

Behavioural Change on Hand washing

This behaviour change communication initiative aims to promote hand washing in community in partnership between Government, UNICEF and Hindustan Unilever Ltd. along with its design and execution partner Ogilvy Action.

The project incorporates reworked Lifebuoy Swasthya Chetana Model into Village Planning, Schools in Development, Ujjala, and Deepshika programs of government with facilitation of UNICEF & HUL.

This pilot is being implemented through Government and NGO channels to cover all the blocks of Nandurbar district broadly with specific focus in Navapur Taluka of Nandurbar.

The key expected outcome is to successfully complete the participatory model through the grassroots government systems which would further help in achieving measurable behavioural change amongst the target population.



Master trainers from different programs of UNICEF viz- SID, Ujjala, Village planning, Deepshika etc. being trained by Ogilvy Action on promotion of Handwashing