PRACTICAL GUIDANCE FOR BUSINESS TO SUPPORT WASH

AS THE FIRST LINE OF DEFENSE AGAINST THE SPREADING OF COVID-19

Support WASH4Work initiative; improving access to water, sanitation and hygiene (WASH) in the workplace, in the communities where workers live, and across your supply chains.
COVID-19 AND ITS SPREADING IN INDONESIA

The current COVID-19 pandemic is a threat to the health and well-being of everyone and has created major disruptions in the social and economic life of the nation. Recognizing the impact this has had on all aspects of life, a Whole-of-Society effort will be required to manage the pandemic, reduce the impact, prevent transmission, and set the stage for a return to pre-pandemic conditions that allowed people to live their lives and participate in social and economic activities. Preventing the transmission on COVID-19 by adopting safe and hygienic behaviours and practices are critical in combating this pandemic. Despite extensive efforts led by government and development partners to mitigate the COVID-19 spread, COVID-19 cases have risen to almost 3,300 reported nationwide as of April 9th, of which the largest numbers are observed and clustered in the Greater Jakarta areas.

WASH: A CORNERSTONE OF THE CURRENT COVID-19 RESPONSE

The provision of safe water, sanitation and hygienic conditions is essential to protecting human health during all infectious disease outbreaks, including the COVID-19 outbreak. WASH provides the basis for effective infection prevention and control (IPC), as poor WASH and IPC leads to high risk of infections, and in the context of the COVID-19 can be very dangerous for community transmission of the infection. Good hand hygiene is the first line of defence against the transmission of 2019-nCoV and has been proven as one of the most cost-effective and affordable ways to improve health and save lives by preventing infections. Ensuring the availability of handwashing facilities with clean water and soap at key hotspots in communities, schools, public areas, marketplaces, workplaces, and health care facilities is critical to prevent human-to-human transmission of the COVID-19 virus. The provision of adequate and safe water, sanitation and hygiene, therefore, provides the basis for effective infection prevention and control and smooth delivery of health services in the COVID-19 response.

ROLE OF BUSINESSES TO STRENGTHEN THE COVID-19 RESPONSE

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<thead>
<tr>
<th>Activities</th>
<th>Employees</th>
<th>Communities</th>
<th>Nation-wide</th>
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<tbody>
<tr>
<td>Support implementation of hand hygiene and disinfection protocols for employees and in surrounding communities</td>
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<tr>
<td>Ensure sustainable provision of WASH access and services at work areas, staff housing and in surrounding communities</td>
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<td>Promote a nation-wide handwashing campaign</td>
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The participation of the business community is essential to strengthening the Government of Indonesia’s fight against COVID-19. The spread of COVID-19 nationwide has disrupted the social and economic life of the nation thus impacting businesses directly in small and big ways. The business community, therefore, has a high stake in ensuring a timely and effective response to minimize and prevent the spread of COVID-19 to ensure the well-being of their employees, customers and the wider public. Businesses can play key roles in supporting the COVID-19 response in Indonesia as mentioned in the above matrix. These roles would provide benefits to employees, communities, and even much broader beneficiaries at nation-wide.
WAYS FOR BUSINESS TO SUPPORT THE IMMEDIATE COVID-19 RESPONSE

1. Support implementation of hand hygiene and disinfection protocols for employees and in surrounding communities.
   a. Support the cost of procurement, distribution and operation of handwashing stations with water and soap in public areas, including at schools and healthcare facilities;
   b. Establish and operate handwashing stations at work sites, office buildings, workers’ residential buildings or hostels, or other facilities where staff and customers meet;
   c. Support the supply of essential hygiene items, such as soap, alcohol-based hand rub and hand sanitizers for identified community groups;
   d. Apply culture within the workplace that promotes good handwashing practices for employees and customers in places of business.

2. Support sustainable provision of WASH access and services in workplaces and communities.
   a. Ensure available water supply for basic hygiene practices;
   b. Support surrounding communities to access WASH infrastructure and facilities;
   c. Provide Personal Protection Equipment (PPE) for WASH, especially for disinfection and desludging, operators, to ensure that they can safely perform and provide services during the pandemic situation.

3. Partner with the government and WASH actors for a nation-wide handwashing campaign.
   a. Support the government in increasing public awareness regarding the importance of handwashing through the development of innovative IEC materials and messages on handwashing with soap, or use available Government of Indonesia materials or adapted ones from https://www.covid19.go.id/;
   b. Support the government and WASH partners in a media campaign to remind people in your offices and surrounding communities to perform hand hygiene at the right time and in the proper way.
   c. Act as and empower your staff to act as a champion to promote hand hygiene behaviour via your networks and social media;
   d. Engage your networks and resources to disseminate messages on handwashing, e.g. cause-related marketing activities could be developed with COVID-19 response as the main message.

WASH4Work Initiative

Collaboration via WASH4Work will help to improve health outcomes, stimulate economies, contribute to business growth, and help people realize their human rights to water and sanitation.

https://wash4work.org/

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