

REACH

Ending Child Hunger and Undernutrition

Acting at Scale: Intervention Guide

Handwashing with Soap

August 2008

Context

The following document is part of the REACH *Acting at Scale* set of materials

- The documents' aim is to provide highly condensed information and lessons learned for scaling up REACH-promoted interventions to support field practitioners and other interested parties
- They are intended to become a living set of materials, updated periodically by the REACH Global Interagency Team
- These materials are a first step towards a larger REACH Knowledge Sharing service, which will be developed over time

The full set of *Acting at Scale* materials includes

- *An Intervention Summary*
 - An overview document containing key facts for all of the 11 promoted interventions
- *Intervention Guides* for each of the interventions¹
 - Containing rationale, lessons learned, costs and further resource lists
- *Implementation Case Studies* for each of the interventions¹
 - Initial set of details and lessons learned from programs implemented at scale
- *Resource Lists*
 - Lists of key documents, organizations and programs at scale
 - Included at the back of each *Intervention Guide* and in Excel spreadsheets available from the REACH Global Interagency Team

These materials represent a preliminary version, to be validated and refined via additional consultations

- Prepared in Summer 2008 by the REACH Global Interagency Team, based on inputs from 56 practitioners and experts, as well as extensive desk research
- A revised Version 2 of these documents will be released in late 2008 or early 2009, incorporating feedback from initial recipients

If you have questions or feedback on these materials, please

- Contact your local REACH facilitator in Lao or Mauritania, or
- Contact the REACH Interagency Team Coordinator, Denise Costa-Coitinho, at Denise.CostaCoitinho@wfp.org

1. Breastfeeding and complementary feeding have been combined into a single document due to strong linkage in delivery

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Key messages

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- Define strategy
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- Scaled-up programs

Appendix: experts consulted (*under construction*)

Key messages

Handwashing with soap is effective in preventing diarrhea, a main cause of death of children <5

- Diarrhea causes 35% of child deaths in the developing world and contributes to undernutrition due to the loss of nutrients and water through stool loss and vomiting
- Handwashing promotion can reduce diarrhea incidence by 44% as it blocks the pathogen transmission from feces to the human
- Handwashing is highly cost-effective compared to other diarrhea interventions

The difficulties of creating sustained behavior change complicates delivery of handwashing programs

- Soap is available in most developing world households, and water access is only a challenge in arid areas, yet handwashing is rarely practiced in most developing countries
- Requires investment in multiple delivery channels
- Limits feasibility of piggybacking handwashing onto other interventions

Handwashing often benefits from public-private partnerships

- Many successful programs leverage soap manufacturers' marketing expertise and distribution know-how
- Increases coverage and improves the design of consumer marketing campaigns

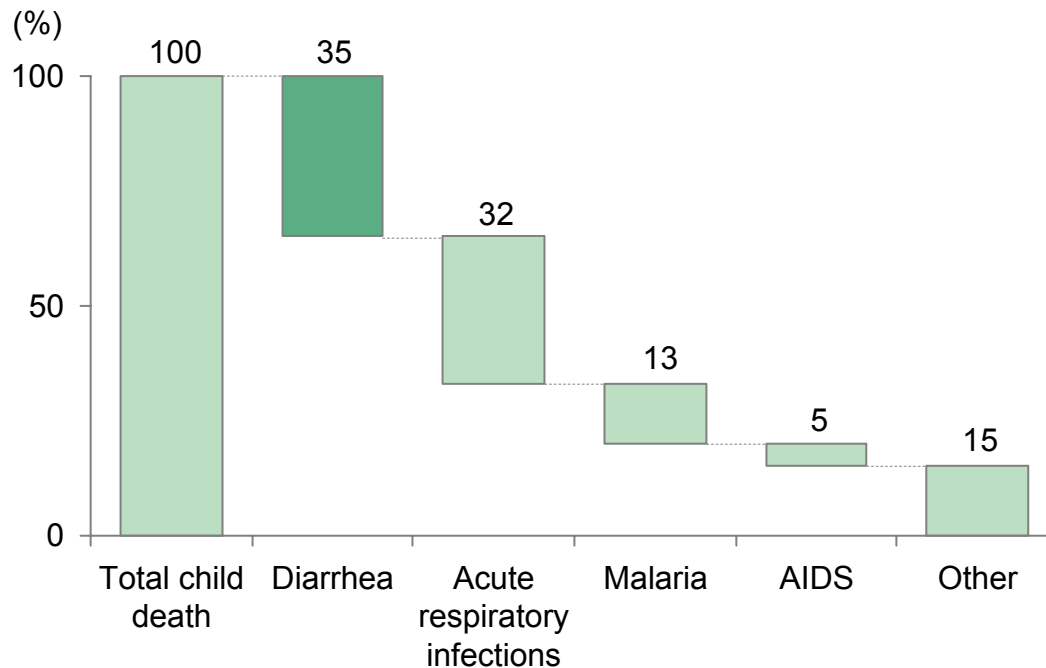
Effective behavior change communications campaigns are the most critical element of a successful handwashing campaign

- Requires formative research to ensure that messages are tailored to consumers' needs, motives
- Multiple communication channels increase impact by reinforcing messages via multiple media
- Multiple stakeholder need to be engaged to affect the social drivers of handwashing behavior, e.g. by creating social pressure to wash hands and be clean
- Handwashing messages must be simple and focused on a small number of risk practices
- Messages that focus on the positive social aspects of handwashing rather than negative health consequences are more effective

Why implement

Diarrhea is a key cause of death and undernutrition for children in the developing world

Diarrhea is the main cause of child deaths



Undernutrition is attributed to ~35% of deaths overall, including those due to primary causes of death identified above

Diarrhea contributes to undernutrition

Immediate impact of diarrhea due to stool losses, vomiting, anorexia, withholding of food

