

STUDY ON BEHAVIOURAL CHANGE AND AWARENESS OF PEOPLE ON HYGIENE POST COVID

Himanshu Pandey

MGM institute of Management and Research Aurangabad, Maharashtra, India

himanshupandeyhp9014645@gmail.com

ABSTRACT

Covid-19 was an uncertain situation in the world there was a drastic change in all the Sectors of the world. As COVID-19 Is a disease which can get transmitted very easily utmost care of hygiene such as hand-Wash, sanitization, usage of mask regularly and a proper distance was recommended by the doctors.

This research carried out put more emphasis on people's behaviour on hygiene post covid how is there behaving pattern towards sanitization, hand wash few people are ensured that there immunity is good enough to fight with the virus so they neglect above factors on the other hand few people become overanxious on hygiene the behaviour will be studied on people of all classes [Educated,illiterate, and by considering all the economic Background of the people]

The research also focuses on the awareness level of people that whether they are really aware about the hygiene and its benefits over the virus A survey is being conducted and applied in the studies. A questionnaire is made from people of diversified background for collecting the data and it will be examine using statistical tools

INTRODUCTION

This aim of this study is to determine hygiene behaviour and awareness of people Post covid. Hygiene practices are important not only in case of corona virus disease but also crucial to prevent the possible spread of other infectious diseases. In order to better understand factors that promote hygiene practices as a public health measure, it is beneficial to examine the community's behaviours through behavioural change towards hygiene. Behaviour can differ significantly from one location to another depending on cultures, geographies. There was awareness regarding hygiene in people pre COVID. But there was a sudden change in people's attitude and behaviour post covid the scenario of hygiene was completely changed. The frequency of handwash and sanitisation has been increased exponentially Even we can observe sanitizers in various crowded places such as schools, auditoriums theatres etc.

Even though following hygiene reduces the risk of pandemic. For some it has become very tedious to adapt in this new change. But few considered it as a part of their daily routine and they have become very flexible to this new change hygiene can also be related to literacy and other economic factors of an individual. The provision of safe water, sanitation and waste management and hygienic conditions is essential for preventing and for protecting human health during all infectious disease outbreaks

LITERATURE REVIEW

Safely managed water, sanitation, and hygiene (WASH) services are an essential part of preventing and protecting human health during infectious disease outbreaks, including the current COVID-19 pandemic. One of the most cost-effective strategies for increasing pandemic preparedness, especially in resource-constrained settings, is investing in core public health infrastructure, including water and sanitation systems. Good WASH and waste management practices, that are consistently applied, serve as barriers to human-to-human transmission of the COVID-19 virus in homes, communities, health care facilities, schools, and other public spaces.

Safely managed WASH services are also critical during the recovery phase of a disease outbreak to mitigate secondary impacts on community livelihoods and wellbeing. These secondary impacts—which could include

disruptions to supply chains, inability to pay bills, or panic-buying—have negative impacts on the continuity and quality of water and sanitation services, the ability of affected households to access and pay for WASH services and products (for instance, soap, point of use water treatment or menstrual hygiene products) and the ability of schools, workplaces and other public spaces to maintain effective hygiene protocols when they re-open. If not managed, secondary impacts can increase the risk of further spreading water borne diseases, including potential disease outbreaks such as cholera, particularly where the disease is endemic.

According to a WHO/UNICEF technical brief on WASH and waste management for COVID-19:

- Frequent and proper hand hygiene is one of the most important measures that can be used to prevent infection with the COVID-19 virus. WASH services should enable more frequent and regular hand hygiene by improving facilities and using proven behaviour change techniques.
- WHO guidance on the safe management of drinking water and sanitation services applies to the COVID-19 outbreak. Measures that go above and beyond these recommendations are not needed.
- Many co-benefits will be realized by safely managing WASH services and applying good hygiene practices. Such efforts will prevent other infectious diseases, which cause millions of deaths each year.

