

Hand Hygiene for All

Sustainable Sanitation Alliance – 30th meeting



#susana30



Welcome

**Dr. Om Prasad Gautam, Lead,
SuSanA Behaviour Change Working Group 13**

Objectives:

To share insights from different partners based on their ongoing hand hygiene work through presentations followed by thematic discussions on specific themes.

Outline of the session:

Part one: Presentation on hand hygiene initiatives (45min):

- **Global framework for response** - the Hand Hygiene for All Initiative – WHO/UNICEF
- **Snapshot of government action: UN-Water GLAAS findings** - UN Glass
- **Programmatic hygiene response to COVID19: Lessons from 12 countries** - WaterAid UK
- **Key examples of available programmatic guidance and support:**
 - COVID-19 Hygiene Hub - LSHTM
 - Global Handwashing Partnership & Handwashing Handbook. GHP
 - WinS Network guidance on institutionalizing hygiene behaviours in schools - GIZ
 - Policy brief on hand hygiene in the workplace - ILO

Part Two: Thematic discussion on (45min):

- Hand hygiene at scale (including behaviour change)
- Hand hygiene integration
- Hand hygiene innovation and technology
- Hand hygiene monitoring



Hand Hygiene for All

A whole of society approach to achieving universal hand hygiene and stopping the spread of COVID-19

SuSanA session
18th August 2020

The challenge



Hand hygiene is the first defense against COVID-19 and one of the most cost-effective ways to protect global health. It is also a human right and is fundamental to human dignity.

Yet, for so many people, it is out of reach.

40% of the world's population do not have a place in their homes to wash their hands with water and soap.

75% of the population in the poorest countries and among vulnerable populations is at immediate risk of COVID-19 due to lack of basic handwashing facilities

Nearly half of all schools do not have handwashing facilities with water and soap.

Source: WHO/UNICEF Joint Monitoring Programme for Water Supply, Sanitation and Hygiene. www.washdata.org

Financing and monitoring are inadequate

9% of countries with costed hygiene plans reported having enough financial resources to implement the plan.

Only 18 (out of 115) countries reported hygiene budgets and only two external support agencies provided data on aid flows for hygiene.

The lack of an internationally agreed-upon definition of hygiene provides challenges for reporting on and comparing hygiene data.

Source: WHO-led UN-Water Global Analysis and Assessment of Sanitation and Drinking-Water (GLAAS) 2020 report:
<https://apps.who.int/iris/bitstream/handle/10665/332267/9789240006751-eng.pdf>

The response



[The Hand Hygiene for All Initiative](#) aims to bring together multiple sectors around a common platform to coordinate voices and actions and, crucially, to align these behind national hand hygiene strategies.

Draws on...

WHO COVID-19 [Strategic Preparedness and Response Plan](#) (2020)

WHO [Interim recommendations](#) for obligatory hand hygiene against transmission of COVID-19 (2020)

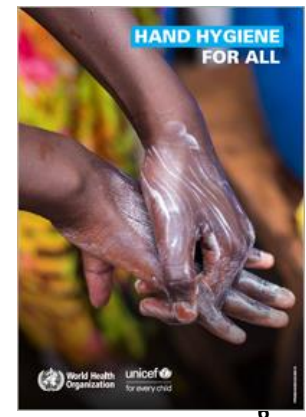
Aims to...

Institutionalize hand hygiene into health and WASH plans, and monitoring and financing to reduce the risk of future outbreaks.

Drive collective action and plans for different settings: health care facilities, schools and child-care centres, workplaces, prisons & jails, households, and public spaces.

Sustained improvements and investments: Identify populations that lack access, invest in sustainable infrastructure and practices.

Country action: accelerate global action on hand hygiene in support of country roadmaps and targets. Country Leadership is essential.



[Launched June 2020](#)

Theory of change

Reduced mortality and morbidity due to infectious diseases,
including due to COVID-19

