh, Karnataka and Telangana
317/A, MLA Colony, Road No. 12, Banjara Hills, Hyderabad, Telangana - 500 034 India
Telephone: +91 40 35164272, 23540239 | hyderabad@unicef.org | http://unicef.in/Andhra-Pradesh

HFO/WASH/TS/2022/203
27 September 2022

PESHI
12 OCT 2022
C. & D.M.A
Govt. of Telangana

Sri Somesh Kumar, IAS
Chief Secretary to Government,
Government of Telangana,
Block C, 3rd Floor, Secretariat,
Khairatabad, Hyderabad
Phone: 040-23452620, 23455340, EXT-2562
Email: cs@telangana.gov.in

Dear Sri Somesh Kumar,

Observing Global Handwashing Day on 15th October 2022

Greetings from UNICEF Hyderabad Field Office!

Hand hygiene is a cornerstone of the safe and effective way to promote health and save lives. It is a highly cost-effective public health measure that is crucial in protecting against a range of diseases, particularly among children like pneumonia and diarrhoea. COVID 19 pandemic heightened the importance of handwashing with soap. We take this opportunity to appreciate and congratulate the State Government's extraordinary efforts in COVID-19 preventive actions and guiding the district teams in taking up awareness activities on Water, Sanitation and Hygiene.

To increase awareness and knowledge of the benefits of handwashing with soap (HWWS) at critical times at home, in institutions and community, every year, Global Handwashing Day (GHD) is celebrated on 15th of October. The theme for 2022 GHD is, **"Unite for Universal Hand Hygiene".**

We request you to facilitate a state-wide celebration of Global Hand Washing Day at all levels Viz; State, District, Mandal, Gram Panchayat/Urban Local Body by:
a) Convening a meeting with HODs of line departments on this subject,
b) issue circular along with suggested activities to departments in celebration of GHD 2022
c) disseminate the SBCC package developed for HWWS/ GHD 2022.

UNICEF HFO developed SBCC package (Telugu and English) materials can be accessed at this link: https://bit.ly/3qYGyXc and GHD activities may kindly be reported at this link https://bit.ly/3UFBvJ8
UNICEF team will be available for any necessary technical support in this regard. Kindly reach out to Mr. Venkatesh Aralikatty, WASH Specialist (OiC) Email: varalikatty@unicef.org, Mr. Kulandai Raj, SBC Consultant WASH & DRR Mobile: 9740622225, E-mail: kraj0304@gmail.com and Dr Venkatesham, State WASH Consultant, Telangana, Mobile: 98497 22127, Email: venkat824@gmail.com.

Thank you for your leadership and guidance in improving the development outcomes for women and children in Telangana.

Yours sincerely,

Meital Rusdia
Chief of Field Office

Encl: Guidance Note on "Global Hand-washing Day 2022"
Department-wise activity tool for all monitoring activities conducted on GHD 2022

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United Nations Children's Fund | UNICEF Field Office for Andhra Pradesh, Karnataka and Telangana
317/A, MLA Colony, Road No. 12, Banjara Hills, Hyderabad, Telangana - 500 034 India
Telephone: +91 40 35164271, 35164272, 23540239 | hyderabad@unicef.org | http://unicef.in/Andhra Pradesh

cc: The Principal Secretary, IAS Dept. of Panchayat Raj and Rural Development, GoTS; splcs_pr@telangana.gov.in

The Secretary, IAS Dept. of School Education, GoTS; splcs-edu@telangana.gov.in

The Principal Secretary, IAS Department of Health, Medical & Family Welfare, Government of Telangana; prlsecy_hmfw@telangana.gov.in

The Special Chief Secretary, IAS Department of Municipal Administration & Urban Development, Government of Telangana; prlsecy_maud@telangana.gov.in

The Special Secretary to Government & Commissioner, IAS Department of Women Development & Child Welfare, Government of Telangana; secy-wcdsc@telangana.gov.in

The Secretary, IAS Dept. of Tribal Welfare, GoTS; secretary_tw@telangana.gov.in

The Commissioner, Dept. of Panchayat Raj & Rural Development, GoTS; cpr-rd@telangana.gov.in

The Project Director, SSBM (G) & Commissioner Dept. of Panchayat Raj and Rural Development, GoTS; pd_ssbmg@telangana.gov.in, pdssbmg.telangana@gmail.com

