

Handwashing Campaign Program in NAD

Hand Washing With Soap Campaign: Establishing Hygiene as a Religious and Social Norm by Working together with Religious Leaders and Housewives



Cleanliness is a part of the Muslim faith. This is a Koran verses that is promoted and understood as a way of life for Moslems. Although already a way of life, the issue of cleanliness is constantly promoted to remind people to live healthy and keep clean. To underscore this, on Saturday May 21, 2005 at the Institut Agama Islam Negeri (IAIN) Ar-Raniry (Ar-Raniry State Islamic Religion Institute) more than 20 ulama (religious leaders) from Banda Aceh and Aceh Besar met to discuss and review the Holy Koran verses and hadist related to personal hygiene issues. The ulama were taking part in a coordinated workshop for the Hand Washing with Soap Campaign organized by the Faculty of Adab IAIN Ar-Raniry Institute in collaboration with CARE International Indonesia and the Johns Hopkins Bloomberg School of Public Health, Center for Communication Programs (CCP) and funded by USAID. The purpose of this workshop was to work with the ulama to identify and select appropriate verses from the Koran to be incorporated into health materials for the hand washing with soap campaign.

The campaign was launched in Nanggroe Aceh Darussalam (NAD) as part of USAID's tsunami recovery efforts in Aceh. In this campaign, the ulama are committed to spreading the messages on washing hands with soap and personal hygiene due to the religious leaders' ability to essential agents of behavior change within this community.

During the workshop, the Ulama, using health and hygiene materials as well as religious materials and information from IAIAN Ar-Raniry, integrated the hygiene information with verses from the Koran and hadist. The product of this was a pocket book on the health issues of hand washing with soap from the Islamic point of view. This pocket book will be a guide and tool for ulama to use in their teachings and for Friday prayers, Koran teachings and other speeches.

A second workshop was organized for the pesantren (Islamic boarding school) in Banda Aceh and Aceh Besar. Using a similar format, the leaders of the pesantren participated in sessions on hand washing and personal hygiene and integrated these with Koran verses and teachings and hadists. The 20 ulama from the pesantren participated in sessions to strengthen their abilities to develop strategies and implement handwashing and personal hygiene programs within their own pesantren.

Radio, A Strategic Channel:

After the ulama discussed the messages on hand washing with soap from the Islam point of view, the next step was to disseminate the messages to a wider audience within Aceh and Aceh Besar. Understanding that mass media can reach a wide audience, CCP and CARE/Indonesia selected radio as another channel to disseminate and spread the message of hand washing with soap among the larger community.

In NAD, radio is only reliable media that has sufficient reach due to access issues of the radios over other forms of media. For earthquake and tsunami refugees residing in the barracks, radio is the sole source of entertainment, thus the hand washing with soap campaign utilizes radio as its main channel. To help rebuild the radio programming capacity of radio crews and stations, CCP and CARE/Indonesia identified and provided training for seven of the most popular radio station crews at Jeumpa Hotel in Banda Aceh on May 23-25, 2005.

The title of the radio training was "Radio Capacity Building on Health and Hygiene Improvement, Training on Radio Programming and Journalism". Two crew members from each radio station participated in the training.

The participating stations included As Syifa FM, Baiturrahman FM, Megah FM, Nikoya FM, Prima FM, RRI Banda Aceh, and Visi FM. This activity was organized by the Broadcast Center University of Indonesia (BC UI). The training covered reporting techniques, script writing, air magazine production, as well as techniques on radio broadcast production and planning. The trainers were Jodi Manuju, Endang Settowati Hoetomo and Pope Pius, who all have many years of experience in the world of radio in Jakarta. After the training, each radio crew was required to produce and broadcast 5 Radio Talk shows and PSAs on hand washing with soap.

