From Research to Advocacy:
Using evidence to drive change

UN Water & Health Conference
18 October 2017
Defining advocacy

Advocacy is the **deliberate process**, based on **demonstrated evidence**, to **directly and indirectly influence decision makers**, stakeholders and relevant audiences to support and **implement actions** that contribute to the fulfilment of children’s and women’s rights. – UNICEF, 2010

“**Strengthen enabling environments** to help foster progress for proper handwashing with soap. This includes advocating for hygiene targets and indicators within **policy frameworks** and **accountability mechanisms**...” GHP, 2017
Advocacy is...

• Deliberate
• Targeted
• Evidence-based
• Action oriented
• Collaborative
Hygiene Advocacy

Audiences:
• Governments
• Multilaterals
• Donors
• Program implementers
• General public

Outcomes:
• Policies
• Strategies
• Investments
• Program design
Example: Sustainable Development Goals
Example: Global Awareness Days
Example: Investment in Global Health

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U.S. Investments in Health Research & Development facilitate the innovation of vital tools to address potential disease threats.

#GlobalHealthWorks
Research and Advocacy

- Evidence to inform advocacy outcomes
- Research to make the case
- Advocacy to drive action from research
- Formative research for program and policy objectives
Using Research to Drive Change

Julia Rosenbaum/ FHI360
WASHPaLS Project
WASH, Newborn Health and Neonatal Survival

• Landmark study conducted in Nepal shows that handwashing of birth attendant and care takers (not JUST mother) before touching a newborn leads to 41% reduction in risk of death !!! (Rhee V. et al, 2008, Archives of Pediatrics and Adolescent Medicine)

• Fuel for advocacy
Hand Washing Reduces Mortality Risk in Newborns

A recent study in Nepal has demonstrated a significant reduction in neonatal mortality due to maternal and birth attendant hand washing. This important finding could be significant in accelerating countries’ attempts to reach the Millennium Development Goal to reduce deaths of under-five children by two-thirds by 2015.

About 4 million newborns die every year in low and middle-income countries. A third of these deaths are due to infections. Current evidence suggests that low cost, high-impact infection prevention and management interventions could reduce the death rate significantly. Hand washing has been demonstrated to reduce the risk of gastrointestinal infections, pneumonia and nosocomial infections among children under five. Yet few, if any, studies have measured the effect of maternal and birth attendant hand washing practices on newborn survival.

STUDY METHODOLOGY AND FINDINGS

A study conducted by Johns Hopkins University and the Nepal Nutrition Intervention Project in southern Nepal enrolled 23,962 newborns. All participating women were counseled about clean and safe birthing practices including hand washing by the birth attendant before delivery and by the mother prior to handling the baby. They also received a clean birthing kit that included a small bar of soap. Researchers questioned mothers on days one and fourteen to assess care practices and risk factors for mortality and infection. The self-reported hand washing behaviors included 1) birth attendants washed hands with soap and water before assisting with delivery, 2) mothers washed hands with soap and water before handling the baby, and 3) both birth attendant and mothers washed hands.

Overall neonatal mortality was 3.2 per 1000 live births. Birth attendants washed their hands prior to delivery for 59.2% of live births, whereas only 14.8% of mothers reported washing their hands. Mortality was significantly lower among newborns whose birth attendant and/or mother washed their hands with soap or antiseptic. Birth attendant hand washing resulted in a 19% lower risk of death compared with those who did not wash hands.

Similarly, newborns had a 44% lower risk of death when mothers reported washing their hands before handling the baby sometimes or always. Among newborns exposed to both birth attendant and maternal hand washing, the risk of death was 41% lower. The study suggests that hand washing reduces overall newborn exposure to life-threatening pathogens, thus reducing mortality due to infection.

PROGRAMMING IMPLICATIONS

USAID is currently strengthening its focus on newborn health. Program approaches that work—such as essential newborn care, linking maternal and newborn programs in a continuum of care and early postnatal visits—are being integrated into USAID interventions around the world. Increased emphasis on hand washing promotion could be an easy and cost-effective way to complement and strengthen these activities. Specific suggestions include the following:

- Ensure that soap is included in the clean birthing kit. Design a card on proper hand washing techniques for new mothers, caregivers and birth attendants for inclusion in the kit.
- Develop a session on hand washing to include in all birth counseling. Objectives: Ensure birth attendants wash hands with soap before delivery, ensure mothers and caregivers wash hands with soap before handling the newborn.
- Address barriers to hand washing, such as water scarcity, by demonstrating how to build simple water saving devices (such as a tapi tap) from locally available materials. A tapi tap should be placed in the clinic or household in an easily-accessible location to facilitate hand washing among birth attendants and new mothers in water-scarce settings.
- Include hand washing information and education in all community approaches to newborn health.
- Include newborn care messaging in existing water, sanitation and hygiene programs including public-private partnerships.
Handwashing before any caretaker picks up the newborn … added as 6\textsuperscript{th} ANC action in Ethiopia

