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WASHplus Project

Annual Report for Year 1

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Table of Contents

Introduction	1
Management and Cross-Cutting Issues	2
SO1: Increase the Availability and Use of WASH and IAP Interventions	5
SO2: Develop and Implement WASH and IAP Integration Strategies	7
SO3: Support USAID’s Participation in Strategic Partnerships	9
SO4: Develop and Test New and Innovative Approaches and Tools	12

Acronyms

AED	Academy for Educational Development
AOTR	Agreement Officer's Technical Representative
CLTS	Community-Led Total Sanitation
COP	Country Operational Planning
EGAT	USAID Bureau for Economic Growth & Trade
EH	Environmental Health
FANTA	Food and Nutrition Technical Assistance
GACC	Global Alliance for Clean Cookstoves
GH	Global Health
GLOWS	Global Water for Sustainability Program
HIP	Hygiene Improvement Project
IAP	Indoor Air Pollution
KM	Knowledge Management
M&E	Monitoring & Evaluation
MHM	Menstrual Hygiene Management
PCIA	Partnership for Clean Indoor Air
PEPFAR	President's Emergency Plan for AIDS Relief
PMTCT	Preventing Maternal-To-Child Transmission
PPPHW	Public-Private Partnership for Handwashing
SO	Strategic Objective
TA	Technical Assistance
TSSM	Total Sanitation/Sanitation Marketing
USG	United States Government
WHO	World Health Organization
WSP	Water and Sanitation Program

Introduction

The WASHplus project supports healthy households and communities by creating and delivering interventions that lead to improvements in water supply, sanitation, and hygiene (WASH) and indoor air pollution (IAP). This five-year cooperative agreement (2010-1015) funded through USAID's Bureau for Global Health uses at-scale programming and other approaches to reduce diarrheal diseases and acute respiratory infections, the two top killers of children under five years of age globally. Led by FHI 360, WASHplus works together with core partners CARE and Winrock International as well as resource partners in the NGO, university, and private sectors.

Project Overview

WASHplus promotes innovation and integrates WASH and IAP activities into existing HIV/AIDS, maternal and child health, nutrition and education programs, and fosters strong in-country partnerships for greater impact and sustainability. The WASHplus partnership range of expertise includes:

- Supporting at-scale sanitation initiatives
- Programming rural and urban water supply interventions for domestic and productive uses
- Testing and enhancing cookstoves and associated behaviors to improve household indoor air quality
- Building public-private partnerships for enhanced sustainability
- Developing innovative financing and creative markets
- Incorporating comprehensive behavior change approaches that consider policy, products, and people's preferences

The project is organized around four strategic objectives (SO): SO1—Increase the Availability and Use of WASH and IAP Interventions; SO2—Develop and Implement WASH and IAP Integration Strategies; SO3—Support USAID's Participation in Strategic Partnerships; and SO4—Develop and Test New Approaches and Tools. In addition, the project has a management and cross-cutting element, which includes knowledge management and monitoring and evaluation.

The ceiling cost for this cooperative agreement is \$100,000,000. Obligations to date through the end of Year One (September 29, 2011) total \$2,122,298.

Year One Highlights

WASHplus embarked on its first year with an enthusiastic cadre of resource partners, bold ideas for new directions and a portfolio of potential follow-on activities from its predecessor project, and a mandate to put the WASHplus brand firmly in place as the go-to organization for innovative water, sanitation, and hygiene (WASH) and indoor air pollution (IAP) expertise and resources. Despite an atmosphere of uncertainty associated with AED's suspension shortly after the project began, core staff dove right in reconnecting with USAID Missions and international organizations familiar with its work under the USAID Hygiene Improvement Project (HIP), and new staff, who brought expertise in IAP, innovation, and knowledge management, added new dimensions to the range of technical assistance the project is able to provide.

Major accomplishments of Year One include project branding—the establishment and distribution of the WASHplus logo, name, and primary modes of outreach, including the website, newsletters, and blogs—and its active participation in the international global health arena to raise WASHplus’s profile among other donors and potential partners. Through targeted literature reviews, programming guidance, and site visits, WASHplus began to familiarize USAID Missions with overall project goals and provided onsite technical assistance in the hopes of broadening project reach in areas both familiar—monitoring and evaluation, sanitation marketing, community-led total sanitation, “WASH Everywhere”—and new—innovation, air quality. In addition, WASHplus is actively pursuing a broad array of complementary activities for both WASH and IAP integration to expand the impact of its assistance and interventions. Most importantly, it has initiated partnerships that will guide and enhance WASHplus’s mission to support healthy households and communities. This report summarizes specific accomplishments of the first year and looks forward to activities slated for the coming year.

