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washplus News

Supportive Environments for Healthy Communities

Program Highlights



WASHplus Bangladesh has achieved 71 percent of its three-year target for new water points. Here two workers dig and install a deep tube well by hand.

Bangladesh—Expanding WASH Coverage

WASHplus mounted intensive, accelerated efforts in a new expansion subdistrict in the Khulna District in response to USAID interests in water technology innovations. It has also been working with a new local NGO partner, Shushilan, to begin installation of rainwater catchment and pond sand filtration systems. In the original four subdistricts, WASHplus continues to construct water points and latrines as well as train community members on operations and maintenance for the new WASH (water, sanitation, and hygiene) facilities.

The numbers tell the story: WASHplus is well placed to

April 2015

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reach, and even surpass, its proposed targets for open defecation free (ODF) communities, number of new water points and latrines, and water and sanitation beneficiaries. This is happening despite the fact that flooding delayed the documentation of ODF communities, and storms damaged a number of new latrines. Fortunately, new construction standards meant that the latrines sustained primarily superficial damage, and households were resilient enough to make repairs. Also, WASHplus has surpassed the target for number of people gaining access to sanitation facilities by 691 (100.78 percent), and is 88 percent of the way toward the three-year beneficiary target for water access.

Benin—Disappearing Tippy Taps, WASH Partout



WASHplus's peri-urban hygiene improvement project in Benin, being implemented by partner ABMS/PSI, encourages households to build their own tippy taps to facilitate handwashing. Outreach workers noted that tippy taps were disappearing shortly after installation. An inquiry revealed that children were appropriating the tippy taps to use as toys, for lack of better options. In a

recent quarterly progress review meeting in two target neighborhoods, outreach workers consulted community leaders and household representatives to come up with solutions. As a result, the group decided to adopt more permanent handwashing stations using 25-liter jerry cans, and install them in the public toilets open to everyone, but which had lacked handwashing facilities.

In another development, in the spirit of "WASH Partout" (WASH Everywhere), the Benin program has branched out from promoting handwashing and water treatment at household level to promotion at the local schools. During a hands-on training, teachers learned how to make different models of tippy taps and incorporate handwashing into their hygiene lessons at school. The schools and staff from implementing partner ABMS/PSI seized the opportunity to formulate criteria and a point system to certify schools as WASH-Friendly.

Burkina Faso—Controlling NTDs through WASH

Sanitation

Urban Health

WASH and Nutrition

JOIN OUR COMMUNITIES

Clean Cookstove Community on LinkedIn

WASH & Nutrition Community of Practice

NEW RESOURCES

A special issue of the *Journal of Health Communication: Internal Perspectives* features an [article](#) on *Understanding Consumer Preferences and Willingness to Pay for Improved Cookstoves in Bangladesh* by Julia Rosenbaum, Elisa Derby, and Karabi Dutta.

WASHplus Mali developed four [posters](#) to illustrate the construction process for latrines it designed for difficult-to-build geographies, such as rocky, sandy, and flood-prone areas.

Are you receiving the WASHplus Weekly?

Each issue highlights new publications and resources on many different WASH and HAP (household air pollution) topics. Recent weeklies focused on WASH in Non-Household Settings, World Health Day, and WASH and Microfinance. To subscribe, sign up at washplus.org, or [email](#). Past issues can be viewed [here](#).



WASHplus has been exploring WASH interventions that could be used to help eliminate and/or control trachoma, soil transmitted helminthes, and schistosomiasis. The activities were conceptualized in three phases: desk review; joint NTD/WASHplus assessments in two countries—Bangladesh and Burkina Faso; and pilot implementation in one country.

