



SOAPBOX

The Public Private Partnership for Handwashing Newsletter

UPDATES FROM THE COUNTRY PROGRAMS

Vietnam

In Vietnam, the first “In Safe Hands” marketing training conducted by Unilever Marketing Academy and financially supported by the Lifebuoy soap brand was successfully conducted in Vietnam from May 16-19, 2006. The workshop was well attended by public and private sector partners including representatives from the Ministry of Health, the Women’s Union, various INGOs, UNICEF, a WSP staff member from Laos and a consultant to the handwashing activities in Indonesia.



In Safe Hands Marketing Masterclass: Brainstorming about motorcycle helmet campaign in Vietnam (Photo: Nga Nguyen/WSP)

The workshop introduced participants to the private sector’s approach to marketing, including an immersion session in the field to interview consumers and group work that enabled public and private partners to work together. As part of the workshop, representatives from Unilever’s primary creative agency worked with participants to develop two handwashing campaigns: one targeted at mothers of children under five and one for primary school children. The workshop generated significant momentum and support for the HWI and participants from the MOH voiced enthusiasm in applying marketing approaches to future behavior change communication programs.

Partnership building and fundraising continues. The Ministry of Health, the Lead Agency, has taken an active role in spearheading the initiative, providing valuable technical inputs to the consumer research/baseline survey and program design. Private firms participating in the PPP Vietnam now include Unilever, Lix, a local soap company, and Mindshare, one of the largest media firms in the region. The HW Coordinator will continue to work to expand the number and variety of private sector partners.

For more information on the Vietnam Handwashing Initiative, please contact Nga Nguyen at NNguyen4@worldbank.org

Peru

The Peru HW Initiative launched its communication program in October 2005. Since then activities have not stopped. To date, 77 workshops have been implemented and 3500 health and education professional have been trained and provided with communication material enabling them to best promote the handwashing practice to close to 175,000 mothers and children. National mass media coverage, through a combination of conventional and non-conventional channels, has lasted 5 months and experienced a new boost as the Ministry of Health decided to finance a re-launch of the campaign during the months of June and July 2006.

An institutional video has been produced to show the communication process during the first year of implementation, and better explain the role of partners at national and local level.

The Initiative’s strategy for the period that started in July, seeks to widen the scope of the communication efforts to reach 20 of the 24 regions of the country. The starting point is to

identify local institutions and existing networks to establish synergy links with the HW Initiative. The Initiative will reach out to new regions through partnerships with local public and private institutions, building the capacity of members of existing networks, and a communication program to promote handwashing among school children.

For more information on the Peru PPPHW, please contact Rocio Florez RFlorezp@worldbank.org

Colombia

The Public-Private Partnership for Handwashing in Colombia has now finished the preparation phase and has entered the development phase. During the first stage of the program, a behavior and baseline study was carried out to develop a deeper understanding of the hygiene practices in the areas of Colombia, where diarrheal incidence is high.

The study sought to determine the incidence of handwashing among mothers and other caretakers of children less than five years of age, and to understand their motivations and barriers to adopting the desired behavior. As part of the study, a survey was carried out to establish – among other things – the frequency of diarrheal diseases in children less than five years of age, the availability of water and soap, and the media channels most frequently heard and watched by the population. The survey was carried out in 500 households belonging to social-economic category 1 (having unsatisfied basic needs) with at least one child under five years of age. The 500 households were distributed among the main geographical regions of Colombia, covering both urban and rural areas.

The following are among the key study conclusions:

- 1 10% of children under five years of age presented symptoms of diarrhea the day before the survey
- 2 22% of children under five years of age presented symptoms of diarrhea two weeks before the survey
- 3 In 20.7% of cases was handwashing at critical times observed.
- 4 Only in 38% of the cases was handwashing done using soap.
- 5 The frequency of handwashing is significantly higher at critical times involving excreta (32.2%) than at critical times involving food (17.5%).

