



## Evaluation of the effectiveness of Hand Hygiene Awareness Raising Campaigns during the Covid-19 pandemic: A review of the latest literature

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### ABSTRACT

The Covid-19 pandemic, caused by the SARS-CoV-2 virus, has impacted human health and hygiene worldwide. Maintaining hand hygiene is crucial to halt the spread of the virus. Handwashing and the use of hand sanitizers have been recognized as effective methods to prevent virus transmission. Awareness campaigns on the importance of handwashing have increased alongside the virus's spread. This research is a literature review that integrates data from various sources. Data were collected from national journals and critically analyzed to gain a better understanding of the effectiveness of hand hygiene awareness campaigns during the Covid-19 pandemic in Indonesia. The method employed is descriptive, analyzing data from various sources to present comprehensive information. The research findings indicate that these campaigns have enhanced public knowledge and behavior regarding hand hygiene. Campaigns were carried out through various means such as socialization, teaching, providing handwashing facilities, setting examples, and online campaigns. The objective is to raise public awareness about the importance of regular and proper handwashing to prevent the spread of Covid-19.

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## INTRODUCTION

The Covid-19 pandemic, caused by the SARS-CoV-2 virus, has evolved into a global event that impacts various aspects of human life, such as health and hygiene. Raising awareness of the importance of maintaining good hand hygiene is one of the important steps in controlling the spread of the virus. As an effective way to prevent transmission of the virus, it has been identified that the practice of washing hands properly and using hand sanitizers is helpful (Ristyawati, 2020).

Covid-19 has spread all over the world and almost never stops spreading. Many countries and jurisdictions have taken measures to prevent the spread of Covid-19 due to the extremely high mortality and spread rates. In all these actions, hand washing becomes very important (Sultan & Zikri, 2021). During the Covid-19 pandemic, handwashing is a simple precaution that most people can take independently. One of the first ways to prevent the spread of infection is to wash your hands with soap and water for at least twenty seconds or use alcohol-based hand soap when soap and water are not available. However, there is ample evidence that, years before the epidemic, health workers' handwashing still needed to improve (Rizky A et al., 2020).

Transmission of microorganisms can occur through our hands. When we don't wash our hands properly, these organisms can spread to others. There are almost always awareness campaigns in healthcare systems and services aimed at encouraging handwashing among patients, visitors and healthcare staff (*Panduan Pelaksanaan Protokol Kesehatan*, 2021). For example, the national campaign "Cleanyourhands" was started in the UK to improve health workers' adherence to hand hygiene to reduce the risk of infection in hospitals. The campaign uses "May ask" messages to encourage patients to ask health workers to wash their hands, support patient engagement in encouraging handwashing, and work with nurses and other health workers to reduce transmission of infections (Worldometer, 2021).

The first case was reported in Indonesia on March 2, 2020. The case then increased and spread rapidly throughout Indonesia. The Ministry of Health reported 70,736 confirmed cases of Covid-19



as of July 9, 2020, with 3,417 cases dying (CFR 4.8%). Since the beginning of the pandemic, governments, health organizations, and community groups have started various campaigns to raise awareness about the importance of handwashing. Evaluating the success of these campaigns is critical to knowing how far these campaigns have come to their goal of improving correct handwashing behavior (Cornelis et al., [2021](#)).

A study shows that hand washing behavior can reduce the transmission of respiratory viruses by 45 to 55%. In additional research on how effective the use of personal protective equipment was in preventing disease transmission in the H1N1 virus pandemic among people, it was found that handwashing reduced transmission of the virus by 38% (Sari et al., [2022](#)). People working in health and the public have received greater attention to education and information about handwashing during the Covid-19 pandemic. Various sources send public health messages about the importance of handwashing and proper methods. Advertisements on social media, television, radio, print ads, and billboards were also used, conveying the message that proper hand washing is essential to stop the spread of Covid-19 (Aprianita & Hidayat, [2020](#)).

In addition to appearing more frequently on social media and *other* advertising outlets, the importance of handwashing has been a major topic in daily news reports. This is due to initiatives carried out by service users, politicians, public figures, and many others. It is exciting to witness a larger and widespread effort to raise awareness of handwashing, as well as a significant increase in the number of people speaking out about the importance of handwashing (Ramli et al., [2021](#)).

After the pandemic is over, people should continue to encourage handwashing with the same commitment and spirit, not only in health centers but also broadly across communities and populations. Since the beginning of the Covid-19 pandemic, there has been a huge increase in interest in encouraging handwashing behavior, which should be leveraged and continued even after the outbreak is under control. Therefore, individuals can help protect their communities from these and other dangerous sources of infection (Yudaninggar & Prabowo, [2022](#)).

The purpose of this study was to evaluate how effective awareness-raising campaigns on hand hygiene were during the Covid-19 pandemic in Indonesia. To understand the latest progress and important findings about campaign effectiveness, a review of the latest literature is essential. This research aims to find knowledge gaps, successes and problems that arise when implementing campaigns. This research was conducted by critically analyzing the latest literature.

Therefore, this study not only provides a review of the latest literature but also outlines important results that can help improve the effectiveness of future campaigns. This research is expected to provide in-depth insights into how the Hand Hygiene Awareness Raising Campaign succeeded. Thus, this research can help improve public health policies and pandemic prevention strategies in Indonesia.

