



Global Public-Private Partnership for Handwashing Annual Report, 2015

Background

Global Public-Private Partnership for Handwashing's Three-Year Strategy (2013-2016)

Global Vision: Proper handwashing with soap at critical times will be universally recognized, promoted, and practiced as fundamental to good health.

Global Public-Private Partnership for Handwashing (PPPHW) Vision: To be recognized as the global advocate and thought leader for handwashing with soap.

Based on the analysis of the global handwashing sector and role of the PPPHW, the partnership aimed for two major objectives to reach its vision:

1. **Advocacy:** Lead global handwashing advocacy efforts with governments, donors, and other handwashing practitioners
2. **Knowledge Leadership:** Establish a recognized global handwashing agenda and lead handwashing behavior change expertise and knowledge sharing

Overview

In 2015, the PPPHW continued its work on advocacy and knowledge leadership as outlined in its 2013-2016 strategy.

With the end of the Millennium Development Goals and the agreement on the new Sustainable Development Goals (SDGs), a significant portion of the PPPHW's work in 2015 was dedicated to advocacy, specifically the incorporation of hygiene into the SDGs. These advocacy efforts were successful on many fronts and the PPPHW was recognized for taking a leading role in "raising a hand" for hygiene. The PPPHW was pleased to work on behalf of the effort to promote hygiene in the SDGs and thrilled that hygiene was included as an indicator under Target 6.2. One of the challenges with performing direct advocacy is that the value added can sometimes be difficult to quantify. Our involvement was significant, but it is hard to specify the full extent of our impact or directly attribute it to the PPPHW.

While the PPPHW had a significant emphasis on advocacy in 2015, knowledge leadership activities were undertaken, too. This included delivering relevant webinars, tools, research summaries, and guidance to hygiene implementers.

It is clear that advocacy will continue to be a significant component of the PPPHW's work in the future. However, we must also ensure that we do not lose our focus on knowledge leadership. Our role as a knowledge leader is particularly useful for many implementers and is a key factor for distinguishing the PPPHW from other actors within the sector.

The PPPHW undoubtedly has an important role to play in the WASH sector. We were largely successful in 2015, but there were difficulties which will need to be addressed going forward. By examining our successes and learning from our failures, our hope is that we can better advance the status of hygiene globally in the future.

Advocacy Highlights

Of our many advocacy efforts and activities in 2015, here are some that we are particularly proud of:

- We developed and implemented a hygiene advocacy strategy, which positioned the PPPHW to take a leading role in hygiene advocacy at the global level through events, communications, and participating in working groups. This also guided our creation of an advocacy toolkit, the inclusion of an advocacy [page](#) on our website, and development of a one-pager in both English and French. The PPPHW also actively participated in the Joint Monitoring Programme Communications & Advocacy Working Group to raise a collective voice for WASH at the global level.
- Our involvement in consultations was extensive in 2015. We organized a coalition of over 100 organizations to sign a letter to the Inter-Agency Expert Group advocating for a hygiene indicator and we provided feedback and support for the Global Poverty Project's action item on hygiene ahead of the Global Citizen Fest concert in New York and corresponding hygiene petition, which was signed by over 26,000 individuals.
- The PPPHW led Global Handwashing Day coordination by developing new materials, including an updated [Planner's Guide](#), a French translation of the Planner's Guide, and a Social Media [Toolkit](#) that was co-produced with WASH Advocates. In celebration of Global Handwashing Day, the PPPHW and FHI 360 also co-hosted an event exploring innovations in handwashing.
- As an information hub, the PPPHW published a number of blogs, including two for the Huffington Post ([Where do we go from here? WASH in the SDGs](#) and [Hygiene: The Cinderella of the SDG ball](#)) and one for WASH Funders ([Harnessing the "H" in WASH: The need to ensure hygiene's place in the SDGs](#)).

The PPPHW promoted hygiene at a number of global fora, including:

- U.N. Water Conference (Spain) - We attended sessions that informed our advocacy work, specifically around SDG indicators. We also published a blog, [Lessons from Zaragoza: Indicators, integration, and human rights for hygiene Post-2015](#), as a result of this meeting.
- World Water Forum (Korea) - The PPPHW presented on the Sanitation and Water for All (SWA) panel, “Reaching Universal Access to Sanitation”, published updates, and wrote a [blog](#) for the SWA website. Our Deputy Secretariat Director acted as rapporteur for the Forum’s WASH track, which ensured that hygiene was prioritized in the Forum’s report.
- AfricaSan (Senegal) was one of PPPHW’s biggest events this year. In terms of advocacy, we disseminated our French/English advocacy one-pager, published a [resource page on the PPPHW website](#), wrote daily blog posts, and social media messaging. The Secretariat also advised on the draft commitments of the Ngor Declaration, as well as the plan to operationalize the declaration.
- Stockholm World Water Week (Sweden) - In Stockholm, the Secretariat presented at the SuSanA network annual meeting, an all-day advocacy learning session, and a Stockholm International Water Institute session. At SWWW, the PPPHW not only advocated for hygiene in the SDGs, but also encouraged hygiene promotion and funding at the program level. Additionally, we published [blog posts](#) sharing our learnings with others.
- U.N. General Assembly Week (New York) - At the U.N. General Assembly we attended side events, networked across sectors, and promoted hygiene integration.

Knowledge Leadership Highlights

In addition to Global Handwashing Day, the PPPHW is perhaps best known for knowledge leadership activities. In 2015 we:

- Hosted the first regional Handwashing Behavior Change Think Tank at AfricaSan, which engaged with practitioners on key areas of hygiene behavior change, such as habit formation. Attendees also shared their thoughts on the challenges and new frontier of handwashing.
- In March, the PPPHW launched a new website, where we published many deliverables, including tools, blogs, and webinars on key topics. The updated website also allowed us to better highlight new materials and update website content depending on global events and demand.
- Webinars are a useful tool for sharing information about new thinking in handwashing. In 2015 the PPPHW hosted two webinars: [one on food hygiene](#) for World Health Day and another on [hand hygiene in healthcare settings](#).
- The [handwashing research summaries](#) produced by the PPPHW are very popular amongst a wide audience. The PPPHW published three quarterly research summaries and conducted a full-year literature summary.

- As a thought leader, the PPPHW published a number of blogs and articles, including:
 - Blog on Huffington Post: [Is it enough to idly hope our chef won't kill us?](#)
 - [Handwashing is not optional for restaurant workers: It is essential for public health](#)
 - [Handwashing in the World Health Day spotlight](#)
 - [Nutrition & Handwashing: World Water Day's hottest celebrity couple](#)
 - [Everybody's doing it: How social networks can increase handwashing](#)
 - [Blog](#) on handwashing and nutrition for World Water Day, published both on PPPHW and GAIN's websites
 - A [brief review of the evidence](#) around children as agents of behavior change

Conclusion

In many ways, the work of our 3-year plan culminated in 2015 with major gains in advocacy and good forward momentum in knowledge leadership. As the PPPHW looks to 2016, we will continue to build upon these successes and pursue new opportunities to make our vision of universal handwashing a reality.

If you'd like to join us in this mission, please visit us at <http://globalhandwashing.org/about-us/join-us/> or email us at contact@globalhandwashing.org.