- 6 After having contact with excreta, more than half of the cases of handwashing were done using soap. At critical times involving food, less than one third of those observed washing their hands used soap.

In addition to the consumer study, the following activities were carried out in Phase 1:

- The model of the partnership was shared with representatives from public and private entities interested in participating.
- A steering committee was formed with representatives from the public sector, private sector, NGOs, multilateral organizations, and communication media and a good working relationship was established.
- The Colombia PPPHW worked on guidelines of the action plan and formation of specialized work teams (to review the study process; to prepare the strategy and business plan, among others.)
- The Terms of Reference were finalized for the task of creating and designing of a program of social sensitization, communication and education to promote Handwashing with soap in Colombia. Contracting of a communications agency to undertake this task is underway.

The Colombia PPPHW is planning to have the campaign strategy ready in December, 2006, and to begin the media campaign by early 2007. The PPPHW in Colombia is working to partner with key players in children's broadcasting, hoping to benefit from their expertise in designing messages for children and their extensive reach among this audience.

For more information on the Colombia HW Initiative, please contact Amparo Araujo at lavamaraujo@hotmail.com

Ecuador

Funding of US\$1 million over four years for the Public-Private Partnership for Handwashing in Ecuador was secured with the approval of the *Rural and Small Towns Water Supply and Sanitation Project II* (PRAGUAS II) in June, 2006. The efforts of the Ecuador PPPHW are being led by the Sub-Secretariat of Water, Sanitation, and Solid Waste, Ministry of Urban Development and Housing. The Ecuador PPPHW is currently finalizing the Terms of Reference for the consumer

research and baseline studies. It is expected that a consultant firm will be hired to carry out the task by end October.

Over the coming months, key efforts will focus on the implementation of the consumer research study and the consolidation of the public-private alliance. A presentation of the partnership is planned for October 2006 and will involve key organizations in the WSS, health, and education sectors.

For more information on the PPPHW in Ecuador, please contact Lene Jensen at LJensen@worldbank.org

Benin

The Embassy of The Netherlands has provided funding for the first phase of a handwashing promotion program in Benin. The efforts of the Benin Handwashing Initiative will be led by the Directorate of Hygiene and Sanitation under the Ministry of Health. In the coming period, the lead agency will focus on the recruitment of a national handwashing coordinator, contracting and implementation of the consumer research survey and handwashing baseline studies, and the establishment of a Steering Committee involving key public and private partners. Phase one of the Benin Handwashing Initiative is set to focus on partnership building and promotion of handwashing through mass media channels.

For more information on the Handwashing Initiative in Benin, please contact Sylvain Adokpo at SAMigan@worldbank.org

Ghana

District level activities have been strengthened. Over the past six months, the emphasis has been on mainstreaming of handwashing promotion into all water and sanitation projects and activities of the PPPH partners. Among other things, a module on PPPH has been developed and integrated in the training of stakeholders at regional and district levels. Launches in 28 newly established districts are ongoing. One hundred and fifty eight Female water and sanitation committee members have been trained. In two regions, radio talk shows on handwashing with soap were organized. Forty-five latrine artisans have been given orientation on handwashing with soap.

The preparation for the schools handwashing program is far advanced. There will be Training of Trainers for School Health Education Program

(SHEP) Coordinators, Schools Circuit Supervisors and Ghana Education Services Training Officers. The National TV Station has been contacted to integrate children's program on PPPH in a national TV Children's Channel Program.

For more information on the Ghana PPPHW, please contact Theodora Adomako at theovaness@yahoo.com

Senegal

The Senegal Public-Private Partnership for Handwashing (PPPHW) will be launching its activities in October. The President of the Republic, who will be the Official Patron of the handwashing campaign, will chair the launch ceremony, raising the profile of the campaign and the PPPHW.

Activities for the preparation of the launch are already completed under the supervision of the Hygiene Department (DPIC) of the Ministry in charge of Hygiene. Financing for the ceremony was secured by the National Office of Urban Sanitation (ONAS), the water companies (SONES, SDE), and a number of other public and private entities.