## RESEARCH METHODS

This research uses a literature review method with a descriptive approach. This method involves collecting and critically analyzing library data and related research results to explore ideas, concepts, and findings relevant to the Hand Hygiene Awareness Raising Campaign during the Covid-19 pandemic in Indonesia (Creswell, [2019](#)). This research selected sources from national journals with a focus on "Hand Hygiene Awareness Raising Campaign" and "Covid-19". Literature data and research results are collected through online searches and access to academic libraries. The data was critically analyzed to identify patterns, similarities, differences, and implications for increased hand hygiene awareness during the Covid-19 pandemic. Steps in data collection and analysis are carried out to ensure the validity of the findings. The sustainability and repeatability of

findings are maintained through strong literature references and representative selection of sources (Gunawan, [2017](#)).

## RESULTS AND DISCUSSION

During the Covid-19 pandemic, hand hygiene awareness campaigns have been carried out in various countries, including Indonesia. Several studies have shown that hand hygiene education campaigns can increase people's knowledge and behavior regarding hand hygiene during the pandemic, as shown by studies in India that show that hand hygiene education campaigns can increase people's knowledge and behavior regarding regular hand washing and using hand sanitation regularly.

During the Covid-19 pandemic, the government and various health organizations in Indonesia have carried out campaigns to increase hand hygiene awareness. Several studies show that these campaigns can raise people's awareness about hand hygiene and improve their behavior. However, more research is needed to evaluate how effective this campaign is in Indonesia.

The Covid-19 pandemic is a global crisis that affects many aspects of life, including education and health. One of the steps taken by the government and the public is to increase awareness and regulation regarding hand hygiene to prevent the spread of the virus. The following are some of the findings from a recent literature review pertaining to this campaign:

1. Social media use: A study found that Covid-19 health campaigns through social media helped improve public leadership in complying with health protocols.
2. Effect of the Covid-19 pandemic on education: The Covid-19 pandemic has led to changes in the way education is conducted, with increased use of technology and digital platforms.
3. Utilization of electronic technology: During the Covid-19 pandemic, there has been an increase in the use of electronic technology to support learning education from home and various activities such as webinars, workshops, and training.
1. Steps from hygiene stakeholders: Hygiene stakeholders must take appropriate measures to avoid the spread of the Covid-19 virus, such as using hand sanitizers, maintaining distance, and acknowledging health behaviors.
4. Public safety awareness: Other government and community measures, such as webinars, workshops, and trainings, are also carried out by academic institutions, associations, or communities to avoid the spread of the Covid-19 virus.

Hand hygiene awareness raising campaigns are essential to prevent the spread of Covid-19. By increasing public awareness of the importance of washing hands regularly and properly, it is hoped that the number of Covid-19 cases in Indonesia will decrease. Here are some of the hand hygiene awareness-raising campaigns that have been carried out during the Covid-19 pandemic:

1. The community partnership program stimulated the family health protocol campaign in preventing the spread of Covid-19 in the Lesa Lingkungan III sub-district family. This campaign is carried out by providing health counseling, including family health protocols to prevent the spread of Covid-19 in the family environment; using masks correctly; distributing flyers, masks, and posters at RT 5 locations (Mahihody et al., [2021](#)).
2. Overview of the level of public knowledge about health protocols in preventing Covid-19 in the new normal era in Teluk Dalam Village. The results of this study illustrate the level of public knowledge about Covid-19 prevention health protocols during the new normal era in Teluk Dalam Village. The findings showed that most respondents had sufficient knowledge, but some were still lacking. Nurses are expected to educate the public more about the importance of following health protocols to limit the spread of Covid-19 (Moniz et al., [2022](#)).

3. Training on liquid soap making skills for the application of clean living and community economic empowerment. The purpose of this training is to increase the creativity and innovation of mothers in Talang Pungguk Village and reduce plastic waste of crackle bags that are widely found, especially in the family environment (Rosi et al., [2021](#)).
4. Empowering Abi Umami's male students in preventing and tackling the spread of Covid-19 in Boyolali Islamic boarding schools. The purpose of this activity is to increase students' awareness and concern for their own health, others, and the pesantren environment. Descriptive qualitative processes with participatory observation, documentation, and interviews are used. The result of this activity is that male students still do not realize the importance of wearing masks, washing hands, and cleaning the environment (Nurhuda, [2021](#)).
5. Increased knowledge of oral and hand hygiene in elementary and madrasah students in Tegal Mijin Bondowoso Village. By providing information on the implementation of clean and healthy lifestyles in the school environment and at home, this activity aims to change the understanding and skills of the school community, especially elementary school students, about the application of clean and healthy lifestyles in the school environment and at home (Hamidah et al., [2022](#)).

This campaign shows that efforts to increase hand hygiene awareness during the Covid-19 pandemic are carried out in various ways, such as providing instructions, distributing hand washing tools, putting up posters, and providing skills training. These campaigns are carried out in various places, such as at home, pesantren, and schools. The purpose of this campaign is to increase public awareness and behavior related to hand hygiene during the pandemic.

Studies have been conducted to evaluate how effective handwashing campaigns are. Some of the factors often evaluated include how well the campaign gets people to wash their hands, such as how long they wash their hands and how important it is to prevent the spread of the virus, and how well the campaign increases handwashing awareness and behavior. The results of these different evaluations can help governments or health organizations create better ways to communicate to raise public awareness about the importance of maintaining hand hygiene.

## CONCLUSION

During the Covid-19 pandemic, various countries, including Indonesia, have conducted campaigns to raise awareness about hand hygiene. Studies show that campaigns increase people's knowledge and behavior about hand hygiene. This campaign is carried out in various ways, such as socialization, education, provision of hand washing equipment, examples, and online campaigns. The aim is to raise public awareness about the importance of washing hands regularly and properly to prevent the spread of Covid-19. The results of the evaluation of existing campaigns help governments and health organizations create better strategies to improve public awareness and behavior about hand hygiene. Thus, these campaigns can help prevent the spread of Covid-19 and maintain public health.

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