SWACHHATA DOOT HANDBOOK

#HAATHMUNHBUM
Everybody wants to do good and give back to the community. But somehow in our hectic lives, these good intentions often get lost. 'Swachhata Doot' is an initiative that enables you to become a messenger of change. All it asks of you is a bit of your time to talk to and teach someone. By doing that you can help a child grow to his or her potential.
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The simple joys of childhood cannot be enjoyed everyday because

ONE-THIRD OF INDIA’S CHILDREN ARE BEING AFFECTED BY REPEATED ILLNESS*

What happens with repeated illness?
With repeated illness, like diarrhoea, the body continuously diverts its energy and nutrients away from growth and brain development to fight infection for survival. When this happens during the first two years of life, children become stunted or malnourished. And unfortunately, the diminished physical and mental development in these children is irreversible.

The vicious cycle of illness

1. REPEATED ILLNESS
2. CAUSES LOSS OF VITAL NUTRIENTS REQUIRED TO FIGHT INFECTIONS
3. LEADS TO MALNOURISHMENT/STUNTING
4. FURTHER DIMISHES IMMUNITY

*Based on independent studies and data sources relating to children ages 0-5.
Surprisingly, the story of child mortality and malnutrition in India is not just one of poor diets.

50% OF ALL CHILD MALNOURISHMENT is caused by lack of water, sanitation and hygiene practices.

Source: UNICEF INDIA
DID YOU KNOW?

- 47% of Indians don’t wash hands with soap after defecation
- 67% of Indian households drink water that could be contaminated
- Nearly 50% of India defecates in the open

Source: UNICEF INDIA

Poor hygiene and sanitation practices are a rampant urban phenomenon too!

It’s quite possible that someone living just a few hundred metres from us may not have access to clean drinking water or a toilet.

And while the size of the problem may appear to be overwhelmingly big, it’s not nearly as big as the number of people who can help solve it! People like you.

We know that you want to help.

More than that, we know that you can help.
Preventing a child from being repeatedly ill is just a simple 5-minute chat away. 3 simple hygiene habits can go a long way in preventing illness.

**LET’S FIND OUT HOW**

*Change India’s childhood by changing behaviour*

**HAATH**
- Wash hands with soap
- Reduces risk of diarrhoea by 44%

**MUNH**
- Drink clean water
- Reduces risk of diarrhoea by 39%

**BUM**
- Use a toilet and keep it clean
- Reduces risk of diarrhoea by 36%

Source: UNICEF INDIA
HOW DO I BECOME A SWACHHATA DOOT?

WHERE SHOULD I BEGIN?

HOW SHOULD I APPROACH?

WHAT SHOULD I TEACH?
WHERE SHOULD I BEGIN?

WE HAVE 2 WAYS IN WHICH YOU CAN REACH OUT TO CHILDREN

Help the children directly
www.hul.co.in/sasb

Help your helpers so they in turn will teach their children

Help those who have been helping you

MILKMAN  WATCHMAN  COOK
GARDENER  NEWSPAPER DELIVERY PERSON  MAID
HOW SHOULD I APPROACH?

Ah! This can be a little tricky. Engage slowly and build a conversation - and do remember:

YOU’RE HERE OUT OF CONCERN AND NOT MERELY TO CORRECT
HOW SHOULD I APPROACH?

Let’s say you’d like to teach your maid so that her 3-year old daughter can be prevented from repeated illness.

1. Approach her at a time when she is doing a relatively less intensive chore like folding laundry.

2. You can begin by asking about her daughter’s general health and then gradually move to more specific questions.

   - How’s your daughter doing? Is she well?
   - What are your dreams or aspirations for her as she grows?
   - How important is good health in achieving those dreams?

3. Once your maid and you are able to establish a link between the importance of health and reaching one’s potential, ask her about her hygiene and sanitation practices. Avoid any direct reference to your home. It may come across as accusatory.

   - Didi aap jhaaru-pochha lagaatey ho, khaaney se pehle haath dhotey ho?
   - Sirf paani se haath dhotey ho?
   - Aap din bhar ek ghar se doosra ghar jaate ho, pani kahaan se peetey ho?
WHAT SHOULD I TEACH?

The next few pages contain simple explanations, diagrams and activities to aid you in becoming an effective Swachhata Doot.

JUST 15 MINUTES OF YOUR TIME FOR CHANGING AN ENTIRE LIFETIME

The three talking points

1. What are germs: what appears to be clean can be full of germs.

2. How do germs spread: Germs get easily transferred and make people fall ill.

3. The 3 Clean Habits of Haath-Munh-Bum if adopted and practiced correctly can significantly reduce illness.
WHAT SHOULD I TEACH?

1 WHAT ARE GERMS?
What appears to be clean can be full of germs.

Given that germs are invisible, this topic can be a little abstract. We can explain it simply in the following manner:

**GERMS**
- Invisible (living) things
- Only visible in special light or microscope
- Exist everywhere
- Easily transferred
- Cause infections and diseases
- Extremely harmful

KEEP IN MIND

Just because we cannot see GERMS doesn’t mean that they don’t exist. Something that looks ‘clean’ maybe full of disease spreading germs.
The concept of germs can also be explained with the help of this simple activity.

