



**GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI  
DIRECTORATE OF EDUCATION: SCHOOL BRANCH (HEALTH)  
OLD SECRETARIAT: DELHI - 110054**

No. DE.23 (386)/SchBr/SHP/2024/48-52

Dated: 26.06.24

**CIRCULAR**

**Sub: Implementation of Stop Diarrhoea Campaign.**

Childhood diarrhoeal disease continues to be a major killer among children. Prevention is the key to diarrhoea management. Main activities for prevention include access to safe drinking water, improved sanitation, hand washing with soap & water, adequate nutrition, good personal and food hygiene and health education about infection prevention. In addition, early treatment with ORS & Zinc plays a critical role early recovery and avoiding deaths through preventive measures.

The Ministry of Health and Family Welfare has renamed Diarrhoea Campaign as "**STOP Diarrhoea Campaign**" with the slogan for the year 2024.

**"Diarrhoea ki Roktham, Safai aur ORS se rakhen apna dhyaan"**

**"डायरिया की रोकथाम, सफाई और ओआरएस से रखें अपना ध्यान"**

Under this campaign, the activities would be carried over a period of two months vide a phase-wise approach.

The Week Wise Activities Charter for all Govt./Govt. Aided/Private Unaided Recognized Schools is as under: -

**Preparatory Phase: 14<sup>th</sup> June - 30<sup>th</sup> June 2024**

1. Ensure cleaning of water tanks for prevention of diarrhea.
2. Develop plan for school based activities (quiz/drawing competition) and health education sessions.

**Week 1 and 2 (1<sup>st</sup> July - 14<sup>th</sup> July 2024)**

1. Participation at launch event at State/District/Block level on Diarrhoea Management.
2. Drive to assess the availability of clean and functional toilets at Schools.
3. Drive to assess the availability of functional water storage tanks.

**Week 3 to Week 6 (15<sup>th</sup> July - 16<sup>th</sup> August 2024)**

1. Organize poster-making/ Essay/ Quiz competitions on Hand washing, Tree plantation, Save water, clean water, Diarrhoea Management etc.
2. Organize Tree Plantation Drive (Green Earth Healthy Life) at School level.

3. Train Health and Wellness Ambassadors in Schools on diarrhoea prevention and management and promotion of good hygiene practices.
4. Invite a local healthcare professional (Community Health Officers, Staff Nurses, and ANMs) to speak on Diarrhoea Management, Hand Washing during Morning Assembly in the school.
5. Organize "बालस्वास्थ्यसंवाद" during Monthly Parent Teacher Meeting (PTM) with focus on Healthy Diet, Safe & clean drinking water, use of toilets, handwashing etc.
6. Display posters in school corridors highlighting handwashing and sanitation.
7. Conduct role-playing activities and skits at schools to demonstrate proper handwashing techniques and encourage school children to adopt hygienic practices.
8. Launch a school-wide "Hygiene Heroes" program, where students pledge to maintain good hygiene practices.


**Week 7 to Week 8 (17<sup>th</sup> August – 31<sup>th</sup> August 2024)**

1. Facilitate peer-to-peer learning sessions where older students mentor younger peers on proper handwashing techniques and sanitation practices.
2. Visit to nearby Ayushman Aarogya Mandir (AAM) – Health and Wellness Centre for health screening.
3. Conduct workshops on nutrition and healthy eating habits, emphasizing the role of proper nutrition in preventing diarrheal diseases.
4. Award ceremony for Students on Independence Day – Best Poster, Best Slogan, Quiz competition etc.

All DDEs (Districts/Zones) are requested to monitor and ensure the compliance of the same and send week wise compliance to [healthschoolbranch@gmail.com](mailto:healthschoolbranch@gmail.com)

This issues with the prior approval of Competent Authority.

**Encl: As above**

  
**Dr. Anita Vats**  
**DDE (School)**

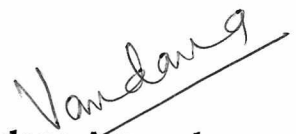
**All Heads of Govt./Govt. Aided/Private Unaided Recognized Schools under DoE through DEL-E.**

**No. DE.23 (386)/Sch.Br./SHP`2024/48-52**

**Dated: 26.06.24**

Copy to:-

1. PA to Director (Education).
2. PA to Addl. DE (Schools).
3. All RDEs, DDEs (District/Zone) to ensure compliance.
4. System Analyst (MIS) for uploading on MIS.
5. Guard file.

