

Hygiene Sanitation Campaign for Washing Hands with Soap at SDN Bukit Indah, Lamandau Regency

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ABSTRAK

Handwashing with soap (HWWS) is one of the most effective preventive measures for reducing environmentally transmitted diseases, particularly diarrhea and respiratory infections, which frequently affect primary school-aged children. However, HWWS practices remained low at SDN Bukit Indah, Lamandau District, due to limited facilities, inadequate health education, and the absence of habitual hygiene reinforcement. This community service activity aims to evaluate the effectiveness of the cleanliness and sanitation campaign in improving HWWS (Cleanliness, Health, and Sanitation) behavior among students at SDN Bukit Indah assessed behavioral changes before and after the intervention. The campaign resulted in significant improvements in HWWS behavior across all five observed indicators. Post-intervention data showed a significant increase of 50% across all measured aspects, for instance, the use of soap increased from 30% to 80%. Students demonstrated greater consistency during critical moments and better understanding of the six-step technique. The hygiene and sanitation campaign effectively improved handwashing with soap behavior among students. Hygiene campaigns have proven to be effective in addressing school needs, improving student health, and fostering a culture of cleanliness in the school environment

INTRODUCTION

The improvement of clean and healthy living behavior, particularly the practice of handwashing with soap (HWWS), is a highly important public health issue and continues to receive global attention. In my view, hygienic habits instilled from primary school age play a significant role in preventing the transmission of environmentally based diseases. The World Health Organization (WHO, 2020) reports that HWWS practices can reduce the incidence of diarrhea by up to 40% and respiratory infections by up to 21%, making it one of the most effective and low-cost health interventions. However, field evidence shows that HWWS behavior remains low in many schools in Indonesia, including SDN Bukit Indah, Lamandau Regency.

Initial identification of problems at SDN Bukit Indah indicates that students have not developed the habit of washing their hands at critical moments such as before eating, after using the toilet, and after outdoor activities. Many students still eat without washing their hands, while others use the toilet without rinsing their hands afterward. This low level of hygienic behavior indicates a gap between basic knowledge of cleanliness and actual practices among students. Based on field observations, this issue is not merely an individual problem but reflects the absence of a strong hygiene culture within the school environment.

This issue is further validated by inadequate sanitation facilities. Handwashing facilities at the school are limited in number, some lack consistent availability of soap, and they are not equipped with visual educational media to encourage HWWS practices. This finding aligns with UNICEF (2019), which reported that most primary schools in Indonesia do not yet have complete and easily accessible handwashing facilities for students. This condition reinforces the understanding that the root of the problem lies not only in student behavior but also in the physical school environment, which is not yet optimal in supporting hygiene practices.

The low level of HWWS practice at SDN Bukit Indah also has direct implications for disease risk. The Indonesian Ministry of Health (2022) reported that diarrhea and acute respiratory infections (ARI) are among the most common diseases affecting school-age children, with poor hygiene behavior as one of the risk factors. In my opinion, these findings highlight the urgency of health promotion interventions, as HWWS behavior is not merely a matter of habit but is closely related to students' immunity and overall health. In other words, the situation at SDN Bukit Indah represents a factual and current issue that requires systematic intervention.

A school-based hygiene and sanitation campaign is a relevant strategic solution. This campaign aims not only to increase knowledge but also to build sustainable hygienic attitudes and practices. In my view, interactive and demonstrative educational approaches can foster stronger habit formation. Furthermore, students have great potential to become agents of health change, influencing clean living behaviors within their families and communities. Therefore, this campaign not only impacts students individually but also contributes added value to the broader social environment.

Several academic studies reinforce the urgency of implementing HWWS campaigns in primary schools. Sari and Yuliani (2020) found that demonstration-based HWWS education could improve handwashing practice consistency by up to 76%. Arifin et al. (2021) also showed that visual campaigns supported by adequate HWWS facilities are highly effective in improving students' handwashing behavior.

Lestari and Hadi (2022) emphasized that program sustainability and teacher support are key factors influencing the success of hygienic practices in schools. These scientific findings indicate that a hygiene and sanitation campaign at SDN Bukit Indah has a strong foundation and high relevance as a preventive and promotive measure for children's health.

METHOD

This community service activity was conducted at SDN Bukit Indah on November 24, 2025. It involved 20 fourth-grade students. The program was carried out in three stages:

The first stage was a pre-campaign observation conducted by the homeroom teacher involving 20 fourth-grade students to assess their level of knowledge, the condition of handwashing facilities, and the teacher's readiness to support the campaign.