**Countries accelerate progress towards achieving
hand hygiene for all by 2030**

Political
leadership

Strong enabling environment

Robust supply &
demand

Champions
across all
levels of gov
and society

Policies &
strategies

Institutional
arrangements

Financing

Planning,
monitoring &
reporting

Capacity
development

Products and
services
supply

Hand hygiene
promotion

Financing

Data, information
and monitoring

Capacity
development

Innovation,
evidence and
learning

Governance and
multi-stakeholder
engagement

Impact

Outcome

Country-level
outputs

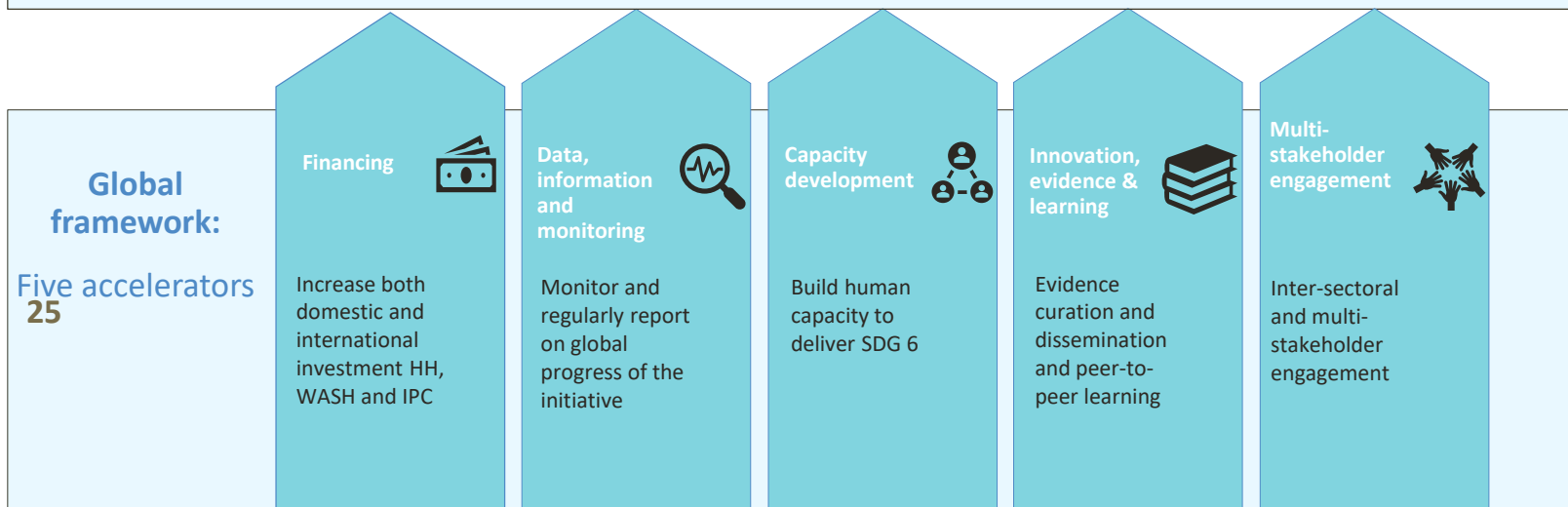
Global-level
accelerators

Across multiple settings

Collaborating around shared aims

Country roadmaps, global acceleration framework

Bridge **national** COVID-19 preparedness and response plans and the mid- and long-term national development **plans to ensure hand hygiene, water and sanitation services and IPC are a mainstay in government programmes and across multiple settings**



Global support



Four categories of actors



Links with other initiatives



SAVE LIVES:
Clean Your
Hands



World Leaders' [Call to Action](#) on COVID-19



[Water Action Decade](#)
2018-2028



SDG6 Global
Acceleration
Framework

#safe
hands

[#SafeHands](#)
Handwashing
Challenge

Snapshot of government action on hygiene

UN-Water GLAAS findings on national policies, plans, targets and finance

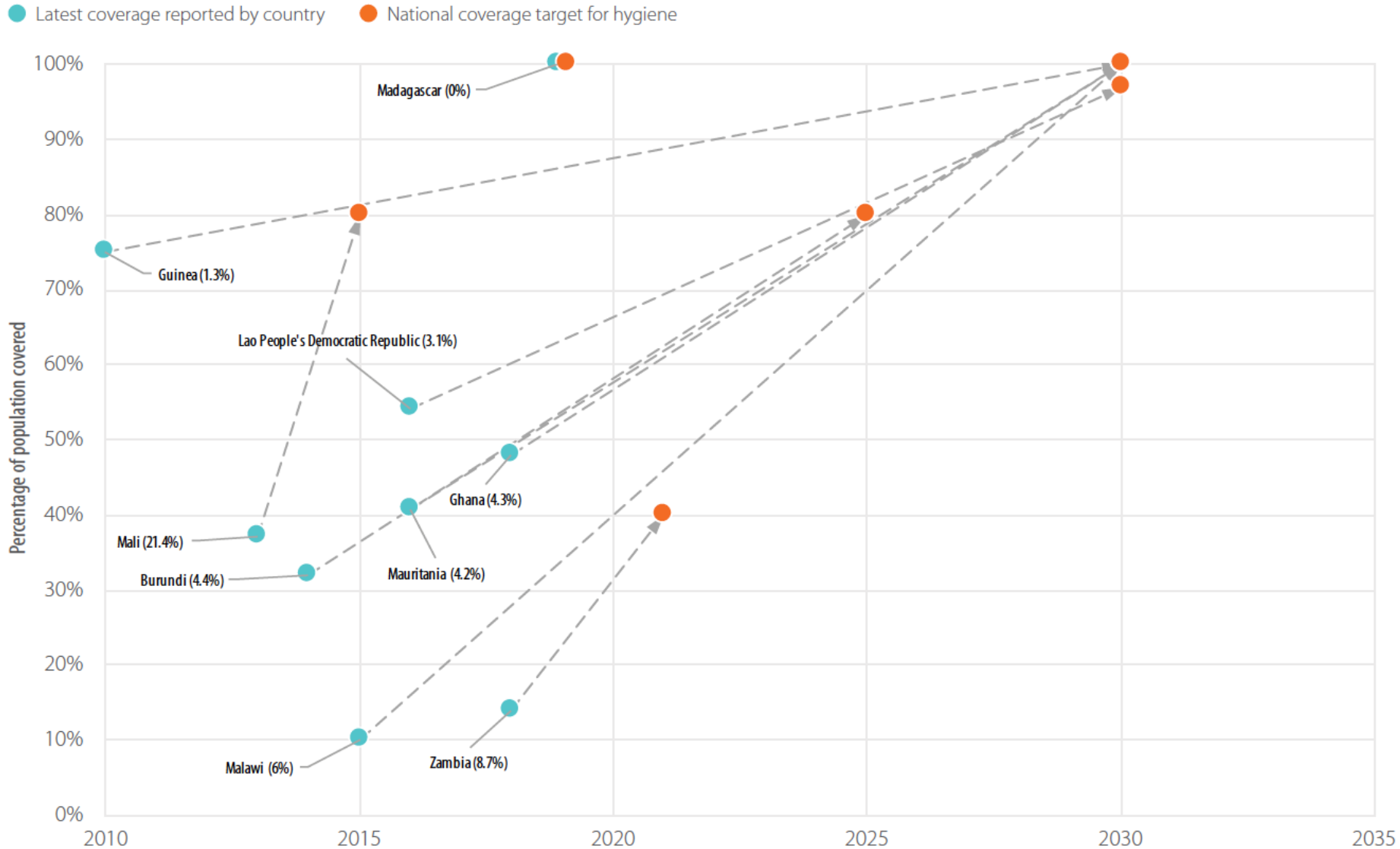
*Sofia Murad
World Health Organization
Hand Hygiene for All
SuSanA virtual meeting
18 August 2020*