- Policy change at national level
  - with programmatic adjustments to professional training, outreach materials
  - soap included in clean birthing kit
  - Tippy taps promoted in outreach
WASH into ANC/Maternal Health

• Malawi helped to build evidence-based programming guidance (GoM, USAID, CDC, UNICEF, PSI)

• Give away of free hygiene kits (containers, WaterGuard, soap, ORS) served as incentive to:
  – increase ANC visits
  – hospital delivery at health facility,
  – use of HIV testing services

• Stimulated SUSTAINED improvements in use of WaterGuard, willingness to purchase, CORRECT handwashing and presence of soap EVEN AFTER GIVE-AWAYS

• Scaled up!
Integrate WASH into HIV programs

- Home-based Care
- Orphans and Vulnerable Children
- Prevention of Maternal to Child Transmission
- Counseling and Testing
- Nutrition and HIV
Hand Washing with Soap

• Hand washing can reduce the risk of diarrhea by 42-44% (Curtis et al. 2003)

• Presence of soap in PLHIV households was associated with reduced number of days of diarrhea (Lule et al. 2005)
Treating and Safely Storing Drinking Water

• Treatment and safe storage of drinking water at point of use reduced the risk of diarrhea by 30–40% (USAID 2004);

• Reduces severity of diarrhea in PLWHA by 35% (Lule et al. 2005)
# Lives Saved ...
Tremendous irony that people are washing down life saving medicines (ARVs) with water that will kill them.
Thank you!!
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Evidence to advocacy: Using research to drive change

Dr Om Prasad Gautam, PhD, MPH, MA
Senior WASH Manager – Hygiene
Hygiene promotion through routine immunization

A ground-breaking new approach to hygiene promotion

Key issue:

• Is it feasible, effective, scalable approach? If yes, can it be integral component while introducing any enteric vaccine in any countries?
Hygiene promotion through routine immunization

A ground-breaking new approach to hygiene promotion

Process:

Scoping study

Published paper

Continue lobbied for pilot

Formative research and creative process to design intervention
Hygiene promotion through routine immunization

A ground-breaking new approach to hygiene promotion

Process:
Effective implementation

Evidence generation

Continue lobbying for scale-up and policy change

Policy outcomes:

Policy outcome one:
HB/WASH should be the integral components while introducing any enteric vaccine - NCIP

Policy outcome two:
Identified as feasible approach and agreed to scale-up nationwide through routine immunization

Global Policy Agenda:
Can it be a mandatory approach while recommending enteric vaccine? (yet to be achieved)
National behaviour change campaign – Pakistan

- **Initiative:** 5 years national campaign on behaviour change and policy influencing
- **Partnership:** WaterAid Pakistan, Plan, UNICEF & Govt of Pakistan
- **Research:** Formative research, and creative process to design the campaign
- **Touchpoints:** Intensive mobilization of mass media, IPC and community mobilization, Campaign for Campaign, policy dialogue
- **Tools:** a comprehensive national BCC strategy was developed 2016-20, package was designed
National behaviour change campaign – Pakistan cont…

Enabling factors:
- Effective collaboration
- Evidence based campaign
- Engaging local governments
- Leveraging government operations

Embedded Hygiene Behaviour Change / WASH content into “Education Curriculum – Primary Level”
In June 2008 (News)

• an 11-year-old girl from a mid-western Nepal, died due to diarrhoea (severe dehydration) that began while she was confined in her shed. Her family members and neighbors refused to take her to hospital, believing that they would become impure if touched the menstruating girl.
Research 2009
urgent need to design socially acceptable, but evidence based MHM program

Programming 2009/10
Comprehensive MHM promotion package designed and implemented

Advocacy: 2009/10...
Breaking silence
Nepal outlaws menstruation huts: what will take their place?

10 August 2017: Nepal criminalises isolation of menstruating women

Is it enough?

More operational research: menstrual health and hygiene for different forms of disabilities? Health impact?

Policy change

- The new law, which will come into effect in August 2018, stipulates a three-month jail sentence or a 3,000 rupee fine ($30), or both, for anyone forcing a woman to follow the custom...
Thank you
Handwashing: on evidence and advocacy

Carolien van der Voorden, Global Sanitation Fund
Water Supply and Sanitation Collaborative Council (WSSCC)

Water & Health Conference
16-20 October 2017
Evidence informs global policy!

Diarrhoea and pneumonia kill 1.4 million children annually.