In terms of preliminary activities, the training of the trainers in handwashing promotion (social marketing) is completed. More than 400 trainers were trained in the regions (Dakar, Thies, Diourbel, Vélingara), where the campaign will be piloted.

Fundraising efforts have been ongoing, with requests sent to many partners, including UNICEF, AGETIP, Belgium Technical Cooperation (BTC), and Luxembourg Cooperation. Their contributions made it possible to ensure a good start to the activities. An agreement has been signed by UNICEF for the financing of activities in Vélingara and the production of the TV spots. UNICEF will also finance some media airtime.

For more information on the Ghana PPPHW, please contact Ali Diouf at ppplm.senegal@gmail.com

East Africa

WSP and Unilever are collaborating to provide technical assistance to handwashing programs in East Africa, starting with the Uganda formative research. On October 23, Unilever-Lifebuoy and WSP are hosting a **MARKETING EXPO** in Nairobi for regional stakeholders to review state of the art behavior change models. East African country teams will then participate in a three and

half day IN SAFE HANDS marketing training conducted by Unilever's Marketing Academy.

Tanzania

Building on the consumer research work conducted in the last year, the Tanzania Public-Private Partnership for Handwashing (PPPHW) has formed a Steering Committee as a sub-component of the national Sanitation Working Group. The Steering Committee consists of representatives from Ministries of Water and Health, the soap industry, toilet manufacturers, UNICEF, WaterAid, WSP, World Bank, and faith-based organizations. Tanzania has also applied to the EU for funding for handwashing as part of an East African Handwashing Initiative.



Tanzania: Handwashing facility (Photo: Nat Paynter/WSP)

The Initiative hopes to build on regional economies of scale in the promotion of handwashing. At present, the Group is actively recruiting a handwashing coordinator for Tanzania. The Tanzania PPPHW is drafting a Request for Proposals for the engagement of a creative agency to develop the campaign strategy and concepts.

For more information on the Tanzania PPPHW, please contact Nat Paynter at NPaynter@worldbank.org

Kenya

The Water and Sanitation Program (WSP) presented the framework for the handwashing program during a recent Environmental Sanitation Working Group meeting at WHO, chaired by the Ministry of Health. Terms of Reference have been developed for the handwashing coordinator position and a formative research study. Stakeholders, including UNICEF, Colgate-Palmolive, and Unilever, contributed technical

inputs to the development of the TORs. WSP and the Ministry of Health are currently interviewing candidates for the coordinator position and are in the process of requesting proposals to carry out the formative research.

For more information, please contact Jason Cardosi at JCardosi@worldbank.org

Uganda

Mr. Chris Nsubuga-Mugga has been appointed as the handwashing coordinator from August 1, 2006. He effectively coordinated and managed the National Hygiene and Sanitation Week celebrations of March 2006.

Interest for the PPPHW is getting stronger and Danida has availed funds for the initial phase of the campaign until the end of 2007. In addition, Unilever, Discovery Channel and UNICEF have formed a partnership to carry out a handwashing initiative in primary schools in Uganda.

The Uganda PPPHW is currently finalizing the procurement of services for the consultant to carry out the formative research. Next steps for the initiative will include getting the formative research underway and procuring a marketing agency to prepare the campaign strategy and concept development.

For more information on the Initiative in Uganda, please contact Chris Nsubuga at chrismugga@yahoo.co.uk

NEW PUBLICATIONS

Handwashing Handbook – Now available in French and Spanish!

