SESSION 5: BEHAVIOUR CHANGE AND HYGIENE

Moderators:
Belinda Abraham (UNICEF)
Hanna Woodburn (Global Public-Private Partnership for Handwashing)
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<td>Launch of the UNICEF-GIZ-BMZ “Group Handwashing Facilities”-Compendium</td>
<td>Laure Anquez (UNICEF)</td>
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<td>WASH behavior in the school environment?</td>
<td>Experiences from the Fit for School Programme</td>
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<td>Menstrual Hygiene Management</td>
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UPCOMING ENGAGEMENT OPPORTUNITIES AROUND BEHAVIOUR CHANGE

Hanna Woodburn
POTENTIAL EXISTING WG “HOME” FOR BC

WG 4 (Technologies, health & hygiene)
- Projects oftentimes include BC as they introduce technologies
- BC is usually approached through the lens of hygiene

WG 9 (Public awareness, advocacy & civil society engagement)
- Hygiene advocacy has been a key SDG-era topic
- BC historically consisted largely of BCC/public awareness campaigns
- Received most votes of existing WG as a good new home for BC

WG 10 (Operation, maintenance)
- BC is a natural part of operations

WG 12 (WASH & Nutrition)
RATIONAL FOR A NEW WG

• BC is cross-cutting, and therefore should have its own WG

• While other WGs may address awareness or advocacy, none of them address BC in an adequate or holistic manner

• WASH has historically focused heavily on the “hardware,” a new WG would raise the profile of the “software”
ARGUMENTS FOR/AGAINST CREATING A NEW WG

**Pros**
- Recognizes cross-cutting nature of BC
- Complements the sector’s traditional focus on hardware
- BC was identified as a “missing gap in all groups”

**Cons**
- Might drop off the agenda for other WGs
- Too many WGs
- Most WGs have an interest in BC
Sustainable WASH doesn’t only rely upon the provision of technology and services, but also the proper usage.

This working group seeks to **identify, share, and promote** new and current methodologies, best practices and cases of behaviour change in an inclusive way.

1. Knowledge, research & learning
2. Networking, collaboration & partnership
3. Policy & advocacy
DISCUSSION

Based on these presentations and your own experiences, what sort of actions or strategies should a proposed BC working group consider as a priority for advocating for improved BC implementation in programs and policies?
NEXT STEPS

1. Review the proposed WG concept
2. Contribute your thoughts about a new WG on the forum
3. Integrate lessons learned from this session into your programs