

October 2022

2022 HAND HYGIENE THINK TANK || REPORT



ACKNOWLEDGEMENTS

This report was prepared by Global Handwashing Partnership. The report is licensed under a Creative Commons Attribution NonCommercial-ShareAlike 4.0 International License and may be used freely with attribution.

The partnership would like to acknowledge members of the Think Tank Task Force who supported the planning and facilitation of Think Tank sessions, including David Berendes (CDC), Ron Clemmer (GHP), Joanna Esteves-Mills (WHO), John Hines (SC Johnson), Heather Moran (UNICEF), Aarin Palomares (GHP), and Julia Rosenbaum (FHI 360). In addition, technical support from Yuki Cui (FHI 360) and Seema Halabi (UNICEF) were invaluable for Think Tank success.

Participants of the Think Tank included: Ida Aagenaes (Unilever), Nadia Abdalla (WHO), Oluyemisi Akpa (Nigeria Federal Ministry of Water Resources), Robert Aunger (LSHTM), Malva Baskovich (World Bank), Paul Blount (SC Johnson), Cecilia Coates (Colgate-Palmolive), Celia Cordon-Rosales (Universidad del Valle de Guatemala), Aarti Daryanani (Unilever), Peter Elyanu (Baylor University - Uganda), Daniel Eurien (Baylor University - Uganda), Eleanor Farrow (Royal Society for Public Health), Frank Greaves (Tearfund), Kalkidan Gugsu (UNICEF), Netsanet Kassa (UNICEF), Anna Konigson Koopsmans (Essity), Ziggy Kugedera (UNICEF), Cheryl Li (Proctor & Gamble), Charles Macai (Tearfund), Evelyn Mugambi (Washington State University), Isaac Ngere (Washington State University), Nga Nguyen (USAID), Maitabel Okumu (Living Water International), Kevin Ormandy (SC Johnson), Michelle Pieters (Universidad del Valle de Guatemala), Om Prasad Gautam (WaterAid), Paa Kewsi Woode (UNICEF), Dan Rocque (SC Johnson), Idalina Roia (World Vision), Rachel Stevens (Tearfund), Gretchen Thompson (FHI 360), Ben Tidwell (World Vision), Fred Tusabe (IDI), Jon Michael Villasenor (UNICEF), Julie Watson (LSHTM), Megan Williams (Splash), and Ephrem Woldebirhan (FHI 360).

ABOUT THE GLOBAL HANDWASHING PARTNERSHIP

The Global Handwashing Partnership is a public-private partnership that serves as a global advocate and knowledge hub for hand hygiene programming. It leverages the collective expertise of the public and private sectors to accelerate progress toward universal hand hygiene. For more information on the Global Handwashing Partnership, please visit www.globalhandwashing.org



TABLE OF CONTENTS

Introduction.....1

Context.....1

Overview and Objectives.....1

Key Learnings and Outputs.....3

Households.....5

Schools.....6

Workplaces.....7

Public Spaces.....8

Religious Institutions.....9

Overarching Findings.....10

Next Steps.....11

Conclusion.....11

INTRODUCTION

CONTEXT

The Global Handwashing Partnership Hand Hygiene Think Tank brings together experts to spur new ideas and insights regarding key hand hygiene topics. In 2022, through the Hand Hygiene for All Global Initiative, the Hand Hygiene Think Tank was leveraged to support the development of forthcoming global guidelines on hand hygiene in community settings, co-published by the World Health Organization (WHO) and United Nations Children's Fund (UNICEF).

Under its mandate to address demand for guidance on areas of public health, WHO is leading the development of new guidelines on hand hygiene in community settings, in collaboration with UNICEF. The guidelines will provide evidence-based recommendations.

The guidelines' scope of community settings falls into three categories: domestic, public, and institutional. Figure 1 shows examples for each setting.

Implementation of the guidelines across users and settings will be critical. To facilitate this understanding, WHO and UNICEF are proposing a consultation process to engage potential country-level end-users to better understand how recommendations might be embedded within existing programs and systems across different sectors and disciplines, and how best to support governments in these efforts. Considering an implementation strategy throughout the development process of the guidelines can enhance engagement with stakeholders and uptake and application by end-users.