- Loss of nutrients
- Loss of water

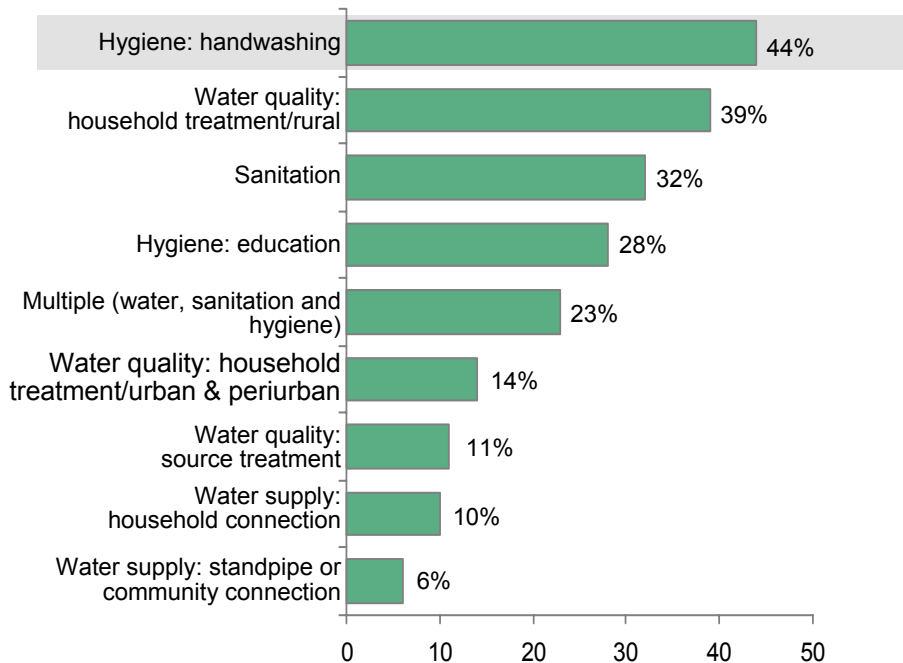
Long-term impact of diarrhea

- Stunting
- Wasting

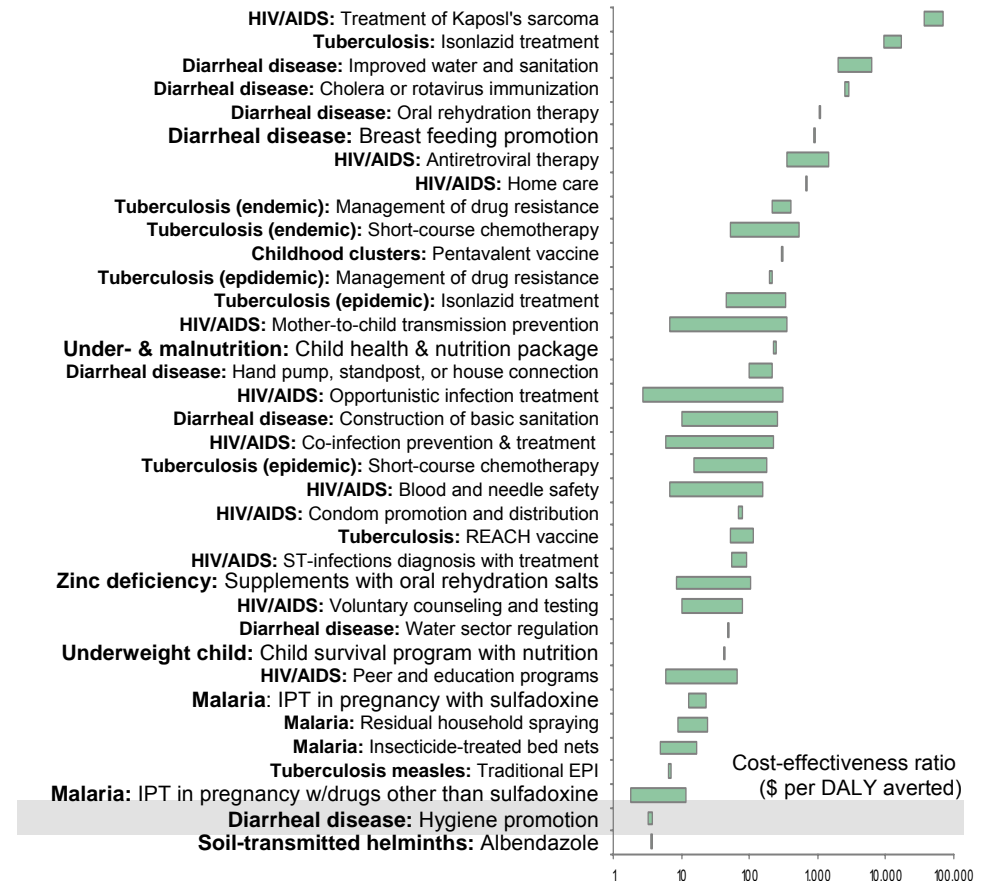
Handwashing is a very effective and cost-effective means in addressing diarrhea

Handwashing is the most effective intervention in reducing diarrhea ...

Median reduction in frequency of diarrhea¹ (%)



... and is also the most cost-effective diarrhea intervention

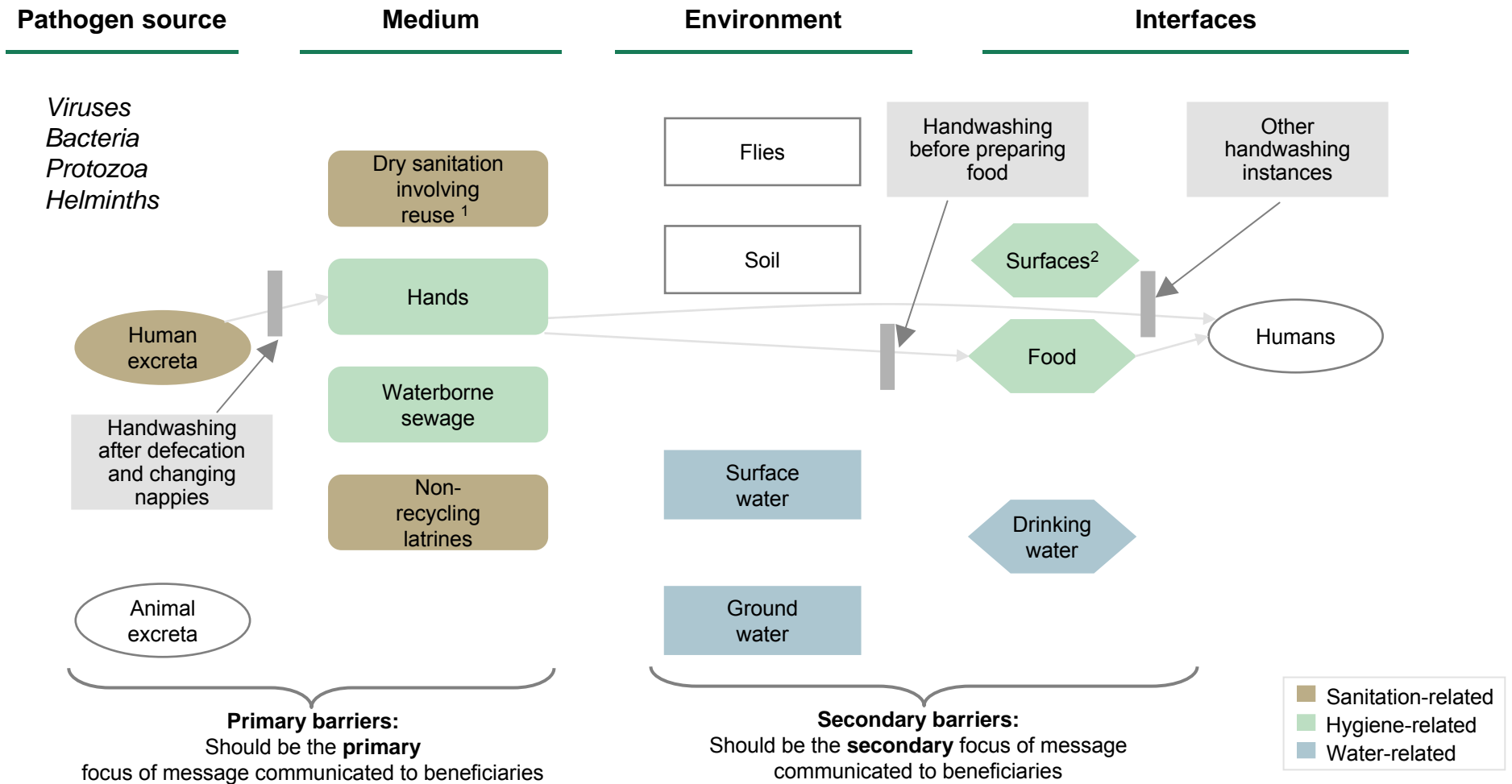


1. Meta-analysis based on observational studies

Source: Fewtrell, et al, *Water, Sanitation and Hygiene Interventions to Reduce diarrhea in Less Developed Countries: a Systematic Review and Meta-analysis*, The Lancet, January 2005; Barreto, et al; *Effect of City-wide Sanitation Programme on Reduction in Rate of Childhood diarrhea in Northeast Brazil: Assessment by Two Cohort Studies*, The Lancet, November 2007; Laxminarayan, et al. *Intervention Cost Effectiveness: Overview of Main Messages*. Disease Control Priorities in Developing Countries, 2nd edition, Chapter 2, 2006.

