Highlights from the 2016 Handwashing Think Tank
Welcome

Facilitator
Hanna Woodburn
Global Public-Private Partnership for Handwashing
Agenda

• Handwashing Integration
• Settings
• Scale & Sustainability
• Identifying the way forward
• Questions & Answers
Objective of the 2016 Think Tank

The objective of Think Tank was to:

• Explore current knowledge about handwashing with soap,

• Spark collaborative thinking about handwashing, and

• Drive forward the sector.
“The finding that no handwashing with soap is a global risk present in all regions is a reminder that this nexus of risks is relevant to all countries, not just the poorest.”

- The Lancet Global Burden of Disease, Injuries, and Risk Factor study 2013
Integrating Handwashing Promotion and Newborn Care

- There are many behaviors that are important for newborn health and wellbeing (including breastfeeding promotion, skilled birth attendance, treatment for birth asphyxia, etc.). Handwashing is just one component of newborn care.

- The disruption that having a new baby can cause in routine presents an opportunity to uptake a handwashing habit, but evidence shows there are modest handwashing behavior increases during this period, but is oftentimes not permanent.

- Understanding when certain infections occur during the neonatal period can help identify priorities to ensure we are not crowding interventions.
Barriers to Integration of Handwashing in Newborn Care

• Acute behavior change during the neonatal period in the absence of social norm/habit demands robust interventions

• There is a lack of evidence regarding whose hands should be washed/cleansed and when for neonatal infection prevention

• The perinatal period is chock full of competing priorities

• Evidence base for handwashing in the neonatal period is thin, funding is tight, and, yet, programming must continue
Barriers to Handwashing

• Mothers of newborns face many challenges to handwashing once they are home, including a lack of available materials, inconvenient times, lack of a pre-existing habit for handwashing

• There is no agreement upon the critical times for handwashing with this population, as data is not available.
  • *Are critical times before breastfeeding or when children have respiratory infections?*

  • *Besides the mother, whose hand cleanliness matters most? Fathers, other female caregivers (mothers-in-law), children that play outside?*

• Are there are behavioral barriers that need to be addressed, such as the balance between behavioral feasibility with product costs?
Integrating Handwashing in Nutrition

• The vicious cycle of diarrhea and undernutrition that WASH and nutrition are linked. Increasingly, the sectors are working together.

• Maternal handwashing during the complementary feeding period, when solid foods are introduced, can help prevent illness.

• There are a number of projects that work on linking handwashing to improved child feeding practices, including:
  • Alive & Thrive project
  • The SPRING project, which, in Bangladesh, led to the Tippy Tap being considered an essential handwashing prompt
  • The USAID WASHplus Project that is introducing commercial handwashing stations in partnership with WaterSHED.
Diarrhea: 9% of all child deaths

Undernutrition contributed to 73% of these deaths

Shaded area indicates contribution of undernutrition to each cause of death
Challenges for Handwashing Nutrition Integration

• We need to measure the effectiveness of integration, including the cost effectiveness.

• Handwashing after defecation is a different behavior than handwashing before preparation of food.
  • How can we define these motivators and use them in interventions?
  • Multiple behaviors need to be changed as a result.

• In implementation, we face challenges around the “how” in addition to the “why”
  • Where should handwashing stations be located?
  • How can we making maternal handwashing aspirational through products?

• As distinct disciplines, WASH and nutrition have a myriad of differences that present challenges, including different government ministers, approaches, and ways of measuring success.
Importance of Handwashing in Sanitation

- Community-Led Total Sanitation facilitates a process that rallies the community around key outcomes.
- Opportunity to integrate handwashing into national ODF roadmaps/implementation plans
- Handwashing is an integral part of CLTS; however, the certification components of on open defecation free (ODF) community vary.
- Good CLTS can leads positive improvements in:
  - Knowledge of the critical handwashing times
  - The ability to demonstrate the critical times
  - A greater likelihood that handwashing stations with soap and water are present
Opportunities for Handwashing and CLTS Integration

Opportunity for integration:

• CLTS programs focus on creating a movement with strong community engagement, and is often implemented by district health officials, which can lead to further integration and long-term follow-up.

Important link to 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

Proposed indicator:

• Percentage of population using safely managed sanitation services including a hand washing facility with soap and water
Challenges of Handwashing and CLTS Integration

• Measuring handwashing—from scale/sustainability to the reliability of indicators and beyond—is very complicated.

• More needs to be done on triggering tools of integration.

• There are gaps in terms of the “how” of implementing integrated handwashing and CLTS projects:
  • How do we measure handwashing facilities, knowledge, and use?
  • When should handwashing be introduced into the CLTS process?

