Hygiene Improvement and the MDGs

Lessons from USAID/EHP Experience
1999-2004

San Juan, Puerto Rico, 8-21-04
- Importance of hygiene improvement to achieving the MDGs
- The Hygiene Improvement Framework (HIF)
- Focus on three key hygiene behaviors
- Lessons from USAID/EHP experience in Hygiene Improvement
Hygiene and the Millennium Development Goals

Access to sufficient & safe water and improved sanitation are linked to sustainable livelihood

To maximize health impact, hygiene behaviors need to improve together with hardware

Millennium Development Goals

Access to improved water
Access to improved sanitation

Reduce Child Mortality
Diarrheal disease caused an estimated 1.6 million deaths among children under the age of 5 in developing countries.

Source: WHO 2002
ENVIRONMENTAL HEALTH PROJECT

- Communication
- Social mobilization
- Community participation
- Social marketing
- Advocacy

Hygiene Promotion

- Policy improvement
- Institutional strengthening
- Community organization
- Financing and cost-recovery
- Cross-sectoral coordination & Public-Private Partnerships

Hygiene Improvement

Diarrheal Disease Prevention

Access to Hardware

- Safe Water Supply
- Improved Sanitation
- Household Technologies and Materials
  - Soap
  - Safe Water containers
  - Chlorine solution

Enabling Environment

- Hygiene Improvement
- Communication
- Social mobilization
- Community participation
- Social marketing
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Safe Water Supply

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Hygiene Improvement

Diarrheal Disease Prevention
Hygiene – What is it?

- Drinking safe water
- Washing hands with soap
- Safely disposing of feces
A. Drinking Safe Water

- Household water treatment & safe storage — approximately 30-50% reduction in diarrheal disease prevalence

- **Why point of use?**
  Contamination:
  - during collection and transport (e.g., vessels)
  - during handling (e.g., transfer to household containers)
  - while stored in the home (e.g., by hands, utensils)
Household Water Treatment Systems

Safe Water System
- Chlorine disinfectant (dilute hypochlorite solution)
- Safe storage
- Hygiene education (e.g., water handling)

PuR (Procter & Gamble)
- Water treatment in a packet (powder)
- Flocculant (iron sulfate)
- Chlorine disinfectant (calcium hypochlorite)
B. Washing Hands with Soap

Recent meta-analysis showed 43% reduction in diarrhea prevalence through optimal handwashing (April 2003, Lancet)
Handwashing Technique
Water + Soap
Rub both hands at least three times
Dry hands hygienically

Handwashing at Critical Times
Before preparing food
Before eating or feeding children
After defecating and after changing or cleaning babies
C. Safely Disposing of Feces

Basic, low-cost sanitation systems can reduce diarrheal disease by 30% or more.

Focus on

- Sanitation promotion
- Policy/Enabling environment
- Safe disposal of children’s feces
Lesson 1: Improved hygiene behaviors with a reduction in childhood diarrhea disease can be achieved when all three components of the HIF are in place

- One or several implementers in parallel or sequential implementation
- Role of NGO/PVOs to strengthen the enabling environment at community level
- Changing hygiene behaviors may require hardware or products
- Field examples
  - Dominican Republic, Nicaragua
EHP/Nicaragua Post Hurricane Mitch

- **Infrastructure**
  - Community Water Systems, wells, and handpumps
  - Latrines (primarily VIP)

- **Hygiene Promotion**
  - Promotion of improved hygiene practices
  - Mass media

- **Enabling Environment**
  - Creation/training of community water, sanitation and health committees
  - Legalizing community ownership of water systems
  - Collaborating with ENACAL and MINSA
## EHP/Nicaragua Post Hurricane Mitch

<table>
<thead>
<tr>
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<th>Baseline</th>
<th>Achieved</th>
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<tbody>
<tr>
<td>Diarrhea prevalence in children under-five</td>
<td>20%</td>
<td>13%</td>
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<tr>
<td>Safe excreta disposal</td>
<td>62%</td>
<td>86%</td>
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<tr>
<td>Handwashing</td>
<td>53%</td>
<td>86%</td>
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</table>
Lesson 2: Local organizations can scale-up hygiene improvement with direct supervision, knowledge and skill building

- Scaling-up is essential to reach MDGs
- Think “big” from the beginning
- Principles of community participation reinforced
- Field examples
  - Benin, Dominican Republic, DR Congo, Madagascar
The Dominican Republic