Management and Cross-Cutting Issues

Management

Administrative

A core group of staff, several of whom were veterans of the predecessor Hygiene Improvement Project, officially took the reins of WASHplus on September 29, 2010, complemented by new staff, core and resource partners. The overriding administrative concern of Year One revolved around the uncertainty of USAID’s suspension of AED just as WASHplus was getting off the ground. As of July 2011, FHI assumed ownership of all of AED’s programs, expertise and assets, and the new organization, now called FHI Development 360, was able to move forward with work plans. Half way through the year WASHplus/CARE staff member Sarah Bramley resigned from her position; in consultation with the USAID agreement officer’s technical representative (AOTR) and CARE, her position was temporarily filled by current members of CARE’s Water Team. A decision about filling the position full time will be made during Year Two.

WASHplus Resource Partners

On November 3-4, 2010, the WASHplus team (then Supportive Environments for Health), USAID, resource partners, and others from more than 18 organizations gathered at AED headquarters to develop a vision for the implementation of the WASHplus project, contribute to the development of the work plan and immediate next steps for the project, and give participants a chance to learn about the experience and capabilities of the many organizations in the WASHplus partnership. Following the meeting, individual resource groups continued their conversations to develop more concrete next steps.

Throughout the course of the first year relationships with a variety of partners were developed and in some cases joint activities were initiated: subagreements were finalized between WASHplus and core partners, CARE and Winrock; SecondMuse and IRC were contracted to support the development of the project’s communication and knowledge management strategy; and Berkeley Air’s contract to support participation in the Global Alliance for Clean Cookstoves (GACC) working groups was also finalized. Resource partners were kept apprised of the AED suspension and acquisition by FHI Development 360

and the potential impact these changes would have on WASHplus's program activities. In addition, individual conversations were held throughout the year with various partners including IDEO, Water and Sanitation for the Urban Poor, WaterAid, Medentech, Practica, Proctor & Gamble, and Unilever.

Work Plan

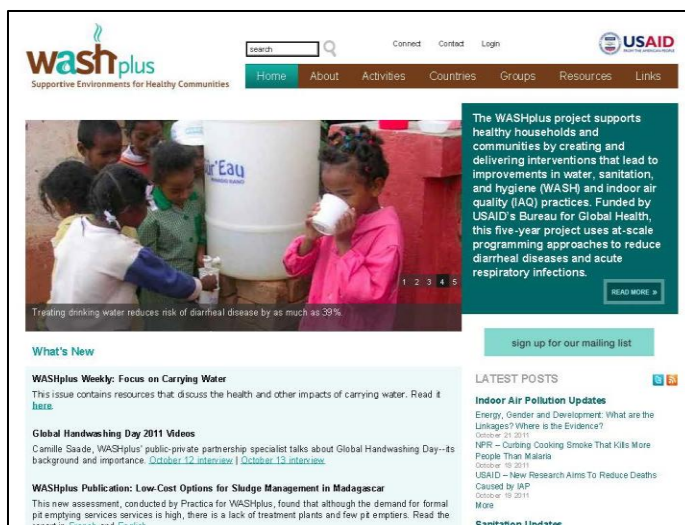
The WASHplus team worked extensively during quarter one to develop the Year One work plan. A designated key staff person led the development of each Strategic Objective (SO), with discussion and input from the rest of the team. Through this exercise team members gained familiarity with the program goals and directions and were able to take ownership of the program. The work plan was submitted to WASHplus's AOTR on December 15, 2010. At the AOTR's request, the work plan went through three rounds of subsequent revisions with projected activity implementation outlined through March 31, June 1, and August 1, 2011 to allow WASHplus to move forward with focused, strategic tasks during the suspension. A monitoring and evaluation (M&E) plan was also prepared and submitted during the first quarter.

Cross-Cutting

WASHplus Knowledge Management (KM)

The initial KM activities of the project included drafting and finalizing a Branding and Marking Plan for USAID. Initially submitted at the award of the project agreement under the Supportive Environments for Health name, the final plan submitted in December 2010 featured the new name WASHplus, which was selected through a highly participatory process. WASHplus also conducted an online communications survey seeking input for communication planning. The project received more than 80 responses, which have helped shape the development of its outreach materials, online publications, and website.

