



# Global Public-Private Partnership for Handwashing Annotated Annual Report, 2016

## 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 addition to taking significant steps towards outlining the vision and work of the PPPHW over the next three years, the Partnership also continued its work on advocacy and knowledge leadership.

In 2016, the PPPHW continued to drive forward communications efforts through publishing blogs, hosting Webinars, and developing new resources. We hosted an international Think Tank event, attended and spoke at a range of global-level conferences, and continued to engage with working groups and communities of practice to increase the profile of hygiene both within the WASH sector and amongst the broader development community.

With the end of the 2013-2016 Strategic Plan, the PPPHW dedicated a major portion of 2016 to developing a new three-year Strategic Plan. This work coincided nicely with the newly agreed upon Sustainable Development Goals, and with notable shifts in the way that governments and organizations are approaching development.

The PPPHW clearly has an important role to play in the water, sanitation, and hygiene (WASH) sector. We were largely successful in 2016, but there were difficulties which will need to be addressed going forward. Through 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

The Sustainable Development Goals (SDG) were agreed upon in 2015. As such, the PPPHW's work on advocacy shifted compared to previous years. The inclusion of hygiene in the SDGs resulted in us taking an increased role in attempting to help prioritize hygiene in the implementation of the SDGs. Of our many advocacy efforts and activities in 2016, here are some that we are particularly proud of:

- Attending the Sanitation and Water for All (SWA) Ministerial Meeting, where we met with government ministers to advocate for inclusion of hygiene and prioritization of behavior change in national level WASH policies.
- Working to develop a concept for a hygiene advocacy toolkit, which will help practitioners raise awareness and hold their governments accountable for ensuring access to hygiene services.
- Leading Global Handwashing Day coordination efforts by updating the Planner's Guide (English and French versions), developing a social media toolkit, conducting outreach, and cataloging the reach of the day.

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

- SWA High-Level Ministerial Meeting (Addis Ababa) – At the High-Level Ministerial Meeting in March, we met with government ministers to advocate for inclusion of hygiene and prioritization of behavior change in national level WASH policies. Additionally, we published daily blogs as well as a summary: [Sanitation and Water for All Requires All of Us](#).
- Women Deliver (Copenhagen) - At the Women Deliver conference in May, we spoke about the role of hygiene in advancing equity for women and girls, promoted hygiene integration, and published live updates. We also published a summary blog: [Reflections from Women Deliver 2016](#).
- Stockholm World Water Week (Sweden) – At World Water Week in August, we presented the opportunity to meet with partner organizations, participate in the SuSanA network annual meetings, and promote hygiene integration. We published daily blogs as well as a summary: [WASH Works](#).
- U.N. General Assembly opening week (New York) – In September, we attended side events at the General Assembly to learn about what's next for the SDGs and advocated for hygiene at meetings and events.
- UNC Water and Health Conference (Chapel Hill, N.C.) - At the Water and Health Conference in October we presented on a panel convened by SWA Partnership, hosted a side session outlining new ideas in handwashing, and gathered a group of experts for a roundtable discussion about our upcoming Hygiene Advocacy Toolkit concept note.

## Knowledge Leadership Highlights

In addition to Global Handwashing Day, the PPPHW is perhaps best known for knowledge leadership activities. In 2016:

- We hosted a Handwashing Think Tank in London with support from the London School of Hygiene & Tropical Medicine and WaterAid. This event, which was very well received, focused on the key areas of hygiene behavior change, integration, and innovation. We leveraged the outcomes from this event to inform other deliverables, such as the behavior change portion of our website and the Global Handwashing Day Planner's Guide.

- We created a [page](#) under the Key Topics section of the PPPHW website to highlight the learnings and outcomes of the Handwashing Think Tank and share key deliverables, such as blog summaries, working group presentations and notes, and a recording of the April 27th summary webinar.
- We demonstrated knowledge leadership by speaking about the importance of hygiene at major global conferences, including Women Deliver and the UNC Water and Health Conference. We also published a blog: [Big Ideas at the UNC Water and Health Conference](#), sharing our learnings from the session.
- Our communications and outreach efforts continued to grow both in terms of scope and reach.

## Presentations/publications

As a thought leader, the PPPHW:

- Delivered 3 handwashing webinars, involving PPPHW partners as presenters
  - [WASHing Away Diseases Two Hands at a Time](#) (January)
  - [The Ebola Crisis and Innovative WASH Solutions](#) (September)
  - [Fostering WASH & Wellbeing in the Workplace](#) (November)
- Published Annual Research Summary 2015: [The State of Handwashing in 2015](#); a January – June [Research Summary](#); and began work on the July-December 2016 research summary, by compiling research from the second half of the year for another bi-annual research summary.
- Published a key WASH and Nutrition [resource](#) for World Water Day and [blog](#) on taking action on improved WASH and Nutrition for Water Action Month.
- Published the Global Handwashing Day 2015 report, updated GHD [planners guide](#), created a [social media toolkit](#), habit formation [guide](#), beyond GHD [infographic](#), and several blogs on the PPPHW website and partner networks' online platforms.
- Published a handwashing [fact sheet](#) in response to the growing number of cholera outbreaks

The PPPHW published a number of blogs and articles, including:

- Summary blog for SACOSAN written by the WASHplus project: [Voices from Bangladesh: Reflections on SACOSAN VI](#).
- [Response](#) to the FDA proposed rule regarding certain active ingredients in consumer hand sanitizers.

Through our participation and presence on online fora and working groups, we were able to share knowledge and amplify our reach. Fora included the LinkedIn Community of Practice on Sanitation and Hygiene in Developing Countries, Sustainable Sanitation Alliance message board.

## Partnership Management Highlights

- We developed a new 3-year strategic plan with a focus on increased financial health and a refreshed PPPHW brand, and agreed upon a new name (Global Handwashing Partnership) and logo to accompany the launch of the new Strategic Plan.
- We identified, prioritized, and reached out to 7 potential resource contributing partners.
- We increased the number of newsletter subscribers by over 25%; our Twitter followers increased by nearly 30%. We continue to see a decrease in Facebook followers, likely in part due to a shift in our strategy.
- We developed new and responsive content (blogs, press releases, webinars, fact sheets, etc.) for the PPPHW website, at least one post per month.

## Conclusion

For the PPPHW, 2016 was in many ways a year to reset our focus. We explored our successes and failures from years past, analyzed the role the partnership plays in the WASH sector, and contributed to key topics in WASH in meaningful ways. Our objectives were fulfilled by our participation in global and online events, and strategic planning was conducted to prepare for an even greater impact in the upcoming years. While some activities were not realized due to constraints, those which were completed in 2016 had a positive impact. As we look to 2017, we are excited about the opportunities ahead of us and anticipate the many accomplishments we can achieve together.

If you'd like to join us in this mission, please visit our [website](#) or email us at [contact@globalhandwashing.org](mailto:contact@globalhandwashing.org).