Where: Nine communities in Hato Mayor
When: 2000–2004
Who: MUDE, CRS, other NGOs and partners:
  - National Sewer and Water Authority (INAPA)
  - Ministry of Health and Social Welfare
  - PAHO
The Dominican Republic

Increase in Handwashing at critical times
- Before eating 54% → 62%
- After using toilet 33% → 48%

Sanitary disposal of children’s excreta 28% → 67%

Diarrhea Prevalence for children under-five 27% → 13%
Lesson 3: Hygiene improvement interventions can be effectively integrated into ongoing programs

- Complement other preventive or child health activities
- Build on common approaches
- Field experiences
  - Nicaragua, Peru (C-IMCI)
  - DR Congo (PHC/SANRU)
  - Ghana, Mali, Niger (WAWI)
  - Madagascar (PHE)
Nicaragua & Peru C-IMCI (AIEPI)

Background
- USAID/EHP & PAHO collaboration in the DR
- Shared interest to address diarrhea in children
- Need for field experience & guidance in C-IMCI

Objective
- Develop and test methodology and promotional materials to improve key behaviors associated with diarrhea prevalence
Nicaragua & Peru C-IMCI (AIEPI)

- Focus areas:
  - Nicaragua (Chinandega, three communities)
  - Peru (Cusco, five communities)

- Partners: PAHO, PLAN International, MOH, other NGOs

- Three key hygiene behaviors

- Getting Organized
- Situational Assessment
- Formative Research
- Strategy Formulation
- Planning and Implementation
- Monitoring and Evaluation
Lesson 4: Hygiene improvement interventions cannot be scaled up or be sustainable without an enabling environment

- National sanitation policies
- Improving sanitation in small towns
- Institutional support mechanisms
- Field examples
  - Policy: Honduras, Laos, Madagascar, Peru
  - Sanitation in small towns: Honduras, Jamaica, Panama, Peru
  - Institutional support: Honduras, Nicaragua
White Horses, Jamaica

- Townwide solutions that expand coverage
- Financially sustainable
- Local provision of services
- Based on sanitation solutions in use and expectations of community
- Public consultation process with stakeholders
White Horses, Jamaica

- Development of practical methodology for designing a sustainable sanitation plan (field tests in Ecuador, Panama and Jamaica)
- Additional USAID funds and leveraging of other donor investment
Lesson 5: Partnerships are crucial in creating an enabling environment

- Partnership with WHO, PAHO, UNICEF, and others around indicators provided *added value*
- Public-private partnerships for handwashing achieve *complementary benefits and gains*
- Partnerships facilitate *transfer of skills, sharing of lessons learned*
Central America Handwashing Initiative

Partners: Public, Private

Mass Media: TV, Radio, Press, Mobile units

Interpersonal: Schools, Markets, Community-based Activities
Central America Handwashing Initiative

- **Central America**
  - 50% increase in handwashing with soap by mothers
  - 4.5% reduction in diarrhea prevalence among children under-five

- **Global**
  - Global Public-Private Partnership for Handwashing
  - Countries: Ghana, Senegal, Peru, Nepal, Indonesia
Hygiene Improvement Tools

- The Hygiene Improvement Framework — A Comprehensive Approach for Preventing Childhood Diarrhea.
- Improving Health through Behavior Change: A Process Guide on Hygiene Promotion
- Guidelines for the Assessment of National Sanitation Policies
- Children’s Feces Disposal Practices in Developing Countries and Interventions to Prevent Diarrheal Diseases: A Literature Review
- Improving Sanitation in Small Towns in Latin America and the Caribbean — Practical Methodology for Designing a Sustainable Sanitation Plan
- Assessing Hygiene Improvement — Guidelines for Household and Community Levels

(www.ehproject.org)
Why Hygiene Improvement Works

- The HIF is a flexible and practical programming tool
- Hygiene Improvement is easily integrated into ongoing programs
- An enabling environment is crucial to scale-up
Summary

- Access to water and sanitation is critically important, but to meet the MDGs and maximize impact, we must also improve key hygiene behaviors.

- We have tools available to design, implement, monitor and evaluate hygiene improvement activities.

- Partnerships are essential to the success of hygiene improvement activities and reaching the MDGs.
In Memory of

John H. Austin, P.E., Ph.D.

February 22, 1929 –
August 17, 2004