Handwashing is a key barrier in fecal-oral transmission routes

Opportunities for handwashing to break fecal-oral transmission routes

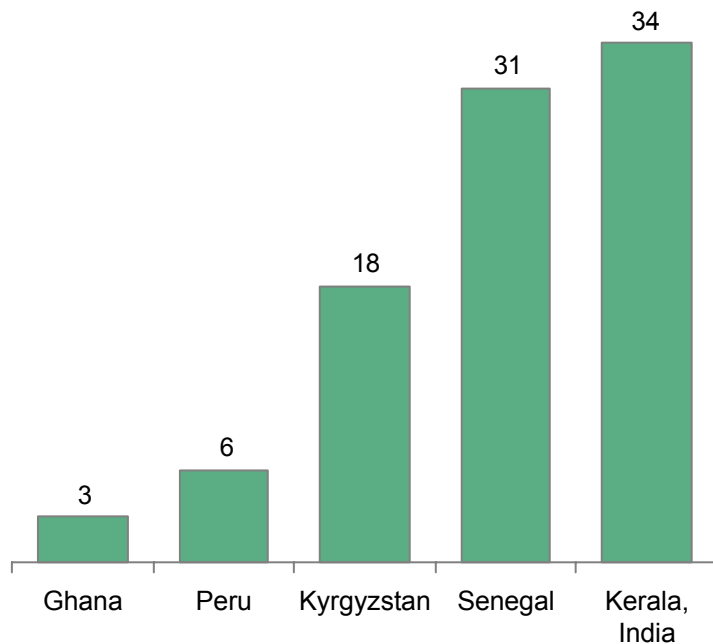


1. Refers to use of excreta as fertilizer via dehydration or composting 2. Pathogens can sometimes be transmitted through contaminated surfaces (e.g., floors) or objects (e.g., utensils)
 Source: "Estimating the Burden of Disease from Water, Sanitation and Hygiene at a Global Level." Pruss, Kay, Fewtrell and Bartram, 2002; "Hand washing Handbook." PPPHW, 2008.

Handwashing rates are very low in most developing countries

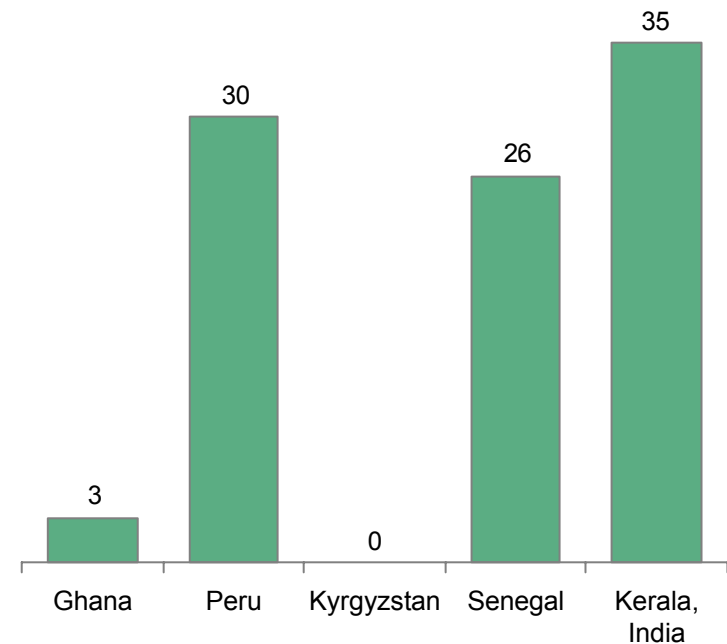
Handwashing with soap after defecation

Observed rates of hand washing with soap (%)



Handwashing with soap after cleaning up a child

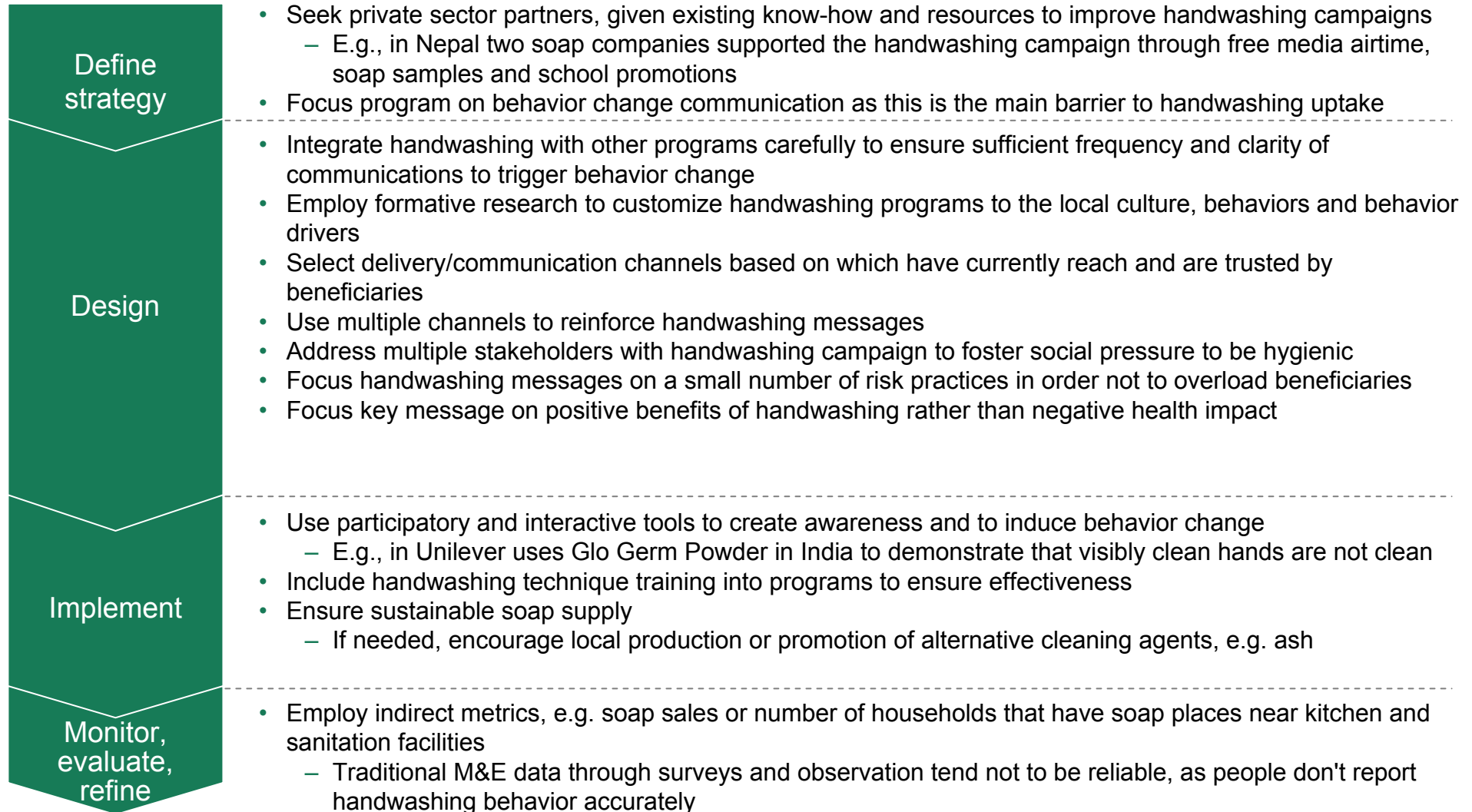
Observed rates of hand washing with soap (%)



Potential for reducing diarrhea through handwashing promotion is substantial

How to implement at scale

Key lessons learned about implementing handwashing programs at scale



Source: Expert interviews; literature review; REACH analysis

Public-private partnerships are common handwashing delivery approach

Public-private partnership (PPP)

Private sector
Typically soap manufacturers

Public sector
Typically Ministry of Health, UN, donors

Contribution to PPP

- Provide marketing expertise to design and deliver messages
 - Provide R&D to develop pro-poor products
 - Provide resources
 - Financial resources
 - In-kind contributions: staff and soap
- Catalyze and provide institutional home for programs
 - Provide resources
 - e.g. public health system as delivery channels
 - Lend legitimacy to the program

Benefits of entering PPP




- Expands soap market
 - Creates new demand from poor communities
 - Shares risk of new market entry
 - Delivers insights into the structure of future market entry
 - Strengthens image as a corporate citizen
 - Strengthens staff motivation
 - Strengthens government relationships
- Broadens coverage of population with handwashing activities
 - Improves public health and economic development
 - Frees resources for other priorities
 - Builds knowledge on social marketing and consumer research tools
 - Fosters customer orientation
 - Builds knowledge of alternative delivery systems for public health promotion