By the second quarter of the year, the project had launched its electronic publication *WASHplus Weekly*, which focuses on a different aspect of WASH and IAP every issue and includes references to new websites, reports, academic research, etc. To date 24 issues have been circulated and the list of recipients continues to grow and is up to 808 subscribers. The new interactive website (www.washplus.org), developed with support from resource partner SecondMuse, was launched toward the end of Year One. The website gives background information on the WASHplus team and its approach and activities, and hosts a growing collection of online resources on many aspects of WASH and IAP. The website had 5,302 visitors from August through September 2011.



With a changing gallery of posts and features, WASHplus's interactive website relays the scope of the project's resources and expertise.

Other KM activities for the year included developing a communications strategy with input from the WASHplus team, USAID, and resource partners SecondMuse and IRC; developing marketing and outreach materials; and starting a twitter feed [@washplusinfo](#). With already more than 90 followers, the Twitter account is becoming a useful method to share and exchange information with key organizations in the WASH and IAP sectors and promote the WASHplus brand. In addition, a new innovation blog was launched (see SO4 for more details); and the three news feeds/blogs (continued from the Environmental Health at USAID Project) were updated on a regular basis:

- Sanitation Updates (a joint effort with resource partner IRC): <http://sanitationupdates.wordpress.com/>
- Urban Health Updates: <http://blogs.washplus.org/urbanhealthupdates>
- Indoor Air Pollution Updates: <http://blogs.washplus.org/iaqupdates/>

The number of visits to WASHplus news feeds from April through September 2011, include: Sanitation Updates—54,683 visits; IAP Updates—12,064 visits; Urban Health Updates—13,743 visits. In the first two months of its launch (August 1–September 30, 2011), the Innovation Exchange Blog recorded 985 visits.

In addition WASHplus held its first webinar on June 23 on “Lessons Learned from Working at Scale for Better Hygiene and Sanitation Practices”; Julia Rosenbaum, WASHplus senior behavior change specialist, and Sarah Fry, senior hygiene and WASH in schools advisor, presented. A recording of the webinar is available at <http://www.slideshare.net/WASHplus/lessons-learned-from-working-at-scale-for-better-hygiene-sanitation-practices>.

Looking Ahead

In Year Two the project will continue to expand its website and add new content and features; initiate a new news feed/blog on household water treatment and storage; experiment with Facebook and other tools to support project dissemination and interaction with new audiences; support the development of communities of practice for WASH & HIV integration and WASH & IAP integration (see SO2); and sponsor a monthly learning series for WASHplus staff, partners, and others.

Monitoring and Evaluation (M&E)

In compliance with the contract, WASHplus submitted an M&E Plan, which was approved after AOTR input and revisions. WASHplus participated in the January meeting of the Sanitation Working Group and presented lessons learned on HIP’s Ethiopia experience of jointly promoting sanitation and hand washing. The WASHplus M&E specialist also provided technical input and support to USAID on developing indicators for water supply and sanitation as well as maternal and child health to be included among health indicators for the Office of Foreign Assistance. Throughout the year WASHplus participated in meetings and teleconferences held by different working groups tackling WASH and IAP M&E issues. (See SO3 for additional information.)

Looking Ahead

M&E activities in Year Two will have both a global and country specific focus. The project will support USAID in hosting a task force of the Joint Monitoring Programme to update and build consensus on hygiene indicators and targets beyond 2015. The project will also actively network with key M&E initiatives and working groups, including the WHO and UNICEF led International Network on Household Water Treatment and Safe Storage. At the country level, the focus will be on establishing M&E plans for both Madagascar and Zambia and implementation of baseline or other studies.

SO1: Increase the Availability and Use of WASH and IAP Interventions

Overview

While AED's suspension overshadowed the project's ability to collaborate with USAID Missions and partner organizations for the first half of Year One, WASHplus staff and its USAID AOTR took every opportunity to introduce the WASHplus vision and expertise to missions and bureaus through extensive outreach, country-specific literature reviews on pertinent WASH and IAP subject matter, and targeted technical assistance.

Implementation

As the follow-on project to HIP, WASHplus began its outreach efforts with familiar country partners that planned to continue focusing on WASH objectives. Meetings and discussions were held (at various times) with staff from USAID/Washington, USAID/Ethiopia, and the World Bank's Water and Sanitation Program (WSP) headquarters, as well as with regional and Ethiopia staff to explore the potential for collaborative activities within the new Total Sanitation/Sanitation Marketing (TSSM) program in Ethiopia—a follow-up to HIP/WSP collaboration in Amhara, Ethiopia. WASHplus produced a number of literature reviews to share with these USAID Missions, including past or current IAP programs and results in Madagascar and the evidence concerning the sustainability of hand washing practices and understanding factors that may influence it.