The Chief Executive Officer (FAC), Society for Elimination of Rural Poverty, Dept. of Rural Development, GoTS; ceo_serp_prrd@telangana.gov.in

The Commissioner, Heath and Family Welfare, Dept. of Health, Medical and Family Welfare, GoTS; md-nhm-chfw@telangana.gov.in, peshichfwts@gmail.com

The Commissioner and Director of Municipal Administration Dept., GoTS; cdma-telangana@telangana.gov.in

The Mission Director, Mission for Elimination of Poverty in Municipal Areas, Dept. of Municipal Administration & Urban Development, GoTS; mdmepma.ts@gmail.com

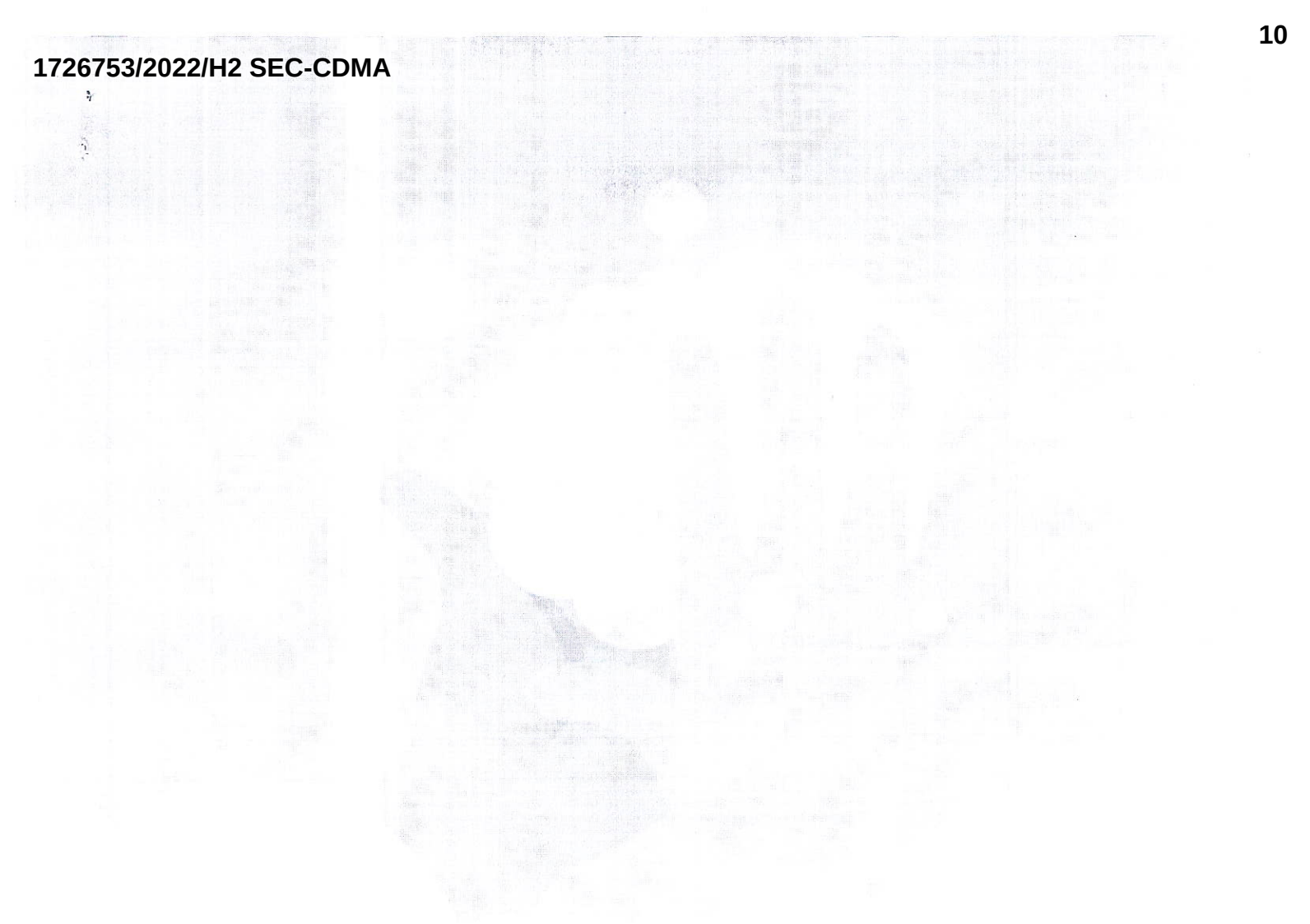
The Commissioner & Director of School Education (S.E), Dept. of Education, GoTS; dir-dsets@telangana.gov.in, tg.cdse@gmail.com