Select delivery channels based on existing access to target beneficiaries

Typical delivery channels	How-to	Strengths	Lessons learned
Public health system <ul style="list-style-type: none"> Integrated into regular health services Can include provision of soap 	<ul style="list-style-type: none"> Encourage MoH to include handwashing messages along with current services Make handwashing part of job description and integrate into regular training 	<ul style="list-style-type: none"> Low incremental cost Sustainable as capacity is built if handwashing promotion Has access at life changing moments (e.g. birth), where behavior change is likely 	<ul style="list-style-type: none"> As capacity commonly is low, use staff to train others, e.g. ag extension network If coverage or frequency of visits are low, supplement with other channels
Community / Campaign <ul style="list-style-type: none"> Usually for handwashing only or integrated with other hygiene messages Seldom includes provision of soap 	<ul style="list-style-type: none"> Develop campaign specifically for handwashing to ensure high attention to handwashing message E.g. theatre plays, games, discussions, demonstrations 	<ul style="list-style-type: none"> Often high coverage, especially in media dark areas Good audience interaction Highly memorable messages if participatory elements are used 	<ul style="list-style-type: none"> Use trusted community persons to deliver messages, e.g. religious leaders Conduct cost analysis to determine if other approaches are more cost-effective
Mass media <ul style="list-style-type: none"> E.g. TV, radio, billboards, print Does not include provision of soap 	<ul style="list-style-type: none"> Select media based on target beneficiary usage and trust in the media 	<ul style="list-style-type: none"> Low cost per capita Highly memorable messages Raises political profile of handwashing 	<ul style="list-style-type: none"> Multiple media and ongoing campaign needed to reinforce messages over time If coverage in rural areas is low, supplement with other channels Often need to supplement with interactive training

Schools also can be used either to deliver messages to families via school-aged children or by providing a venue for community meetings

Focus program on behavior change communication to address the chief barrier to handwashing uptake

Barriers to handwashing	Degree of challenge	Rationale	Strategies to address these barriers
Behavior change		<ul style="list-style-type: none"> Handwashing with soap is uncommonly performed <ul style="list-style-type: none"> Even where practiced, technique and failure to use soap undermine impact 	<ul style="list-style-type: none"> Focused, repetitive behavior change communication Use of trusted communication channels that reach target beneficiaries Customized message design
Availability of water		<ul style="list-style-type: none"> Hands can be washed effectively with small quantities of (recycled) water Availability only problematic in certain arid areas 	<ul style="list-style-type: none"> Improvement of water supply at the community or household level
Availability of soap		<ul style="list-style-type: none"> Soap is available in most households in the developing world <ul style="list-style-type: none"> Though may only be used for bathing/laundry Availability only problematic for most poor households 	<ul style="list-style-type: none"> Promotion of low-cost soap <ul style="list-style-type: none"> e.g., a local soap company in Ethiopia reduced the bar size and price to make the soap more affordable for the poor Promotion of local alternative detergents <ul style="list-style-type: none"> e.g., ash is used in Africa Provision of free soap only in emergencies¹ or for demonstration purposes <ul style="list-style-type: none"> Not a sustainable solution

 Always a barrier
  Rarely a barrier

1. Unofficial UNICEF policy
Source: Expert interviews; REACH analysis

Employ formative research to customize the handwashing program to the local context

Key areas of formative research

Actual handwashing behavior

- Handwashing occasions
- Applied handwashing technique and usage of soap

Motives and barriers to handwashing

- Positive or negative psychological drivers
- Habits
- Facilitators or barriers in the environment

Soap supply

- Sustainable soap availability
- Usage of alternative detergents

Communication channels used by target beneficiaries

- Access to channels
- Trust in communication channels

Design implications

Customize messages to already prevailing handwashing behavior

- E.g., focus on certain risk practices
- E.g., focus on soap usage, not on general handwashing

Focus messages on what drives handwashing and proactively address barriers

Include mechanisms for providing affordable soap or promoting alternative detergents if availability is an issue

- Most relevant for the poorest of the poor

Select channels that have existing access to / trust of beneficiaries

Formative research helps to understand local drivers

Vary across cultures

Potential motives and barriers for handwashing

Prevailing motives and habits vary across countries and cultures

		Ghana	Kerala, India	Senegal	UK
Psychological drivers	<ul style="list-style-type: none"> • Positive drivers <ul style="list-style-type: none"> – Desire to nurture / care for children – Social status/dignity – Aesthetics/attractiveness – Disgust at dirt, smell – Health • Negative drivers <ul style="list-style-type: none"> – Laziness – Avoid soap because of perfume – Desire to use time otherwise 	<ul style="list-style-type: none"> • Nurture family • Social acceptance • Disgust 	<ul style="list-style-type: none"> • Nurture family • Social acceptance • Disgust 	<ul style="list-style-type: none"> • Nurture family • Status/pride • Disgust 	<ul style="list-style-type: none"> • Nurture family • Status/pride • Aesthetics • Disgust
Habits	<ul style="list-style-type: none"> • Ingrained and sustained behaviors developed during childhood • Opportunities for change at life-changing events, e.g. birth of baby 	<ul style="list-style-type: none"> • Taught by mother • New baby 	<ul style="list-style-type: none"> • Moving household • New baby 	<ul style="list-style-type: none"> • Typically wash only with water 	<ul style="list-style-type: none"> • Learned from midwife • New baby
Environment: facilitators/ barriers	<ul style="list-style-type: none"> • Factors that can hinder or facilitate handwashing <ul style="list-style-type: none"> – Availability of soap – Location of toilets – Cultural or religions traditions 	<ul style="list-style-type: none"> • High distance to public toilet 	<ul style="list-style-type: none"> • Men control soap supply 	<ul style="list-style-type: none"> • Local customs impede hand-washing with soap 	<ul style="list-style-type: none"> • Convenience • Forgetting

Source: "The handwashing handbook." PPPHW, 2008.

Adapt message to cultural beliefs and existing behaviors

Local cultural peculiarities can both negatively and positively affect handwashing uptake

Local cultural beliefs can inhibit...

A consumer research study in Senegal showed that various ancestral and religious beliefs oppose handwashing

- Children under age of one should not be washed because of fear of reduced life expectancy
- Reduced soap use during pregnancy to avoid harm to baby
- Soap is considered to cause infertility
- Using soap can remove purity from blessed water

A common barrier to handwashing in many countries is wide spread fatalism

- Bad hygiene is considered to be part of destiny which cannot be escaped

...or reinforce handwashing behavior

Some religions explicitly include hygiene messages


- E.g. in Islam hygiene including handwashing is very prominently mentioned and also followed

Sometimes handwashing is part of local daily customs

- In e.g. Ghana hand hygiene is practiced in specific situations of daily life (before eating)
- In some West African countries it is customary to provide facilities for hand washing outside the house for visitors