WASHplus staff also took advantage of travel opportunities presented through other projects or conferences to share information about WASHplus and explore potential areas of interest. CARE Water Team Leader Peter Lochery, in Haiti for other CARE business, visited with Mission health staff on behalf of WASHplus, and Deputy Director Ed Perry met with USAID Mission and local partner staff in Liberia while in town on other Winrock business. To initiate discussions with USAID/Haiti WASHplus prepared a document describing recent and current activities WASHplus partners had implemented in Haiti and Bangladesh. Ms. Rosenbaum, while assisting Guatemala under the C-Change mechanism, explored program opportunities within the USAID/Guatemala portfolio.

Other outreach efforts included preliminary planning discussions with USAID/Global Health Bureau staff regarding the possibility of technical assistance or training for USAID Missions in WASH programming (possibilities might include non-Global Water for Sustainability [GLOWS] countries—Liberia, Ghana, and Senegal) and developing a strategy for involving several USAID Mission programs (Economic Growth, Forestry, Health, and Energy) in the funding of IAP projects, potentially starting with USAID/Liberia. WASHplus also developed a set of open questions on the promotion of hand washing and sanitation to

inform a discussion between USAID and the Bill & Melinda Gates Foundation about future research issues that merit donor attention.

Applying its extensive technical expertise, WASHplus staff assisted a number of USAID projects in developing and enhancing their WASH and IAP activities and continued to reach out to Missions (through its AOTR) to promote this area of support. Through these outreach efforts planning was initiated for a scoping mission to Zambia and a technical assistance (TA) mission to Malawi. In Malawi, WASHplus Behavior Change Specialist Julia Rosenbaum provided an overall review of WASH programming throughout USAID/Malawi offices; first to document the extent of programming, which had never been done in a comprehensive way, and to highlight strengths and opportunities for stand alone and integrated WASH programming given mission priorities and country need. In addition, Rosenbaum worked with FHI 360's Capable Partners project advisor to provide TA and build behavior change programming capacity of the new local Development Grants Program grantee with a comprehensive WASH scope.

Ms. Rosenbaum provided in-country TA to co-facilitate a Whole System in the Room multi-stakeholder meeting with WSP and key stakeholders from the Health and Water ministries to launch TSSM activities in four regions of Ethiopia. While in Ethiopia, and in collaboration with the C-Change Project, Ms. Rosenbaum also supported HIV-WASH-Nutrition-Antenatal Care integration activities, revising the National HIV-Nutrition Guidelines for WASH considerations and integrating hand washing as a key action for antenatal care. Lastly, she worked with the government of Ethiopia, UNICEF, Plan International, the Netherlands Development Organization, and others to develop key guidance materials for the national scale-up of Community-Led Total Sanitation and Hygiene. The project's deputy director provided in-person technical support for the development of a draft multi-use water services training module in Tanzania. WASHplus also agreed to provide sanitation marketing TA to complement ongoing GLOWS project work in Rwanda and Tanzania. In addition WASHplus staff met with and provided IAP technical input to USAID/Global Health to support discussions with USAID/EGAT on how best to collaborate and identify IAP activities of mutual interest.

Looking Ahead

WASHplus will launch two significant country level field supported activities in Year Two. The first, in Madagascar, builds on activities originated under HIP and continued last year through the C-Change project. A specific one year work plan for the Madagascar program has been submitted for mission approval. The second program is a WASH in Schools initiative in Zambia; a WASHplus team is currently in Zambia to develop a five-year strategy as well as the initial year one work plan for this activity.

Other early Year Two WASH activities will focus on developing and implementing an outreach strategy to USAID Missions, with particular attention to possibilities for at scale sanitation programming. Together with USAID Environmental Health staff, WASHplus staff will identify a menu of services and support that can be offered to targeted missions

Year Two activities under IAP will kick off with a stove study in Kenya, under which the Berkeley Air Monitoring Group, in collaboration with a local partner, will field test the locally manufactured *Jiko Poo*

fuel efficient rocket stove. The Jiko Poa is a popular, well-priced stove in the Kenyan market, which has shown consistent fuel savings of about 40 percent. Its dissemination is poised to be scaled up significantly through carbon finance, but little data exist on its effect on household IAP. The study will assess kitchen pollutant concentrations, fuel use, user perceptions and preference, and socioeconomic effects of the improved stoves, along with key behavioral indicators. The project also expects to identify and implement a second IAP field activity in Year Two.