The Commissioner, Dept. of Tribal Welfare, GoTS; ctwtgs@gmail.com , ctwtgspeshi@gmail.com

The Secretary, T.S.W.R.E.I. Society, Dept. of Social Welfare, GoTS; secy@swrs.telangana.gov.in

The Director, IAS Dept. for Women, Children, Disabled And Senior Citizens, GoTS; comm-wdcw@telangana.gov.in

All The District Collector cum District Magistrate, Government of Telangana



Global Handwashing Day

15 OCTOBER 2022

GUIDANCE NOTE

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GLOBAL HANDWASHING DAY

UNITE FOR UNIVERSAL HAND HYGIENE

The 2022 Global Handwashing Day (GHD) theme is **Unite for Universal Hand Hygiene**. Joint action and collaboration are essential for successful and sustainable hand hygiene strategies. This year's theme calls for governments, donors, businesses, institutions, researchers, and advocates to unite in action to achieve the goal of hand hygiene for all.

Globally, handwashing with soap is rarely practice as often as it needs to be. It is essential that governments, the private sector, civil society, and other stakeholders work together to promote handwashing with soap.

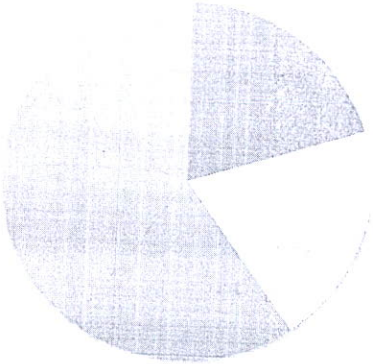
October 15 is **Global Handwashing Day**, a global advocacy day dedicated to increasing awareness and understanding about the importance of handwashing with soap as an effective and affordable way to prevent diseases and save lives.

Global Handwashing Day is an opportunity to design, test, and replicate creative ways to encourage people to wash their hands with soap at critical times.

Since the start of the COVID-19 pandemic in early 2020, handwashing with soap and water has been an important measure to prevent the spread of coronavirus with heightened focus for its cross-cutting impacts on reducing the transmission of other diseases.

The Global Handwashing envisage to save children's lives and improve health by promoting handwashing with soap. The learnings from the past year have emphasized the need for collective action to address the historic neglect of hand hygiene investments, policies, and programs once and for all. GHD 2022 is an apt platform to continue the gains of improved handwashing behaviours and sustaining them.

Why washing hands with soap is important



Handwashing with soap is key to protecting public health, and leads to benefits in nutrition, education, equity, economic growth, and more...!

- World Health Organization

Fact Sheet - India

This fact sheet summarizes the latest evidence to address hand hygiene at a systems-level-including hand hygiene policies, the economic case for universal hand hygiene, and hand hygiene equity.

Hand Hygiene within Households

1. Though 97% of Indian households have a space for handwashing at home, only 60% have water and soap available for handwashing. NFHS 4 (2015-16)
2. Only 49% of rural households have water and soap facilities for handwashing within the premises of their house. NFHS 4 (2015-16)
3. Only 36% Indians practice handwashing before meals, with 25% in rural contexts and 56% in urban contexts. 76th round NSSO (2018)
4. On average, 74% Indians practice handwashing after defecation, with 67% in rural areas and 88% in urban areas. 76th round NSSO (2018)
5. Critical times when handwashing must occur for improved sanitation: before preparing or serving food, before eating or feeding, after defecation or disposing of child's faeces. Spotlight on handwashing in rural India, WaterAid (2017)
6. Only 40-50% of those who practiced handwashing before cooking, serving food, eating and feeding children, did so with soap and water. Spotlight on handwashing in rural India, WaterAid (2017)
7. Only 71% and 82% respondents who reported washing hands after defecation and after disposing of child's faeces respectively, did so with soap. Spotlight on handwashing in rural India, WaterAid (2017)
8. Though 95% of schools studied by the NARSS had handwashing space available, only 40% had water and soap available. National Annual Rural Sanitation Survey (2018-19)