Determine an appropriate channel mix media mix

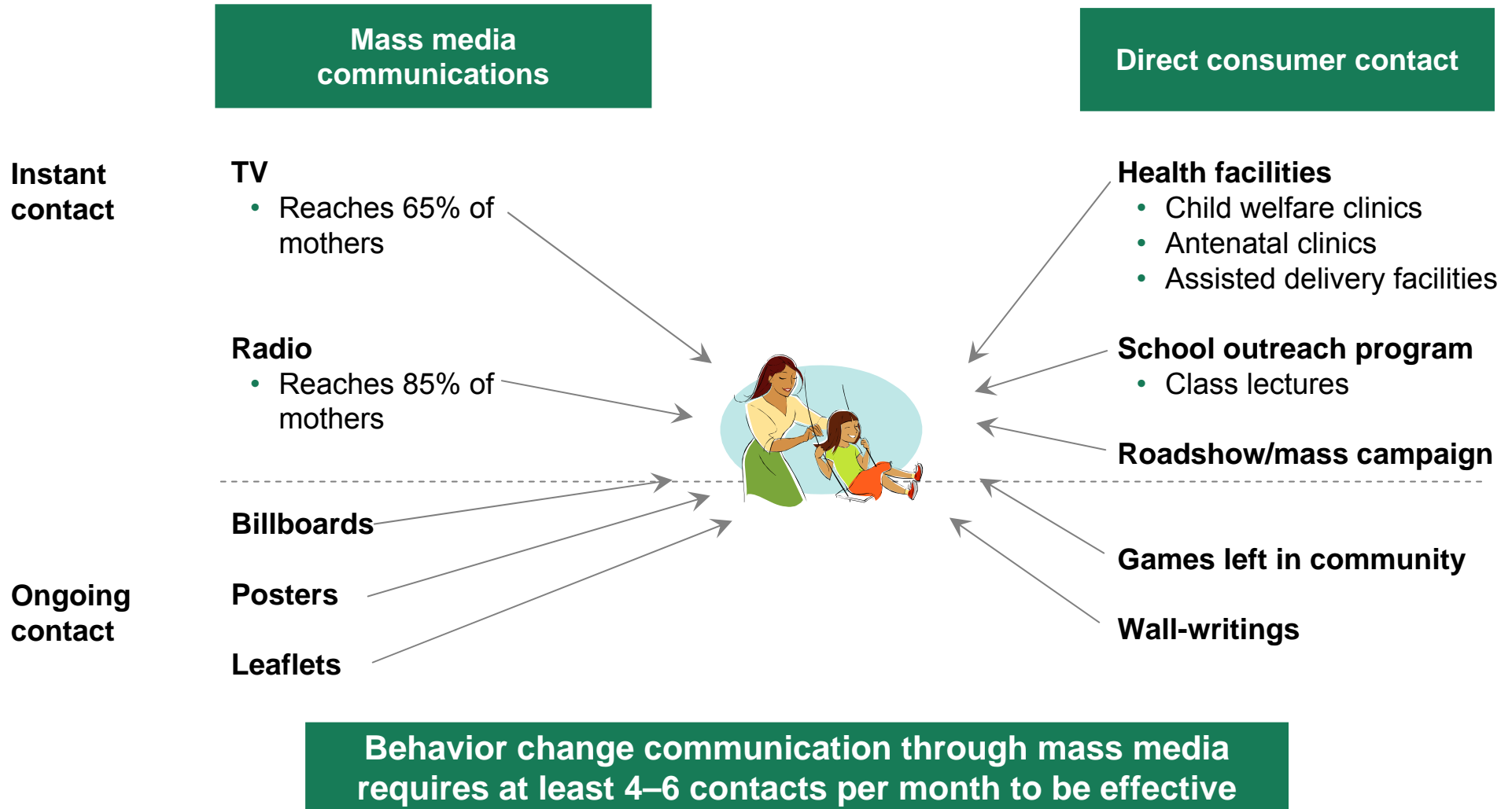
Example: Ghana's handwashing program used multiple mass media communication channels

Media	Advantages	Disadvantages	 Ghana program's media mix
TV	<ul style="list-style-type: none"> • Visualization makes messages very memorable • High impact for advocacy • Supports aspirational motivation as rural communities want to imitate urban population 	<ul style="list-style-type: none"> • High investment for production and for TV slots • Often low coverage in rural areas 	<ul style="list-style-type: none"> • Used as first-tier media due to high usage and high trust based on consumer research <ul style="list-style-type: none"> – Also widely used by mothers in rural areas • Spots in two languages
Radio	<ul style="list-style-type: none"> • High reach <ul style="list-style-type: none"> – Also in rural areas • Cheap to develop spots <ul style="list-style-type: none"> – Multiple languages, dialects can be used • Usually very popular media 	<ul style="list-style-type: none"> • Messaging has to be creative and memorable to have behavior impact <ul style="list-style-type: none"> – e.g., use of songs • Sometimes low trust <ul style="list-style-type: none"> – e.g., in Mozambique radio also used for political propaganda 	<ul style="list-style-type: none"> • Spots developed in six different languages to target local minorities • Aired on local FM stations to ensure coverage of rural areas
Billboards/ print	<ul style="list-style-type: none"> • Cheap to develop • Complementary reminder function secondary media 	<ul style="list-style-type: none"> • Low reach outside capitals/urban areas • Limited behavior impact 	<ul style="list-style-type: none"> • Billboards used as secondary media to reinforce other media and to provide public visibility and credibility to the program

Source: Expert interviews; "PPPHW program - the story of Ghana." PPPHW.; "Clean Hands and healthy life - Business Plan" CWSA, 2002.

Use multiple communication channels to reinforce messages

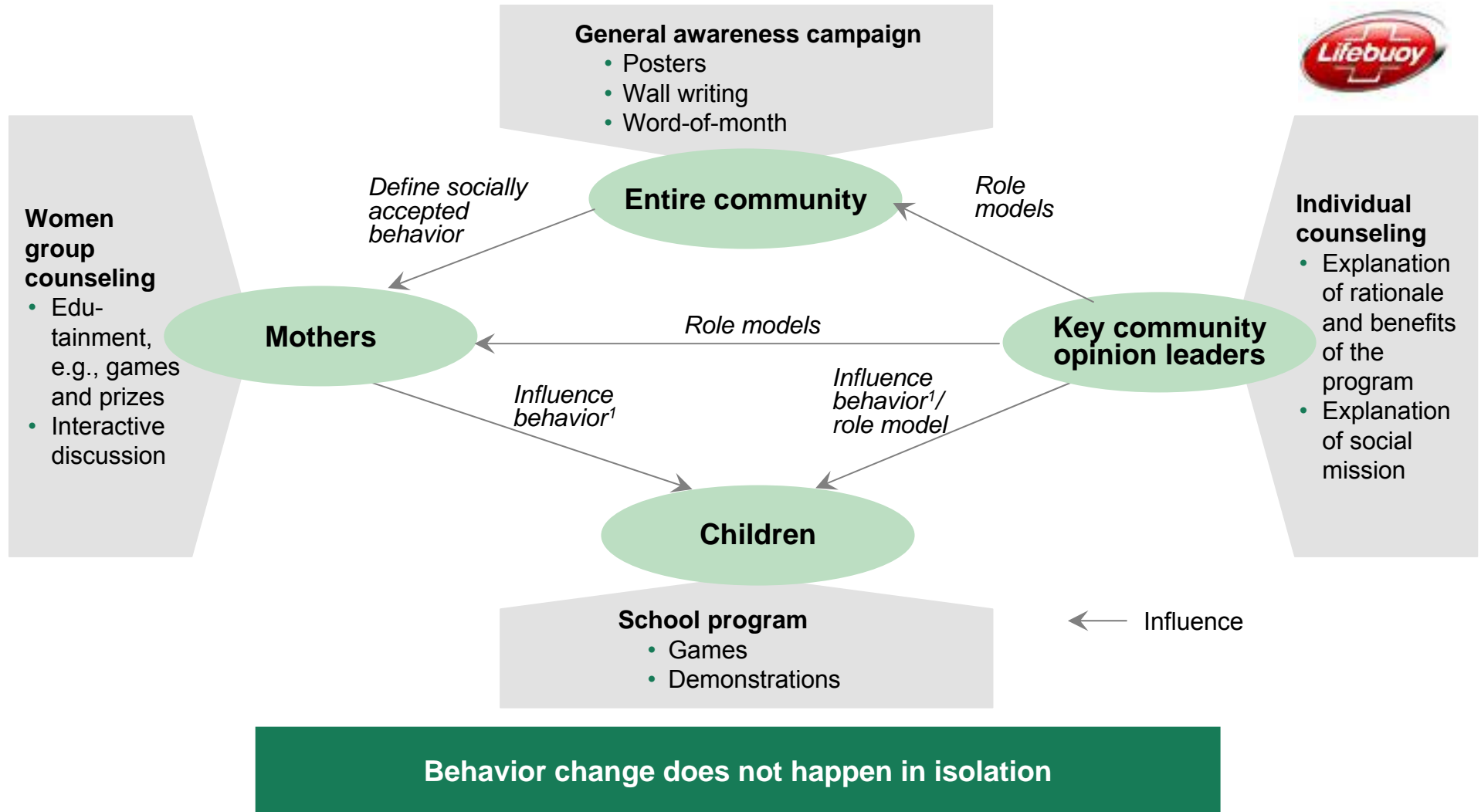
Example: Ghana's handwashing program employs multiple, ongoing behavior change triggers



Source: Expert interviews; "PPPHW program - the story of Ghana." PPPHW.; "Clean Hands and healthy life - Business Plan" CWSA, 2002.