The second stage involved delivering an HWWS demonstration using audio-visual media, direct practice by students, installation of posters or banners in strategic locations, and ongoing assistance by teachers throughout the campaign period.

The third stage was an evaluation conducted through behavioral observation of the 20 fourth-grade students after the campaign. The post-campaign observation took place on November 29, 2025. The homeroom teacher submitted observation reports, photo documentation, and interview results, which were then compiled into a final activity report.

RESULTS AND DISCUSSION

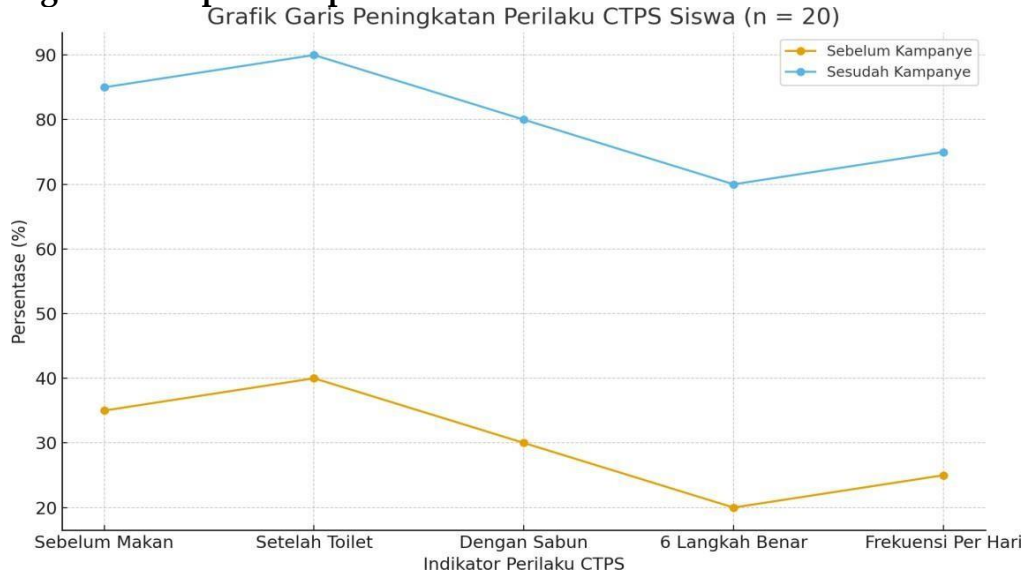
Changes in Students' Handwashing Behavior Before and After the Campaign

The results of observations on 20 students indicate that handwashing behavior at critical moments was still low prior to the implementation of the hygiene and sanitation campaign. After the intervention – consisting of demonstration-based education, poster installation, and teacher assistance – there was a significant improvement across almost all HWWS (Handwashing with Soap) behavioral indicators.

Table 1. Handwashing Behavior Before and After the Hygiene and Sanitation Campaign (n = 20)

HWWS Indicators	Before Campaign	After Campaign	Improvement
Washing hands before eating	35%	85%	50%
Washing hands after using the toilet	40%	90%	50%
Using soap when washing hands	30%	80%	50%
Performing the 6 correct steps of HWWS	20%	70%	50%
Frequency of HWWS per day	25%	75%	50%

Figure 1. Graph of Improvement in Students' HWWS Behavior



The bar graph shows an increase in handwashing with soap (HWWS) behavior from 20–40% to 70–90% after the intervention. Overall, the results indicate that the hygiene and sanitation campaign had a positive impact on improving students' handwashing with soap behavior across all measured aspects.

Figure 2. Handwashing with soap campaign among students



The handwashing with soap (HWWS) campaign at SDN Bukit Indah, Lamandau Regency, was conducted on November 24, 2025, as part of an intervention effort to improve hygiene and sanitation behavior among students in the school environment. Prior to the campaign, baseline data on students' HWWS habits were collected through initial observations conducted from November 17 to November 22, 2025. These observations aimed to analyze students' behavior in practicing handwashing at critical moments, such as before eating and after using the toilet, as well as to identify factors contributing to the low frequency and quality of HWWS practices at the school.