Hand Hygiene in Institutions

9. Among ODF villages, only 87% of sampled schools had water available for handwashing. National Annual Rural Sanitation Survey (2018-19)
10. Only 42% of the sampled Angwanwadi centres of the Integrated Child Development Services (ICDS) Scheme had water and soap available for handwashing. National Annual Rural Sanitation Survey (2018-19)
11. Among ODF villages (declared under the Swachh Bharat Mission), 99.8% users were observed handwashing at public toilets, as compared to only 89.7% in non-ODF villages. National Annual Rural Sanitation Survey (2018-19)

Handwashing Challenges

12. The most cited reasons for not practicing handwashing are lack of a place to wash hands, lack of soap and limited water access. Rapid Hygiene Research, WaterAid (2020)
13. 67% HHs report that they need more information on handwashing, in particular, the critical times and steps of HWWS (Handwashing with Soap) Rapid Hygiene Research, WaterAid (2020)
14. Only 33% of households in a study by WaterAid were found to have piped water available for handwashing. Rapid Hygiene Research, WaterAid (2020)

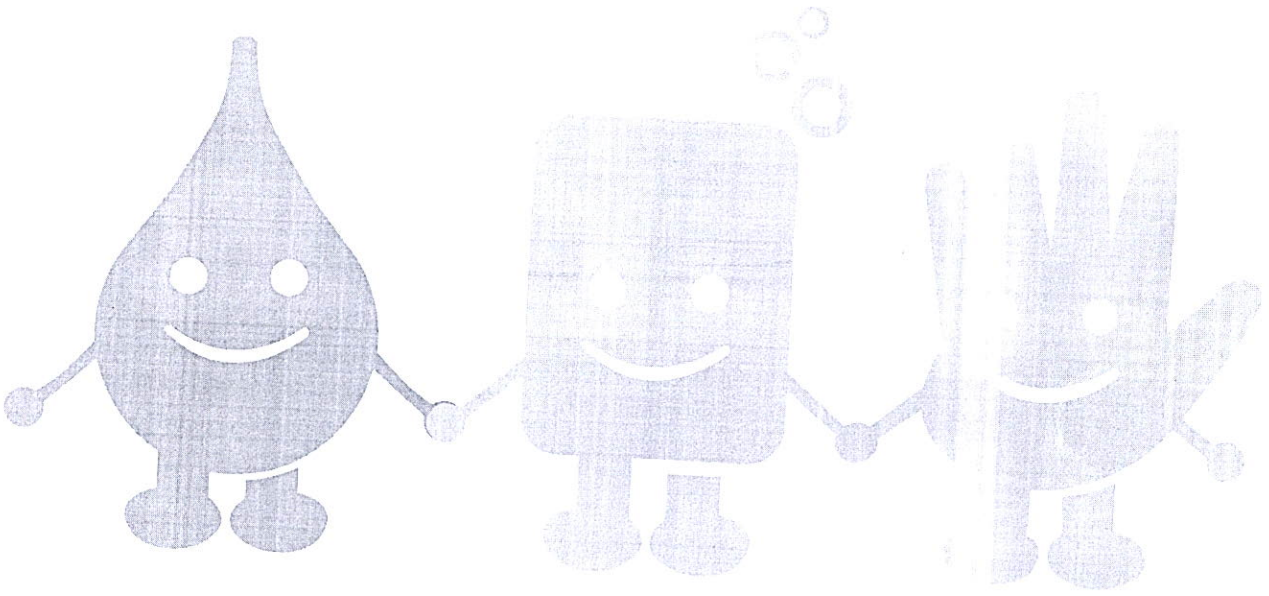
Handwashing and Infectious Diseases

15. Hygiene promotion has been suggested to be one of the most cost-effective interventions for prevention of infectious diseases. Laxminarayan et al (2006)
16. Handwashing with soap is seen to substantially reduce spread of respiratory, gastrointestinal, and other fatal neonatal infections. Lewis et al (2018)