Source- World Bank

Hand washing with soap is a cost-effective public health intervention, with significant public health benefits¹. Hand hygiene practices in India, however, have remained low and vary across the important moments for handwashing. The National Sample Survey 76 Round (2018) found that a reported 35.8% household members washed hands with soap before eating, and 74.1% washed hands after defecation². The National Family Health Survey 4 (2015-16) found that 80.3% of urban and 49.4% of rural households had a handwashing space with water and soap³ highlighting the importance of handwashing facilities to facilitate practice. The COVID-19 pandemic in India has underscored the disease prevention benefits of hand washing with soap and other protective measures in slowing the spread of Coronavirus. Proactive communication campaigns using television, mobile phone communication (WhatsApp, interactive voice recording, text messages), and inter-personal mediums starting from the lockdown phase (24 March – 17 May 2020) imparted important information on protective measures and on seeking health care for symptoms.

The rapid study comprised a household survey with 790 respondents across 22-gram panchayats (in six States of Uttar Pradesh, Bihar, Madhya Pradesh, Chhattisgarh, Odisha, and Karnataka) and in four slums (two slums each in Bhopal and Lucknow). The States and gram panchayats were selected based on WaterAid India’s field presence, safety and ease of access post lock-down. Sampling was purposive⁴ at the community level, specifically seeking to interview adults from households with children under six years, elderly above 60 years, and households who were identified as vulnerable or marginalised according to socio-economic criteria (e.g., tribal households, Dalit families, migrant workers).

Total Rural Sample 677 Uttar Pradesh 146 Bihar 60 Chhattisgarh 137 Odisha 152 Madhya Pradesh 122 Karnataka 60 Total Urban sample 120 Lucknow 60 Bhopal 60

Source- Wash matter. Water aid

OBJECTIVES

The objective of the research paper is as under-

- 1.To Study the behaviour of people towards hygiene post covid
- 2.To Study the awareness level of people towards hygiene post covid

3.To determine whether hygiene of other individuals is affecting the hygiene of people who have participated into the result

RESEARCH METHODOLOGY

It is descriptive research which aims to identify the behaviour and awareness of individuals towards hygiene post COVID. Primary data is collected from 100 employees from Aurangabad city. The 100 respondent that were selected based on stratified and simple random sampling technique. For this purpose, a questionnaire was prepared and circulated among people and 100 responses were considered valid for the purpose of study.

Data interpretation

The data interpretation has been made by clearly monitoring and examining the responses of the respondents. the data observed gives an idea about the behavior and awareness of individuals post COVID towards hygiene the questionnaire has been collected from 100 individuals

1].Do you think people are really aware about hygiene in your area

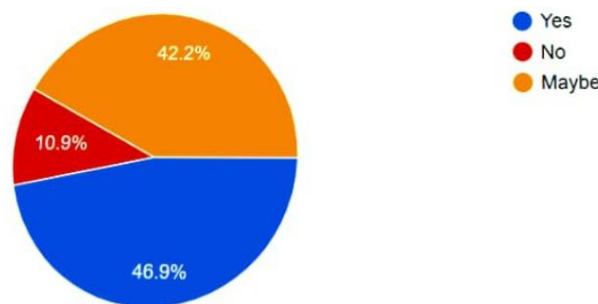


FIG 1

The above pie graph depicts people awareness regarding hygiene in their area 46.9% of the sample believes that their area is well educated regarding hygiene post COVID. On the other hand, 42.2% people don't find their area educated towards hygiene this people feel that awareness level is not at all satisfactory. Here various conclusion can be made. The 46.9% people can be living in such area which can be metro or sophisticated area. On the other hand

the 42.2% can be living in such a place where people of different educational and financial background may be living. Here the awareness level of society can also be dependent on educational background of people living in that area their income level and age group.

2].According to you do you think sanitizers, Handwash and other pharma products well equipped?

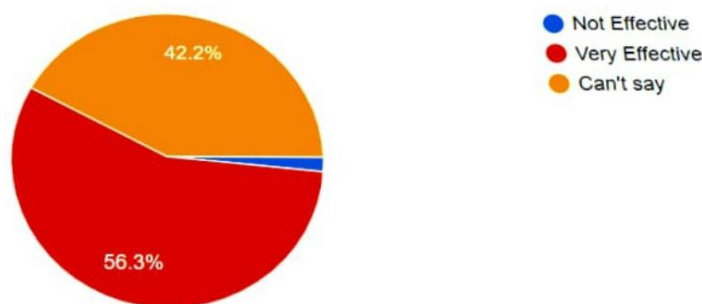


FIG 2

The above pie diagram shows individual’s idea regarding effectiveness of hygienic products that whether they find the hygienic products really effective or non-effective. 56.3% of individual’s find it very effective. On the other hand, 42.2% are not really sure about hygiene products. There is a negligible amount of individual’s who find the hygienic products not effective. There can be various assumptions made regarding the observed data either the 56.3% of the individuals who find it effective would have faced some real good benefits of these hygienic products. The 42.2% of the individual’s who become suspicious about the hygiene may have experience the benefits or may have faced problems. This individual’s can also be those who are not really educated