Policies and plans for hygiene

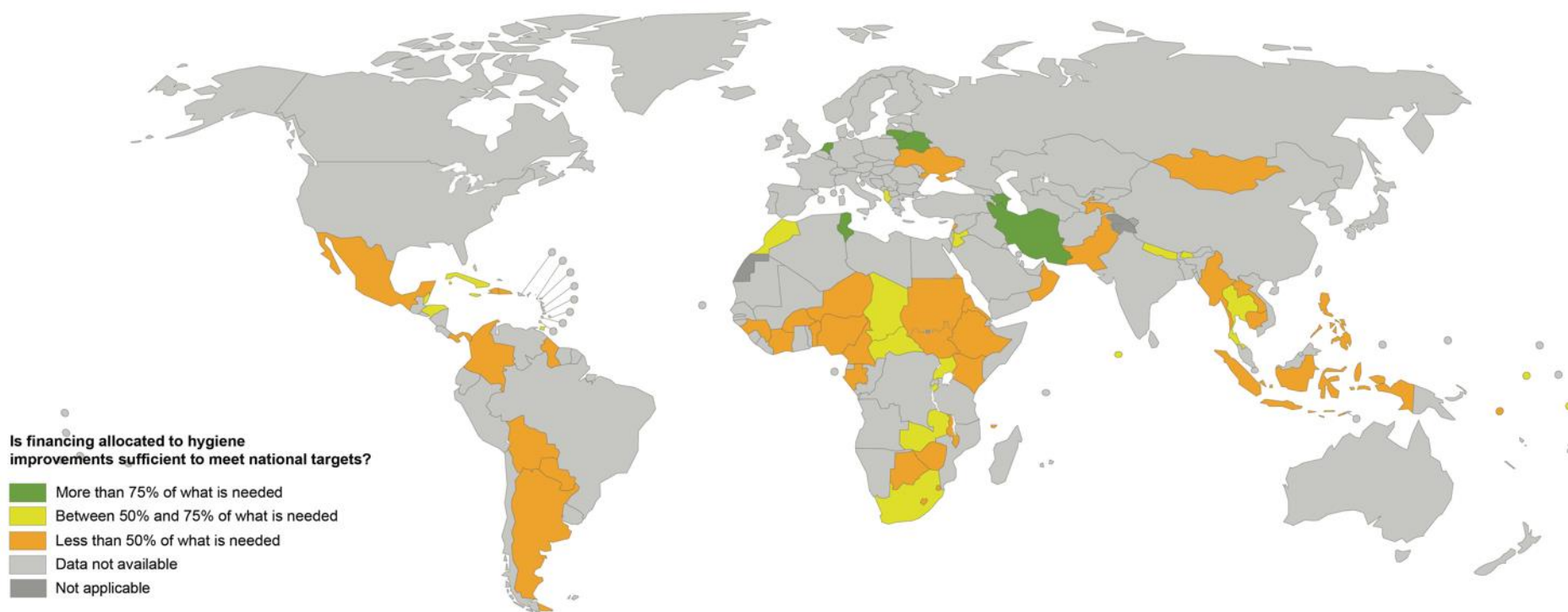
Number of countries with national hygiene plans	Costed plans and sufficiency of financial resources		Human resources assessments for plans and sufficiency of HR	
	% of countries with national plans that have been costed	% of countries with costed plans reporting sufficient finance to implement plan	% of countries that have conducted HR assessments for plans	% of countries that have assessed HR for plans and reported having sufficient HR to implement plans
80	60%	9%	41%	10%

While the majority of countries have policies and plans for hygiene, they often lack sufficient human and financial resources to implement plans.