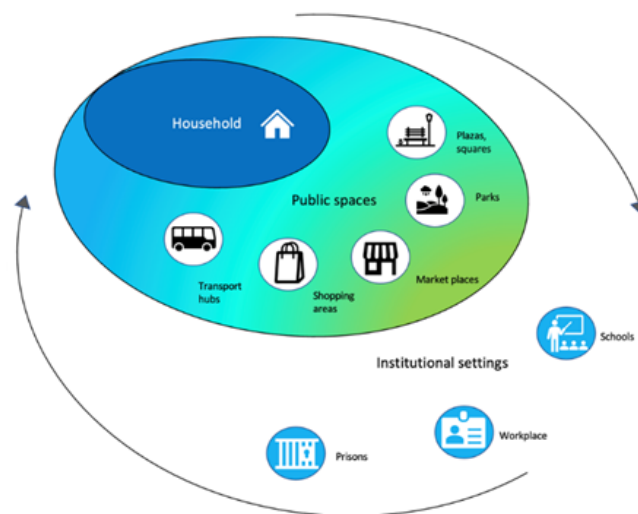


Figure 1. Global hand hygiene guidelines: Three settings and the contexts within them

OVERVIEW AND OBJECTIVES

The Think Tank was hosted virtually across two days; the first session was Thursday, September 29, and the second, Thursday, October 6, 2022. Participants included members of the Global Handwashing Partnership network as well as other identified hand hygiene experts. Efforts were made to ensure

diverse representation across multiple countries and contexts. In total, participants represented 18 countries and hand hygiene expertise across households, schools, workplaces, public spaces, and religious institutions.

The objectives were:

- Identify the key stakeholders and systems that drive or influence hand hygiene in specific contexts at different levels of influence (i.e., local, national, regional, global).
- Examine how each stakeholder may use and influence the use of the upcoming hand hygiene guidelines.
- Determine the mechanisms that drive cooperation and collaboration between the hand hygiene sector and other networks that can enable more effective integration and acceptance of hand hygiene guidelines.

During the first session, an opening presentation by Joanna Esteves-Mills, technical officer for water, sanitation, hygiene and health (WASH), WHO, provided context for the upcoming guidelines. Afterward, participants joined a context-specific small group (shown in Figure 1) and began a rapid stakeholder mapping process (described in the next section). Following the breakout groups, everyone re-convened in plenary to determine the agenda for the second session.

In the week between sessions, participants continued brainstorming in their small groups. During the second session, the groups completed the stakeholder mapping process and in a final plenary discussed next steps beyond the Think Tank gathering.



Photo Credit: WaterAid

KEY LEARNINGS AND OUTPUTS

To achieve the objectives, the Global Handwashing Partnership, UNICEF, and WHO conducted a rapid stakeholder mapping process using a pre-developed matrix for each context (shown in Figure 1) to be addressed in the new guidelines. See Table 1 for factors and guiding questions.

Table 1. Matrix Factors and Guiding Questions	
Key Factors	Guiding Questions
Stakeholder	Stakeholder organization name
Stakeholder Category	Is this stakeholder a multilateral organization, business, funder/donor, implementing partner, network, national ministry, or institutional group?
Level of Engagement	On what level does this stakeholder operate: global, regional, national, or local?
Roles/Responsibilities	What is this stakeholder's influence/reach for hand hygiene?
Guidance Document Impact	What action should this stakeholder take when the new WHO/UNICEF guidelines are released?
Strategy for Stakeholder Engagement	What opportunities are there to engage this stakeholder on the guidelines before launch (e.g., conferences or events, development or updates of other specific relevant guidance)?

Think Tank participants were placed into context-specific small groups based on their expertise and experience. Each small group filled out a matrix using the above factors and guiding questions and reported their high-level findings in plenary. Many stakeholders identified by the different small groups overlapped across settings (see Table 2 on next page).

