

# 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



**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





# Presentations





**USAID**  
FROM THE AMERICAN PEOPLE

# 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.<sup>1</sup> 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 23,662 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 14 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, 3) both birth attendant and mothers washed hands.

Overall neonatal mortality was 32.1 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:

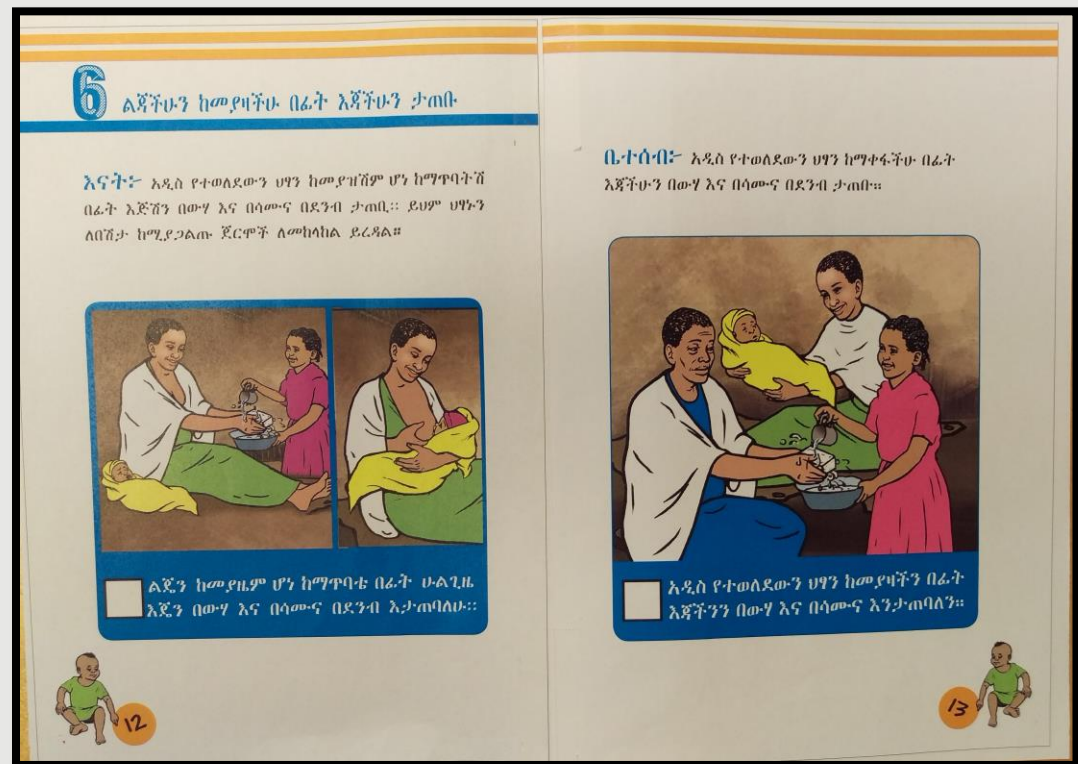
- Ensure that soap is included in the clean birthing kit. Design a card on proper hand washing techniques for new mothers, caregivers and birth attendants for inclusion in the kit.
- Develop a session on hand washing to include in all birth counseling. Objectives: Ensure birth attendants wash hands with 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 tippy tap) from locally available materials. A tippy 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.

<sup>1</sup> Rhee V, et al. 2008. "Maternal and Birth Attendant Hand Washing and Neonatal Mortality in Southern Nepal." *Archives of Pediatrics & Adolescent Medicine*. Vol. 162 (No. 7), pp 603-608. July 2008.

- Global and Country Level
- Policy and Programming Level

# Handwashing before any caretaker picks up the newborn ... added as 6<sup>th</sup> 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 ...



How to integrate water, sanitation and hygiene into HIV programmes



World Health Organization

Tremendous irony that people are washing down life saving medicines (ARVs) with water that will kill them.