  
**Vandana Agrawal**  
**OSD (Health)**

**Apurva Chandra**

Secretary (HFW)

**Vini Mahajan**

Secretary (DW&amp;S)

**Sanjay Kumar**

Secretary (SE&amp;L)



सत्यमेव जयते

**Anil Malik**

Secretary (WCD)

**Shailesh Kumar Singh**

Secretary (RD)

**Anurag Jain**

Secretary (H&amp;UA)

D.O. No. Z-28020/41/2018-CHDated 12<sup>th</sup> June, 2024**Dear Colleague,**

Diarrhoea remains a significant public health concern in the country especially for the vulnerable population and Under-5 children. According to the Sample Registration System (2017-19) of Registrar General of India, diarrhoeal diseases remain one of the leading causes of morbidity and mortality in India, contributing to 5.8% of all deaths among children under five years of age.

2) Prevention is the key to diarrhoea management. Main activities for prevention include access to safe drinking water, improved sanitation, hand washing with soap & water, adequate nutrition including exclusive breastfeeding & optimal complementary feeding, good personal and food hygiene, health education about infection prevention and importance of vaccination. In addition, early treatment with ORS & Zinc plays a critical role in early recovery and avoiding deaths through preventive measures.

3) In this context, collaborated efforts are required among various line Ministries and Departments to deal with the multifaceted challenges associated with the same. There is a strong need for intersectoral convergence in the implementation of diarrhoea management activities in States/UTs to ensure a comprehensive approach for diarrhoea prevention, treatment and management. By leveraging the expertise and resources of each Department, we can achieve greater impact and better outcome in reducing the burden of childhood diarrhoeal diseases.

4) The Ministry of Health and Family Welfare has renamed Diarrhoea Campaign as **"STOP Diarrhoea Campaign"** with the slogan for the year 2024:

**"Diarrhoea ki Roktham, Safai aur ORS se rakhen apna dhyaan"**

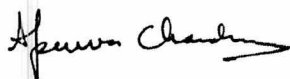
**"डायरिया की रोकथाम, सफाई और ओआरएस से रखें अपना ध्यान"**

a) Under this campaign, the activities would be carried over a period of two months vide a phase-wise approach with focus on co-packaging of ORS & Zinc with intensified Information, use of clean drinking water, Education and Communication (IEC)/Social Behaviour Change Communication (SBCC) campaign in collaboration with all stakeholders.

-2:-

- b) We encourage States/UTs to establish mechanisms for intersectoral coordination and collaboration at the State and District levels during the **preparatory phase from 14<sup>th</sup> June to 30<sup>th</sup> June** before the peak incidence of diarrhoea to ensure seamless implementation of diarrhoea management activities. This may involve programme implementation plan, development of communication strategy (IEC, SBCC etc.), monitoring and review mechanism, formation of interdepartmental task forces and capacity building activities (Annexure I).
- c) We urge you to prioritize actions in your respective States/UTs during the **campaign period (1<sup>st</sup> July - 31<sup>st</sup> August, 2024)** covering the peak season for diarrhoea as per the detailed roadmap enlisting week-wise activities covering aspects of PPT - Protect, Prevent and Treat Strategy. These activities will be carried out in health facilities, community, schools and Anganwadi Centres by respective functionaries in coordination to have maximum impact and coverage till the last mile (Annexure II).
- 5) Together, let us intensify our efforts to combat diarrhoeal diseases and improve the health and well-being of our children. We look forward to your active participation and support in this endeavour.