Progress required to achieve national coverage targets for basic hygiene

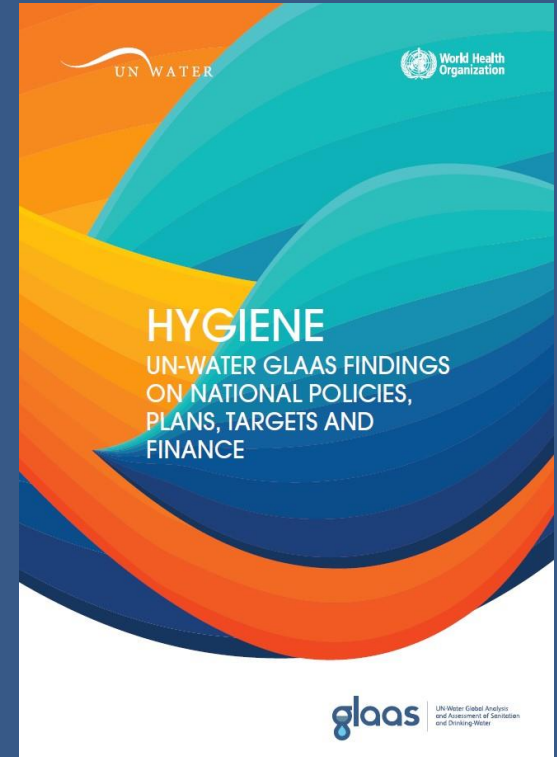


Sufficiency of financial resources for hygiene targets



Thank you!

*For additional
information please
contact glaas@who.int*



More findings on hygiene available in the
UN-Water GLAAS hygiene highlight:
https://www.who.int/water_sanitation_health/publications/hygiene-glaas-findings/en/

Hand Hygiene - Programmatic Response to COVID-19 in Multiple Countries

"Hand Hygiene is a first line of defense to COVID-19"



Dr Om Prasad Gautam, PhD, MPH, MA
Senior WASH Manager – Hygiene, WaterAid UK
18 August 2020



WaterAid

Hygiene response to COVID-19: Our approach, scale and process

Our Approach

- Simplified '**Behaviour Centred Design Approach** (ABCDE)' – **focus on behaviour change**.
- Phased response (first and second phase) using 'do no harm principles'
- Coordination, influencing and learning
- Adoptive management

Our Scale: HBCC

- **Multi-county initiatives:** 26 countries (12 large scale)
- **Reach:** ~99 million
- **Duration:** 12 months period
- **Multiple settings:** HHs/community, schools, HCFs, public places / institutions
- **Behaviours:** 5 hygiene behaviours including HWS

Our Guiding Process / framework

Assess and Build

- Contextual analysis,
- Define design principles and target behaviours and ToC, identify motives, barriers, delivery channels

Creative process

- Review and re-design comprehensive package materials, tools, assets in progressive order

Delivery / implementation:

Implementation in phased manner: mass, digital, social media, non-contact methods, install HW facilities, ramp-up community campaigns

Evaluation (ongoing): monitoring, evaluation and learnings

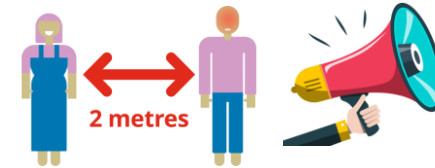
Hand hygiene promotion through social, digital, mass media and non-contact methods: COVID-19



Radio/FM



Public Announcement



Mobile



bill board/back-drop banner (TVC)



Mobile hygiene camp



Television advert (video)



Social Media



Print media



Story telling cartoon



Blog / website



Illustration

Behaviour change package developed through a creative process. New package based on evidenced, WA's menu of activities, hygiene compendium, CP response package, and pre-COVID19 package.

Handwashing Facilities in various settings: COVID-19

Easy and convenient, Desirable, Socially noticeable with cues, Accessible, O&M, Sustainability, and avoiding other health consequences