Tailor messages and channels to reach multiple stakeholders

Example: Unilever's Swasthya Chetna program in India addresses multiple stakeholders



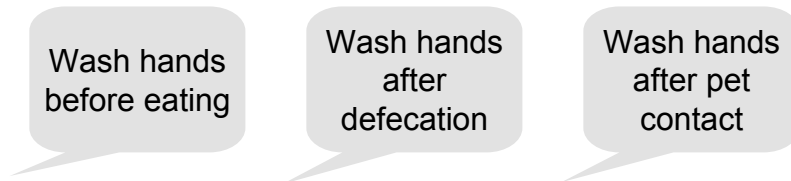
1. Children imitate behavior
Source: Expert interviews; Lifebuoy project documents

Focus message on a small number of risk practices

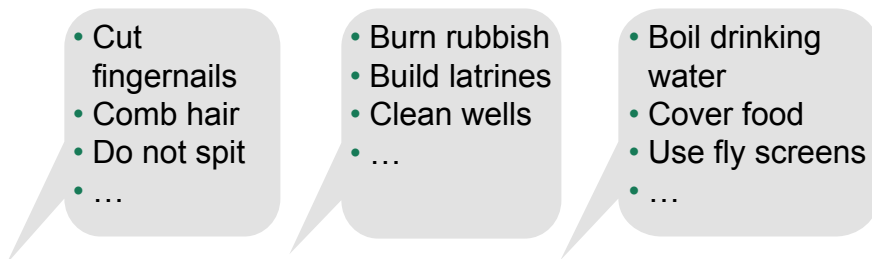
Handwashing at critical times is most crucial

It can be tempting to overload beneficiaries with messages

Many handwashing messages ...



... are often combined with even more other hygiene messages ...



Better to focus on small set of key messages to trigger behavior change

Messages	Impact
• After defecation	●
• After cleaning a baby	●
• Before preparing food	◐
• Before feeding children	◐
• Before eating	◐
• After animal contact	◐
• Before going to bed	◐
• After handling raw food	◐
• After contact with contaminated surfaces (e.g., rubbish bins, cleaning clothes)	◐
• After wiping or blowing the nose	◐

Key messages

● Most critical ○ Less critical

Focus message on the positive benefits of handwashing

Positive messages are better received by beneficiaries and better induce behavior change

General principles of successful message design

Positive benefits of handwashing are usually well received and tangible to beneficiaries, thus induce behavior change

e.g.

- Clean hands
- Good smell
- Socially desirable hygienic behavior
- Aesthetical benefits
- Kids can attend school regularly as they have less diarrhea

Negative health consequences of not handwashing are not very tangible to beneficiaries in the moment of receiving the message, thus are usually less successful, e.g.

- Danger of diarrhea and other diseases if handwashing is not carried out
- Explanation of transmission path from feces to mouth

Sample program messages



Ghana

"Clean hands,
healthy life"



Uganda

"Mama, the power is in
your hands"



Guatemala

"Lavo mis manos
por salud"



Global campaign

"Clean hands,
good health"

Use participatory and interactive tools to create awareness for handwashing

Demonstrations

Usage of Glo Germ

- Hands of two children are covered with Glo Germ gel or powder
- Hands placed under UV-lamp to view glowing germs
- One child washes hands with water only, the other one with soap
- Again, hands are placed under UV lamp to compare the handwashing results



Games

Lifebuoy hero and germ masks distributed to children

- Lifebuoy heroes catch the germs

Modified "Monopoly"

- "You didn't wash your hands, go back to hospital and stay for 2 rounds"

Modified "Snakes & Ladders"

- Players have to reach nirvana using ladders representing handwashing
- Not handwashing makes them "slide back into evil"

Group discussion including entertainment

Entertainment program including the key education messages (Edutainment)

- Card games incl. prizes
- Theatre plays

Limit group size to enable high level of interaction

- Facilitator guides open discussion
- Conclusions emerge from the group

Create an atmosphere where people feel comfortable

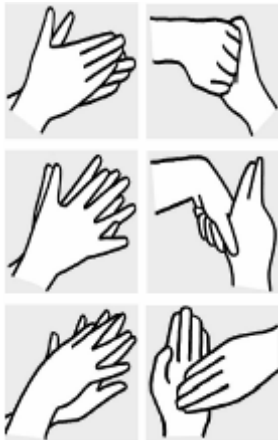
- Employ local staff
- Use group setting

These tools promise more effective behavior change than unidirectional instructions that are often perceived as boring and intrusive

Include handwashing technique training in programs

Correct handwashing with soap is critical for effectiveness

Program staff has to be instructed on correct handwashing technique



- Wash hands under warm running water
- Apply soap (or ash, soil)
- Rub hands for 15–30 seconds
 - Include fingertips, thumbs and between fingers
- Rinse well under running water
- Dry thoroughly using a clean towel

- ▶ Rinsing is essential as it takes the germs off the hands
- ▶ Compromising any aspect of hand washing (e.g. time spent rubbing hands, thorough rinsing) will significantly reduce hand washing effectiveness

Several channels are well suited for handwashing technique training

Relevant for REACH

Public health system

- Integration with other hygiene or general health education
- Mostly sanitation facilities are available and soap can be easily provided

Schools

- Natural education environment
- Integration into regular curriculum
- Daily practicing of handwashing can be observed by teacher
- Integration with other hygiene education
- Often sanitation facilities available and soap can be easily provided

Handwashing promotion is more difficult than it appears

Common fallacies and myths about handwashing promotion

Five fallacies about hygiene promotion¹

- 1 Behavior change is easy**
 - Changing habits of a lifetime is difficult and time-consuming
- 2 Knowledge change = behavior change**
 - Knowledge is not sufficient to change behavior as new behavior might be too costly, time-consuming or not socially accepted
- 3 Experts know how to change behavior**
 - Programs can't be designed top-down but must be based on real wants, needs and the context
- 4 A variety of hygiene practices should be encouraged**
 - Only a limited number of unhygienic practices is responsible for diarrhea and targeting too many risk practices dilutes the hygiene messages
- 5 Hygiene promotion is a cheap add-on to water programs**
 - For behavior change communication serious and ongoing investment as well as professional skills are needed

Six myths of hygiene education²

- 1 People are empty vessels**
 - Every society already has explanations for diseases
 - New ideas create confusion and incomprehension
- 2 People will listen because I am medically trained**
 - It is assumed that health staff is believed & respected
 - No reason why an outsider with foreign ideas should be rather trusted than a local
- 3 People learn germ theory in a few sessions**
 - Replacing old ideas about diseases is a long process
- 4 Health education can reach large populations**
 - Health education is time consuming if given by health workers, therefore bandwidth is limited
- 5 New ideas replace old ideas**
 - Hygiene education often only just adds one more idea about disease without erasing the old ones
- 6 Knowing means doing**
 - Fear of disease is not a constant pre-occupation and is not a good motivator of behavior change

This suggests that handwashing promotion though highly effective cannot be considered as a quick fix

1. Adapted from "WELL Factsheet. Hygiene Promotion." Curtis et. al., 2005. 2. Adapted from Van Wijk & Murre in "Towards better programming. A manual on hygiene promotion." UNICEF, 1999. Source: "Hygiene promotion". IRC, 2005.