• Greater evidence about the effectiveness of the CLTS approach, and individual components, is needed.
Thematic Area: Settings

Dr. Robert Aunger, London School of Hygiene & Tropical Medicine
## Rural Indian Women Master Routine

*Source: Hygiene Centre, LSHTM*
Food hygiene trial in Nepal

Source: Gautam, O 2015, LSHTM
Challenging physical/biological environment
Changing Settings

- The script in peoples’ heads
- The physical infrastructure and objects
- Social norms
Changes in scripts in people’s heads using engaging activities, tools and approaches

- Games (Child life, wheel of hygiene, hot potato games)
- Story-telling
- Folk song, pile sorting
- Commitment
- Illustration demonstration
- Visual ‘reminders’
- ‘Reward’
- Habit formation
Encouraged infrastructure and object change in the kitchen (physical setting)
Visual result
Prevalence of key behaviors

<table>
<thead>
<tr>
<th>Food hygiene behaviours when observed (%)</th>
<th>Before (n=120)</th>
<th>After (119)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>1</td>
<td>43</td>
</tr>
<tr>
<td>Cleanliness of serving utensils</td>
<td>3</td>
<td>55</td>
</tr>
<tr>
<td>HWWS by mother before feeding</td>
<td>5</td>
<td>67</td>
</tr>
<tr>
<td>HWWS by child before eating</td>
<td>5</td>
<td>67</td>
</tr>
<tr>
<td>Proper storage</td>
<td>24</td>
<td>88</td>
</tr>
<tr>
<td>Thorough re-heating &amp; maintained temp</td>
<td>3</td>
<td>86</td>
</tr>
<tr>
<td>Water treatment</td>
<td>1</td>
<td>77</td>
</tr>
</tbody>
</table>
Handwashing with soap among school children:
- 4% at baseline (4%)
- 68% the day after nudges were completed and 74% at both 2 weeks and 6 weeks post intervention
Hygiene promotion through routine immunization programs
Final thoughts

• Settings dictate how and what behaviours people should perform

• Disturbing the current setting can help to encourage behaviour change

• Understanding of behaviour settings through formative research, and the application of this understanding to design of a creative behaviour change intervention is essential

• It’s possible to promote multiple behaviours using emotional drivers and by changing the behaviour setting
Thematic area: Scale & Sustainability

Dr. Val Curtis, London School of Hygiene & Tropical Medicine
Success at scale: BRAC in Bangladesh

- From 2006 to 2015 the BRAC WASH programme has helped over 39 million people (including poor and ultra-poor) gain access to hygienic latrines
- And promoted hygiene to 13.9m people each year
Behavior by the time since intervention began

- 8 years (152 upazilas)
- 3 years (25 upazilas)
- 1.5 years (73 upazilas)

- Has hygienic latrine
- Use of latrine
- Provision of hw after toilet use
Intensity of hygiene promotion and changed behavior (example from India)

Cairncross, S. et al – 2005 - What causes sustainable changes in hygiene behaviour? A cross-sectional study from Kerala, India
What works

- Integrated approach
- Intensity of inputs
- Allocated budget for hygiene
- Linkages with community
- Financial inclusion
- Linkages with private sector
- Linkages with local government
Business approaches to sanitation and hygiene

Our mandate
Founded in 2014

OUR GOAL:
To catalyse a robust business sector to deliver universal access to sanitation.

OUR MISSION:
To accelerate innovative business solutions that deliver sanitation at scale, to those who need it most - by innovating at the social, environmental, economic & organisational levels.
Co-innovation

• A business accelerator process

• With a pipeline of innovations in the sanitation business space

• Where the business model is as important as the technical innovation
Portable Toilet - Original Design Solution
User centric IDEO process

Good looking design
Top off design for ease of use
Stackable for mass production
Handwashing business challenge

- Given the new SDGs mandate handwashing facilities as a part of sanitation
- Need innovation in this space
- TBC and Unilever will launch an open innovation challenge
LaBobo

- The *LaBobo also dubbed HappyTap* is the world’s first purpose-built, mass-produced handwashing station.
- Developed through a rigorous design and iterative testing phase, reflects the right mix of aesthetic appeal, functionality, durability, and affordability.
Main Challenges

• Getting it in front of people
• Retail, distribution, marketing
Conclusions

• Handwashing promotion requires investment and budget lines
• And sustained efforts by all sectors
• Viable businesses are sustainable, there are many opportunities for business innovation
• Attractive, functional, durable products can be designed
• But more attention needs to be paid to the business models
Identifying the Way Forward

Hanna Woodburn, Global Public-Private Partnership for Handwashing
Full summaries, daily reports, presentations

Please visit our website for resources from the 2016 Think Tank

http://globalhandwashing.org/learn/key-topics/think-tank/
Handwashing Think Tank

Moving from Evidence to Action: Integration, Settings, and Scale

Thank you

#HandwashingTT