Table 2. Consolidated Findings of Context-Specific Groups

Stakeholder	Stakeholder Category	Level of Engagement	Role/Responsibilities	Guidance Document Impact	Strategy for Stakeholder Engagement
Multilateral and bilateral funders (World Bank, United States Agency for International Development (USAID))	Donor	Global	To collaborate with and fund development partners	To promote globally and work at the country level to operationalize guidelines across their diverse portfolio	Communications coordinated through headquarters (HQ)
United Nation (UN) Agencies (WHO, UNICEF)	Multilateral organization	Global, Regional, National	To oversee global governance; establishing, monitoring, and enforcing international norms and standards; coordinating multiple actors toward common goals	To develop a set of recommendations and support the rollout of indicators/guidance aligned with normative guidance recommendations	Communications coordinated through HQ
Hygiene Product Suppliers	Business	Global, Regional, National	To participate in practical partnerships to bring hygiene product supplies to critical locations, produce marketing campaigns/advocacy to promote hand hygiene aligned with new guidelines, and provide financial support for hand-hygiene programs	To increase strategic focus on hand hygiene, align marketing and advocacy with the new guidelines, and include guidelines into brand and product development strategies	Global Handwashing Partnership, Private Organizations for Patient Safety (POPS) network, hygiene conferences
Academic institutions (London School of Hygiene and Tropical Medicine, icddr,b)	Academic institution	Global, Regional, National	To develop high quality evidence of effectiveness of hand hygiene and for interventions to promote handwashing among householders; identify evidence gaps and leading questions for the sector	To generate evidence for better hygiene programming	University of North Carolina (UNC) Water Conference-Stockholm; Water, Engineering, and Development Conference (WEDC); WASH Futures Conference, etc.
National Ministries (Ministry of Health, Ministry of Education)	Government	National	To develop guidance and standards, and operationalize integrated hygiene programming within programs	To ensure hand hygiene is incorporated in national plans and policies	Country meetings, UN high-level conferences
Water Utilities/Suppliers	Business and implementing partner	National	To supply water for handwashing	To ensure equitable access to water services so handwashing can be practiced in communities	Stakeholder meetings

Context-specific matrices are detailed in the following sections along with overarching findings from the Think Tank. While the small groups had different approaches when filling out the matrix; for the purpose of this report, findings have been standardized and consolidated.

HOUSEHOLDS

The households group matrix can be found [here](#), with some representative key stakeholders included in the table below. Due to the nature of the households setting, many stakeholders identified under this specific context overlap with stakeholders from other settings, and thus include stakeholders identified under Table 2.

Table 3: Illustrative Findings from Households Setting					
Stakeholder	Stakeholder Category	Level of Engagement	Role/Responsibilities	Guidance Document Impact	Strategy for Stakeholder Engagement
Hygiene Product Suppliers	Business	Global, Regional, National, Local	To bring hygiene product supplies to local markets	To increase strategic focus on hand hygiene, align marketing and advocacy with the new guidelines	Global Handwashing Partnership, Private Organizations for Patient Safety (POPS) network, hygiene conferences
Ministry of Health	Government	National	To develop guidance and standards, and operationalize integrated hygiene programming within health programs	To ensure hand hygiene is incorporated in national plans and policies	Country meetings, UN high-level conferences
Local media	Business	Local	To communicate key hand hygiene messages to the public	To share hand hygiene best practices through digital and social media	Listening tours, media pitches

Notable Group Findings

- Many stakeholders listed within the household group overlap with other contexts.
- Promoting hand hygiene in domestic settings is often linked to other issues in the home, such as ensuring proper food hygiene, childcare, and animal care. Therefore, identifying stakeholders in related sectors was pertinent to this group's list.

Further Thinking

- Further thinking on stakeholder engagement is needed to ensure hand hygiene guidelines are trickled down to the household level.

SCHOOLS

The schools group matrix can be found [here](#), with some key stakeholders included in the table below.

