



## Sustainable Sanitation Alliance – 30<sup>th</sup> meeting

### Session: Hand Hygiene for All

18<sup>th</sup> August 2020

#### Overview

Hygiene behaviour change and handwashing with soap is the first line of defence to protect ourselves and prevent the spread of COVID-19. We need to use this momentum and act together to change behaviours for a generation at scale.

As the WASH sector develops creative, innovative and impactful hygiene behaviour change programmes it is critical to collaborate, learn from partners and have engaging thematic discussions to continue to gain and share knowledge. ([Link](#) to the full Zoom presentation)

#### Part One: Presentations

##### Global framework for response - the Hand Hygiene for All Initiative – WHO/UNICEF

###### **Joanna Esteves Mills**

The [Hand Hygiene for All Initiative](#) is a call to action to the whole of society to accelerate progress towards universal hand hygiene, by bridging the immediate momentum created by COVID-19 with mid and long-term development plans to ensure hand hygiene is a mainstay in government programmes within and beyond this pandemic. Led by WHO and UNICEF, and with strong partnerships with core partners including the IFRC, International Labour Organisation, LSHTM, UNHCR, World Bank, World Economic Forum, it provides a global framework for response and alignment with country efforts, drawing on the WHO [Interim Recommendations](#) for Hand Hygiene in Public Places and Health Care Facilities.

##### Snapshot of government action: UN-Water GLAAS findings - implemented by WHO

###### **Sofia Murad**

The Global Analysis and Assessment of Sanitation and Drinking-Water (GLAAS) is a UN-Water initiative implemented by WHO. GLAAS provides decision-makers with a reliable, easily accessible, comprehensive and global analysis of the investments and enabling environment to make informed decisions for WASH.

The GLAAS 2018/2019 cycle collected data from 114 countries and 27 External Support Agencies. The findings reveal that many countries have plans in place for hygiene however there is not sufficient financing to implement these plans.

UN-Water GLAAS findings show the rate of progress to reach basic hygiene targets ranges from 1 to 21 percent. Basic hygiene coverage targets are that aim for “handwashing facilities on premises with soap and water”. 38/93 countries reporting hygiene targets had basic (41%). Only 9 could provide



current coverage for the target and only 4% of countries reported having sufficient funding (more than 75% of what is needed) to reach national hygiene targets.

While there is political will and a sense of prioritization through the establishment of national policies, plans and targets, the sufficiency of financial resources for hygiene implementation and to reach targets is insufficient. **Need to strengthen systems to advocate for and improve financing to hygiene.** See [Un-Water GLAAS hygiene highlights](#) report for details.

### **Programmatic hygiene response to COVID19: Lessons from 12 countries - WaterAid UK**

**Dr. Om Prasad Gautam**

WaterAid started a rapid response in March to fight COVID-19 promoting handwashing with soap as the first line of defence along with other key behaviours such as proper respiratory hygiene, wearing a mask in public places, disinfecting frequently touched surfaces, and self-isolation. WaterAid started implementing in 26 countries and 12 large scale hygiene behaviour change programmes.

Using a [behaviour centred design](#) approach, WaterAid used previous formative research to help inform campaigns, worked with creative teams to develop campaign materials and started to deliver through social/mass/digital media.

Focus was on hand hygiene promotion through social, digital, mass media and non-contact methods due to the nature of how COVID-19 spreads and installing inclusive, hands-free handwashing facilities with visual cues in public places.

#### **Lessons learned from large scale hygiene campaigns:**

- Repeating the same media assets for several weeks may saturate large scale campaign – assets and materials need to be progressive – exciting, innovative and attention grabbing
- Government leadership is vital while implementing scale hygiene campaigns
- Public handwashing facilities need to be inclusive for all and hands-free
- Fear is currently a main driver in handwashing with soap – this is an opportunity to leverage other motives to drive handwashing after Covid-19
- Use of celebrities, comedians, and artist as influencers for behaviour change has worked well.
- Sustainability of overall hygiene behaviour change programme using non-contact methods delivery mechanism and durability of handwashing facilities yet to be tested.

### **COVID-19 Hygiene Hub – LSHTM**

**Lauren D'Mello-Guyett**

[Hygiene hub](#) has resources, technical advice and allows you to connect with other WASH and development professionals in regard to COVID-19.

Resource articles – 150 peer-reviewed resources in 18 topics which are available in English, French, Spanish and Arabic.



Technical advice – can ask a question and there is only an 11-minute response time across all time zones, 25% inquiries come in languages other than English

Connect with others – great to share projects and learn from what others are doing on the ground. [Case studies](#) are being collected and collated. Ex – in northern Syria hygiene messages have been added on food distribution. In Kenya they are using existing programmes to promote handwashing.