Department-wise suggested activities for observing GHD 2022

Department	Target Audience	Potential Activities
Education	Students, Parents and Teachers	**Hand Hygiene is an integral part of the education system under the Swachh Bharat Swachh Vidyalaya (Clean Schools Mission). Hand hygiene is promoted under Sarva Shiksha Abhiyan (SSA), mid-day meal Programme, Rashtriya Madhyamik Shiksha Abhiyan (RMSA) and Kasturba Gandhi Balika Vidyalaya (KGBV). Following activities can be undertaken on GHD:** • Planning and implementations on GHD by the School Management Committees and Child Cabinets • Demonstration of handwashing with soap and water in the school assembly for one week and taking an oath for continuing handwashing practices consistently • Involvement of parents, SMCs and other community members in handwashing demonstrations at school premises • Rally around the Village or GP with placards on importance of handwashing. • Display handwashing IEC materials in the schools • Organization of the GHD cerebrations in District Education Office and Mandal Education Office
Health and Family Welfare	Community members	**National guidelines for infection prevention and control in healthcare facilities published by Ministry of Health and Family Welfare (MoHFW). Following activities can be undertaken on GHD:** • Demonstration of handwashing practices in the sub-centers, Health and Wellness center, PHCs and CHCs • Involving all the visitors to SCs, PHCs and CHCs to participate in the program • Provide key messages of health benefits of handwashing by doctors, ANMs and ASHA workers to community members, Pro-grammes in Medical, Nursing, Paramedical colleges in their community postings as well as in the colleges. • Display handwashing IEC materials in the health centers • Planning and implementation of GHD by the Rogi Kalyan Samithis
Women and Child Welfare	Children (0-5), pregnant and lactating mothers, adolescent girls	**BaLa guidelines and National Policy on Early Childhood Care and Education (ECCE) Building as learning guidelines issued by Ministry of Human Resource Development, Govt. of India focus on handwashing practices in anganwadis. Following activities can be undertaken on GHD:** • Demonstration of handwashing practices including children (0-5), pregnant and lactating women visiting anganwadi centers • Include hand-hygiene messaging in regular conversations of mother and adolescent groups by Anganwadi workers • Observation of GHD in the Mothers Committee meetings through awareness talk, demonstration etc. • Display handwashing IEC materials in the anganwadi centers
Tribal Welfare	Tribal /SC /ST /BC/ Minority	• Rallies to increase awareness on handwashing practices

Department	Target Audience	Potential Activities
/SC /ST /BC/ Minority departments	sections	• Display of handwashing IEC material in GPs offices • Oath taking on Handwashing, demonstration of handwashing, etc.
Panchayat Raj & Rural Development (SERP, NREGA)	Rural Population	• Include handwashing messaging in daily interactions with their own SHG members and households and monitor the improvement in practices • Discuss business ideas on production of handmade soaps locally • Share online handwashing IEC on social media platforms such as WhatsApp in their groups • Include discussion on hand hygiene in their regular meetings • NREGA supervisors can be provided training or orientation • Organize the GHD in Zilla Panchayat and Gram Panchayat: • Observe GHD through demonstration, jatha led by elected representatives/officials. • Share the GHD electronic IEC materials on the social media • Messages on handwashing by elected representatives and officials • Engage the information and broadcasting department in all activities
Urban Development (MEPMA)	Urban Population	• Include handwashing messaging in daily interactions with their own SLF members and households and monitor the improvement in practices • Share online handwashing IEC on social media platforms such as WhatsApp in their groups • Include discussion on hand hygiene in their regular meetings • Organize the GHD in all ULBs • Celebrate GHD through demonstration, jatha led by elected representatives/officials. • Share the GHD electronic IEC materials on the social media • Messages on handwashing by elected representatives and officials • Engage the information and broadcasting department in all activities
Drinking Water and Sanitation Department	Households	**Swachh Bharat Mission (Clean India Mission) mentions the importance of hand-hygiene practices for over cleanliness and improved health among households. Following activities can be undertaken on GHD:** • Swachhagrahis, Panchayat Secretaries, GP Sarpanches and teams can organize handwashing • Demonstration in GP buildings and take a resolution towards improving and sustaining the handwashing practices in their GPs • Display handwashing IEC material in GP buildings
Department of Youth Affairs		• Observe GHD through demonstration in camps • Share the GHD electronic IEC materials on the social media among volunteers' groups • Rallies in the Village or GP with placards on importance of handwashing and encouraging behavior change • Display handwashing IEC materials in the units



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HYDERABAD FIELD OFFICE

For further information, please contact:

Mr. Venkatesh Aralikatty, WASH Specialist (OiC), varalikatty@unicef.org

Mr. Kulandai Raj, SBC WASH Consultant, kraj0304@gmail.com, +91 9740622225

Dr. Gade Venkatesham, State WASH Consultant, venkat824@gmail.com, +91 9849722127