Healthcare centres

Communities

Slums

Inclusive



Malawi



Ghana



Mali



Myanmar



Bangladesh



Mozambique

Hands-free design and inclusive facilities

Markets

Schools



Pakistan



Burkina Faso



Nepal



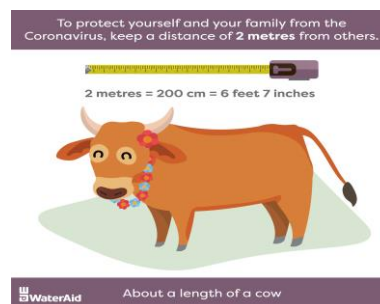
Zambia Home of Happiness



Creative 'nudges' to reinforce hygiene behaviours



Zambia: physical distancing in shops



Examples of **visuals** to demonstrate physical distancing



Branded mirror and clock with behaviour illustrations



Nepal: home sticker



India chalk circles at water points



Pakistan promoting physical distancing



Nepal brands handwashing facility with stickers reminding handwashing steps

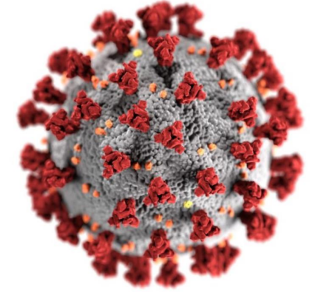
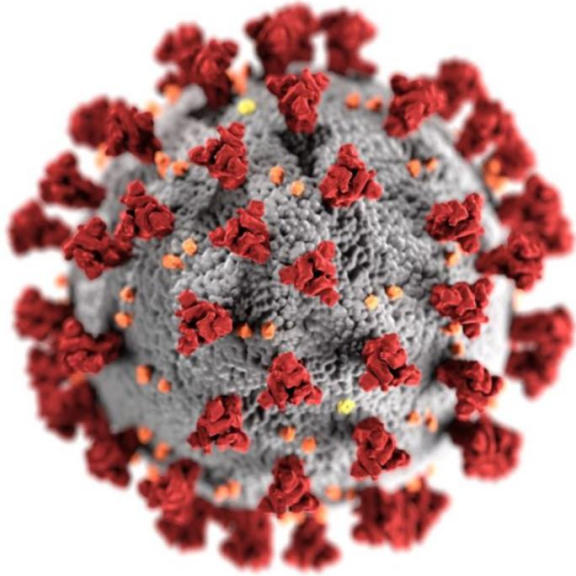
Lessons from large scale hygiene campaigns

- **Progressive package** - repeating same media assets for several weeks may saturate large scale campaign. The full package (assets/materials) need to be progressive.
- **Government leadership** are vital while implementing scale hygiene campaigns (region wide/ nationwide).
- **Use of multiple channels** / touch points is key to reach the unreached. **Campaign fidelity** need to be maintained.
- Public **handwashing facilities** need to be **inclusive & hand's free** as much as possible.
- **High uptake** in handwashing with soap due to **fear**. It's an opportunity to **leverage multiple motives**.
- **Use of celebrities**, comedians, senior artist as influencer for behaviour change.
- **Inadequate water supply** and lack of **hygiene products** are common challenges.
- **Sustainability of overall HBC programme** using non-contact methods delivery mechanism and durability of handwashing facilities yet to be tested.

Thank you



omprasadgautam@wateraid.org



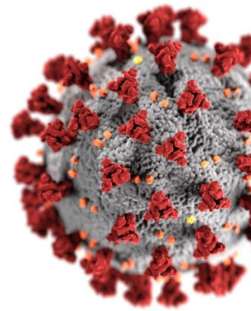
COVID-19

HygieneHub

Lauren D'Mello-Guyett

<https://hygienehub.info/en/covid-19>

Hygiene Hub



Resources

Draw on a wealth of up-to-date resources which synthesise the evidence and provide practical recommendations



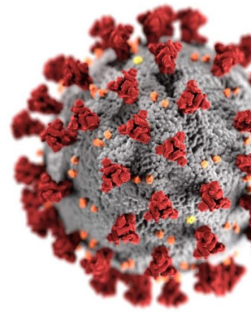
Get technical advice

Can't find an answer to your question or want contextualised guidance? Get technical advice in real time



Connect with others

Share your great ideas with us and tell us what your organisation is doing to respond to COVID-19



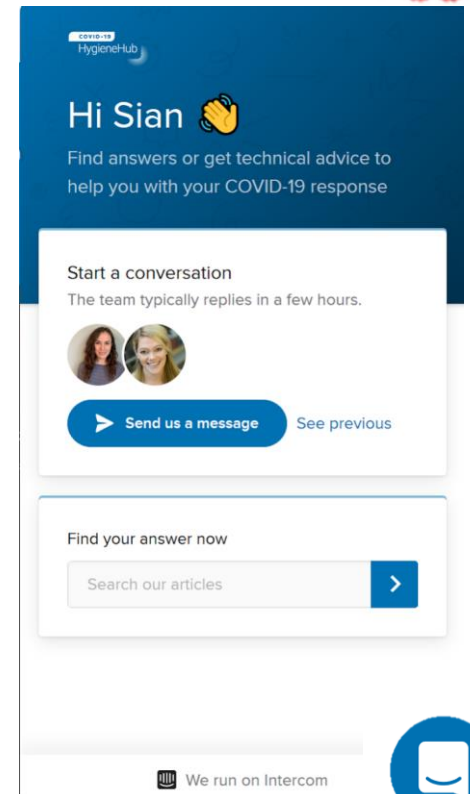
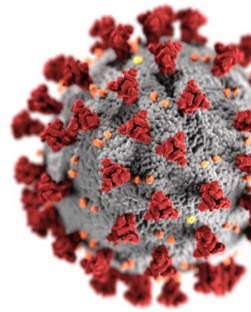
Resource articles

- 150 peer-reviewed resources in 18 topics.
 - Each available in English, French, Spanish and Arabic.
- Resources have been read more than 20,000 times since April 15.
- 25% of readership in languages other than English.

Hygiene programmes
Handwashing
Distribution of hygiene kits
WASH in schools, camps and institutions
Community Engagement and Communication Materials
Inclusive COVID-19 Programming (Gender and Disability)
Other topics include physical distancing, surface disinfection, PPE, mask use etc.