The Handwashing Handbook has been translated into French and Spanish. The translated versions of the Handbook are available in electronic format at www.globalhandwashing.org. Hardcopies of the publications can be requested by contacting LJensen@worldbank.org

NEWS IN BRIEF

Handwashing Remains a Big Problem in Schools

According to a recent assessment of the School Sanitation and Hygiene Education (SSHE) country pilot project (2002-2004) – involving local partners in six countries as well as UNICEF and IRC International Water and Sanitation Centre – the availability and use of soap remained a major problem in most of the participating program schools. While facilities to provide water were still available and in working order in 80% of program schools 12 to 18 months after the project had finished, non-availability of soap continued to present a barrier to establishing good handwashing practices. Given the very significant health benefits of using soap, the assessment recommends that more efforts go into finding solutions to ensure that students can wash their hands with soap. An electronic copy of the report can be obtained from the IRC International Water and Sanitation Resource Centre website at www.irc.nl

Nearly a Third of All Disease in Developing Regions Caused by Environmental Exposure

According to the report *Preventing Disease through Healthy Environments – Towards an Estimate of the Environmental Burden of Disease* released by the WHO in June 2006, nearly one-third of death and disease in developing regions can be attributed to environmental exposures. The report singles out children under the age of five as being particularly vulnerable to environmental exposures and estimates that preventing environmental risks could save up to four million children's lives per year. The report identifies the four main diseases influenced by the environment as being diarrhea, lower respiratory infections, various forms of unintentional injuries, and malaria. In the case of

diarrhea, it is estimated that 94 percent of the 1.7 million annual deaths due to the disease could be prevented through better environmental management. The report identifies better hygienic measures as one of six preventive measures which could be taken now to reduce the environmental disease burden. The report can be downloaded from the WHO website at www.who.int

CAPACITY-BUILDING, OUTREACH, & ADVOCACY

University of Handwashing Washington DC – May 1-2, 2006

The Global PPP for Handwashing held its annual *University of Handwashing* in Washington DC, May 1-2, 2006. The workshop was attended by global PPPHW member organizations, country coordinators, and sector specialists to share and discuss successes, challenges, and next steps. The workshop report and presentations can be downloaded from the Global Handwashing website at www.globalhandwashing.org

Handwashing 101 – Consultants' Training Washington DC – May 3-5, 2006

More than 40 participants from four regions attended the three-day training workshop, Handwashing 101, hosted by the Secretariat for the global Public-Private Partnership for Handwashing (PPPHW), May 3-5, 2006, in Washington DC. The purpose of the workshop was to provide technical skills training in topics where ongoing and future PPPHWs will need support, including:

- Handwashing evidence base
- Strategic marketing
- The 'Handwashing Project Cycle'
- Country assessments
- Partnership building
- Fundraising
- Procurement training

PPPHW partner, Unilever contributed to the workshop with a one-day training seminar on marketing. The training was prepared and delivered by Unilever's Marketing Academy. Participants in the workshop included independent consultants, PPPHW country coordinators, PPPHW partners, and government representatives. Copies of the

workshop report and presentations can be obtained by contacting the Secretariat for the Global PPP for Handwashing at LJensen@worldbank.org

PPPHW Exhibits at the Global Health Council's Annual Meeting

Washington DC – May 30-June 2, 2006

The Secretariat for the Global Handwashing Partnership exhibited at the Global Health Council's annual meeting May 30 – June 2, 2006 in Washington. The handwashing message was positively received by conference participants. Interest in the PPPHW's *Handwashing Handbook* was strong with more than 150 copies disseminated.

UPCOMING EVENTS

Global PPPHW to Exhibit at APHA

For a second consecutive year, the Secretariat for the Global Handwashing Partnership is organizing a PPPHW exhibit at the Annual Meeting of the American Public Health Association, November 4 – 8, 2006 in Boston, U.S. Again this year, interest in the Initiative is expected to be strong.

Global PPPHW Steering Committee to Meet

Members of the global PPPHW Steering Committee are scheduled to meet later this fall to discuss the past year's progress and achievements as well as the new challenges ahead. The date for the meeting is currently being determined based on member availability.

We encourage and welcome your [comments and contributions](#) to SoapBox.
Please send them to Lene Jensen at Ljensen@worldbank.org

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