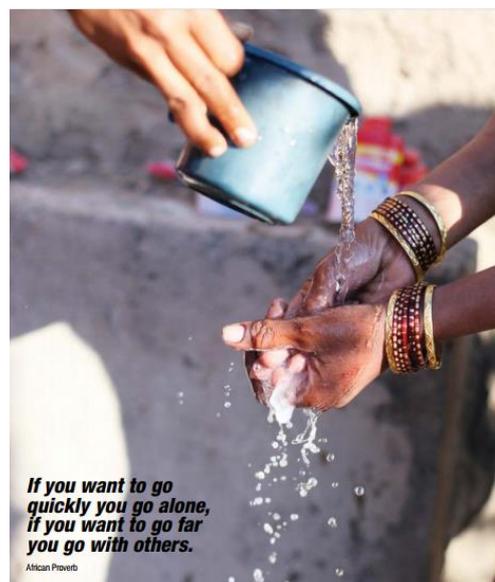


LIFEBUOY HANDWASHING PROGRAMME

• Background

India has the highest number of child deaths from diarrhoea and pneumonia in the world with 6,09,000 children dying each year before their 5th birthday from these diseases. Many of those premature deaths could be prevented with adequate sanitation. No fancy liquid soaps or hand sanitizers are necessary: Washing one's hands for 20 seconds is one of the best preventive measures to prevent the spread of germs that can cause diarrhoea and other illnesses. Handwashing may seem to be a simple part of the daily routine to us, and science shows it can save lives, but many people simply don't do it. Handwashing with soap can reduce diarrhoea diseases by over 40% and respiratory infections by 30%.



Unilever, through its health soap Lifebuoy launched the *'High 5 for handwashing campaign'* to raise awareness of the importance of handwashing with soap in reducing child mortality. Lifebuoy handwashing programme promotes the benefits of handwashing with soap at key times in schools and anganwadis (pre-school centres).

• Location, Date

Bihar and Madhya Pradesh, 2013

• Areas

Rural/ Government Schools & Anganwadis

• Stage/Scale

- India: A successful pilot project last year in Thesgora village resulted in scale-up of 'Help a Child Reach 5' programme in 2014 which led to addition of six more villages from Chhindwara district in Madhya Pradesh under the programme.
- Globally running in over 25 countries

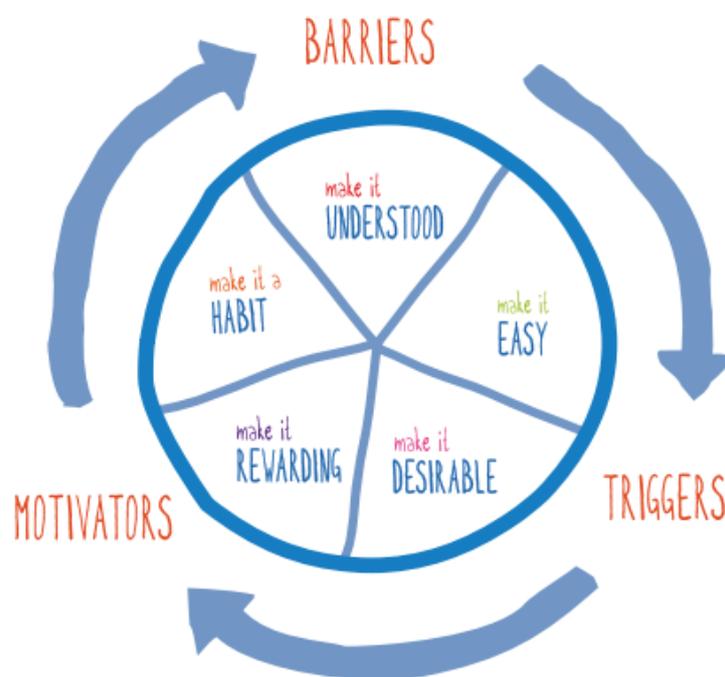
• Objective of the assignment

- To encourage and educate children on the importance and correct method of washing their hands
- To promote the simple habit of handwashing by combining its success with selling consumer products along with public health and behavioural science research

• What was done

Lifebuoy has created an engaging methodology to drive sustained handwashing behaviour change. This methodology is embedded into all Lifebuoy's handwashing programmes, with proven results. As well as driving sustained behaviour change, the programmes ensure that

the practice of handwashing is consistent and rewarding by building social affiliation, recognition and fun into the daily handwashing routine. This has helped them to develop five non-negotiable elements, which are included across all of our programmes and are based on Unilever's five levers of change.



Unilever's five levers for change

Lifebuoy has reached more than 63 million people in India with its Behaviour Change programme, through a combination of comics, songs, games and rewards which encourages children to sustain good hand washing behaviours. The programme reached out to hundreds of new mothers and kids. The Company has also entered into a partnership with Children's Investment Fund Foundation (CIFF) and the Government of Bihar to promote Handwashing Behaviour Change among children in Bihar with the aim to help prevent childhood illnesses and mortality.

In 2014 and 2015, they designed and rolled out training modules to motivate promoters to make handwashing engaging and fun for rural India. Along with other high action standards, a unique geotagging monitoring mechanism has been set up, which adds geographical and time-based information to images. This mobile-based geotagged picture allows the programme to be monitored and improved in real time, and gives the government valuable feedback on their schools.

• Impact

- 65 million people reached with this programme since 2013
- Reduces Diarrhoea from 36% to 5% in Village Thesgora
- A multi-year grant from CIFF is helping to promote handwashing in Bihar State, India. Hindustan Unilever Limited via Bhavishya Alliance Child Nutrition Initiatives is partnering with CIFF to bring handwashing education to 9 million children
- Lifebuoy School of 5 programme is being taken to 46,000 rural schools

- New mothers programme focuses on visiting new mothers at home and at health centres to encourage handwashing with soap

- **Challenges and Issues**

Reaching out to some of the poorest; hard to reach rural areas often proves to be challenge.

- **Innovation**

- This program is unique because it is not just a charitable CSR program that sits aside to the business but clearly draws resources and innovation to make it even bigger, benefitting both businesses and communities.
- Making Lifebuoy Handwashing Behaviour Change Programme, a Schools Programme is a very important element as children develop much of their behaviour during their primary school years, learning from other children, and being heavily influenced by the behaviour of their peers. Children also take well-communicated messages back to their communities from school.

- **Lessons learnt**

- A belief that businesses that put sustainability at the heart of their business model can grow profitably and make a positive contribution to society whilst protecting the planet for future generations

- **Financials**

Not Available

- **Economic sustainability/Revenue Model**

Promoting the simple habit of handwashing by combining its success with selling consumer products along with public health and behavioural science research

- **Implementer Contact Persons**

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- **Sources and References**

- Company Website
- Study submitted by HUL