SO2: Develop and Implement WASH and IAP Integration Strategies

Overview

In Year One WASHplus focused on global advocacy efforts to integrate WASH with IAP, HIV, Education, and Nutrition. Early on the team developed an overall integration agenda as part of the work planning process; discussed integrating sanitation into the basic care package with USAID; and compiled small doable actions for IAP, specifically focusing on the evidence base of “How much particulate reduction is enough?” for health and other improvements. Because WASHplus does not yet have specific countries in which it can implement programs that integrate WASH and IAP improvements with other sectors, the project focused on influencing policy and advocating sector integration. Toward this end team members drafted several pieces that were used to promote the importance of integrating sector activities to produce greater impact.

Implementation

WASH and IAP

A major focus of WASHplus’s integration efforts in Year One was promoting IAP interventions alongside its WASH activities. WASHplus held a series of discussions with USAID staff on incorporating IAP within Healthy Households programming, including how to best promote IAP in an integrated context and simultaneous promotion of IAP along with point-of-use treatment, sanitation, and hand washing. Another avenue of investigation, slated for Year Two, is for WASHplus to identify specific lessons from WASH, especially sanitation, and apply them to IAP programming; test them through implementation; and document lessons learned. Winrock helped develop a concept note on these topics in preparation for the activity.

WASH and HIV Integration

Year One activities in this integration area included supporting Country Operational Planning (COP). WASHplus reviewed and provided input into the COP guidance released by President’s Emergency Plan for AIDS Relief (PEPFAR) working groups and disseminated a revised COP toolkit for FY 2012 to field Missions with suggestions for integrating WASH into PEPFAR activities, including detailed WASH language and budgeting to facilitate programming. In addition the team developed a WASH assessment tool for use in reviewing USG PEPFAR programs. WASHplus also explored whether and how to establish a global HIV community of practice and reviewed options for expanding/disseminating a web-based integration clearinghouse/electronic bookshelf through the KM function.

WASHplus developed a brief on how and why to integrate WASH activities into Preventing Mother-to-Child Transmission (PMTCT) programs. In addition WASHplus reviewed seven PMTCT accelerated plans

for PMTCT PLUS funding, suggesting specific ways that WASH could be integrated into these country plans and providing a technical critique of the few proposed WASH activities.

Additional activities included meeting with USAID's Office of HIV/AIDS to explore opportunities to integrate WASH into various fora; sending materials to USAID's HIV Implementers Meeting in May and while attending the meeting urging USAID to find ways to capture integration success through revised indicators; working with the Orphans and Vulnerable Children technical working group to share best practices; providing support to include integration of WASH and IAP into each group work plan; and writing abstracts on WASH-HIV integration for various conferences—PEPFAR Ethiopia meeting (accepted but meeting postponed until Y2,Q1); Water and Health conference in North Carolina.

WASH and Schools Integration

WASHplus continued the collaboration with the Public-Private Partnership for Handwashing's (PPPHW) Global Handwashing Day that began under HIP. Staff participated in WASH in Schools Call to Action partnership and Global Handwashing Day planning and promotion, including events and media coverage, and began revising the 100 School Survey with GIZ (German Development Cooperation)-led Fit for Schools program in the Philippines for posting on the Global Handwashing Day website.

As part of WASHplus's outreach efforts, staff drafted a presentation for USAID/Education staff on the importance of WASH in Schools within the USAID Education Strategy and created advocacy materials for the EGAT/Education office teams.

As it promotes the WASH-friendly schools model and strengthens its components, WASHplus targeted two areas for development in Year One: menstrual hygiene management (MHM) and expansion of WASH-friendly small doable actions. Staff researched the current state of knowledge and programs for menstrual hygiene management; made contact with organizational partners (SHARE, Columbia University School of Public Health) that are already active in this area or that have extensive school-based programs; and discussed potential collaboration on developing and field testing guides and program approaches for MHM. WASHplus also outlined small doable actions for WASH-Friendly Schools with a hardware focus.

As Year One came to a close, WASHplus began to plan for an extensive WASH in Schools intervention in Zambia.

WASH and Nutrition Integration

Over the course of the year WASHplus collaborated with the USAID-funded FANTA 2 (Food and Nutrition Technical Assistance) project on a number of activities to integrate WASH and nutrition: providing TA for a literature review on food hygiene; reviewing and updating FANTA 2 nutrition and HIV materials and incorporating clearer information on WASH issues for four country programs (Ghana, Haiti, Mozambique, and Tanzania); and providing guidance on WASH inputs for nutrition assessment, counseling, and support materials. During a joint C-Change/ WASHplus visit to Ethiopia, WASHplus also supported FANTA 2 activities in the field. Staff reviewed integration elements of the new national

nutrition/HIV guidelines, training, and key materials; revived country-level community of practices; and explored education integration and country participation in a menstrual management pilot.