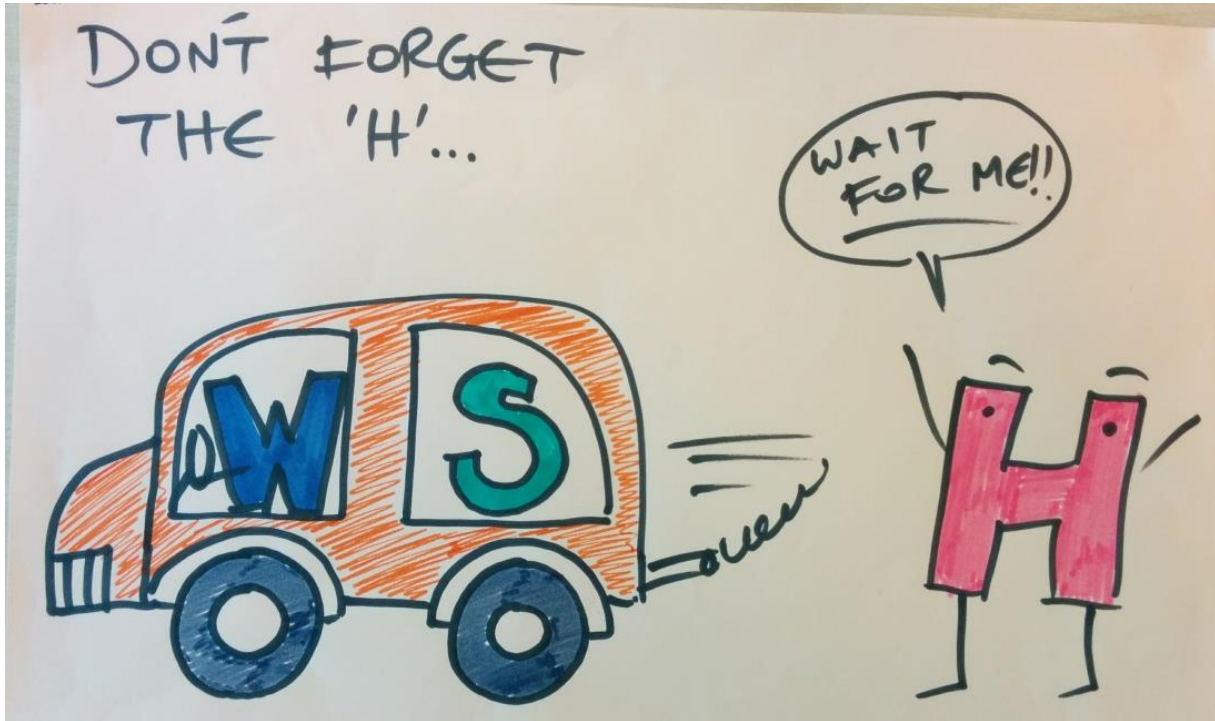




Thank you !!

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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

#### Practical Paper

**An opportunity not to be missed – immunisation as an entry point for hygiene promotion and diarrhoeal disease reduction in Nepal**

Yael Velleman, Katie Greenland and Om Prasad Gautam

#### ABSTRACT

Diarrhoea is a leading cause of death in children under 5 years of age, due mostly to failures to increase access to safe water and improve sanitation and hygiene practices (WASH). Rotavirus vaccines are a useful addition to existing diarrhoeal disease control measures. Recommendations are to introduce the vaccine in low-income settings. A study was conducted in Nepal to examine whether immunisation programmes offer a useful entry point for hygiene promotion as part of a

### Continue lobbied for pilot



## Formative research and creative process to design intervention



# Hygiene promotion through routine immunization

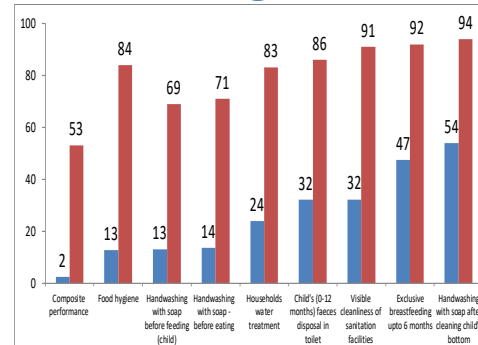
*A ground-breaking new approach to hygiene promotion*