ACTIVITY: HOW VISIBLY CLEAN WATER CAN BE FULL OF DISEASE CAUSING GERMS

Time: 5 Minutes
Things needed: 1 glass of water

How visibly clean water may not be clean

1. Fill a glass of water
2. Ask the person you’re teaching if they would still drink the water
3. Now rub your finger on a dusty surface.
4. Dip the same finger in the glass of water.
5. Ask the person if she would still want to drink it.
6. Explain that visibly clean looking water can also carry germs just like the water in front of them.
WHAT SHOULD I TEACH?

2 HOW DO GERMS SPREAD?

Let’s see how easily germs can get transferred from our hands (Haath), water (Munh) and the toilet (Bum) to us and make us fall ill.
Further, here’s another simple activity to show how easily germs can spread from one place or person to another.

**ACTIVITY: HOW GERMS SPREAD BY HAND**

*Time: 5 Minutes*

**Things needed:**
- A bit of flour
- Few other enthusiastic household members

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The spread of germs from one person to another

**STEP 1**
Put a little flour in the hands of the people you’re teaching.

**STEP 2**
Have that person shake hands with other people around them, and so on.

**STEP 3**
Now ask all the people if they have flour on their hands.

**STEP 4**
Explain to them how germs spread through contact from one person to another.

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*Note:* The same activity can be done with glitter instead of flour for children. It’s messy but a lot of fun.
WHAT SHOULD I TEACH?

3 THE 3 HYGIENE HABITS OF HAATH-MUNHBUM

Once we have explained the concept of germs and how they spread diseases, we come to the most important part: The 3 hygiene habits and how their regular and correct practice keep germs and illnesses away from us.

KEEP IN MIND

The first line of defense against diseases is the adoption of hygiene habits

HERE ARE SIMPLE DIAGRAMS THAT EXPLAIN THE THREE HYGIENE HABITS

HABIT #1: HAATH

Always wash hands with soap and not just with water.

Five critical occasions for washing hands with soap

- Before eating
- Before cooking
- After you sneeze, cough or blow your nose
- After visiting the washroom
- Before playing with an infant
How to effectively wash hands with soap

1. WET YOUR HANDS WITH WATER
2. ALWAYS USE SOAP
3. RUB HANDS TOGETHER FOR AT LEAST 10 SECONDS
4. SCRUB UNDERNEATH THE FINGERNAILS
5. RINSE AND THEN DRY
6. GERMS GET WASHED AWAY WITH SOAP

When we wash our hands with soap, germs get washed away and with them, diseases and infections.
HABIT #2: MUNH
Always drink boiled water or water from a purifier.

Simple ways to drink ‘clean’ water

1. HEAT THE WATER FOR AT LEAST ONE MINUTE TILL YOU SEE BUBBLES.
2. LET THE WATER COOL NATURALLY AND STORE IT IN CLEAN CONTAINERS WITH COVERS.

Boiling water also boils or kills the germs
HABIT #3: BUM
Always use the toilet and keep it clean

How to use a toilet and keep it clean

1. USE TOILET CLEANER

2. POUR TOILET CLEANER AND LET IT STAY FOR 20 MINUTES

3. SCRUB IT THOROUGHLY TO REMOVE ALL THE DIRT AND STAINS

4. POUR WATER TO RINSE

5. THE TOILET IS NOW CLEAN

When we use a toilet and flush it, the germs from our excreta don’t get a chance to spread as they immediately get washed away.
BEHAVIOUR CHANGE TECHNIQUES

We all know just how hard it is to give up an existing habit or to form a new one.

Research shows that it takes 21 days to change an old habit or to form a new one.

Once the three habits have been taught, here are two activity suggestions that can help in the adoption and practice of these habits.

1. **21-Day Tracker Sheet:**
   - Take a print of the tracker sheet (provided at the end of this booklet)
   - Stick it on the fridge or any other place where it’s easily visible
   - Track the everyday progress

2. **Activity: Kala Bindu**
   - This is a simple activity that you can practice for 21 days for the adoption of the habit of washing hands with soap
   - Take a pen
   - Put a mark on both the palms of the person right after they have completed a ‘dirty’ chore like dusting or sweeping
   - Ask the person to wash their hands with soap and remove the pen marks before they move on to their next chore

As more and more people join in, we are hopeful that more and more children will not miss out on their childhood due to repeated illness.
# HAATHMUNHBUM

## Swachh Aadat Tracker Sheet

**Your Name:**_______________  **School:**_______________  **Class:**_______

**Mother’s name:**_______________

Practice the Swachh Aadats mentioned below and tick ☑ the corresponding box.

*Instruction for parents/teachers/doots - once your child/student completes all the below mentioned Swachh Aadats for the day, sign in the corresponding space.*

<table>
<thead>
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<th>Days</th>
<th>Use the toilet and flush it</th>
<th>Wash hands with soap after using the toilet</th>
<th>Wash hands with soap before eating</th>
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THANK YOU FOR BECOMING A SWACHHATA DOOT
LITTLE EFFORT-
BIG IMPACT!

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