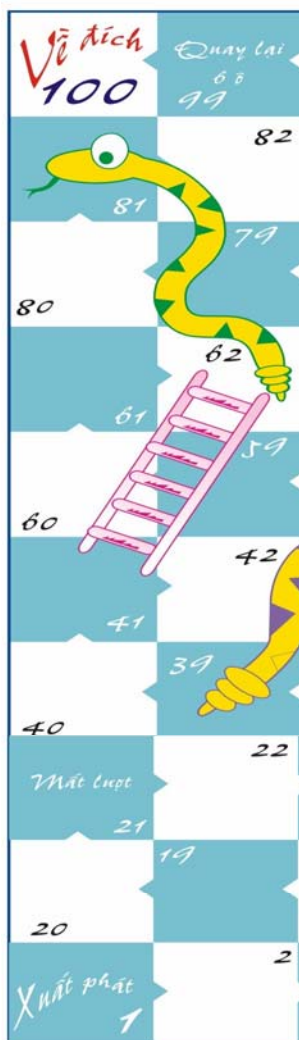


Hygiene is Fun 2006!

Church World Service (CWS) Vietnam is launching its second annual IEC campaign in September 2006, promoting health and hygiene among primary and kindergarten schoolchildren in rural communities in Vietnam's northern provinces.

This year's program, "Hygiene is Fun" or in Vietnamese "Ve sinh sach se - Vui khoe ca ngay", will target 73 schools in Thai Nguyen, Ba Vi and Lai Chau provinces. It aims to raise awareness of health issues related to the importance of hand washing and the use of latrines that have recently been built and installed by CWS. The campaign message will be introduced to the kids through participation in fun games and a drama competition.



This year schools will receive specially designed program packs before the new term begins in September. Each pack contains large colorful posters for display in classrooms, an adapted version of the classic children's game snakes & ladders, and a set of picture cards outlining the cause of common diseases. A games book that promotes recycling of commonly used materials and songbooks and cassettes on health and hygiene matters will also be included. Teacher training in how to use these materials commences in August.

The campaign follows the great success of the 2005 "Clean School = Beautiful School" competition that caught the attention of more than 21,000 students. Children sent in paintings showing their involvement in maintaining their school environment, and a panel of judges chose the best entries in categories for kindergarten and primary school students, presenting over 600 prizes. Later in the year, the most outstanding paintings were used to print CWS calendars for 2006 and were distributed for display in participating schools. Teachers praised the program, noting its success in the upkeep of clean and healthy school environments, and are eagerly looking forward to the beginning of this year's campaign.