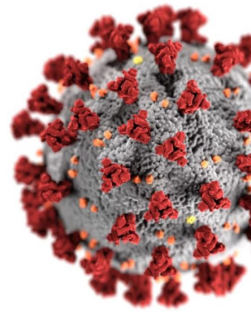
Technical Advice

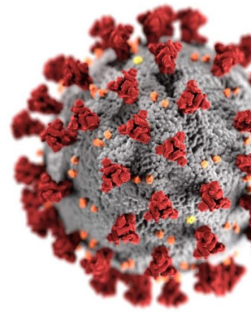
- Enquiries from people in 54 countries and from 128 different organisations.
- Types of support provided:
 - Direct people to existing resources
 - Help them to connect with others
 - Direct them to a technical expert with relevant expertise
 - Provide a review of hygiene programmes, IEC materials or documents
- Response time 11 minutes across all time zones and languages.
- 25% of enquiries in languages other than English



Connect with others

- Currently 194 programmes shared



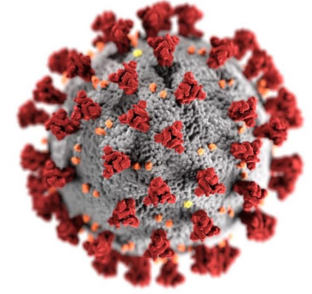
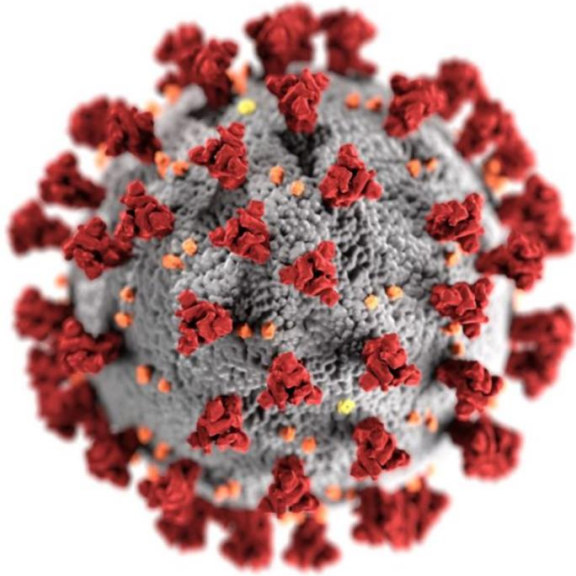


Connect with others

- Share case studies on hand hygiene and COVID-19 response programmes

<https://resources.hygienehub.info/en/collections/2414606-case-studies>





COVID-19

HygieneHub

Thank you

<https://hygienehub.info/en/covid-19>

Global Handwashing Partnership

Ron Clemmer and Aarin Palomares

rclemmer@fhi360.org

apalomares@fhi360.org

Who is the Global Handwashing Partnership?



Global Handwashing Partnership Vision and Goals

Handwashing with soap and the use of hand hygiene products will be universally recognized, promoted, and practiced as fundamental to good health.

Advocacy to promote
clean hands for all

Knowledge hub of evidence
and resources on
handwashing and hand
hygiene



Handwashing Advocacy



GLOBAL HANDWASHING DAY

Hand Hygiene for All

The COVID-19 pandemic provides a stark reminder that one of the most effective ways to stop the spread of a virus is also one of the simplest: hand hygiene, especially through **handwashing with soap**. To beat the virus today and ensure better health outcomes beyond the pandemic, handwashing with soap must be a priority now and in the future. Our tagline, **Hand Hygiene for All**, calls for all of society to achieve universal hand hygiene.

MAKE A COMMITMENT



Governments: Commit to investing in a culture of hand hygiene by placing handwashing at the heart of strategies and national budgets, and developing country roadmaps where needed



Businesses: Commit to promoting handwashing through partnerships, cash and in-kind donations, investing in and supporting supply chains for hand hygiene products for low-income communities, and promoting good handwashing practices among your workforce



Donors: Commit to diversifying your contributions to hand hygiene, ensuring all funding covers both hand hygiene infrastructure and behavior change, and holding grantees accountable for designing programs based on learning and evidence



Institutions: Commit to ensuring handwashing facilities are accessible and available at key points and enacting policies that enable a culture of hand hygiene at an institutional level



Researchers: Commit to conducting research on handwashing in different settings, identifying best practices among different groups and contexts, and developing evidence-based resources for handwashing habit formation



Advocates: Commit to promoting handwashing access and practice in all settings, including households, healthcare facilities, schools, workplaces, and other public spaces

Global Handwashing Day
is celebrated every
October 15!

Reaches approximately
600 million people with
handwashing messages.

This year's Global
Handwashing Day theme is
Hand Hygiene for All.



Handwashing Resources

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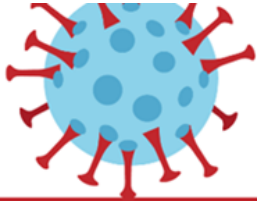
[Coronavirus Outbreak](#)

The Global Handwashing Partnership works to save children's lives and improve health by promoting handwashing with soap.

[Learn More >](#)



Handwashing Resources



GLOBAL HANDWASHING PARTNERSHIP

RESPONDING TO COVID-19



NOW MORE THAN EVER, WE MUST ADVOCATE
FOR CLEAN HANDS FOR ALL!