One gram of faeces can contain:
- 10 mln viruses
- 1 mln bacteria
- 1,000 parasitic cysts
- 100 parasitic eggs

Handwashing with soap can reduce the risk of diarrheal disease by up to 47%.

One of the most cost effective measures in public health.
SDG TARGET 6.2

By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.
Evidence to national policy

National policies/standards on presence of handwashing stations in for example schools, health care facilities, public spaces, e.g. in GSF-supported countries (below)

The body of research related to handwashing has influenced many national CLTS protocols

Nepal

Tanzania

Nigeria
Increased advocacy

- Handwashing with soap (or ash) has been accepted and incorporated into policy to some extent, but still not recognized by many as a key health intervention requiring investment.

- More advocacy is being done and we’re all trying to make a lot of ‘noise’
Impact?

But all the ‘noise’ doesn’t necessarily translate into IMPACT. Where do we fall short?
Where do we fall short?

A. Knowledge and practice on effective handwashing behaviour change – tools the sector needs to turn policy into practice

3ie/WSSCC systematic review
Promoting handwashing and sanitation behaviour change in low-and middle-income countries

GSF outcome surveys
Nepal & Malawi
Where do we fall short?

A. Knowledge and practice on effective handwashing behaviour change – tools the sector needs to turn policy into practice

Promoting handwashing with soap in rural Nigeria: An intervention study (LSHTM/UP/GSF)
Designed for policy impact but fell short.
Where do we fall short?

B. Designing advocacy campaigns with impact in mind

Many practitioners organize ‘advocacy’ events around GHD that are in essence awareness raising events.

The activities could be made more strategic with **concrete advocacy targets**, e.g. related to financing for handwashing facilities in local schools, etc.
More evidence

We need more evidence on what works, so that we can effectively advocate not only for commitment, resources and policy change, but also for concrete programming responses.
Thank you
Discussion
DefeatDD - Infographic

DIARRHEAL DISEASE & MALNUTRITION ARE INEXTRICABLY LINKED

It takes more than food to overcome malnutrition.

Kids in poor communities ingest dangerous pathogens every day due to unsafe drinking water and limited sanitation and hygiene.

Intestinal bugs that cause diarrhea or even leprosy without symptoms can lead to long-term gut damage.

This long-term gut damage is called environmental enteropathy (EE), and it has serious health and developmental consequences.

EE's effect on intestinal health

Incorporating WASH (water, sanitation, and hygiene) and nutrition can achieve greater impact against diarrheal disease. Help us advocate for a combined approach.
DefeatDD – Together against diarrhea

Jane knows things she didn’t then—about hygiene, clean water, rehydration, zinc, vaccines. She knows now that diarrhea is not a curse. It is something to be prevented, treated, and cured.

Today, Jane walks from house to house on the outskirts of her village, at times with her teenage daughter, who is healthy and happy. She looks in on the mothers and smiles, offering advice and inspiring hope.

“You know me. I lost my children to diarrhea,” she says. “Now I am informed.”
Handwashing – Vital for Sustainable Development

For efforts to improve health and development to be the most successful, strategies to promote and facilitate handwashing must be included. Handwashing with soap has the potential to avert preventable deaths, improve health and outcomes, and bolster progress in education, safety, and WASH to achieve the Sustainable Development Goals.

Currently, national averages of access to soap and water in households range from below 10% to nearly 100%. Even when facilities are available, handwashing is not practiced as consistently and thoroughly as it needs to be. Globally, it is estimated that 7% of people wash their hands after contact with secretions.

Impact of Handwashing with Soap:
Handwashing with soap can dramatically reduce the rates of common diseases including pneumonia and diarrhea, two of the leading causes of child deaths. Effective national handwashing behavior change programs can be expected to reduce diarrhea and pneumonias caused by lack of handwashing by 29%.
Consistent handwashing with soap can also reduce the risks of disease outbreaks, which pose a critical threat to progress made towards the SDGs.

Lack of hand hygiene is a simple, effective way to reduce the spread of healthcare-associated infections and prevent antimicrobial resistance. On average, only 40% of healthcare workers (for 10% adhere to recommended handwashing practices. Healthcare-associated infections affect an average of 1 in 10 patients each year, and neonatal infections are responsible for approximately 25% of newborn deaths worldwide.

Handwashing with soap has been documented as a nutrition-sensitive intervention, and can accelerate progress in improving maternal and child nutrition. Handwashing prevents diarrheal diseases, which not only cause mortality, but limit the body’s
Learn More

- GHP Advocacy Page: https://globalhandwashing.org/advocacy
- Global Handwashing Day: https://globalhandwashing.org/global-handwashing-day/
- PATH DefeatDD: https://www.defeatdd.org/
Thank you!