**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

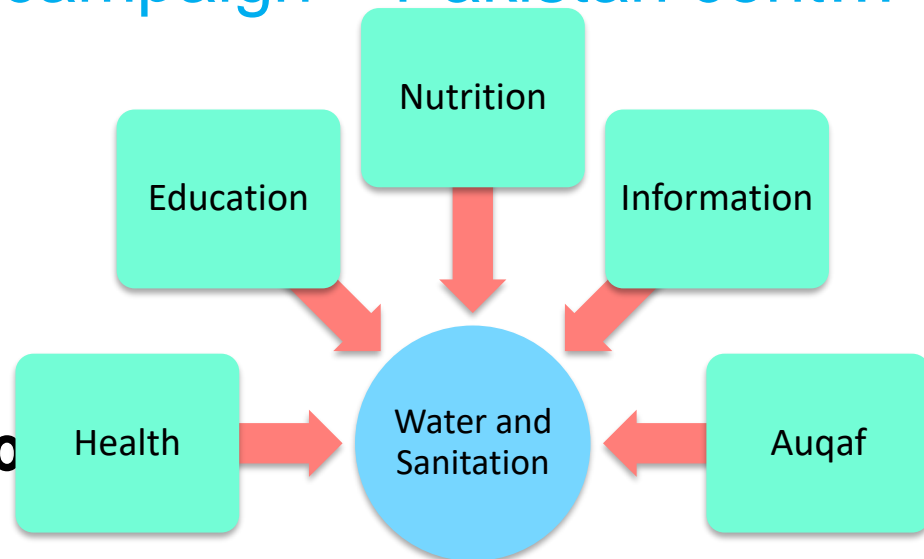
- **Initiative:** 5 years national campaign on behaviour change and policy influencing
- **Partnership:** WaterAid Pakistan, Plan, UNICEF & Govt of Pakistan
- **Research:** Formative research, and creative process to design the campaign
- **Touchpoints:** Intensive mobilization of mass media, IPC and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



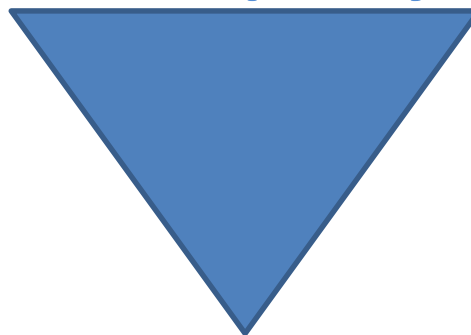
## National behaviour change campaign – Pakistan cont...

### Enabling factors:

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



Intermediate policy outcome

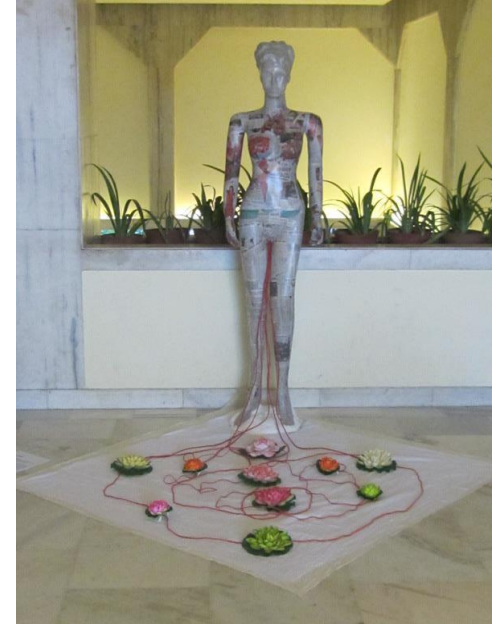


**Embedded Hygiene Behaviour Change / WASH content  
into “Education Curriculum – Primary Level”**

# Translation of research findings into action:

## Menstrual hygiene - a case from Nepal

News ↓  
Research ↓  
Programming ↓  
Advocacy ↓  
Policy change ↓  
Research

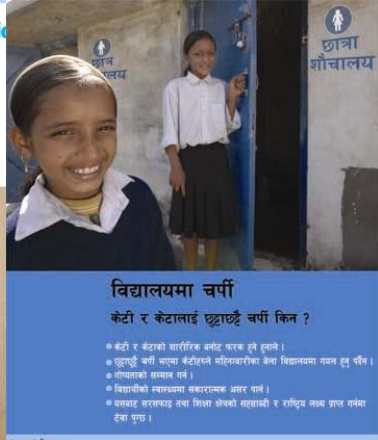


### In June 2008 (News)

- 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.

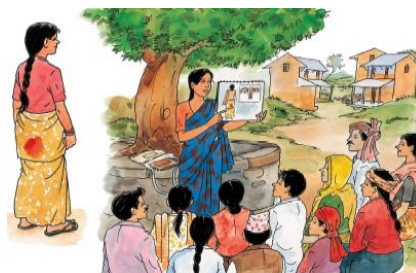
# Is menstrual hygiene and management an issue for adolescent school girls?