FEATURED RESOURCES

ON HANDWASHING AND COVID-19

Interim recommendations on obligatory hand hygiene against transmission of COVID-19

APRIL 1, 2020

'How to' Brief: National and Subnational Handwashing Partnerships

APRIL 14, 2020

COVID-19 Hygiene Hub

APRIL 15, 2020

COVID-19 Handwashing with Soap Facilities: Compendium of Indicative Layouts, Designs and Cost Estimates

MAY 1, 2020

[VIEW ALL](#)

COVID-19 FORUM

ASK QUESTIONS & GET ANSWERS

[VISIT THE FORUM](#)



Handwashing Handbook



Available before
Global Handwashing Day 2020
at
www.globalhandwashing.org

- Making the case for handwashing
- Designing and implementing handwashing programs
- Promoting handwashing in specific contexts
- Addressing handwashing at a systems level



Join us on October 15 for Global Handwashing Day!

For more tools, resources, and ideas,
visit our website,

www.globalhandwashing.org

Please direct any questions to
contact@globalhandwashing.org



Handhygiene for All – through WASH in Schools (WinS)



Dr. Bella Monse (GIZ Senior Advisor)



WASH in Schools Global Network

- Global inter-agency network of WinS practitioners and academia for harmonization of different development partners to support Governments implementing and institutionalizing WASH in Schools
- Supporting JMP Monitoring tracking SDG Indicators
- Regular meetings during ILEs and activities in Working Groups (Monitoring, Evidence, MHM, Program Guidance, Advocacy)
- Knowledge sharing (International Learning Exchanges and discussion platforms on SuSanA and Yammer)



JMP Report 2019 - Pre-COVID data of schools with access to basic hygiene

- 57 % of schools globally provide access to water and soap
- COVID-19 has been a call to action to address these gaps
- Anticipating rapid improvements as countries reopen schools during COVID-19

10 Immediate WinS Actions - Preparing for re-opening of schools

Support for school heads to manage the response to COVID-19

10 IMMEDIATE WASH in SCHOOLS (WinS) ACTIONS

PREPARING FOR REOPENING OF SCHOOLS – SUPPORT FOR SCHOOL HEADS TO MANAGE THE RESPONSE TO COVID-19

1 HANDWASHING
Set up available handwashing facilities with soap at the entrance of schools (tippy taps, buckets with taps, group washing facilities) with sufficient water taps that allow physical distance so that children, teachers, staff and visitors can wash hands before entering school. Make sure that toilets have functional handwashing facilities with soap and water. Facilities should be accessible to all users.

2 WATER AVAILABILITY
Ensure water is available for handwashing, drinking, and other uses. If inconsistent or inadequate water supply is a concern for the school, increase the water storage capacity with the help of the community or ask children to bring a bottle of water from home, if possible.

3 SUPPLIES
Calculate the need and ensure sufficient supply for consumable resources, including soap (bar or liquid), hand sanitizer (with at least 70% alcohol concentration, only if contextually relevant) and sodium hypochlorite for cleaning/disinfecting. Household bleach diluted to 0.1%, sponges, brooms and buckets, and protective equipment such as face masks and gloves for cleaners. Alcohol-based disinfectants with at least a 70% alcohol concentration may be used as an alternative to bleach.

4 CLEANING & DISINFECTING
Ensure regular cleaning and disinfecting according to national guidelines and global recommendations. High touch surfaces should be prioritized for disinfection. Always clean surfaces with soap and water or detergent to remove organic matter prior to disinfection. Calculate the time needed, ensure that staff for cleaning and disinfecting are available and use gloves and face masks. Involve the Parents Teacher Association, community members and students as needed and appropriate for cleaning. Ensure handwashing stations and toilet facilities are visible and clean.

5 WASTE MANAGEMENT
Ensure bins are located in classrooms, in toilet blocks and at strategic locations on school grounds and are safely emptied daily using waste management systems.

6 PHYSICAL DISTANCING
Make sure children and school staff adhere to physical distancing keeping at least 1 metre apart (as recommended by national guidelines). Possible options are Assign children to specific shifts, stagger the beginning and end of the school days as well as during breaks, create space between desks or teach outdoors or with open windows, if feasible, and post or tape lines on the floor to demonstrate physical distance at places where students line up or gather (e.g. in front of toilets or washing facilities).

7 ESTABLISH A MONITORING TEAM
Assign staff member(s) – teachers and staff like cleaners, guards, gardeners or other staff, community members and BSRB roles, etc. – to oversee handwashing stations and toilets (availability of water and soap, maintenance issues, handwashing behavior and compliance of rules for physical distancing etc.).

8 ORIENTATION/TRAINING
Organize orientation for all teachers, non-teaching staff and community members on WinS in Schools and Covid-19 and ensure that everyone understands their specific role. Ensure teachers orient the learners, by using age appropriate hygiene promotion materials.

9 CHECKLISTS
Introduce and ensure the use of checklist (including date, time when checked, name of responsible person) for teachers and non-teaching staff to ensure routines are implemented daily. Specifically, introduce checklists for:
- School entrance (handwashing behavior, handwashing stations, water and soap availability)
- Classroom (cleaning & disinfection protocol)
- Toilets and waste management

10 HYGIENE CULTURE
Establish a culture of hygiene in school and encourage hygiene behavior change in the community. Emphasize that all teaching and non-teaching staff are part of a team working to address pandemic preparedness and response and make sure that education can move on and schools are safer and safe places. Promote individual WinS changes in school and community.

