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# SOAPBOX

*The Public Private Partnership for Handwashing Newsletter*

## *Note from the editors*

We are happy to share with you this new issue of SoapBox. As always, SoapBox provides updates on PPPHW developments at global and country level, key events, new research and publications in the area, and much more. Since our last issue, we have seen the seeds for new initiatives be planted in Nigeria, Ecuador, Paraguay, and Benin, and the PPPHW in Peru – a flagship initiative – move into full blossom with the launch of the national campaign in October 2005. We are happy to report that handwashing message is spreading. Today, the interest in and support for the promotion of handwashing with soap is now stronger than ever and growing.

## UPDATES FROM ONGOING PROGRAMS

### Peru

The Public Private Partnership for Handwashing in Peru launched its campaign in the fall of 2005. The campaign, still in progress, takes advantage of multiple media channels. At the core of has been a national radio mass media campaign, centered around a ten-episode radio soap opera entitled “Las burbujas de tu amor” (translation: The bubbles of your love). The show was aired by the national radio station, Radio Programas Peru, every Sunday during October and November, and each episode of the soap opera was followed by a talk show where specific topics were

discussed with invited guests. The program is estimated to have reached 350,000 to 400,000 women in the country.

The radio mass media campaign is being supported by an alternative communication strategy, e.g., making use of non-conventional private mass media channels, such as internal bank and bus TV circuits, handwashing promotion by the door-to-door sales force of a national cosmetics company, and scouts and Peace Corp volunteers. In addition, three regional promotion events have been organized with the purpose of bringing the campaign closer to the audience. Parades, handwashing trials, and poster contests were included in the programs.

School delegations, army bands, authorities, and local families joined the celebration. The events received extensive press coverage.

As a complement to the mass media campaign, the Peru PPPHW has carried out Training of Trainers workshops in five regions, with the aim of integrating handwashing

promotion into the work of health professionals and educators. In the coming months, the Peru PPPHW will continue the roll-out of this component, adding activities in another six regions. In total, 3,500 health professionals and educators will be trained during a first phase eight-month period reaching 117,500 mothers and 53,000



*Lavate los manos con jabón. Antes de comer. Después de ir al baño* (translation: Wash your hands with soap. Before eating. After going to the toilet). Peru PPPHW handwashing poster.

children directly. Scale-up efforts aim to double the impact of this component during 2006.



Peru PPPHW: Handwashing competition at regional launch event.

In the next phase, another interpersonal communication component will be added to the HW program in the form of a Schools Program financed jointly by Fondo de las Americas and private sector partners.

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

### **Colombia**

In the fall of 2005, the new Colombian Handwashing Initiative was started up. The Colombia Initiative is housed in the Ministry of Environment, Housing and Territorial Development and is being supported by the recently signed *Sustainable Development Investment Loan* provided by the World Bank to the Government of Colombia.

An interim coordinator of the Colombian HW Initiative came on board at the beginning of November 2005. As part of the strategy directed to build up a Public Private Partnership, the interim coordinator took the first steps towards identifying and raising awareness of handwashing amongst key national decision-makers. The process is expected to culminate in the formation of a National Executive Committee for the Colombian Handwashing Initiative in early 2006.

A behavioral study is being carried out in five regions of the country. The study will document current handwashing practices in the regions and identify motivators and drivers for handwashing in

the Colombian context. The study is expected to be complete in March 2006. In addition to the behavioral study, a market survey is currently being undertaken.

A draft business plan and communications strategy has been developed based on information obtained from organizations related with the HW Initiative. Once the findings of the behavioral study become available, they will be discussed with the National Executive Committee of the Colombian HW Initiative. Finally, a full-time handwashing coordinator is expected to come on board in March 2006.

For more information on the Colombia HW Initiative, please contact AArmstrong@worldbank.org

### **Nepal**

Despite the challenging political and civil environment, the activities of the Handwashing Initiative in Nepal continue, with a strong emphasis on community-level handwashing promotion. Funding for the Initiative has been provided by USAID until early 2007.

During the fall of 2005, over 2,000 community level workers were trained in Handwashing promotion. The training was coordinated by the Handwashing Initiative and implemented by partner NGOs and District Water Supply and Sanitation offices. Following this, the workers have started implementing the social mobilization efforts at the household and school level. Among other things, members of child clubs were trained in the month of November immediately after the festival season.