Playing Drama with Housewives:

The messages on hand washing with soap were also performed through a drama play involving members of the refugee camps. What made this event was the mothers and children of the refugee camps were performers for the dramas. These were video taped and shared among other IDP camps. The involvement of the refugees was key for the mothers and children to understand key health topics such as hand washing and personal hygiene and to incorporate these messages and activities into an entertaining format. It also provided relief to boredom from living in the barracks.

Garin Nugroho, a famous film director, in collaboration with SET Foundation, together with the housewives and children rehearsed the drama for weeks. The drama theme was related to hand washing with soap and the titles of the dramas were: "Searching for Soap", "Fighting Over the Bathroom" and "Syuur Cake" (Donuts). All three dramas involved both children and housewives from the barracks of Lambaro Raiders, Aceh Besar.



Childrens demonstrate how washing hands with soap

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3 Theme dramas for handwashing with soap in collaboration with SET Foundation: "Searching for Soap", "Fighting Over the Bathroom" and "Syuur Cake"

The essence of all three dramas contained information on the themes of the critical times to wash hands with soap: "Wash hands before preparing food", "Wash hands before and after eating", "Wash hands after cleaning a child after defecating or urinating and after changing a baby's diaper" and, "Wash hands after defecating or urinating".

Additionally, the SET Foundation created two sinetron (soap opera) called "David Leumoh" and "Air Kehidupan" ("Water of Life") which starred the children and mothers from the Lampeneureut barracks. Like the short dramas, these soap operas were also shown in several refugee locations in Aceh Besar and Meulaboh.

After rehearsing for one month, the producers presented the dramas at several camps the first week of June 2005. The first drama was aired at the Lambaro Raiders barracks and then at Bakoy barrack, Darul Imara barrack, Gue Gajah TVRI, Lambaro Skep barrack, and ending at Command Post 85 Lhok Nga barrack on June 6th, 2005.

As part of the airings other activities were included at the drama showings to attract greater participation and a larger audience. These included games for children during the opening and at the end of the show.

The road show always started with an outdoor hand-washing program with a dynamic group activity involving children in the barracks. The program was held in an open-air arena and was lead by a Game Master. The various games were simulations from real life representing the importance of "the habit of hand washing".

After the break of Maghrib and Isya prayers the program continued with the drama "Searching for Soap" continued by the soap opera "David Leumoh", and the dramas "Fighting Over the Bathroom" and "Syuur Cakes". The program closed with one of Garin Nugroho's popular films titled "Rindu Kami Padamu" starring Nova Eliza, a young actress from Aceh. According to C. Bertha, Coordinator of Health Promotion CARE/Indonesia, the campaign on hand washing with soap is necessary because personal hygiene starts with keeping one's hands clean. "We involve children and mothers because they are the main target in the hygiene campaign. Through this road show, they can directly absorb the messages on hand washing with soap included in the short dramas".

Playing While Hand Washing:

The program on hand washing with soap is being initiated intensely. One of the activities is through games for children. A number of children from Ceria Indra Patra School Aceh Besar on June 7, 2005 starting from 16:00 were involved in the game of outdoor hand washing in an open air arena of Indra Patra barrack, Aceh Besar.

This program involved 80 students from Ceria School who were living in barracks and various representatives from the organizer of this activity. Those present were representatives from CARE/Indonesia, CCP, Save the Children and IRD (International Relief Development).

The main program of the outdoor hand washing activity in a dynamic group is playing together. The program is held in an open-air arena and is lead by a Game Master. The games such as creating a group yell with a theme on hand washing and anti germs, reporting game (to obtain candidates with a talent to become presenters), inserting a nail inside a bottle, magic stick game, playing hula-hoop and others. The games were closed with a demonstration on the correct way of washing hands with soap that was presented by a presenter from CARE/Indonesia.

Various games are simulations from real life that represents the importance of the "habit of hand washing". The final goal of this activity was to initiate the habit of hand washing with soap to protect the family from germs and dangerous bacteria.



Teach the children how to wash hand with soap