Following the campaign, further observations were carried out from November 24 to November 29, 2025, to evaluate the direct impact of the intervention on students' behavior. These observations enabled the author to measure changes in students' handwashing habits and to understand how school policies and facilities support or hinder the adoption of proper hygiene practices. The results of the post-campaign observations are expected to provide a clear picture of the campaign's effectiveness in improving students' awareness and hygienic behavior, as well as to serve as a basis for better sanitation-related policies within the school environment.

DISCUSSION

Effectiveness of the Campaign in Improving HWWS Behavior

The 50% improvement across all HWWS indicators demonstrates that the hygiene and sanitation campaign was effective in changing students' behavior. This finding is consistent with Sari & Yuliani (2020), who found that demonstration-based education significantly increases students' HWWS frequency. In this campaign, students required visual learning and hands-on practice, and a similar pattern was observed among students at SDN Bukit Indah, where the WHO's six-step handwashing demonstration helped them better understand the procedure.

This community service activity also supports the findings of Arifin et al. (2021), which highlight that visual campaigns such as posters and banners are effective in improving students' compliance with HWWS practices. After posters were installed in front of the canteen and near the toilets, students found it easier to recall the handwashing steps. The main similarity between this activity and Arifin's study lies in the role of visual media as behavioral reminders. However, unlike Arifin's study, which utilized digital media, the campaign at SDN Bukit Indah relied more on posters and direct demonstrations due to limited resources.

The Role of Teachers in Habit Formation

The improvement in HWWS behavior was also influenced by teacher assistance. Lestari & Hadi (2022) emphasize that the sustainability of hygienic behavior largely depends on teachers as role models. In this campaign, teachers actively reminded students to wash their hands before eating and after using the toilet. This differs from some previous campaigns that only measured the impact of education without continuous guidance. Teacher involvement at SDN Bukit Indah proved to be a key factor in the success of the intervention.

Field Findings and Their Relation to Previous Studies

Field findings revealed that students were initially not accustomed to practicing HWWS due to limited facilities, inconsistent availability of soap, and the absence of reminder media within the school environment. These findings are consistent with UNICEF (2019), which reported that inadequate HWWS facilities are one of the main causes of poor hygiene behavior among school children in Indonesia. The similarity between the conditions at SDN Bukit Indah and the report indicates that the HWWS campaign addresses not only individual student behavior but also structural issues within the school.

However, unlike international findings such as Jain et al. (2020), which emphasize the need for automated HWWS facilities and digital programs, the implementation at SDN Bukit Indah remains simple and manual. Nevertheless, the results still show significant behavioral improvement, indicating that even simple campaigns can be highly effective if implemented systematically and supported by teacher involvement.

Critical Analysis of the Literature

A review of the literature shows that most studies emphasize the importance of adequate facilities (UNICEF, 2019), demonstrative education (Sari & Yuliani, 2020), visual media (Arifin et al., 2021), and the role of teachers in sustainability (Lestari & Hadi, 2022). The campaign at SDN Bukit Indah integrates all these elements, resulting in significant behavioral change. The strength of this study compared to previous campaigns lies in the integration of multiple approaches on a small scale with substantial impact. The shortcomings of earlier campaigns that did not emphasize the role of teachers were addressed in this intervention.

Implications of the Findings

These results indicate that hygiene and sanitation campaigns should be implemented continuously and comprehensively. Interventions that combine education, demonstration, visual media, simple facilities, and teacher involvement have proven effective in improving students' HWWS behavior. Therefore, other schools can adopt this model as a preventive strategy to reduce the risk of environment-based diseases.

CONCLUSION

The results of the hygiene and sanitation campaign demonstrate a very high level of achievement. Based on observations of 20 students, there was a 50% improvement in handwashing behavior across all key indicators, including washing hands before eating, after using the toilet, the use of soap, following the six HWWS steps, and daily handwashing frequency. This indicates that the intervention methods—demonstration, visual media, teacher assistance, and improvement of sanitation facilities—were appropriate and aligned with the school's needs.

This community service program shows significant positive impacts, both on students' habits and on increasing teachers' awareness of the importance of school health promotion. More broadly, this activity contributes to creating a healthier learning environment, preventing environment-based diseases, and supporting improvements in students' health.

From a literature review perspective, these findings are consistent with previous community service studies, which show that demonstration-based HWWS campaigns, teacher assistance, and visual reinforcement are highly effective in improving hygienic behavior among children. Thus, the campaign at SDN Bukit Indah is not only practically effective but also theoretically sound and supported by scientific evidence.

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