

15/09/2017

## Circular

### Sub: Awareness on Health and Hygiene

This is bring to your kind notice that our college is organizing Awareness on Health and Hygiene on 18 September 2017 from 9.30 a.m to 4.00 p.m in Thammanayakanahalli Village,Anekal. You are cordially invited and your participation in full strength is expected, for the effective utilisation of the programme.

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Principal

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To all HODs, TPC,Office,TO, Transport



## Awareness on Health and Hygiene

Our college organised "Awareness on Health and Hygiene" In order to improve the health and hygiene of the community, in **Thammanayakanahalli Village, Anekal** on 18/09/2017 and educates the villagers on health problems specific to rural living. A medical camps have already been set up in Thammanayakanahalli Village, benefiting more than 35 inhabitants. These camps are run by qualified doctors and nurses.

These camps are aimed primarily at women and children, the object being to reduce the problems of malnutrition and infant mortality. Children suffering from malnutrition benefit from a nutrition program and receive dietary supplements to suit their needs.

In addition to the medical camps, we conduct awareness campaigns on themes specific to rural life: anaemia, malnutrition, clean and safe drinking water, pre- and postnatal care. Information is also provided on the means of access to the sanitary and hygiene facilities set up by the government, which in turn allow an access to long-term medical care.

In order to promote health and hygiene and raise awareness about good hygiene habits such as washing hands five times a day, using a toilet for defecation and adopting safe drinking water practices, a campaign has been launched recently. Launched by Hindustan Unilever Limited (HUL), the 'Swachh Aadat Swachh Bharat' is in line with the government's Swachh Bharat

Abhiyan.

"Our campaign will influence people by encouraging them to adopt simple healthy habits that can prevent illnesses. Our aim is to change the age-old habits and practices.

"The Swachh Aadat, Swachh Bharat campaign was launched on December 4. Given the scale of challenges that India faces in the areas of water, sanitation and hygiene (WASH), this programme is an effort to help India realise the goals of Clean India Mission by 2019".

In 2012, UNICEF identified India with the highest number of child deaths from diarrhoea and pneumonia globally - with 609,000 children dying each year before their fifth birthday from these diseases. It also recognised that while up to 99 per cent of Indian households have soap - it is predominantly used to wash clothes, dishes and for bathing. Hand washing rates among mothers across India are low and the rates are even lower for children.



The campaign aims to first raise awareness about the necessary behaviour changes to be made through communication like advertising, which in its many forms has the power to reach millions and register simple messages. The campaign also aims to build partnerships and collaborations with peer companies, governments, civil society, academia and citizens to work together. This awareness program covered schools, mothers and various touch points in the local community, to make people aware and also to create champions within schools and the local community as agents of change.

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