M&E is difficult as traditional methods are often unreliable

Alternative methods can overcome these issues

Traditional methods for measuring handwashing behavior are mostly not reliable

Questionnaire surveys usually overestimate actual handwashing

- Self-reporting is not reliable

Observational studies are also biased due to the presence of observers that affects the handwashing behavior

- In addition they are costly and time-consuming

Alternative methods promise more reliable results

Use proxy metrics for handwashing which allow to conclude on handwashing behavior

- E.g., number of households where soap is present in kitchen/sanitation facilities
- E.g., number of soaps sold

Measure recall of key handwashing messages

- Percentage/number of people that can recall main campaign messages

Use innovative technologies to measure handwashing behavior for effectiveness studies

- e.g., movable loggers embedded in soap used by Unilever

Also measure coverage which is easier and more reliable

- Percentage/number of people who received handwashing training/messages

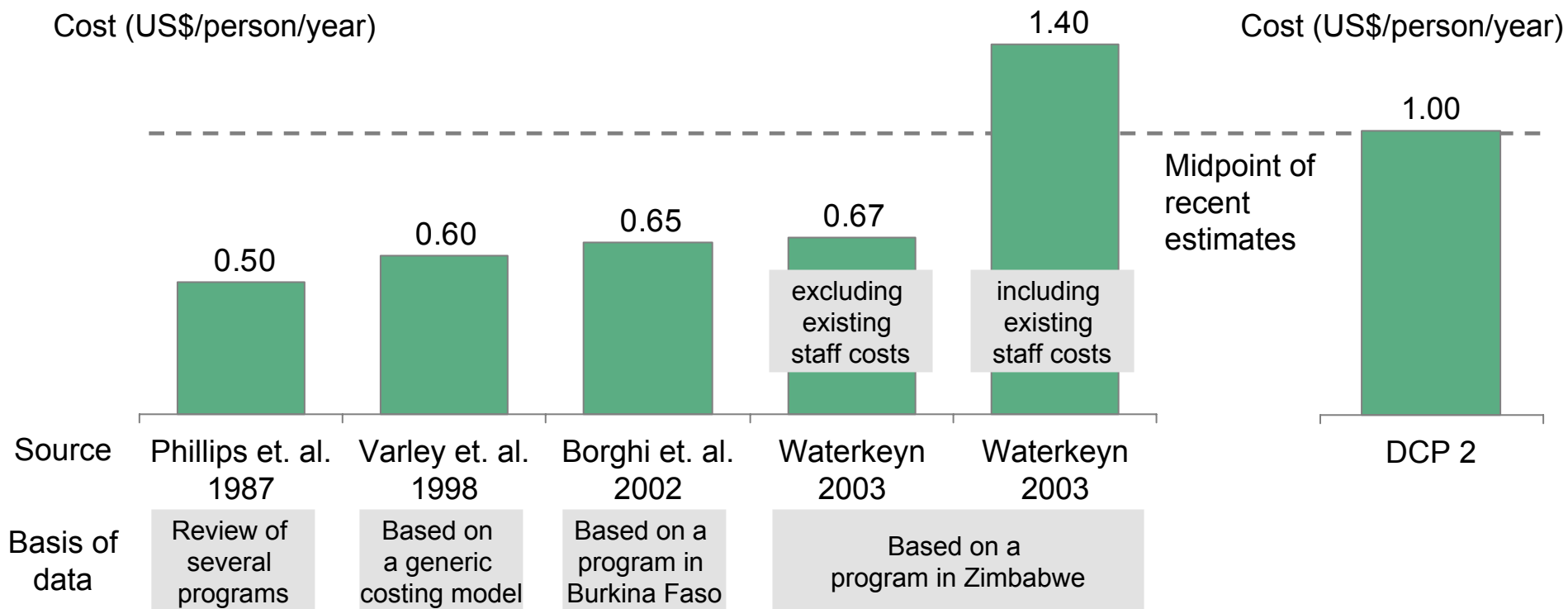
What it costs

Handwashing programs cost ~US\$1 per person per year

Considered to be a highly cost-effective health intervention

Costs of handwashing programs from the literature

DCP recommendation for cost per person



Handwashing promotion is highly cost-effective with \$ 3.35 per DALY averted

Source: "A Reassessment of the Cost-Effectiveness of Water and Sanitation Interventions in Programmes for Controlling Childhood Diarrhea." Varley et. al., 1998.; "Is Hygiene Promotion Cost-Effective? A Case Study in Burkina Faso." Borghi et. al., 2002.; "Options for Diarrheal Disease Control: The Cost and Cost-Effectiveness of Selected Interventions for the Prevention of Diarrhea." Phillips et. al., 1987.; "Cost-Effective Health Promotion: Community Health Clubs." Waterkeyn, 2003.; "Intervention Cost Effectiveness: Overview of Main Messages. Disease Control Priorities in Developing Countries. Chapter 41." Laxminarayan, et al., 2006.

Where to go for further information

Key reference materials: Handwashing with soap

Normative guidance

- "WHO guidelines on hand hygiene in health care (advanced draft)." WHO, 2006.
- "Sanitation and hygiene promotion. Programming guidance." WHO, 2005.

Operational guidance

- "The handwashing handbook - A guide for developing a hygiene promotion program to increase handwashing with soap." PPPHW, 2008.
- "Towards better programming. A manual on hygiene promotion." UNICEF, 1999.
- "Motivating Better Hygiene behavior: Importance for Public Health, Mechanisms for Change." UNICEF/IRC, 1998.
- "Hygiene Promotion. A thematic overview." IRC, 2003.
- "Towards better programming. A manual on school sanitation and hygiene." UNICEF, 1998.

Training materials

- "Home hygiene in developing countries: Prevention of infection in the home and the peri-domestic setting. A training resource." WASH, 2006.

Organizations: Handwashing with soap (I)

	Organization	Description	Key activities
Multilateral	World Bank Water and Sanitation Program <ul style="list-style-type: none"> www.wsp.org 	<ul style="list-style-type: none"> International partnership hosted by the World Bank to improve water supply and sanitation services 	<ul style="list-style-type: none"> Co-administers and provides technical program leadership Administers global secretariat of PPPHW
	UNICEF <ul style="list-style-type: none"> www.unicef.org 	<ul style="list-style-type: none"> UN Nations Children's Fund 	<ul style="list-style-type: none"> Implements programs Implements support
	World Bank <ul style="list-style-type: none"> www.worldbank.org 	<ul style="list-style-type: none"> International development bank 	<ul style="list-style-type: none"> Finances programs <ul style="list-style-type: none"> – Also through loans Provides management support to PPPHW
Bilateral	World Bank/Netherlands Water Partnership <ul style="list-style-type: none"> www-esd.worldbank.org/bnwpp/ 	<ul style="list-style-type: none"> Established by government of Netherlands and World Bank to improve water security by promoting innovative approaches to Integrated Water Resources Management 	<ul style="list-style-type: none"> Provides financial assistance to programs Finances global coordination and knowledge sharing of PPPHW

Organizations: Handwashing with soap (II)

Bilateral (cont'd)	Organization	Description	Key activities
	USAID <ul style="list-style-type: none"> www.usaid.gov 	<ul style="list-style-type: none"> United States development agency 	<ul style="list-style-type: none"> Finances programs in several countries Co-funds PPPHW secretariat
	DANIDA <ul style="list-style-type: none"> www.danida-dccd.dk 	<ul style="list-style-type: none"> Denmark's development agency 	<ul style="list-style-type: none"> Finances programs
	EHP Environmental Health Project <ul style="list-style-type: none"> www.ehproject.org 	<ul style="list-style-type: none"> USAID program 	<ul style="list-style-type: none"> Provides access to a broad range of capabilities for missions and bureaus wishing to include health preventive components in programs Researches state-of-the-art preventive components
	Hygiene Improvement Project <ul style="list-style-type: none"> www.hip.watsan.net 	<ul style="list-style-type: none"> USAID program 	<ul style="list-style-type: none"> Implements hygiene programs at scale Provides publications, tools, project presentations, research studies, links to other resources on the webpage

Organizations: Handwashing with soap (III)