A comparative study of four schools in different settings of Nepal



## 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?**

## 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



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



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**



# Impact?

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

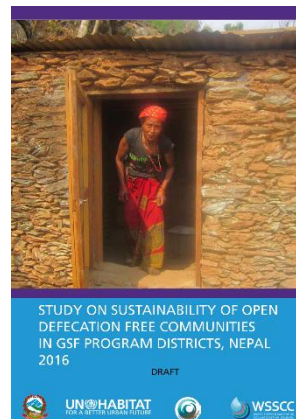


# Where do we fall short?

## 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

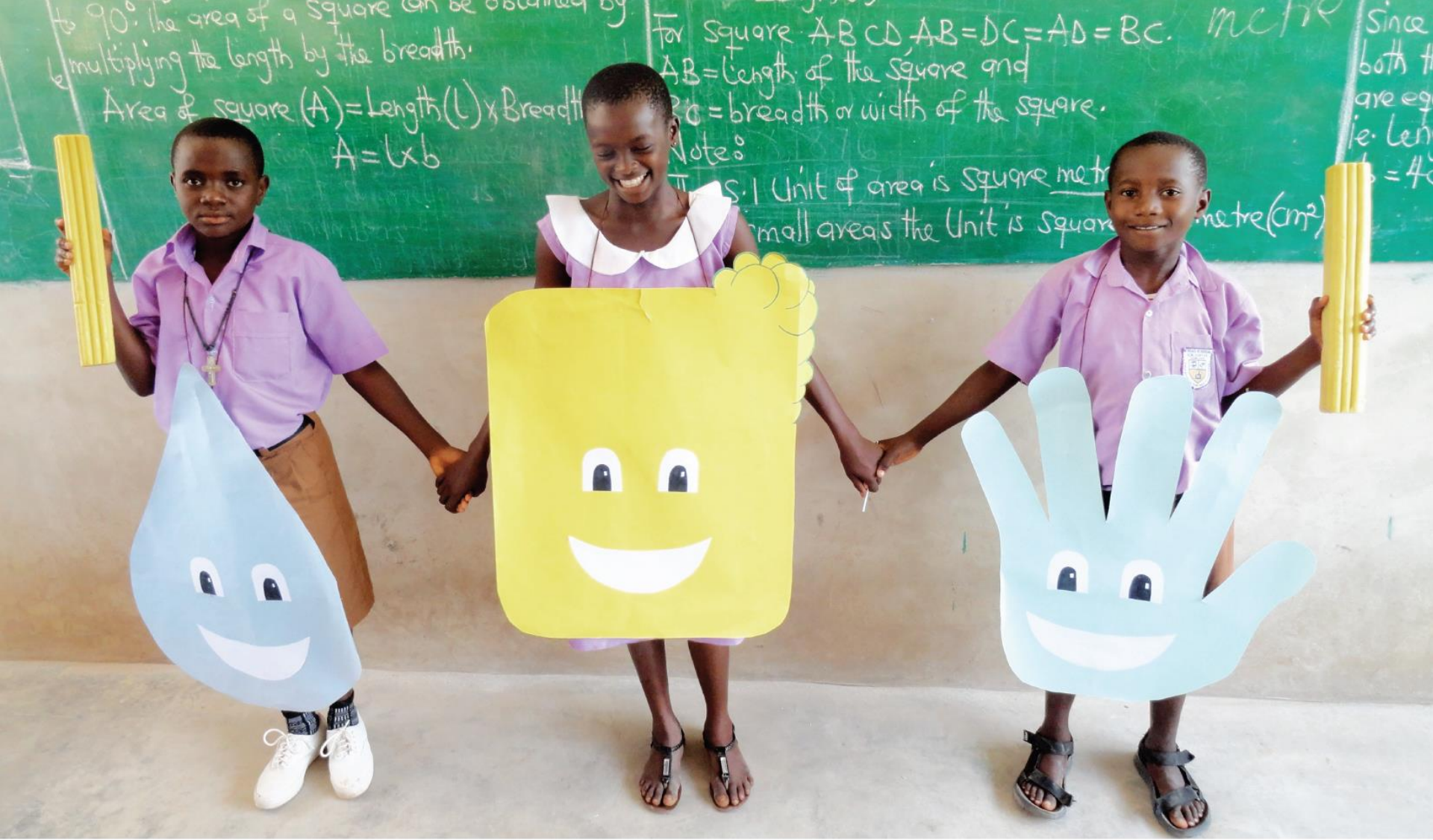




Credit: Philippines Department of Education

## Panel





## 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 lurk 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**  
EE impacts the villi that line the small intestine to absorb nutrients.

