



Government of Rajasthan
National Health Mission, Rajasthan
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F 50 (3) NHM/Swachh Bharat Abhiyan/2018/574

Date: 26/9/18

URGENT

All Chief Medical & Health Officer
All DPMs

Subject: Regarding "Swachhta hi Seva" campaign activities
Ref: letter no 568 dt. 12.9.2018

Under Swachh Bharat Abhiyan "Swachhta hi Seva" campaign for 2018 is to be held between 15th September to 2nd October'2018 at all public health facilities across the states to build awareness on sanitation and cleanliness and initiate change in practices. The focus of the campaign is empowering communities and building capacity of health care providers..

However, it has been noted that the facilities are only sending pictures of the Swachhta Spath and cleaning activities undertaken at the premises and **no activities related to awareness and cleanliness drive in community has been shared.**

Therefore, you are directed to follow the action plan and organize the following activities in the community and facilities:

1. At school and colleges

- Hand washing demonstration
- Organize poster/rangoli /essay writing competition related to sanitation and hygiene
- Talk on menstrual hygiene and disposal of sanitary napkins for adolescent
- Shramdhan in the schools
- Plantation of trees
- Awareness on harmful effect of use of plastic.
- Talk on importance of sanitation and hygiene, effect of pollution, communicable diseases etc.

2. At Community level

Ensure large scale community level involvement in below activities and also encourage charity organizations to contribute to drive.

- Open Defecation Free (ODF) day - behavior change for using toilets and to make village ODF.
- Hand-washing demonstration at anganwadis and during Gram Sabhs
- Hold Swachhta camps and rallies
- Nukkad Natak on Swachh Bharat and create awareness
- Sanitation day in community- organize shramdhan. Involve local NGO's, self help group, youth organization for same
- Awareness on liquid and solid waste and its disposal
- NO plastic drive- drives to collect plastic waste and litter at tourist place, parks, public gathering places, bus stands etc

- Public talk on various topics like sanitation and hygiene, effect of pollution, communicable diseases etc.
- Health lifestyle day
- Vector control day-creating awareness among community.
- Collective action involving whole village for cleaning the selected common area like schools, panchayat bhavan or any other place

For active participation of community, ensure active participation of ASHAs. For same, meeting of ASHS on sanitation and hygiene should be organized at block or PHC level and weeklong activities at village level on sanitation and hygiene should be planned. **ASHA to facilitate the activities in her area in collaboration with VHSNC of village.**

3. Capacity building

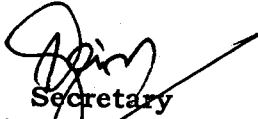
Training of staff including sweeper/MPWS/ASHAs on topics like hand washing, segregation of BMW waste, cleaning of high risk areas in hospitals, disinfection & sterilization methods, spill management, aspeptic techniques

4. IEC Planning:

- Use of social media for highlighting activities undertaken under campaign
- Screening of video/movie show on theme of sanitation & hygiene (eg Toilet ek prem katha, pad man and other such movies and videos)
- Involve eminent personalities at village or influential leaders etc.

On 2nd October, 2018, ensure Gandhi Jayanti is celebrated in the facilities and village level on the theme of "Swachhata hai Swasth Jeevan Ki Buniyad" through activities such as competition for children/poster exhibition on sanitation and hygiene, recognition of volunteers/staff etc. The expenses may be met out of IEC funds/untied grants of facilities and VHSNC funds under NHM.

Also, indicate approximate people participated, Number of ASHAs Participated and Number of MOs participated in the campaign.


Secretary
Medical, Health & FW
Mission Director-NHM

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Date: 26/3/18

Copy to:-

1. PA to Secretary, MH&FW & MD - NHM
2. State Nodal Officer QA & Kayakalp
3. SPM-NHM
4. All Joint Directors
5. All CMHO/ Add. CMHO (F.W./ RCHO for ensuring that SHS is implemented up to anganwadi level..
6. All PMO
7. CO-IT to email all concerned


Project Director
NHM