Bilateral (cont'd)	Organization	Description	Key activities
	WELL <ul style="list-style-type: none"> www.lboro.ac.uk/orgs/well/index.htm 	<ul style="list-style-type: none"> Resource centre funded by the UK Department for International Development (DFID), promoting environmental health in developing and transitional countries Managed by LSHTM and IRC in collaboration with other network partners 	<ul style="list-style-type: none"> Coordinates and provides services for water, sanitation and environmental health programs to DFID and other agencies Web site is a focal point of information about water and environment health

Organizations: Handwashing with soap (IV)

	Organization	Description	Key activities
Academia	London School of Hygiene and Tropical Medicine <ul style="list-style-type: none"> www.lshtm.ac.uk 	<ul style="list-style-type: none"> Leading research institute in hygiene research 	<ul style="list-style-type: none"> Provides tools for consumer research Researches efficacy and effectiveness of HW programs Researches psychology of hygiene behaviour change Provides technical input to products Advocates
	AED/Hygiene Improvement Project <ul style="list-style-type: none"> www.hip.watsan.net 	<ul style="list-style-type: none"> USAID-funded program that works at scale to improve and sustain hygiene practices 	<ul style="list-style-type: none"> Provides technical assistance Provides technical inputs to products Advocates
	Center for Disease Control <ul style="list-style-type: none"> www.cdc.gov 	<ul style="list-style-type: none"> United States public health agency 	<ul style="list-style-type: none"> Provides technical assistance for M&E Researches effectiveness of HW Provides technical inputs to products Advocates

Organizations: Handwashing with soap (V)

Academia (cont'd)	Organization	Description	Key activities
	University of Leeds <ul style="list-style-type: none"> www.leeds.ac.uk 	<ul style="list-style-type: none"> Leading research institute in hygiene research 	<ul style="list-style-type: none"> Researches and trains on health education Health Education Database
	University of Southampton <ul style="list-style-type: none"> www.eng4dev.soton.ac.uk/research.html 	<ul style="list-style-type: none"> Leading research institute in hygiene research 	<ul style="list-style-type: none"> Researches gender issues in the promotion of hygiene and sanitation amongst the urban poor

Organizations: Handwashing with soap (VI)

NGO	Organization	Description	Key activities
	<p>Global Public-Private Partnership for Handwashing (PPPHW)</p> <ul style="list-style-type: none"> • www.globalhandwashing.org 	<ul style="list-style-type: none"> • Global initiative of private and public sector partners to promote handwashing with soap to reduce diarrhoea 	<ul style="list-style-type: none"> • Advocacy • Global M&E • Development of standard tools • Knowledge exchange • Implementation in several countries
	<p>IRC International Water and Sanitation Centre</p> <ul style="list-style-type: none"> • www.irc.nl 	<ul style="list-style-type: none"> • Independent, non-profit organization supported by and linked with the Netherlands Government, the UNDP, UNICEF, WHO, the World Bank and the Water Supply and Sanitation Collaborative Council 	<ul style="list-style-type: none"> • Facilitates the sharing, promotion and use of knowledge to better support beneficiaries to obtain water and sanitation services • Advocates change and aims to improve the information and knowledge base of the sector via its web site, documentation, publications

Organizations: Handwashing with soap (VII)

NGO (cont'd)	Organization	Description	Key activities
	International Scientific Forum of Home Hygiene <ul style="list-style-type: none"> www.ifh-homehygiene.org/2003/2newsletter/letter.htm 	<ul style="list-style-type: none"> NGO comprised of scientists and health care professionals who play an active role in hygiene policy and scientific research 	<ul style="list-style-type: none"> Publishes a newsletter (Home Hygiene and Health News) on latest news, research, events and library updates in the field of home hygiene
	NETWAS–Network for Water and Sanitation <ul style="list-style-type: none"> www.netwas.org 	<ul style="list-style-type: none"> A capacity building and information network for Africa focusing on water, sanitation and hygiene Consists of a regional centre and two national centers in Uganda and Tanzania 	<ul style="list-style-type: none"> Provides a training course Networking and information sharing Researches and consults
	NGO Forum for Drinking Water Supply & Sanitation <ul style="list-style-type: none"> www.ngoforum-bd.org 	<ul style="list-style-type: none"> Coordination and service delivery agency with around 600 partner NGOs, CBOs and private sector actors and overall more than 38,000 workers 	<ul style="list-style-type: none"> Provides training, information, promotional and training materials on water and sanitation technologies

Organizations: Handwashing with soap (VIII)

NGO (cont'd)	Organization	Description	Key activities
	WaterAid <ul style="list-style-type: none"> www.wateraid.org.uk 	<ul style="list-style-type: none"> UK's charity dedicated to the provision of safe domestic water, sanitation and hygiene promotion to the world's poorest people 	<ul style="list-style-type: none"> Partners in projects, which integrate domestic water provision, sanitation, and hygiene promotion
	WSSCC–Water Supply and Sanitation Collaborative Council <ul style="list-style-type: none"> www.wsscc.org 	<ul style="list-style-type: none"> Leading international organization that enhances collaboration in the water supply and sanitation sector. WSSCC is a cross between a professional association and an international NGO Mandated by the United Nation General Assembly 	<ul style="list-style-type: none"> Provides networking & knowledge management Advocates & provides communications Manages the Global Sanitation Fund

Organizations: Handwashing with soap (IX)



Private sector

Organization	Description	Key activities
<p>Colgate-Palmolive</p> <ul style="list-style-type: none"> • www.colgate.com 	<ul style="list-style-type: none"> • International soap producer 	<ul style="list-style-type: none"> • Pretests materials and providing product samples • Provides market expertise • Crafts communication for behaviour change • Provides program design • Advocacy
<p>Procter & Gamble</p> <ul style="list-style-type: none"> • www.pg.com 	<ul style="list-style-type: none"> • International soap producer 	<ul style="list-style-type: none"> • Pretests materials and providing product samples • Provides market expertise • Crafts communication for behaviour change • Provides program design • Advocacy
<p>Unilever</p> <ul style="list-style-type: none"> • www.unilever.com • www.lifebuoy.com 	<ul style="list-style-type: none"> • International soap producer 	<ul style="list-style-type: none"> • Provides marketing expertise • Provides product samples • Designs consultants' training • Crafts communication for behaviour change • Provides program design • Advocates

Scaled-up programs: Handwashing with soap

Name/country	Implementing partners	Other information
Central American Handwashing Initiative	USAID, UNICEF, Private soap companies, governments,	<ul style="list-style-type: none"> Multi-country project started in 1996 (Guatemala, Costa Rica, and El Salvador) HW of children in e.g. El Salvador increased by 100% Project was the stimulus for founding the PPPHW
Ethiopia National WASH Movement	UNICEF, government ministries, NGOs, private sector, faith based organizations	<ul style="list-style-type: none"> One hygiene theme is promoted in each year (e.g. handwashing in first year, safe stool disposal in second year) National program started in 2004
Ghana Handwashing Campaign ¹	Global Public Private Partnership for Handwashing	<ul style="list-style-type: none"> Nationwide program started in 2003 2.5M women, 3.5M school children targeted Handwashing increased, e.g. after using a toilet from 24% in 2002 to 89% in 2005
Madagascar WASH	UNICEF, USAID, WaterAid	<ul style="list-style-type: none"> Program involved handwashing with soap, effective use of latrines and safe water supply Regional coalitions formed in 11 regions
Peru Handwashing Campaign	Global Public Private Partnership for Handwashing	<ul style="list-style-type: none"> Nationwide campaign started in 2003 Multiple channels used to disseminate HW message
Swasthya Chetna in India ¹	Unilever	<ul style="list-style-type: none"> Coverage of rural areas with village outreach activities About 180 M people covered

1. Initial case study provided

Appendix: experts consulted

Experts consulted during preparation of this document

Name	Organization and title	Area of expertise
Therese Dooley	UNICEF, Senior Adviser Sanitation and Hygiene	Implementation
Samir Gupte	Ogilvy Action India, Business Head, Unilever Swasthya Chetna	Implementation, market research
Myriam Sidibe	Unilever	Implementation, private sector