**DAMAGED GUT**

- 1 NUTRIENTS
- 2 PATHOGENS

When the gut's complex ecosystem is disrupted, health and development suffer.

**Damaged gut structure & function**

- Blunted villi
- Permeable gaps in lining
- Smaller surface area for absorbing nutrients
- Leakage of pathogens
- Impaired nutrient absorption
- Chronic inflammation responses
- Malabsorption of nutrients
- Malabsorption of water
- Malabsorption of electrolytes

**Malnutrition**

Malnourished kids don't grow properly.

When children are malnourished, their bones and bodies do not get the nutrients they need for healthy growth. The resulting physical and cognitive stunting prevent the children with devastating outcomes for future development.

**STUNTING:**

- IS A PREDICTOR OF GRADE FAILURE.
- INHIBITS GROWTH AND INCREASES CHANCES OF DEVELOPING CHRONIC DISEASES LATER IN LIFE.
- LEADS TO DIMINISHED INCOME-EARNING CAPACITY AND PRODUCTIVITY.

**Integrating WASH (water, sanitation, and hygiene) and nutrition can achieve greater impact against diarrheal disease.**  
Help us advocate for a combined approach.

**JOIN THE MOVEMENT**



# DefeatDD – Together against diarrhea



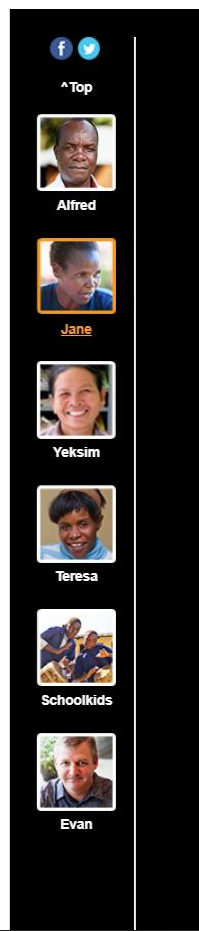
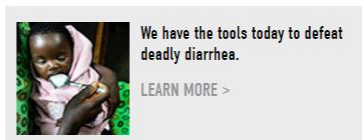
Photo: PATH/Cabe Bienczycki

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.”**



# GHP - Briefing Document



## 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 healthcare outcomes, and foster progress in education, equity, and WASH to achieve the Sustainable Development Goals.

Currently, national averages of access to soap and water in households range from below 50% to nearly 100%.<sup>1</sup> Even when facilities are available, handwashing is not practiced as consistently and thoroughly as it needs to be. Globally, it is estimated that 76% of people wash their hands after contact with excreta.<sup>2</sup>

### 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 death. Effective national handwashing behavior change programs can be expected to reduce diarrhea and pneumonia caused by lack of handwashing by 26%.<sup>3</sup> Consistent handwashing with soap can also reduce the risks of disease outbreaks, which pose a critical threat to progress made towards the SDGs.

Good hand hygiene is a simple, effective way to reduce the spread of healthcare-associated infections and prevent antimicrobial resistance.<sup>4</sup> On average, only 40% of healthcare workers (or fewer) adhere to recommended handwashing practices.<sup>5</sup> Healthcare-associated infections affect an average of 7 in 10 patients each year,<sup>6</sup> and nosocomial infections are responsible for approximately 25% of nosocomial deaths worldwide.<sup>7</sup>

Handwashing with soap has been documented as a nutrition-sensitive intervention, and can accelerate progress in improving maternal and child nutrition.<sup>8</sup> Handwashing prevents diarrheal diseases, which not only cause mortality, but limit the body's



# Learn More

- UNICEF Advocacy Toolkit: [https://www.unicef.org/evaluation/files/Advocacy\\_Toolkit.pdf](https://www.unicef.org/evaluation/files/Advocacy_Toolkit.pdf)
- UNICEF WASH in Schools Advocacy Pack: [https://www.unicef.org/wash/schools/files/rch\\_cta\\_advocacypack\\_2010.pdf](https://www.unicef.org/wash/schools/files/rch_cta_advocacypack_2010.pdf)
- GHP Advocacy Page: <https://globalhandwashing.org/advocacy>
- Global Handwashing Day: <https://globalhandwashing.org/global-handwashing-day/>
- PATH DefeatDD: <https://www.defeatdd.org/>

**Thank you!**