Additional technical support included developing possible WASH integration activities for newborn/neonatal health training, materials, and activities of two Bangladesh nutrition projects (Alive and Thrive [Gates-funded] and FANTA 2). WASHplus prepared a scope of work for WASH-nutrition integration guidance, which was presented to the World Health Organization (WHO) and UNICEF in June/July and received positively. Project staff also provided comments to include in the final draft of a food hygiene literature review started under HIP with FANTA 2. Discussions are ongoing as to next steps once FANTA 2 ends in December.

Other WASH Integration Activities

WASHplus continued its active participation in conferences and workshops that provided opportunities for involvement in integration discussions and planning, such as World Bank's Water Week, World Water Week held in Stockholm, and the Handwashing for Newborn Survival Workshop, held in June as part of a USAID/Maternal and Child Health Integrated Program and Unilever-Lifebuoy public-private alliance to reduce neonatal mortality through improved hand washing practices of birth attendants and mothers. WASHplus also participates in the WASH and health integration meetings led by Defeating Diarrhea. Finally, PATH used a WASH-HIV case study from Uganda (conducted under HIP) in the recently released publication, "Join Up. Scale Up," <http://www.defeatdd.org/join-up-scale-up>.

Looking Ahead

Because of its potential to engage USAID Missions through a number of high profile administrative initiatives, the integration strategic objective remains a strategic focal point for interesting colleagues in WASH activities. This is particularly the case with WASH integration activities in Kenya where opportunities exist to continue the HIV integration work started under HIP and pursue new activities in the area of maternal and newborn care. WASHplus's potential offerings will be presented to the mission in January/February 2012. WASH and nutrition integration is another area the project will emphasize in the coming year with a focus on developing a WASH-nutrition guidance document that WHO, UNICEF, and USAID will jointly publish. In addition WASHplus will develop specific guidance for WASH and nutrition integration in the context of the Feed the Future Initiative; similar guidance will be developed for the Climate Change Initiative. WASH and education remains a priority area and forms the basis for the WASHplus field supported initiative in Zambia. Zambia will serve as a key location to test innovations and build the evidence base for WASH in schools and the WASH Everywhere concept. Working closely with other critical players like WaterAid and UNICEF, WASHplus will develop guidance and tools for integrating menstrual management into HIV-WASH and school WASH.

SO3: Support USAID's Participation in Strategic Partnerships

Overview

WASHplus provided support to and represented USAID at important WASH and IAP international fora during Year One. As USAID's flagship project in water and sanitation and IAP, WASHplus provided increased visibility for USAID and laid the groundwork to develop and/or strengthen key partnerships.

Work during Year One also included continued support to key international working groups and partnerships related to both WASH and IAP.

Implementation

Global Alliance for Clean Cookstoves (GACC). Elisa Derby, WASHplus IAP specialist from Winrock International, has been coordinating the GACC Technology and Fuels Working Group, for which early action recommendations were submitted in March, and Dana Charron of Berkeley Air Monitoring Group and WASHplus M&E Specialist Orlando Hernandez served as co-chair and core member, respectively, of the GACC M&E Working Group. Involvement in the M&E Working Group included an M&E guidance note provided to the alliance, which addressed several issues including defining and measuring how clean is “clean.” Ms. Rosenbaum serves on the Understanding Consumers Working Group as well. Ms. Derby and Ms. Charron have also participated in GACC Secretariat work planning meetings for working group chairs and coordinators and helped to develop prioritized recommendations for the Alliance Roadmap Report and Tipping Point Report.

Partnership for Clean Indoor Air (PCIA) Forum. WASHplus team members Ms. Rosenbaum and Ms. Derby represented USAID and WASHplus at the 5th Biennial PCIA Forum in Lima, Peru, February 21–26, 2011. Ms. Derby served as one of the core forum organizers. In addition WASHplus sponsored the attendance of 12 developing country professionals at the PCIA Forum, providing \$20,000 in airfare scholarships. As has been the case with each PCIA Forum, this one grew substantially from previous years, making it the largest gathering of household energy and health practitioners, leaders, and experts focused on clean and efficient cooking technologies and fuels to date.

Public-Private Partnership for Handwashing. WASHplus continued to represent USAID within the PPPHW and provided technical support on behalf of USAID, specifically reactivating the Behavior Change and M&E working groups, helping to plan and participating in Steering Committee and Behavior Change working group meetings held in June, and planning the PPPHW-led session at AfricaSan. WASHplus continued a role initiated under HIP to the Schools Working Group, co-presenting PPPHW Global Handwashing Day 2010 results in a 2011 preview webinar; revising and updating 100 School Survey advocacy tools for Global Handwashing Day 2011; and participating actively in working group and WASH in Schools Call to Action Global Partnership virtual meetings.