Table 4: Illustrative Findings from Schools Setting					
Stakeholder	Stakeholder Category	Level of Engagement	Role/Responsibilities	Guidance Document Impact	Strategy for Stakeholder Engagement
International Institute for Education Planning	Multilateral organization	Global	To support countries to design, plan, and manage their education systems	To ensure that normative guidance is integrated in support provided to education systems	Direct outreach
WASH in Schools Network	Network	Global	To support advocacy and systems strengthening, and to operationalize hand hygiene practice within the three-star approach	To uptake recommendations into the three-star approach and generate knowledge around best practices	Webinars (to disseminate guidelines); annual WASH in Schools Network gathering
School staff, teachers, and school administration	End-users	Local	To incorporate hand hygiene into curriculum and daily activities	To ensure hand hygiene best practices are used in school curriculum	Connections through local partners

Notable Group Findings

- School settings benefit from well-established networks/global leads that play a critical role in cascading down global guidelines to the local level. These leaders play a key role in facilitating the dissemination of guidance, influencing, and holding countries accountable for use, monitoring progress, and collecting and sharing evidence around approaches and impact.
- Integrating culture and religion into school curricula can help enhance hand hygiene practices in certain countries; therefore, some stakeholders may overlap with stakeholders from religious institutions.

Further Thinking

- Further thinking is needed to better connect national and local level stakeholders for uptake of the guidelines, as school systems vary between countries. It will be critical for countries to independently map out stakeholders at these levels for engagement with the stakeholders for guidelines uptake.

WORKPLACES

The workplaces group matrix can be found [here](#), with some key stakeholders included in the table below.

Table 5: Illustrative Findings from Workplaces Setting					
Stakeholder	Stakeholder Category	Level of Engagement	Role/Responsibilities	Guidance Document Impact	Strategy for Stakeholder Engagement
International Labor Organization	Multilateral Organization	Global	To provide recommendations and incentives to governments and businesses/labor associations to promote decent work environments for all workers	To review International Labor Organization (ILO) normative standards/recommendations based on new guidance, and socialize guideline recommendations throughout regional/national offices	The Conference of the Parties (COP), UN Water Conference
Building Research Establishment Assessment Methodology (BREEAM), Leadership in Energy and Environmental Design (LEED), WELL Building Standard	Other - certification program	Global	To provide incentives for workplaces to promote themselves as high-quality/rights-driven and to eventually play regulation role	To include workplace hygiene among the audit process for certification; review existing workplace hygiene recommendations	Approach high-level actor—someone in a position to define the rules of scheme, such as the U.S. Green Building Council
The Workers Committee	Institutional group	National	To set standards, implement, monitor, and report	To ensure regular hand hygiene training program, develop standards and evaluation criteria for hand hygiene in the workplace	National government meetings, regional meetings

Notable Group Findings

- Extensive efforts were made to think through different levels of accountability and influence within the workplace. The final list noted stakeholders directly accountable for delivering hand hygiene versus those who may play a more indirect role.

Further Thinking

- Further thinking should be done to identify stakeholders at the local level and determine how guidelines may cascade down to these individuals.
- Further thinking should be done to identify workplace networks focused on low- and middle-income countries. This stakeholder process provides a guide for countries to conduct their own mapping exercise under this context in the future.

PUBLIC SPACES

The public spaces group matrix can be found [here](#), with some key stakeholders included in the table below.

Table 6: Illustrative Findings from Public Spaces Setting					
Stakeholder	Stakeholder Category	Level of Engagement	Role/Responsibilities	Guidance Document Impact	Strategy for Stakeholder Engagement
International Organization for Migration	Multilateral Organization	Global	To oversee issues of global migration and international border policy	To implement guideline recommendations in transport hubs and outbreak response, embed guidelines into the response capacities, and influence guidelines and how they are operationalized	Guidelines technical groups; engagement on existing guidelines for transport hubs
Cross-border committees/ task forces	Network	Regional	To address needs for cross-border implementation and monitoring, often during emergencies or outbreaks	To provide recommendations for how to enforce and install hand hygiene facilities at border crossing points and engage through multi-country port health groups	Regular meetings prior to outbreaks with reinforcement during planning meetings for outbreaks
Public health inspectors	End-users	Local	To enforce compliance with policies	To ensure updated hand hygiene protocols aligned with guidelines	Coordination with local partners

Notable Group Findings

- Public spaces encompass a wide range of settings (from markets and shopping centers to transport hubs). Many stakeholders listed within this group overlap with other contexts, highlighting global and regional leaders who can promote hand hygiene in various community settings.
- Special focus was given to identify stakeholders within transport hubs and border crossings, considering the role hand hygiene plays to mitigate disease outbreaks.