**Global Handwashing Partnership & Handwashing Handbook. Global Handwashing Partnership**  
**Ron Clemmer**

The [Global handwashing Partnership](#) consist of NGOs, private partnerships, universities, consumer health, private sector.

**Vision: For handwashing with soap and the use of hand hygiene products to be universally recognised, promoted and practiced as fundamental to good health.**

Knowledge Hub – houses evidence and resources on handwashing and hand hygiene and Advocacy section – promote clean hands for all

Founded Global Handwashing Day – 15<sup>th</sup> October – which reaches around 600 million people with handwashing messages.

This year's theme is *Hand hygiene for All*

Will be releasing the Handwashing handbook on 15<sup>th</sup> October – this covers factors that influence whether people wash their hands or not, promoting handwashing in specific contexts – homes, schools, work, markets – highlights the need for handwashing to be promoted through integrated programming, and the importance of a strong and enabling environment.

**WinS Network guidance on institutionalizing hygiene behaviours in schools -GIZ**

**Dr. Bella Monse**

Wash in Schools network is informal network, global inter-agency network of practitioners and academia for harmonization of different development partners to support Governments implementing and institutionalising WASH in Schools.

- Support JMP Monitoring tracking SDG indicators
- Regular meetings and activities in working groups
- Knowledge sharing

JMP Report 2019 – Pre-COVID data of schools with access to basic hygiene states that 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 WASH in schools actions](#) and checklists for school entrances, toilets, etc have been developed.

**Policy brief on hand hygiene in the workplace – International Labour Organization (ILO)Carlos R. Carrion-Crespo**



The [ILO](#) will soon issue a policy brief on hand hygiene in workplaces, where the virus is spreading faster among very vulnerable groups like migrants. In many workplaces, people cannot keep social distances.

Handwashing is an administrative measure under the ILO's hierarchy of controls. Governments, unions and employers have taken actions to promote hand washing in the workplace, including collective agreements and regulations. For example, Nigeria has established WASH sector COVID-19 response committee. Many unions are providing advice on handwashing and citing lack in handwashing facilities as reasons to strike.

ILO is the only UN entity that is not only composed of governments – employers and workers own 50% of the voting rights. ILO conventions require agreement by employers and workers organizations. There are several ILO conventions that require handwashing facilities in the workplace (links can be found in the PPT presentation) and on the website you will find [codes of practice on occupational health](#), many of which contain particular attention to hygiene and handwashing.

### Thematic discussion

#### 1. Hand hygiene at scale (including behaviour change)

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.

- For Successful implementation of week long campaign starting with Global Hands Washing Day it is important to have agreed initiative and ownership of respective governments. Plenty of materials are already available. All national governments may be perused to have handwashing with soap in school, community and health centres.
- Only the government can do a scale-up – not NGOs or private organisations – therefore it is critical to work with government and keep that in mind when implementing programmes.

#### 2. 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.

- Integration WASH in schools – need to make handwashing a routine – even in Germany many programmes are making children wash their hands before walking into the schools – it is important to make a habit. While you do need infrastructure, it is not solely about having the right infrastructure, it is the behaviour itself. Institutionalising and integrating the behaviour into the activities is what will lead to sustained change.
- Integration into immunisation – nationwide scale up of integrating hygiene into vaccination programmes nationwide
- School Handwashing Facilities [Compendium](#) by GIZ and UNICEF

#### 3. Hand hygiene innovation and technology



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

- Oxfam and partners have developed a ready to deploy robust, easy to install and easy to use [handwashing station](#). It has been tested in two refugee camps and it is now available for procurement.
- The [Handwashing Compendium for Low Resource Settings](#) includes lots of examples of handwashing technologies designed and adapted for different local contexts - including hands free mechanisms, use of local materials, etc.
- Oxfam and Unilever also developed a suite of handwashing promotional materials based on emotional motivators, called Mums Magic Hands, the materials are now being developed for COVID-19. The adapted materials will be available soon on this [website](#).
- Using [environmental nudges](#) to encourage handwashing
- Innovations are needed to create long-lasting, sustained behaviour change

#### 4. 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.

- How can you monitor? Think about qualitative and quantitative indicators. Formative research is important – understanding the populations motives. What are the outcomes? What changes are you making? You can look at process of delivery
- [Ways to monitor](#) hygiene programmes and [resources on M&E](#) in hygiene programmes

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This session was organized by SuSanA Behaviour Change Working Group – 13 in partnership with 'hand hygiene for all' initiatives and in collaboration with partners including WHO/UNICEF, ILO, WaterAid, UN-Glass, LSHTM, GIZ, and GHP.

For further details and any inputs; contact:

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