WASH in Schools Call to Action. Ms. Fry attended the second annual WASH in Schools Call to Action partners meeting in New York in December. The purpose of the meeting was for the working groups to provide updates on their 2010 work and to develop a work plan for 2011. She subsequently participated in the WASH in Schools Call to Action think tank to help draft partnership mission, strategic approaches, and key work plan items for this year. With WASHplus’s assistance the group’s vision/mission/strategy statement was finalized later in the year.

Aside from its regular involvement in the above-mentioned organizations, WASHplus provided support to USAID and other organizations throughout the year. This included technical support to the Peace Corps to develop an IAP manual for volunteers and counterparts and to USAID’s Sanitation Working Group for its January 2011 meeting. At USAID’s request, the project initiated a subcontract with Rotary

International to support an ongoing Rotary International/USAID alliance focused on developing and collaborating on WASH projects/programs that promote health and development.

Additional activities included presenting at the AfricaSan 3 meeting in Kigali, Rwanda, and at USAID's request, also representing USAID in various formal and non-formal sessions during the conference; co-organizing a session on Education and WASH for World Water Day held at the World Bank, which was moderated by Peter Lochery, and producing a summary of the WASH in Schools session; and serving on the TRAction proposal review panel (J. Rosenbaum and E. Derby). WASHplus also provided support and participated in USAID's Sanitation Working Group

As the project looks to build the WASHplus brand, its attendance at international fora and submissions of relevant technical documents is of vital importance. During Year One WASHplus staff:

- Participated in the Engineers in Technical and Humanitarian Opportunities of Service conference held in Kirkland, Washington in January.
- Co-presented household water treatment and safe storage indicators for a webinar with the International Network on Household Water Treatment and Safe Storage in April.
- Represented WASHplus at the National Institutes of Health Indoor Air Pollution conference in Washington, DC, in May. During the conference, Ms. Derby participated in the Women's Empowerment Working Group, and provided inputs to NIH on research questions central to women's empowerment along with suggestions on how other health research or implementation activities can impact women's empowerment. WASHplus also provided support to NIH in the form of direct conference costs.
- Co-led a panel on "Hygiene Education: Its Crucial Role in Sustainable Projects" at the Rotary Water Summit in New Orleans, Louisiana in May.
- Attended the annual Global Health Council Conference in June and presented a paper, "Community-Led WASH Innovations Improve Behaviors, Reduce Diarrheal Disease, and Strengthen Health Systems in Amhara, Ethiopia."
- At the AfricaSan 3 conference in Rwanda in July, presented "Applying a Mix of Community-Led and Household-Level WASH Innovations to Improve WASH, Reduce Diarrheal Disease, and Strengthen Health Systems," led an informal session on WASH and HIV integration, and served as a panelist on PPPHW hand washing panel.
- Presented a peer reviewed paper at the WEDC conference in the United Kingdom in July on "Combining Sanitation and Hand Washing Promotion: An Example from Amhara, Ethiopia."
- Submitted abstracts on "Urban Fecal Sludge Management Solutions in Madagascar" and "Addressing the MDG Sanitation Gap: Lessons Learned from At-Scale Sanitation Promotion in Ethiopia," which were presented as posters at the Water for Health conference in North Carolina in October.
- Presented "Be an Enabler: the Role of Enabling Technologies in WASH Behavior Change" at the USAID Global Health Mini-University in Washington, DC, in October, and also served on the "For Profits and Pro Health? PPPs to Address Healthcare Challenges" panel on behalf of the PPPHW Secretariat.

Looking Ahead

In Year Two, WASHplus will continue both to support strategic partnerships on USAID's behalf and assure a strategic, proactive presence for USAID within important international technical groups and

events, both in WASH and IAP. For IAP, the GACC is of course the key partner and international forum that WASHplus will support. On the WASH side, PPPHW and the Rotary Alliance will continue to be important. And WASHplus will work closely with our AOTR and USAID's Environmental Health team to develop a strategy for effective partnering with key entities such as the World Bank/WSP, UNICEF and the Water Supply and Sanitation Collaborative Council.

WASHplus will also work with USAID to assess which international conferences, meetings, events, etc. to target as the best opportunities to enhance USAID's contribution to the environmental health field and to share and showcase learning from WASHplus and other USAID-funded WASH and IAP activities.