Further Thinking

- Further thinking is needed to identify regional, national, and local stakeholders in the Asia and Pacific, and Latin America and Caribbean regions. Due to the demographics of the group, identified stakeholders swayed more toward global-level actors or networks based in east and southern Africa.

RELIGIOUS INSTITUTIONS

The religious institutions group matrix can be found [here](#), with some key stakeholders included in the table below.

Table 7: Illustrative Findings from Religious Institutions Setting					
Stakeholder	Stakeholder Category	Level of Engagement	Role/Responsibilities	Guidance Document Impact	Strategy for Stakeholder Engagement
Faith-based humanitarian, development, and charity organizations	Faith-based organization, implementing partner	Global, Regional, National, Local	To deliver behavior change interventions, service delivery, provision of behavior change communication materials	To focus on hand hygiene and bring focus on hand hygiene within national interfaith groups and national religious groups	Group meetings with operational and technical leaders at the global and regional level
Interfaith groups (i.e., Interfaith Council of Kenya)	Faith-based network	National, Local	To provide guidelines for faith groups on worship and COVID measures adoption	To influence focus on hand hygiene by religious groups throughout the country	Connections through faith-based nongovernmental organizations (NGOs)
Religious communities	Faith-based organization, end-users	Local	To influence other community members to practice hand hygiene	To encourage small religious community groups, such as Sunday school and youth group meetings, to focus on hand hygiene	Some existing guidance from WHO, connections through local partners

Notable Group Findings

- Many faiths and religions highlight hand hygiene in the faith-based context and are considered influential actors for hand hygiene. Efforts were made to identify multiple faith-based actors of all religions at global, regional, national, and local levels, as well as interfaith networks.
- Each religion has its own operating model, which comes with a different set of stakeholders. This should be considered when determining how guidelines may cascade down to the local level.

Further Thinking

- Further thinking should focus on identifying more interfaith groups and existing hand hygiene efforts within this space which might be neglected yet influential for hand hygiene uptake by the community.

OVERARCHING FINDINGS

The following Think Tank findings can be used to support the process of developing the global guidelines.

- **Leverage a systems approach to optimize guidelines implementation.** Stakeholder mapping is a critical first step to visualizing the system. Mapping the system is necessary to understand what the system is, what groups are involved, and what their relationships are to each other. Mapping roles and responsibilities can also help identify gaps and opportunities for engagement and impact.
- **Identify common themes among contexts to improve engagement strategies.** Following the small group discussions, each group reported high-level findings in plenary. These reports were used to identify common themes to consider when determining engagement strategies. For example, the schools group noted the importance of integrating culture and religion into school curricula, which links to the role of religious institutions in hand hygiene. This overlap should be noted when thinking through the guidelines implementation strategy.
- **Utilize this rapid stakeholder mapping process for country-specific mapping.** Stakeholder mapping is context specific and needs to be carried out in country, led by country stakeholders. The “broad stroke” focus of the Think Tank mapping process has identified some key stakeholders that may be impacted by the new guidelines, which can serve as an example and guide for future country-level work. Likewise, the process developed and used during the Think Tank provides a strong starting point to be built on during more detailed stakeholder consultations throughout the guidelines development.



Photo Credit: FHI 360



NEXT STEPS

The Think Tank is only a first step in developing an uptake strategy for the forthcoming global guidelines on hand hygiene in community settings. Context-specific stakeholder workshops will be held to engage with the stakeholders identified in each matrix, with a view of verifying findings, mapping how hand hygiene is currently delivered through existing programs in the contexts of interest, and identifying entry points for the forthcoming recommendations. During these workshops, stakeholders will provide additional thinking, focusing on the role of organizational accountability. This thinking will provide further understanding of how each stakeholder may interact with the upcoming global guidelines. Context-specific workshops are expected to be hosted in early 2024.

CONCLUSION

The Think Tank provided a unique platform to bring experts together to work through a specific hand hygiene issue. While these discussions often spur new ideas and insights for the sector, aligning the 2022 Think Tank with the hand hygiene global guidelines process provided an important insight in hand hygiene coordination efforts. Using the Think Tank to support the guidelines process not only provided a platform for unique perspectives and expertise to be heard but also ensured the input will ultimately lead to more effective global guidelines implementation.