Yours sincerely,


**(Apurva Chandra)**

Secretary

Department of Health &  
Family Welfare

**(Vini Mahajan)**

Secretary

Department of Drinking  
Water & Sanitation

**(Sanjay Kumar)**

Secretary

Department of School  
Education & Literacy

**(Anil Malik)**

Secretary

Ministry of Women and  
Child Development

**(Shailesh Kumar Singh)**

Secretary

Ministry of Rural  
Development

**(Anurag Jain)**

Secretary

Ministry of Housing &  
Urban Affairs**To : Chief Secretary (All States/UTs)**

**Copy to:**

1. Secretary (H&FW) / Commissioner (H&FW) / Principal Secretary (H&FW) /  
Principal Secretary (Medical Education) - All States and UTs
2. Secretary (WCD) - All States and UTs
3. Secretary (Education) - All States and UTs
4. Secretary (Urban Development) - All States and UTs
5. Secretary (Rural Development) - All States and UTs
6. Secretary (Jal Jeevan Mission) - All States and UTs

## Annexure I

Week Wise Activities Charter for Participating Ministries

<b>Preparatory Phase: 14<sup>th</sup> June – 30<sup>th</sup> June 2024</b>
<b>Health and Family Welfare</b>
<ol style="list-style-type: none"> <li>1. Establishment of Intersectoral Task Force under Department of Health and Family Welfare</li> <li>2. Ensure healthcare facilities are stocked with essential supplies such as ORS, zinc tablets, and IV fluids</li> <li>3. Line listing of Under 5 children at the level of “Ayushman Aarogya Mandir Health and Wellness Centre”</li> <li>4. Development of micro-plan (activity wise), communication strategy (IEC, SBCC etc) and monitoring mechanism</li> <li>5. Capacity building of all stakeholders on STOP Diarrhoea Campaign activities</li> </ol>
<b>Women and Child Development</b>
<ol style="list-style-type: none"> <li>1. Conduct Sensitization workshop for District and Block officials on Diarrhoea Management (physical/ virtual mode)</li> <li>2. List out the Under 5 children (enrolled at Anganwadi Centres) affected with diarrhoea during last 3-4 months</li> <li>3. Coordination with health department for ORS and Zinc stock for ORT corner at Anganwadi Centre</li> </ol>
<b>Drinking Water and Sanitation</b>
<ol style="list-style-type: none"> <li>1. Drive to assess the availability of clean and functional toilets at Anganwadi Centres, Schools, health care facilities and in community toilets</li> <li>2. Development of plan to assess water testing and ensuring availability of 24x7 water facility at Anganwadi Centres, Schools, health care facilities and in community toilets</li> </ol>
<b>Urban Development</b>
<ol style="list-style-type: none"> <li><b>1. Special cleanliness drive</b> – Plan and conduct special cleanliness drives to prevent open garbage dumping, clearing of garbage vulnerable points, elimination of stagnant water and drains, drain desilting, special focus on market places, food vending zones, urban slums/informal settlements etc. Plan for intensive drives under Swachh Bharat Mission.</li> <li><b>2. Collection and transportation of waste-</b> Plan for seamless collection and transportation of waste on a daily basis to waste processing plants. Special planning to be done to manage the facilities in the event of high rainfall.</li> <li><b>3. Regular cleaning of all community and public toilets</b> – planning and conducting meticulous drives of cleaning and maintenance of public and community toilets especially in high-risk zones in urban slums and informal settlements. Focus to be given to availability of water and handwashing facilities.</li> </ol>



**4. Focus on children-** Plan and ensuring for ensuring clean and functional toilets along with safe drinking water in all Anganwadi Centres, schools, residential and sports hostels. Any required repair & maintenance must be done urgently.

**5. Adequate sampling of water quality-**Development of plan for collection of adequate sampling for water quality testing

**6. Supply of safe drinking water and maintenance of water works-** Planning for uninterrupted supply of clean water in all cities, required repair and maintenance of water works, cleaning and maintenance of overhead water tanks and related infrastructure, proper functioning of STPs for water recycling etc. in convergence with AMRUT.

**7. Rapid assessments to identify high-risk areas- Arrangements are to be put in place** for diarrhoea outbreaks, other water-borne, vector-borne diseases and prioritize interventions.

**8. Planning for IEC and door to door mobilization-** This may be done in collaboration with other stakeholders for handwashing, non-littering, cleanliness, etc. with adequate publicity to emergency numbers.