The Initiative is currently active in four districts: Dang, Kapilvastu, Panchthar and Parsa. Additional funds are being pursued to bring the handwashing message to a greater number of districts.

For more information about the Nepal Handwashing Initiative, please contact Siddhartha Shrestha at sidshrestha@unicef.org

### **Ghana**

With district level activities ongoing, the Ghana PPPHW re-launched Phase I in the fall of 2005. In December, the television ads of the "Truly Cleans Hands" campaigns were re-aired with funding from DANIDA. The ads will run until March 2006.

As of early 2006, preparations for Phase II of the "Truly Clean Hands" campaign were underway,

including a review of existing media materials. Phase II is anticipated to be 18 months in length and aims to consolidate handwashing behavior change. With funding from DANIDA, Phase II will implement an intensified handwashing program for schools. Phase II will see enhanced emphasis on integration and district-level activities; among other things featuring launches in 28 newly established districts.

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

## **Senegal**

Interest for the PPPHW continues to be strong among public and private partners in Senegal. The Belgian Technical Cooperation and the Embassy of Luxembourg to Senegal have expressed their support for the initiative and are committed to providing financial assistance. On the private sector side, the national telephone company Sonatel has committed to support the campaign with in-kind advertising contributions and support of a similar kind is being discussed with a national level transportation company.

The implementation of a handwashing baseline study was among the key PPPHW activities in the fall of 2005. The study, which had been delayed due to recurrent cholera outbreaks, was finalized in December. The findings showed that handwashing rates are low among target groups (school-age children, mother, and other caretakers of children). For example, only 16.3% of mothers and other caretakers of children wash their hands with soap after having cleaned a baby's bottom. A mere 3.8% of mothers were found to wash their hands with soap prior to feeding a child.

The Senegal PPPHW is currently finalizing the procurement of services and goods for the Direct Consumer Contact component of the handwashing campaign. The firm EDE has been selected to carry out training of trainers. Handwashing promotion training of trainers is expected to get underway in the second quarter of 2006.

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

## **Tanzania**

In the fall of 2005, a consumer research study was undertaken with funding from the Government of Ireland. TMS International, in partnership with

Steadman Tanzania, completed the consumer research and submitted preliminary findings for review in early 2006. The government, WSP, and local partners are developing the program strategy and business plan and will request expressions of interest from creative agencies in the first half of 2006. The handwashing program will be linked to the sanitation and hygiene promotion component of the National Rural Water Supply and Sanitation Program.

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

## **Vietnam**

The Vietnam National Handwashing Initiative has moved into a new phase with the appointment of Nga Kim Nguyen as Handwashing Coordinator. Ms. Nguyen came on board January 2, 2006. Prior to joining the Vietnam National Handwashing Initiative, she has worked in social marketing and behavior change communication throughout the East and South East Asia region.

A first stakeholder meeting for the Vietnam National Handwashing Initiative was held on February 15, 2006. The event was widely attended with over 30 representatives from the Ministry of Health, the Vietnam Women's Union, WHO, UNDP, DANIDA, NGOs, Unicef, WSP, and World Bank staff. Val Curtis from the LSHTM was there to present on the initiative globally and Nga Nguyen presented on the initiative in Vietnam. The Ministry of Health was announced as the Lead Agency and many organizations offered their support for the initiative.

Next steps for the Initiative will include continuing the dialogue with public and private organizations, fundraising, and getting the consumer research underway.

For more information on the Vietnam Handwashing Initiative, please contact Nga Kim Nguyen at NNnguyen4@worldbank.org

## **NEW HANDWASHING PROGRAMS**

### **Benin**

The Embassy of the Netherlands in Benin has confirmed that funding will be made available for the establishment of a Public-Private Partnership for Handwashing in Benin. A detailed proposal for

funding was prepared and submitted to the Embassy by the Government of Benin in the fall of 2005. The government received technical inputs from the Water and Sanitation Program and the Handwashing Secretariat in the process.