3. Is following hygiene increasing your expenses

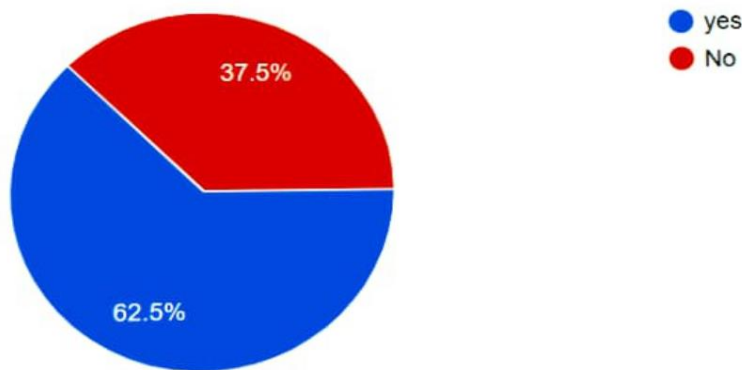


FIG 3

The above pie graph gives an idea about individual’s expense towards hygiene. 62.5% of the people believe that their expenses are getting increased post covid due to hygiene that means this individual’s feel hygiene as an expense this people can of different income level such as middle class, and lower middle class. This are the people who comprises most of section of the society. Whereas the 37.5% of the individuals who do not find hygienic products expensive

Are those who can be of high-income group. This also depends on purchasing pattern of individual’s that whether they buy expensive products or cheaper

4]Has someone else hygiene behaviour affected you?

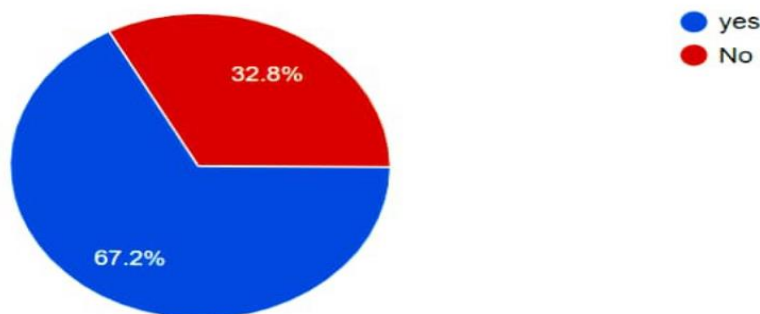


FIG 4

The above pie graph establish a relation between hygiene behaviour of individuals 67.2% of the people are in the belief that there hygiene is affected by someone else hygiene behaviour where as 32.8% don’t have any problem regarding

CONCLUSION AND SUGGESTIONS

From the data received it can be concluded that first objective of research i.e. ‘To study individual behavior's towards hygiene post Covid’ is getting fulfilled because the questionnaire was designed in such a way that the behavior of individual is getting reflected. Another conclusion that can be drawn from the data received is, that people feel that their expenses are getting increased due to following hygiene. Majority of individuals are also in the belief that others' hygiene affects them.

REFERENCES

- [1] World Health Organization. “Considerations for Public Health and Social Measures in the Workplace in the Context of COVID-19: Annex to Considerations in Adjusting Public Health and Social Measures in the Context of COVID-19.” World Health Organization, 2020. <http://www.jstor.org/stable/resrep28105>.
- [2] World Health Organization. (2021). *Infection prevention and control (IPC) principles and procedures for COVID-19 vaccination activities*. World Health Organization. <http://www.jstor.org/stable/resrep30137>
- [3] World Health Organization. (2021). *Infection prevention and control during health care when coronavirus disease (COVID-19) is suspected or confirmed*. World Health Organization. <http://www.jstor.org/stable/resrep35604>