**9. Protect Prevent Treat (PPT) Strategy-** Using the preparatory phase from 14<sup>th</sup> June to 30<sup>th</sup> June to galvanize all resources to intensify cleanliness drives and maintain all activities from 1<sup>st</sup> July to 31 August on the principles of PPT-Protect, Prevent and Treat Strategy for diarrhoea prevention as well as vector borne disease control.

**10. Coordination and Monitoring-** Integrate these activities with the existing systems of inter-departmental coordination for pre-monsoon preparedness and disease management during monsoon. Close coordination, regular monitoring, levy of penalties wherever necessary and immediate corrective action to be carried out.

#### **Rural Development**

1. Participate in planning and coordination meetings organized by Department of Health
2. Identify high risk pockets/ areas with diarrhoea outbreak in last 1 year based on data from Department of Health
3. Issue communication to Districts and organize orientation meeting on STOP Diarrhoea Campaign 2024

#### **Education**

1. Ensure cleaning of water tanks for prevention of diarrhoea
2. Develop plan for school based activities (quiz/ drawing competition) and health education sessions

## Annexure II

<b>Week 1 and 2 (1 July - 14 July 2024)</b>
<b>Health and Family Welfare</b>
<ol style="list-style-type: none"> <li>1. Launch of Diarrhoea Campaign by Chief Minister/ Health Minister of Respective State/ UT</li> <li>2. Implementation of Micro-plan (activity wise), communication strategy (IEC, SBCC etc) and monitoring mechanism</li> <li>3. Conduct Sensitization Workshop (physical/ virtual mode)</li> <li>4. Raise Awareness through involvement of Media (Newspaper, Social Media, TV/ Radio Channels)</li> <li>5. Establishment of ORS/ Zinc Corner at all Facility level</li> <li>6. Door to door campaign for distribution of co-packaging of ORS and Zinc by ASHAs as a pre-positioning</li> <li>7. Outdoor IEC (Bus Hoardings, Road panels etc.) campaign</li> <li>8. At least two sessions in a day on hand washing and ORS preparation at each facility</li> <li>9. Establish partnerships with mobile network operators to disseminate campaign messages via SMS alerts and interactive voice response systems</li> </ol>
<b>Women and Child Development</b>
<ol style="list-style-type: none"> <li>1. Participation at launch event at State/ District/ Block level on Diarrhoea Management</li> <li>2. Organize specialized training sessions for Anganwadi workers on conducting growth monitoring and nutritional assessments to identify children at risk of malnutrition due to diarrhea</li> <li>3. Establish ORS/ Zinc Corner at Anganwadi with the support of Health Department</li> </ol>
<b>Drinking Water and Sanitation</b>
<ol style="list-style-type: none"> <li>1. Participation at launch event at State/ District/ Block level on Diarrhoea Management</li> <li>2. Arrange for water quality testing in the Anganwadi, School, health care facilities and Community Centres established at village level</li> <li>3. Trains local communities, organizations, and government officials on water management, sanitation, and hygiene promotion</li> </ol>
<b>Urban Development</b>
<ol style="list-style-type: none"> <li>1. <b>Launch event-</b> Participation at launch event at State/ District/ Block level on Diarrhoea Management</li> <li>2. <b>Cleanliness drives-</b> Conduct cleanliness drives to ensure visibly higher order of cleanliness in all parts of the city especially the garbage vulnerable areas.</li> <li>3. <b>Continued Action-</b> Continue action all points listed in the preparatory phase.</li> <li>4. <b>Training-</b> Train local communities, organizations, and government officials on water management, sanitation, and hygiene promotion.</li> <li>5. <b>Sanitation Workers-</b> Take special steps for awareness, care and facilities of all sanitation workers.</li> </ol>



**6. Hygiene and sanitation awareness-** Partner with local NGOs, community groups, and private sector organizations to reinforce hygiene and sanitation messages

**Rural Development**

1. Participation at launch event at State/ District/ Block level on Diarrhoea Management
2. Conduct discussions in Cluster Level Federation/Village Organization/Self Help Group meetings with a view to create awareness on:
  - ↓ Importance of keeping surroundings clean
  - ↓ Usage of toilet
  - ↓ Handwashing
  - ↓ Tree plantation
  - ↓ Use of safe drinking water

