



SWASTHYA CURRICULUM

IMPACT ASSESSMENT



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INTRODUCTION

In 2015, Hindustan Unilever Ltd. launched Swasthya Curriculum programme in line with Government of India's Swachh Bharat Abhiyan to promote good health and hygiene practices. Given the scale of challenges that India faces in the areas of Water, Sanitation & Hygiene (WASH) and Nutrition, this program is an effort to sustain a Swachh and Swasth Bharat.

HUL is India's largest hygiene, sanitation, and nutrition company with 90% Indian households using HUL products. HUL's knowledge & expertise in changing behaviours through different programs and brands puts the company in a unique position to drive behaviour change in the country.

HUL designed the Swasthya Curriculum programme to improve people's health and wellbeing and reduce the disease burden of the country by driving behaviour change. The Company's resolve towards this objective strengthened with the COVID crisis that has truly brought to focus the need for good Hygiene and Sanitation.



SWASTHYA CURRICULUM

The **Swasthya Curriculum** is a school contact programme that promotes good health and hygiene practices by stressing the need to adopt these simple 'good habits' (Swasth Aadatein) of

1. **Clean Toilet** – Using toilets for defecations and keeping them clean.
2. **Clean Hands** – Washing hands with soap on critical occasions.
3. **Clean Water** – Consuming clean/ purified and safe drinking water.
4. **Healthy Meal** – Eating a nutrition rich meal.

The programme is a **school contact module in government schools** to that teaches **students of class 1-5** about the 4 crucial habits an engaging manner over a **24-day period**.

1. The programme entails a **3-visit plan** during which, the team provides comprehensive training and ongoing support to school-teachers to drive the 24 day curriculum.
2. **Implemented by these school-teachers** as a **10-Minute Intervention daily** – over a 24-day period to facilitate lasting behavior change.



3. Designed by experts in the field of Children's education, it is a curriculum for children to enjoy. The book includes **comic characters, interactive puzzles, jingles** and various other activities.



4. It also contains a **daily habit tracker** to trace the learning of the children, promote habit tracking and community learning to ensure wide adoption of clean and healthy practices.

5. Creates young **change agents amongst children** who further encourage these healthy habits in their households and community.

6. Till date, this curriculum has already been implemented in partnership with the state government of **Haryana, Bihar, Gujarat, Maharashtra, Uttarakhand, Uttar Pradesh and Madhya Pradesh** has reached over **5 million** students so far.



PARTNERSHIPS WITH STATE GOVERNMENTS & NGOs



RESEARCH DESIGN & METHODOLOGY

The assessment was conducted using a **test and control** methodology to determine the impact of the intervention on Government school children from classes 3rd, 4th and 5th in **Madhya Pradesh** and **Gujarat**. The data for the impact assessment was collected using surveys and semi structured interviews.

These **600+ participants** were from **32 schools** across **8 districts** from **2 states**.

Target Group:

- 600 Government school students* from classes 3rd, 4th & 5th
- 16 School Teachers

Tool:

- Pictorial survey tool for children's ease in understanding
- Interaction with teachers



KEY FINDINGS

The Swasthya Curriculum programme plays a crucial role in driving HUL's compass goals and the Government's priorities under nutrition, water, sanitation and hygiene. Given the scale of challenges that India faces in these areas, the programme has **bolstered a nuanced understanding driving sustained behaviour change** (eg: when to wash hands, how to maintain toilets).

Implemented in **partnership with the state governments**, the programme is a strategic intervention encouraging children to inculcate healthy habits in early childhood. These children are therefore empowered to act as **change agents** in their households and communities.

SHIFT IN BEHAVIOUR



~17% increase

reported in children now adhering to all four healthy habits, reflecting a positive behavioral shift brought about by the program



~25% rise

reported in usage of toilets for defecation, reflecting a powerful stride towards improved sanitation practices.



There exists a profound opportunity to catalyze a transformative shift in these health and hygiene practices, with the potential to instigate far-reaching systemic change.

KEY FINDINGS

SHIFT IN KNOWLEDGE & ATTITUDES



CLEAN HANDS

With a **50% rise**, children now accurately **identify all crucial moments for washing hands with soap**, showcasing a remarkable leap in awareness.



USING TOILETS

32% more children now grasp the critical **significance of using & maintaining a clean toilet**



HEALTHY FOOD

21% more children demonstrated a heightened **awareness of the benefits of consuming healthy foods**



CLEAN WATER

With a **12% rise** children are now more adept at **identifying safe drinking water sources**



Swasthya curriculum is an engaging way to develop nuanced understanding among young children around these habits.

KEY FINDINGS

100%

All teachers noted a significant increase in student engagement with Swasthya Curriculum in comparison to the typical coursework.

88%

The resounding consensus among 88% teachers is that the Swasthya Curriculum is easy to understand, elevating its effectiveness in facilitating meaningful learning experiences.

93%

A striking 93% children found studying the Swasthya Curriculum book enjoyable.

TEACHERS' FEEDBACK

It is a good health & hygiene related initiative. Kids are also implementing this in their daily lives.

- Pravin S, Madhya Pradesh

The Pictorial representation of the activities in the book are good.

Ajay Kushwaha, Madhya Pradesh

Kids are now more aware about good habits around health & hygiene

- Gita, Gujarat

Made the learnings easy & understandable

- Mahesh K, Madhya Pradesh

