Orientation Outline

Hand Hygiene Campaign Implementation

LENGTH: 2.5 hours

1. ORIENTATION DESCRIPTION

This orientation package is primarily developed for the specific hand hygiene activities to be implemented at community for the behavior change. With the present context of COVID 19, hand hygiene is the most effective method of disease prevention, and for the same, core message on hand hygiene along with enabling environment for hand hygiene is focused in the package.

For any organization to implement a campaign or program is a challenge, especially, deciding the starting point. With this, detailing and planning all the activities to be carried out can be overwhelming. In particular situation, an overview on the detail program activities guide for the successful implementation of any program. This orientation package targets to serve as the guide for the program.

In the orientation, all necessary program activities for hand hygiene behaviors change are discussed. With this orientation, hand hygiene campaign for behavior change can be easily implemented.

2. OBJECTIVES

The objectives of the orientation package are as follow:
- Discuss all the program activities to be carried out for the hand hygiene campaign
- Implement hand hygiene program and activities in the community level

3. PARTICIPANTS

The orientation is targeted towards WASH professionals, especially to the program conducting officers and coordinators.

4. METHODS OF INSTRUCTION

This is online based orientation and it is targeted to deliver through the use of various online applications such as zoom, miro, teams, etc. This orientation includes various activities like small group discussion, polling, question and answer which make this orientation, interactive and participatory rather than one way delivery.
5. CONTENT

The following is a list of the topics to be covered in the Workshop.

- Assessment of hand hygiene behavior
- Setting objectives
- Approaches for hand hygiene campaign
- Different strategies for hand hygiene behavior
- Activities to be conducted
- Triggering messages in hand hygiene
- Channel of information
- Implementation and follow up
- Things to consider while in community

6. FACILITATORS

The whole session will be facilitated by two facilitators from ENPHO Training Centre and the recording will be available to participant for further use, that is, to prepare and implement the discussed preparatory measures at organizational level.

Cost for each individual: Rs. 800 +13% VAT

For Further Detail

Training Centre

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