**Education**

1. Participation at launch event at State/ District/ Block level on Diarrhoea Management
2. Drive to assess the availability of clean and functional toilets at Schools
3. Drive to assess the availability of functional water storage tanks

**Week 3 to Week 6 (15 July – 16 August 2024)**

**Health and Family Welfare**

1. आरोग्य संवाद: दस्त निवारण के समागम at each village
2. At least two sessions in a day on hand washing and ORS preparation at each facility
3. Mobilize faith-based organizations to incorporate diarrhea prevention messages into religious gatherings and ceremonies
4. Door to door campaign for distribution of ORS and Zinc by ASHAs as a pre-positioning
5. Assess healthcare facilities in terms of safe drinking water and clean toilets "Neat and Clean Drive at Public Health Facilities"
6. Conduct role-playing exercises and simulations to practice case management scenarios for Community Health Officers (CHOs), Staff Nurses and ANMs at facility based on Integrated Management of Neonatal and Childhood Illness (IMNCI) guidelines released by Ministry
7. Line listing of drop-out/ missed out children for immunization and ensure immunization
8. Educating families at OPD wards, Nutrition Rehabilitation Centres on the symptoms of diarrhoea, the need for prompt reporting to nearby health facility/ ASHA and preventive measures
9. Launch a virtual series of workshops on proper handwashing techniques, safe water storage, and sanitation practices
10. Deploy special teams to underserved areas to provide access to diarrhea treatment and preventive services
11. Establish referral mechanisms between Anganwadi centers and nearby health facilities for children with severe diarrhea symptoms or complications
12. Mid Campaign review at all level (Block/District/State)

**Women and Child Development**

1. Host community meetings with pregnant women and lactating mothers at Anganwadi centers to discuss common misconceptions about diarrhea and address questions or concerns raised by caregivers
2. Organize hands-on workshops for caregivers on preparing and administering ORS at home, emphasizing the importance of early intervention in managing diarrhea
3. Partner with nearby Ayushman Aarogya Mandir (AAM) - Health and Wellness Centre and local community organizations to organize community-wide events, such as health fairs or Morning Walk (*Prabhat Pheri*) to promote of early detection of diarrhea
4. Support in role-playing activities and skits at community level to demonstrate proper handwashing techniques and encourage to adopt hygienic practices
5. Integrate diarrhea management education into daily activities at Anganwadi centers, such as storytelling sessions and interactive games for children

6. Establish a system for reporting diarrhea cases among children attending Anganwadi centers for tracking treatment compliance and follow-up care through health facility

#### **Drinking Water and Sanitation**

1. Establish and strengthen VWSCs to manage local water resources and sanitation facilities, ensuring community involvement in maintaining hygiene standards
2. Launch public awareness campaigns on the importance of water hygiene and its impact
3. Scale up the Swachh Bharat Mission (Grameen) to achieve and sustain fecal sludge management in rural area
4. Drive to provide functional household tap connections to rural institutions

#### **Urban Development**

1. **Community involvement-** Strengthen Ward level Committees, RWAs, Bulk Waste Generators (BWGs) to manage local water resources and sanitation facilities, ensuring community involvement in maintaining hygiene standards.
2. **Public awareness campaign-** Launch public awareness campaigns on the importance of sanitation, water hygiene and its impact especially in urban slums.
3. **Continued Action-** Continue with implementation of all activities listed in the preparatory phase.

#### **Rural Development**

1. Conduct demonstration on proper handwashing with soap and water
2. Conduct cooking demonstrations sessions with the support of Self Help Groups and ASHA to support in nutrition counseling focusing on diarrhea-friendly diets for children
3. Develop emergency response plan with the support of ASHA, for managing diarrheal disease outbreaks during natural disasters, such as floods or droughts

