HYGIENE BEHAVIORS IMPROVEMENT PROJECT

THE PROBLEM:

As Lebanon reported its first cases ever for Coronavirus (COVID-19) on Friday, February 21st, 2020, panicked citizens rushed to pharmacies across Lebanon demanding masks, antiseptics, and sanitizers almost an hour after the Health Minister’s confirmation of the first case of COVID-19 in the country.

The grave financial crisis which Lebanon is going through this year has led to a dollar liquidity crunch, and scarcity in many critical imports, including medical supplies like masks which many pharmacists have not been able to get their hands on for over a month. On the same day of announcing the first case of COVID-19, the prices of N95 masks jumped from 2 USD to 5 and 6 USD in tens of pharmacies across the country due to their suppliers’ increase in price.

TARGET GROUP:

While preventive measures in Lebanon have become crucial in such time, many underprivileged nationals and refugees cannot afford any preventive items including N95 masks, sanitizers, antiseptics, and other disinfectants. Knowing that refugee camps are poor, crowded and lack basic hygiene, refugees are considered the most susceptible communities to diseases and viruses like the COVID-19.

THE SOLUTION:

With that being said, URDA has launched its “Hygiene Behaviors Improvement” project in Bekaa including Lebanese slum and a refugee camp, targeting 3000 underserved individuals. The project will conduct various awareness sessions on the prevention of COVID-19 through improving hygiene behaviors where each session will end with the distribution of hygiene kits that will include: N95 mask, sanitizers, alcohol-based soap, antimicrobial wet wipes sufficient for an entire family of five.

AWARENESS SESSIONS WILL INCLUDE THE BELOW TOPICS:

- What is a ‘novel’ coronavirus (COVID-19)?
- How does COVID-19 spread?
- COVID-19 symptoms
- COVID-19 preventive measures
- The importance of masks
- What to do if a family member displays symptoms?
- What is the best way to wash your hands properly?

KIT ITEMS AND PRICING:

- **N95 mask**: 5 USD per mask (x3 per family)
- **Sanitizer**: 2 USD per sanitizer (x3 per family)
- **Alcohol-based soap**: 3 USD per soap (x2 per family)
- **Antimicrobial wet wipes**: 3 USD per wet wipe package (x2 per family)

**TOTAL KIT PRICE**: $33 PER KIT/FAMILY OF 5 MEMBERS

**TOTAL BENEFICIARIES**: 3000 INDIVIDUALS