SO4: Develop and Test New and Innovative Approaches and Tools

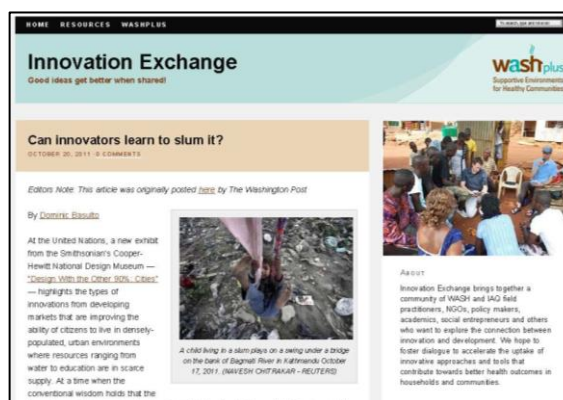
Overview

WASHplus is taking a challenge-driven approach to innovation. Central to this approach is a preliminary list of innovation challenges that will guide and focus WASHplus and introduce external stakeholders to the project's innovation agenda. This list of innovation challenges was refined over the course of Year One through interactions with a select group of external stakeholders and vetted with the WASHplus AOTR. An inventory of partner innovation activities was also initiated to better understand potential partnerships.

Implementation

SO4 activities during Year One progressed on four fronts: partnerships, knowledge management, pilot activities, and thought leadership. Highlights included the launching of the WASHplus Innovation Exchange Blog (<http://blogs.washplus.org/innovation>), which links to the project website as well as other KM tools for an integrated approach. WASHplus staff researched several options for pilot project possibilities, and explored working with Medentech to pilot its Flogenic decentralized community water systems, Sawyer water filters, Women's World Banking for financing, and P&G in Ghana with PUR.

WASHplus is building off efforts begun under the Hygiene Improvement Project to develop a sustainable management model for community-owned public latrines in Madagascar. WASHplus collaborated with resource partner Practica to perform a feasibility study of various technical options for hygienic sludge removal at two sites in Madagascar. The study combines technical analysis and sociological observation and reporting, giving a vivid picture of the current state of sludge removal and potential for improvements and impact on the environment and public health. This report will serve as a planning document for possible future activities, and is available in French http://pdf.usaid.gov/pdf_docs/PNADW622.pdf and English http://pdf.usaid.gov/pdf_docs/PNADW621.pdf.



A page from WASHplus's Innovation blog, which serves as an information exchange platform and a community forum for healthy household and community innovations.

Sludge Management Options in Madagascar



With the promise of improving public health and the environment, Practica's study proposed innovative, low-cost, low-tech options for the safe disposal and management of fecal sludge. Key findings include:

- **ENVIRONMENTAL:** Sludge dumped in sewers, water ways, and drainage canals is a serious public and environmental health hazard.
- **HEALTH:** Traditional pit emptying is extremely unhygienic and can lead to health problems for emptiers and residents.
- **SOCIAL:** Although informal pit emptying can be lucrative compared to other manual work, it comes at great social cost as pit emptiers are socially stigmatized and reviled.
- **ECONOMIC:** Although the demand for formal pit emptying services is high and consumers are ready and willing to pay, there is a lack of waste treatment options and few pit emptiers.
- **SUSTAINABILITY:** Pit emptying is key to overall sustainability in sanitation interventions; and significant investments and maintenance capacities are essential. Partnerships among municipalities, entrepreneurs, and local NGOs for community engagement are key elements of a sustainable model.

Laying the groundwork for future WASHplus innovation activities elsewhere, WASHplus met with USAID staff connected with innovation awards such as Development Innovation Ventures and the water prize to explore potential collaboration opportunities. The project also developed partner innovation profiles to share with priority countries as part of its USAID Mission outreach agenda and explored entrepreneurial models for sanitation marketing Ethiopia.

Looking Ahead

In Year Two WASHplus will continue to progress on the four areas of focus mentioned above. Through strengthened relationships with key resource partners engaged in innovative work in the field, WASHplus will identify opportunities to leverage and assist for increased impact. In the KM area WASHplus will grow its new Innovation Exchange Blog into a virtual community to bring together WASH and IAP practitioners, academics, private sector partners, and other stakeholders to focus on accelerating the development and refinement of innovative ideas, approaches, and technologies. WASHplus will pilot one or more innovation activities in Year Two. One promising prospect is testing the feasibility of a pit latrine emptying business in Madagascar, detailed above. WASHplus will continue to document and capture lessons learned to

share with the sector to advance thought leadership in the realm of innovation; this will include liaising with Development Innovation Ventures and its WASH for Life initiative.