

EWDAF/SAN/75: Hygiene Promotion in Africa

Year: 2 of 3

Task Manager: Ousseynou Diop**Clients:** Government, development partners**Region:** Africa**Partners:** ONAS, Bank-Netherlands Water Partnership, AFTU2/U1, London School of Hygiene and Tropical Medicine, UNICEF, JSDP, private sector companies and NGOs, PPPHW**P097836**

Desired Project Outcome: Two countries adopt and begin implementation of user guidelines, which feature a guidance note on the comparative advantages of various sanitation technologies.

Project Description: Several studies suggest that hygiene promotion is key to fully realizing the health benefits of improved sanitation through the effective use and maintenance of sanitation infrastructures and behavior changes for reduction of water borne diseases. Various hygiene promotion techniques and guidelines have been developed and used in several countries, but very little knowledge of their cost-effectiveness and impacts is available. WSP-AF has been a pioneer in designing and promoting PHAST. It is strongly involved in the global hand washing initiative and is supporting a hand washing program in Senegal, for which WSP-AF has secured financial resources from the Japanese Social Development Fund (JSDF) for scaling activities in 4 regions. The project aims to review existing hygiene promotion techniques and develop a hygiene promotion strategy, including integration of hygiene in sanitation programs. The activities are (i) support the PPP Hand Washing campaigns (ii) document the cost-effectiveness of the PPP HW program in a second country (Ghana, Benin, or Ethiopia), (iii) Finalize the cost-effectiveness of PHAST in Uganda, and document the cost-effectiveness of PHAST in a second country (e.g. Tanzania) or a third promotion technique (e.g. SANIYA in Burkina Faso, or Health Club in Zimbabwe), (iv) undertake the second phase of the hygiene promotion network study, and (v) provide policy support to 2 selected countries to develop and implement cost-effective hygiene promotion programs. The studies of hygiene promotion techniques will help develop user guidelines for policy support on cost-effectiveness of hygiene promotion. The hygiene promotion network study and lessons learnt on cost-effectiveness of hygiene promotion techniques will help develop a hygiene promotion strategy for WSP-AF, including a networking component under the AfricaSan initiative.

Assumptions:

1. Availability of data regarding hygiene promotion techniques in selected countries for lessons learnt documentation
2. Commitment of two countries to implement hygiene promotion techniques

Start Date: Jul 05**End Date: Jun 08****Indicators of Outcome:**

1. The number of children under five and mothers/child caretakers practicing hand washing with soap in 4 regions of Senegal in 2005 increased 10% per year – starting Jul 07
2. Adoption/implementation of user guidelines in 2 countries – Jun 08

Project Milestones:

1. Hygiene promotion sub-network of AfricaSan established and facilitated – from March 06
2. Endorsement of user guidelines by two counties at AfricaSan +5 – third quarter of 2007
3. Policy support for increased cost-effectiveness of hygiene promotion programs in 2 WSP-AF focus countries – Jul 06, Jul 07, and Jun 08

Project Update: 7/05 New Project. This project is a follow-up to WSPAF project EWDAF/SAN/28. **7/06** Second phase of the study of hygiene promotion network replaced by supporting selected countries develop and implement hygiene promotion strategies..

Project Activities and Outputs:

Activity	Output(s) and their deliverable dates [Limit to FY07]
Documentation of cost-effectiveness of hygiene promotion programs	FN on cost-effectiveness of second hygiene promotion program (likely Tanzania) – Dec 06 Cost-effectiveness analysis of hygiene program in East Africa – Dec 06
Hygiene promotion network	Recruitment of a hygiene specialist - Jan 07
WSP_AF Hygiene promotion strategy and support program	HW program rolled out in Senegal and developed for at least 2 countries in East Africa.