#### **Education**

1. Organize poster-making/ Essay/ Quiz competitions on Hand washing, Tree plantation, Save water, clean water, Diarrhoea Management etc
2. Organize Tree Plantation Drive (**Green Earth - Healthy Life**) at School level
3. Train Health and Wellness Ambassadors in Schools on diarrhoea prevention and management and promotion of good hygiene practices
4. Invite a local healthcare professional (Community Health Officers, Staff Nurses, and ANMs) to speak on Diarrhoea Management, Hand Washing during Morning Assembly in the school
5. Organize "**बालस्वास्थ्यसंवाद**" during Monthly Parent Teacher Meeting (PTM) with focus on Healthy Diet, Safe & clean drinking water, use of toilets, handwashing etc
6. Display posters in school corridors highlighting handwashing and sanitation
7. Conduct role-playing activities and skits at schools to demonstrate proper handwashing techniques and encourage school children to adopt hygienic practices
8. Launch a school-wide "Hygiene Heroes" program, where students pledge to maintain good hygiene practices

**Week 7 and 8 (17 August – 31 August 2024)**

**Health and Family Welfare**

1. A virtual series of workshops on proper handwashing techniques, safe water storage, and sanitation practices
2. Deploy special teams to underserved areas to provide access to diarrhea treatment and preventive services
3. Line listing and follow-up of diarrhoeal Under 5 Children
4. Develop a sustainability plan to ensure ongoing diarrhea management efforts beyond the campaign period
5. Collect data on campaign reach, impact, and behavior change through surveys, interviews, and health facility records
6. Documentation of success stories / innovative practices on Diarrhoea Management
7. Demonstrate breast milk expression techniques using manual or electric breast pumps at post-natal wards
8. Collection and analyze campaign data to identify areas for improvement and develop recommendations for future diarrhea management campaign

**Women and Child Development**

1. Conduct home visits for follow-up care and monitoring of children recovering from diarrhea episodes
2. Organize cooking demonstrations showcasing nutritious meals for breastfeeding mothers
3. Provide the guidance to lactating mothers on the importance of hydration, balanced diet and adequate calorie intake
4. Organize peer support groups meeting where mothers can share successes and challenges related to breastfeeding
5. Provide information on introducing complementary foods along with continuing breastfeeding after 6 months
6. Conduct regular monitoring visits and field inspections to assess the coverage of campaign interventions

**Drinking Water and Sanitation**

1. Engage with local communities/ NGOs to empower them with knowledge and skills for maintaining clean water sources and practicing safe sanitation behaviors
2. Promote rainwater harvesting techniques such as rooftop rainwater harvesting systems and water storage tanks
3. Conduct assessments of water supply infrastructure in rural areas to identify leaking pipes that need repair or replacement
4. Facilitate village walks with Panchayat Members, to raise awareness about the health risks associated with open defecation and motivate communities to construct and use household toilets

**Urban Development**

- 1. **Community engagement and education-** Engage with local communities/ NGOs to empower them with knowledge and skills for maintaining clean water sources and practicing safe sanitation behavior specially in urban slums
- 2. **Rainwater harvesting-** Promote rainwater harvesting techniques such as rooftop rainwater harvesting systems and water storage tanks.
- 3. **Post-Monsoon maintenance planning-** Plan for any post monsoon maintenance works required for waste and sanitation including the solid waste management infrastructure.
- 4. **Integration-** Integrate with social behavior change campaign of Swachh Bharat Mission to ensure use of toilets for safe sanitation, waste segregation and non-littering for clean surroundings, hand washing for self-hygiene, etc.

**Rural Development**

- 1. Promote community to maintain cleanliness and adopt sanitation practices through community based events to promote environmental cleanliness
- 2. Tree Plantation Drive (Green Earth - Healthy Life) at Village level with the support of local NGOs and Department of Horticulture.
- 3. Mobilize members to participate in community-driven initiatives to build and maintain household toilets, handwashing stations, and solid waste management systems taken by the concerned departments
- 4. Promote experience sharing on WASH practices adopted by the members and other lessons on WASH in the Cluster Level Federation/Village Organization/Self-Help Group Meetings.

**Education**

- 1. Facilitate peer-to-peer learning sessions where older students mentor younger peers on proper handwashing techniques and sanitation practices
- 2. Visit to nearby Ayushman Aarogya Mandir (AAM) - Health and Wellness Centre for health screening
- 3. Conduct workshops on nutrition and healthy eating habits, emphasizing the role of proper nutrition in preventing diarrheal diseases
- 4. Award ceremony for Students on Independence Day – Best Poster, Best Slogan, Quiz competition etc

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