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# SWACHHATA DOOT HANDBOOK

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#HAATHMUNHBUM

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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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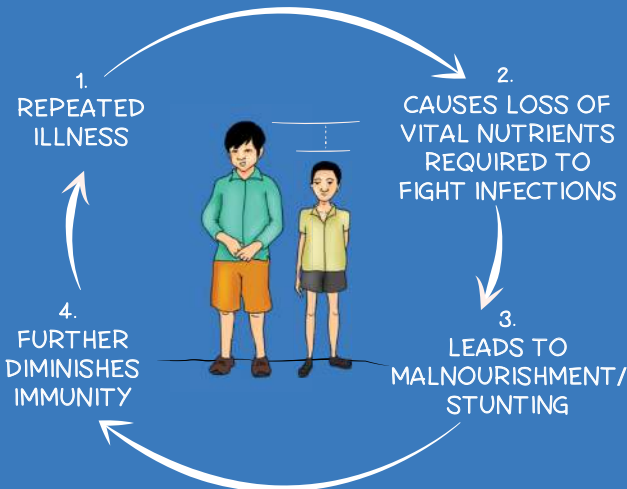
The simple joys of childhood  
cannot be enjoyed everyday because

## 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



\*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%



# HOW DO I BECOME A **SWACHHATA DOOT?**

**WHERE SHOULD  
I BEGIN?**



**HOW SHOULD  
I APPROACH?**



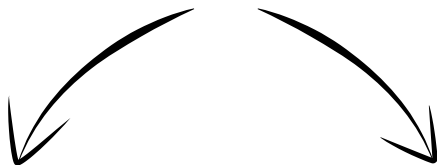
**WHAT SHOULD  
I TEACH?**





## 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](http://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.

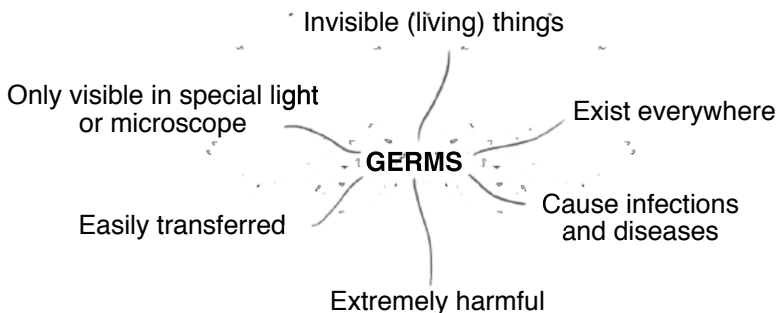


## WHAT SHOULD I TEACH?

### 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:



### 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



STEP 1  
FILL A GLASS  
OF WATER



STEP 2  
ASK THE PERSON  
YOU'RE TEACHING  
IF THEY WOULD  
DRINK THE WATER



STEP 3  
NOW RUB YOUR  
FINGER ON A  
DUSTY SURFACE.



STEP 4  
DIP THE SAME  
FINGER IN THE  
GLASS OF WATER.



STEP 5  
ASK THE PERSON  
IF SHE WOULD STILL  
WANT TO DRINK IT.



STEP 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.

### How germs make us 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

### 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

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-MUNH-BUM

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 you 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

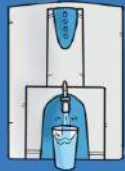
Always drink boiled water or water from a purifier.

## 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  
THE WATER



USING A WATER  
PURIFIER

Boiling water also boils  
or kills the germs

HABIT #3:

# BUM

Always use the toilet and keep it clean

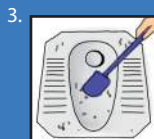
## How to use a toilet and keep it clean



USE TOILET  
CLEANER



POUR  
TOILET CLEANER AND  
LET IT STAY FOR  
20 MINUTES



SCRUB IT  
THOROUGHLY TO  
REMOVE ALL THE  
DIRT AND STAINS



POUR WATER  
TO RINSE



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.

# 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.

Days	Use the toilet and flush it	Wash hands with soap after using the toilet	Wash hands with soap before eating	Wash hands with soap after playing	Drink boiled water	Sign
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Week 1 _____
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Week 2 _____
9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
12	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
13	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
14	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Week 3 _____
16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
17	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
18	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
19	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
20	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
21	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____



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**THANK YOU FOR  
BECOMING A  
SWACHHATA  
DOOT**

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swachh aadat  
swachh bharat



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LITTLE EFFORT-  
**BIG**  
IMPACT!

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#HAATHMUNHBUM