The pilot WASH-NTD integration activity is being implemented in Gnagna Province, eastern Burkina Faso. Following an assessment visit, WASHplus hired a coordinator who is establishing relationships with the Ministry of Health's neglected tropical disease division, UNICEF, other USAID partners and local organizations engaged in WASH and NTD activities. WASHplus will precede program implementation with a baseline study on WASH practices and NTD knowledge in intervention villages. WASHplus will also assist the government to facilitate a WASH-NTD integration working group at the national level and in the communes in which WASHplus will work. The community-based behavior change intervention will be carried out by a local organization and supported, if feasible, with a radio campaign. The materials developed by the project will be available for the government and other key partners to use in other areas of the country, when the project closes in 2016.

Ethiopia—Replicating Market-Based Sanitation

In February 2015, WASHplus engaged resource partner iDE to continue laying the groundwork for at-scale, market-based sanitation in rural Ethiopia. This work is funded through the WASHplus innovation grants mechanism offered to WASH resource partners last year. Through the grant, iDE will engage in a suite of activities aimed at 1) continuing to develop and refine the design of latrine products (pit liner and slab) as well as the business model for sales and delivery of the products, and 2) developing sales training and marketing materials for sales agents and manufacturers. WASHplus and iDE view Ethiopia as an ideal setting to replicate iDE's groundbreaking approach to market-based sanitation implemented in Cambodia.

Mali—Extending Project through October

WASHplus's work in Mali will be extended through October 2015 to allow for the continuation of certain community activities led by local implementing partners YAG-TU and

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Sahel Eco, including ODF certification of additional villages and implementation of post-certification activities aimed at improving sustainability and minimizing “slippage” after the intervention. In addition the extension will provide adequate time to effectively apply WASHplus’s small doable action (SDA) approach to behavior change to improve the adoption of healthy nutrition and hygiene practices among mothers with children under 2. The NGO facilitation teams and *relais* (community health workers) at community level will have time to fine tune the use of WASH-nutrition job aids to negotiate SDA at the household level, the project’s primary mechanism to influence the adoption of healthy practices. Finally, WASHplus will continue its market-based sanitation activities in Mopti. Local builders are currently prototyping latrine models with characteristics identified as preferable during a marketing assessment. A communications firm is implementing a media campaign and marketing strategy for the improved latrine models.

Nepal—Launching Cookstove Testing Activity

With funding from USAID’s Regional Bureau for Asia and the Bureau for Global Health, WASHplus is undertaking a comprehensive assessment to better understand consumer needs and preferences as they relate to increasing the uptake of improved cookstoves (ICS) in Nepal, building on similar research conducted in Bangladesh. Using qualitative and quantitative methods, this study will draw from social marketing and social science to explore consumer perceptions of five promising ICS, potentially available for distribution in Nepal. The study incorporates two-month household trials of the improved stoves, semi-structured questionnaires, household stove and fuel usage monitoring (via iButton temperature sensing data loggers and kitchen performance tests), stove performance testing (via controlled cooking tests), and willingness to pay assessments. Study participants will participate in public demonstrations and discussions of all study stoves, and finally, stoves will be placed in a temporary “market stall” at an actual open marketplace, where reactions will be collected by interaction and discreet observation.





Girls from Kamuna Primary School examine reusable pads developed to last for five years, or more than 65 washes.

Zambia—Public-Private Pad-Making Partnership

At the 2014 Menstrual Hygiene Management (MHM) Day celebrations in Zambia, YASH Pharmaceuticals partnered with USAID/Zambia's SPLASH (Schools Promoting Learning Achievement through Sanitation and Hygiene) project to provide 150 MHM kits for girls at Kabulonga Girl's Secondary School in Lusaka. The popularity of the reusable pad-making demonstration at the event spurred YASH to undertake its own production of reusable pads. In January 2015 YASH and SPLASH signed a memorandum of understanding to codify their public-private partnership. YASH will employ local women to sew reusable pads; 10 percent of all pads produced will be distributed to SPLASH intervention schools where SPLASH provides MHM support and education with the goal of keeping more girls in school. Production is underway and the pads are being piloted in SPLASH intervention schools. Comments received from users so far indicate the pads are of high-quality fabric and very comfortable. SPLASH is seeking additional partners to purchase and distribute pads to other schools so the MHM needs of girls are taken care of and they can focus on learning.