CONTACT WITH OTHER ORGANISATIONS
PARTNER ORGANISATIONS INVOLVED
- UNICEF and ACTED (water sector)
- School health
- WASH 2030 and WASH 4.0
- Government (national and local)
- Local level (school, community)
- Local level (school, community)

1 HANDWASHING

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2 WATER AVAILABILITY

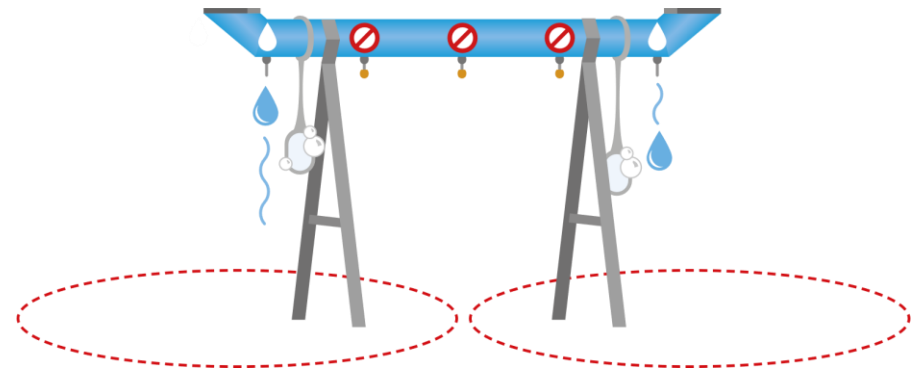
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Handwashing observing physical distancing



Checklists for school entrances, classrooms, toilets



CHECKLIST FOR CLASSROOMS

WASH in SCHOOLS CHECKLIST TO MANAGE COVID-19 RESPONSE

CLASS ADVISER / TEACHER: _____

CLASSROOM NO. / SECTION: _____

WEEK: _____

DAILY / Check daily if the items listed below have already been done inside the classroom. Indicate the time and the name of the person who checked. Add remarks if necessary.

	MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Handwashing facility (with water and soap) is ready in front of the classroom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Room is arranged for physical distancing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waste bins are available and have been emptied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Separate cleaning and disinfecting solutions prepared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Floor is cleaned (swept or mopped)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High touch surfaces have been cleaned and disinfected:										
Tables/armchairs/chairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Doorknob and window handles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Switch and remote control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Board eraser/handrail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TIME OF CHECKING										
NAME & SIGNATURE OF CHECKER / REMARKS										

ONCE A WEEK / Check the additional aspects once a week:

	DAY	YES	NO
Posters on proper hand hygiene visible inside the classroom		<input type="radio"/>	<input type="radio"/>
Posters on physical distancing visible inside the classroom		<input type="radio"/>	<input type="radio"/>
Proper cough and sneeze etiquette poster visible inside the classroom		<input type="radio"/>	<input type="radio"/>
Reminders on wearing mask visible in the classroom		<input type="radio"/>	<input type="radio"/>
Monitor and report to the school head irregular absenteeism patterns among students		<input type="radio"/>	<input type="radio"/>

CHECKED BY CLASS ADVISER / TEACHER

CHECKED BY SCHOOL HEAD

DATE SUBMITTED





Hand hygiene at the workplace: an essential occupational safety and health prevention and control measure against COVID-19

- Carlos R. Carrión-Crespo
Sectoral Policies Department

Date: Tuesday / 18 August 2020

Issues

- Hand washing and the hierarchy of controls
- Actions by governments, unions and employers
- ILO Conventions: what are they?

ILO Conventions on handwashing in the workplace

- [Occupational Safety and Health Convention, 1981 \(No. 155\)](#)
- [and Recommendation \(No. 164\)](#)
- [Safety and Health in Agriculture Convention, 2001 \(No. 184\)](#)
- [Plantations Convention, 1958 \(No. 110\)](#)
- [Safety and Health in Construction Convention, 1988 \(No. 167\)](#)
- [Hygiene \(Commerce and Offices\) Convention, 1963 \(No. 120\)](#)
- [OSH \(Dock Work\) Convention, 1979 \(No. 152\)](#)
- [Maritime Labour Convention, 2006](#)



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Any questions?

Four Thematic Areas: Framework for discussion

Hand hygiene at scale

Initiatives to design and implement hygiene programming at district, regional or nation-wide scale for behaviour change. Also influencing national Gov/donor for scale-up initiatives and funding for large scale campaigns.

Hand hygiene Integration

Integrate hygiene into other sectors, such as into health (e.g. child health, immunization, nutrition, cholera control), education (e.g. school WASH), livelihoods, or collaboration with the private sector.

Hand hygiene innovation and technology

Innovative approach, initiatives, intervention packages, modes of working and or handwashing facilities / products which promote hygiene behaviour change.

Hand hygiene monitoring:

Initiatives to measure the process or progress of hygiene programme and influencing work. This can be in the form of formative research, outcome (baseline, end-line), process evaluations, post implementation monitoring, or assessments of programmatic reach.

Thank you