For more information on the Benin PPPHW, please contact LJensen@worldbank.org

### **Ecuador**

A public-private partnership to promote handwashing is being planned as a component of the upcoming *Rural and Small Towns Water Supply and Sanitation Project II* (PRAGUAS II). In January 2006, the Ministry of Urban Development and Housing appointed Mariana Acosta as Coordinator for the Ecuador Handwashing Initiative. Priority activities in the past and coming months include establishing a dialogue with private and public sector counterparts, forming a partnership steering committee, drafting a detailed business plan and partnership strategy, and preparing and launching a consumer research study. The Ecuador Handwashing Initiative is expected to be fully up and running in the summer of 2006.

For more information, please contact Lene Jensen at LJensen@worldbank.org

### **Indonesia**

Preparations are underway for a large scale Handwashing Initiative as part of the Indonesia Sanitation Sector Development Program (ISSDP). ISSDP is a joint initiative of the Government of Indonesia and WSP-EAP, supported by Dutch funding. The ISSDP team will be working in close consultation with the existing HWWS programs and partners in Indonesia, building on the existing research and approaches to extend and develop the HWWS program in to a Nation-wide Campaign. ISSDP will start in April 2006 and over the next 12-18 months looks forward to working with existing and new donors, NGO's, Government agencies and private sector partners to achieve the widest possible hand washing with soap in Indonesia.

For more information on the Handwashing Initiative in Indonesia, please contact KTulenko@worldbank.org

### **Nigeria**

A Handwashing Initiative is currently being planned as a component of a forthcoming health sector project, with financing from the World Bank. Unilever has agreed to provide funding for a handwashing consultant to support the preparation

of the initiative. The handwashing consultant is expected to make a first trip to Nigeria in the spring of 2006.

For more information, please contact Kate Tulenko at KTulenko@worldbank.org

### **Paraguay**

The Government of Paraguay has expressed interest in the establishment of a public-private alliance to promote handwashing. Preparations for a handwashing initiative are currently underway. The initiative would be part of the upcoming *Fourth Water Supply and Sanitation Project*.

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

## **PUBLICATIONS & RESEARCH**

### **Handwashing Handbook – Coming Soon in French and Spanish!**

The Handwashing Handbook has been translated into French and Spanish. The translated versions of the Handbook will be available electronically on the Global PPP for Handwashing website by March 2006. The translated Handbooks are expected to be available in hardcopy in April 2006. Copies of the translated publication can be requested by contacting the Handwashing Secretariat at [globalhandwashing@worldbank.org](mailto:globalhandwashing@worldbank.org). Electronic copies can be downloaded from the Global PPP for Handwashing website at [www.globalhandwashing.org](http://www.globalhandwashing.org)

### **High Retention of Handwashing Knowledge in Rural Kenya**

A new study by Parker et al. demonstrates high handwashing knowledge retention rates among clients, who received handwashing education during their visits to a Maternal and Child Health clinic in Nyanza Province, Kenya. The education was provided by nurses, who had received instruction on handwashing using a six-step technique: (1) use soap and water; (2) rub hands together for 10-15 s; (3) rub between fingers; (4) clean under nails; (5) rinse; and (6) air dry, if no clean towel is available. Two weeks after the health clinic visit, 41% of clients were able to perform all handwashing steps correctly. After one year, 34% of clients were able to demonstrate all six handwashing steps correctly. Source: Parker, A. A. et al. (2006). Sustained high levels of stored drinking water treatment and retention of hand-washing

knowledge in rural Kenyan households following a clinic-based intervention. *Epidemiology and Infection*, January 2006.

### **In Vietnam, Mothers' Handwashing Habits Key to Diarrhea in Children**

Findings from research on diarrhea in children under the age of five living in Hanoi, Vietnam, point to the crucial role that mothers' handwashing habits play in preventing diarrhea. The Hanoi study compared 587 children with diarrhea with 249 age-matched healthy controls, among other things, to assess the main epidemiological factors contributing to diarrheal disease in children. Overall, the study findings revealed that more children got diarrhea in (i) poor families; (ii) families where piped water and a latrine were lacking; (iii) families where mothers washed their hands less often before feeding the children; (iv) families where mothers had a low level of education; (v) families where information on health and sanitation less often reached their households.