GLOBAL PARTNERSHIPS AND FORA

PPPHW Advocacy Toolkit/Updated Website

The Global Public-Private Partnership for Handwashing (PPPHW) recently published a [hygiene advocacy toolkit](#), which includes background on hygiene's place in the Post-2015 Development Framework, information about why

hygiene should be included in the Sustainable Development Goals, facts and messages about handwashing, information about key opportunities for advocacy, and ideas for getting involved—no matter your location, sector, or background.

In March the PPPHW relaunched its [website](#) with a fresh new look, easier-to-access content, and expanded features. Users familiar with the PPPHW resources and content will find new content and tools to better assist organizations and individuals involved in the important business of handwashing promotion. The [resources](#) section now allows you to customize your search by tags to help you find the right resource more quickly. The [learn](#) page includes emerging [key topics](#) in handwashing.

Fecal Sludge Management Three (FSM3) Conference

Jonathan Annis represented WASHplus at the January biennial gathering in Hanoi, Vietnam, of policy makers, practitioners, and academics focused on the emerging topic of fecal sludge management (FSM). He presented learning from WASHplus's catalytic work on FSM in Madagascar. Access the presentation [here](#).

Mini-U

This year WASHplus collaborated with USAID counterparts on three presentations at the Global Health Mini-University in March, with topics that included: 1) [Gauging Consumer Preferences on Improved Cookstoves in Bangladesh](#), 2) [Food Hygiene and Child Growth](#), and 3) [Infant Feces Disposal](#).

Comparative and International Education Society (CIES) Conference

WASHplus participated in four events at CIES for the first time ever. SPLASH Chief of Party Justin Lupele participated on a panel hosted by the USAID/Zambia education projects on *Why WASH Is an Essential Element of Quality Education*; a [poster](#) on the same theme was also displayed. Sarah Fry (WASHplus) presented [Let's Talk About It: Safe and Equitable Learning Environments in Zambia](#), which focused on SPLASH's MHM advocacy and activities. Finally, Clean, Fed & Nurtured hosted a workshop facilitated by Renuka Bery (WASHplus), Carol da Silva, (FHI 360), and Monica Woldt (FANTA). Participants formed groups to conduct an activity around Identification of Risks and Opportunities in WASH, Nutrition, and Early Childhood Development in the Home and Surrounding Community. Access the presentation that accompanied the workshop [here](#).

RESOURCE PARTNER HIGHLIGHTS

WaterAid Announces Winners of sH2Orts Film Competition with Worldview.

Budding filmmakers submitted their films, no more than one-minute long, showing what water means to them. Entries were received from more than 33 countries across the globe on topics as diverse as Ebola and walking to the moon. Read [more](#).

IDEO.org Shows How to Turn Packaging Waste into Educational Toys.

In a remote village in Kenya or Malawi, you won't find a toy store, but you'll probably find a shop selling soda. That fact inspired an idea: what if old soda bottles and other packaging could be transformed into toys that children can use for learning? A new series of designs that turn old packages into simple educational tools could give kids who don't have access to preschool a better chance at learning how to count or read. Read [more](#).

For Unilever's CMO, Global Growth and Social Responsibility are Now Inseparable Goals.

The GDP of emerging markets will overtake that of developed economies by 2020. Nearly three-quarters of online consumers in the Asia-Pacific region, Latin America, the Middle East, and Africa are willing to pay more for products from companies that are committed to positive social and environmental impact. Read [more](#).



WASHplus is a five-year project funded through USAID's Bureau for Global Health that supports healthy households and communities by developing and implementing interventions that lead to improvements in water, sanitation and hygiene (WASH) and household air pollution (HAP) activities. WASHplus is funded by the U.S. Agency for International Development (USAID) under cooperative agreement AID-0AA-A10-00040. The information in this newsletter does not necessarily represent the views or positions of USAID or the U.S. government.