

PROJECT PROPOSAL
“HELP PROTECT YOUR FAMILY AGAINST SARS” CAMPAIGN
(NATIONAL PATRIOTIC HEALTH CAMPAIGN COMMITTEE OFFICE -NPHCCO/UNICEF)

Project background

1. SARS appears to have originated in Guangdong, China, and has since spread to Beijing and other parts of the country. By June 1, there were a total of 5,328 cases in China, of which 332 had died. Beijing, Guangdong, Shanxi, Inner Mongolia, Tianjin and Hebei appear to be the worst affected areas with a total 5,156, or 96.8% of the national total, with their 313 deaths corresponding to 94.3% of the nationwide total.
2. In the rural areas of the affected provinces, migrant workers returning from cities threaten to bring the epidemic with them. The risks are greater in these areas due to the poor medical infrastructure, the lack of technical resources, the undeveloped disease monitoring system, the lack of disease prevention knowledge among farmers, as well as their lack of awareness of disease prevention measures.
3. SARS appears to be transmitted by droplets through close contact with SARS patients and may also be transmitted through foot-mouth contact. Individuals can protect themselves by washing hands properly, maintaining well-ventilated interiors, strengthening their immune systems, stopping spitting, avoiding large gatherings and by sound environmental management and disinfection.
4. The rural areas of these severely affected provinces are to conduct a stop spitting and hand washing campaign, giving a symbolic piece of soap to families in combination with communication and social mobilization, teaching farmers the correct way of washing hands, which is most effective measure against the epidemic in the rural areas.

B. Project Objectives

1. Carry out a SARS prevention campaign with a focus on personal hygiene education activities, to publicize and ensure the awareness of general disease prevention knowledge, especially measures for preventing the spread of SARS among rural farmers.
2. Farmers are to be taught how to wash their hands properly and the importance of this behaviour in preventing SARS and other hygiene-related diseases. The soap bars and communication cards or stickers will show the farmers the correct behaviors with which to resist the spread of SARS.
3. The print media will publicize the campaign, thereby reinforcing good hygiene and sanitation behavioural practices,
4. Carry out supervision, surveillance and evaluation of the results.

C. Project Content

1. UNICEF will mobilize funds to purchase one million pieces of medicated soap, to pay for the necessary delivery cost and communication material production cost.
2. NPHCCO and UNICEF are to jointly prepare the project implementation plan. NPHCCO will be responsible for the implementation of the project including the distribution of the plan, designation of the areas for the soap distribution and teaching proper hand washing using soap and running water, ultimately measuring the effectiveness of the campaign in the prevention of SARS epidemic.
3. The soap carton will carry NPHCCO, and UNICEF (and sponsor's) names, and correct hand washing procedures and measures for SARS prevention. Any agreed posters available for SARS prevention can also be distributed to families with soap bars via PHCCO at provincial, prefecture, county and village levels.
4. Patriotic Health Campaign Committee Offices at the grass roots levels will be responsible for the

distribution of the soap, the communication card, and the follow up monitoring and the usage of soap, and report any problems found during implementation.

5. Evaluation of the effect of the project, summarizing the experience, coordination related to press, media establishments for the publicity of the campaign and for possible extension of the campaign to other parts of the country will be done by NPHCCO.
6. NPHCCO will allocate financial support to the 6 project provinces for project management, monitoring and evaluation.

D. Project Period: The campaign will take place from May to July, 2003.

E. Project Coverage/Beneficiaries:

The campaign will be targeted at one million rural families in six worst affected SARS provinces of Beijing, Guangdong, Shanxi, Inner Mongolia, Tianjin, and Hebei.

F. Project Implementation Agency:

NPHCCO, PHCCOs at all levels of the 6 provinces, township and village health workers

G. Expected results and follow-up

This campaign will help prevent SARS from spreading to the rural areas of project provinces. The hygiene education component is also aimed at achieving more lasting impact of inculcating hygienic practices in the rural communities using SARS as launching pad. The campaign will be monitored and the results will also be evaluated by PHCCO at provincial, prefecture, county and township levels. Based on the result of the evaluation, appropriate follow-up activities will be recommended to NPHCCO.