Source: Vu Nguyen, T. et al. (2006). Etiology and epidemiology of diarrhea in children in Hanoi, Vietnam. *International Journal of Infectious Disease*, February 1, 2006.

## **NEWS IN BRIEF**

### **Global PPPHW Steering Committee Meeting, Fall 2006**

The Steering Committee for the Global PPPHW met on October 26 and November 10, 2005. The meeting included updates from partners and the Handwashing Secretariat, as well as progress reports for ongoing and new national handwashing initiatives. Additional issues discussed during the meeting included HW in the context of avian flu, roles and responsibilities of steering committee members, and co-branding. Among the outcomes of the meeting was the establishment of an M&E working group.

### **Handwashing and Avian Flu**

The Global PPPHW recognizes the important role that handwashing with soap can play in the prevention of Avian Flu. In recent months, the Handwashing Secretariat has worked in with, among others, the World Bank's Africa region team, Centers for Disease Control, the World Health Organization, and World Bank task managers to integrate handwashing into Avian Flu prevention plans.

### **Global PPPHW Exhibiting at the Annual APHA Meeting**

The Secretariat for the Global Handwashing Partnership exhibited at the American Public Health Association Meeting in Philadelphia, December 11 -14, 2005, with our newly designed Handwashing Partnership display.

The handwashing exhibit drew considerable interest and overwhelmingly positive reactions from domestic and international participants. Over 150 meeting participants signed up to receive the Global Handwashing Partnership's newsletter, *SoapBox*.



Handwashing Secretariat staff, Kate Tulenko (right) and Lene Jensen (middle), talk with one of the many interested participants at the APHA Meeting in December 2006.

### **Unilever-PPPHW Collaboration on Marketing Training**

Unilever's Marketing Academy will be building the capacity of PPPHW staff with a marketing masterclass. The course will be designed to raise the level of marketing understanding and knowledge among the PPP members, country coordinators, and beyond. A pilot marketing masterclass is planned for Vietnam in May 2006.

### **Handwashing Clinic, WSP Training Week March 7, 2006**

In connection with the Water and Sanitation Program's training week, the Secretariat hosted a two-hour Clinic focusing on the 'how-tos' of introducing Handwashing into national policy dialogue, and starting and managing a national Handwashing initiative. The training event was well attended and took place at the World Bank headquarters in Washington DC, March 7, 2006.

## UPCOMING EVENTS

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

The Global PPP for Handwashing will be holding the annual *University of Handwashing* in Washington DC, May 1-2, 2006. The workshop will bring together global PPPHW member organizations, country coordinators, and sector specialists to share and discuss successes, challenges, and next steps.

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

The Secretariat for the global Public-Private Partnership for Handwashing (PPPHW) will be hosting *Handwashing 101*, a three-day consultants' training workshop, May 3-5 2006, in Washington DC. As recent years have seen a globally expanding number of public-private partnerships for handwashing (PPPHW), the workshop seeks to provide technical skills training in the topics where ongoing and future PPPHWs will need support. The technical areas covered by the workshop include:

- Handwashing evidence base
- Strategic marketing of Handwashing behavior
- The 'Handwashing Project Cycle'
- Country assessments
- Partnership building
- Fundraising

The workshop is tailored to consultants with previous experience in any of the following areas: hygiene promotion, social marketing/behavior change communication, public-private partnerships in health, monitoring and evaluation. Workshop participation is free of charge, and breakfast and lunch will be provided. Participants are expected to cover all other costs associated with participation. Consultants with an interest in participating, should send a C.V., two personal references, and a short paragraph (max. 200 words) outlining the purpose of their participation to [Globalhandwashing@worldbank.org](mailto:Globalhandwashing@worldbank.org)

### **Global PPPHW Exhibiting at Global Health Council's Annual Conference, May/June 2006**

As part of an effort to heighten the awareness of the power and benefits of handwashing with soap, the Global PPP for Handwashing will be hosting an exhibit at this year's Global Health Council Conference. Each year, the Conference brings together leaders and practitioners in the field of international health. The conference takes place in Washington DC, May 30 – June 2, 2006.

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

Want to learn more about the global Public-Private Partnership for Handwashing with Soap?  
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