



Meeting the Challenges of Sanitation and Hygiene Promotion

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Sanitation and Hygiene Promotion: Programming Guidance

Produced by WSSCC

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Dedicated to: John Austin

A collaboration among:

◆ USAID

◆ UNICEF

◆ WHO

◆ WSP

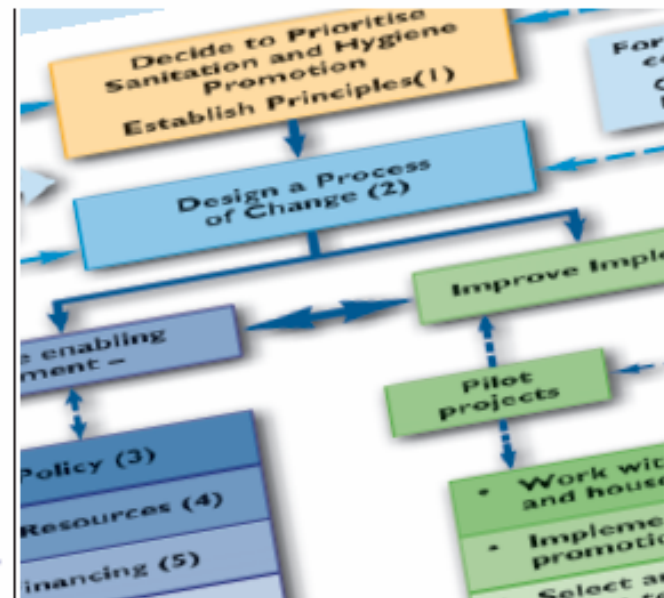
◆ PAHO

◆ LSHTM

◆ WEDC



Sanitation and Hygiene Promotion



Programming Guidance



Sanitation and Hygiene Promotion: Programming Guidance

- Essential elements of programming (NOT PROJECTS) for more successful investment in:
 - Sanitation infrastructure
 - Hygiene practices
- Examples from the field
- For additional copies: [contact](#)



USAID:

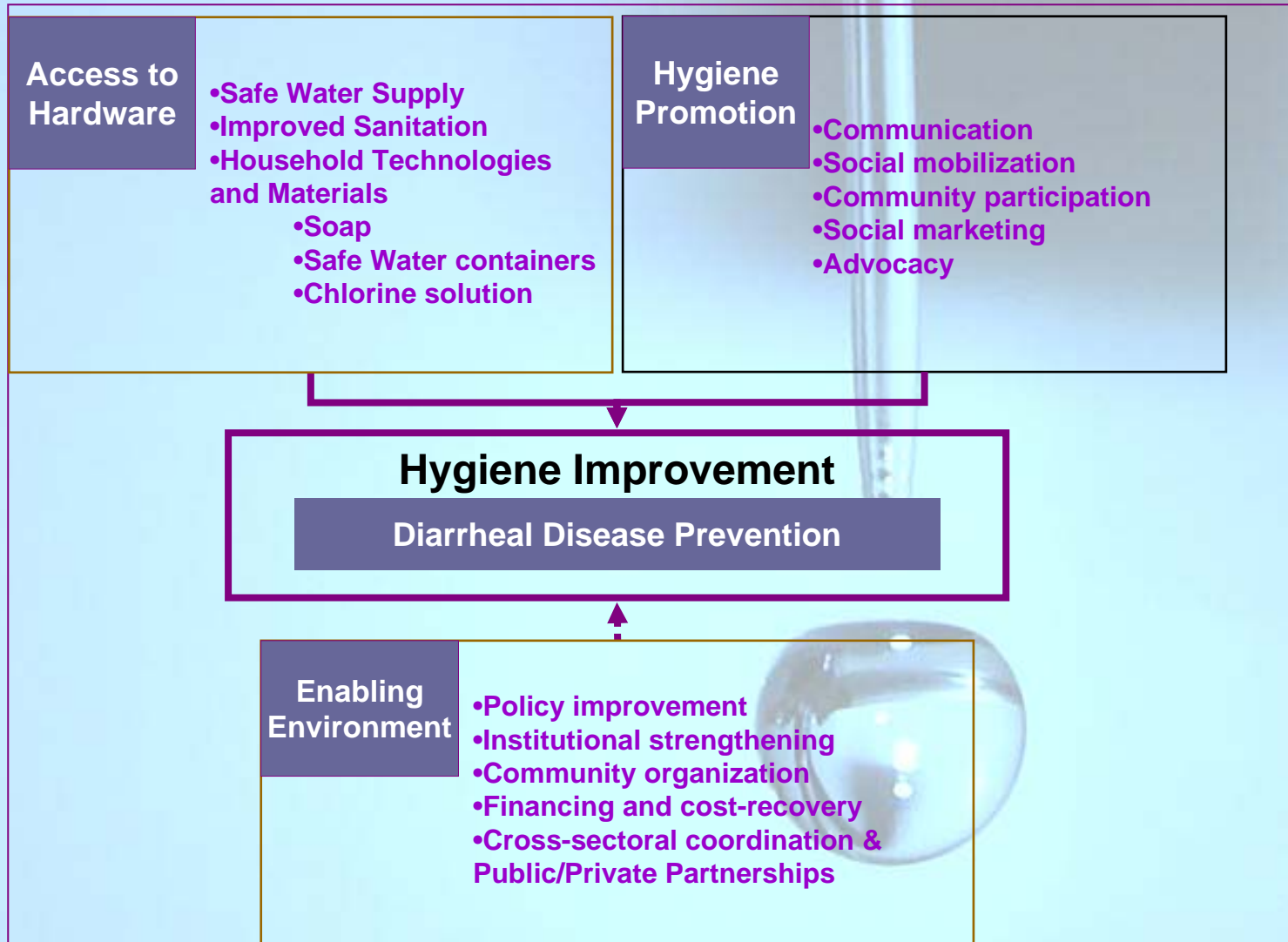
Investments in Hygiene Improvement 1981-Present

- From Hardware to Health Impact
- Hygiene Improvement Framework: A tool for programming
- Measuring hygiene improvement: Indicators for monitoring and evaluation

Moving from Hardware to Health

- Hygiene improvement interventions can reduce diarrhea
 - Safe storage and treatment of water at PoU-
 - Approximately 30-50% reduction in DD prevalence
 - Handwashing with soap
 - Over 40% reduction in diarrheal disease prevalence
 - Sanitation promotion
 - 30% reduction in diarrheal disease prevalence

Hygiene Improvement Framework





Hygiene Improvement: Monitoring and Evaluation

- Standardized indicators
- Endorsed by partners
- Working with partners in country projects to harmonize and test indicators

Indicators for programming hygiene behavior change





New USAID Activity: Hygiene Improvement Project (HIP)

- ◆ 5-year project
- ◆ Focused on implementation at scale
- ◆ Behavior-centered (3 behaviors)
- ◆ At least 5 countries
- ◆ Through mix of activities
- ◆ In collaboration with public and private partners

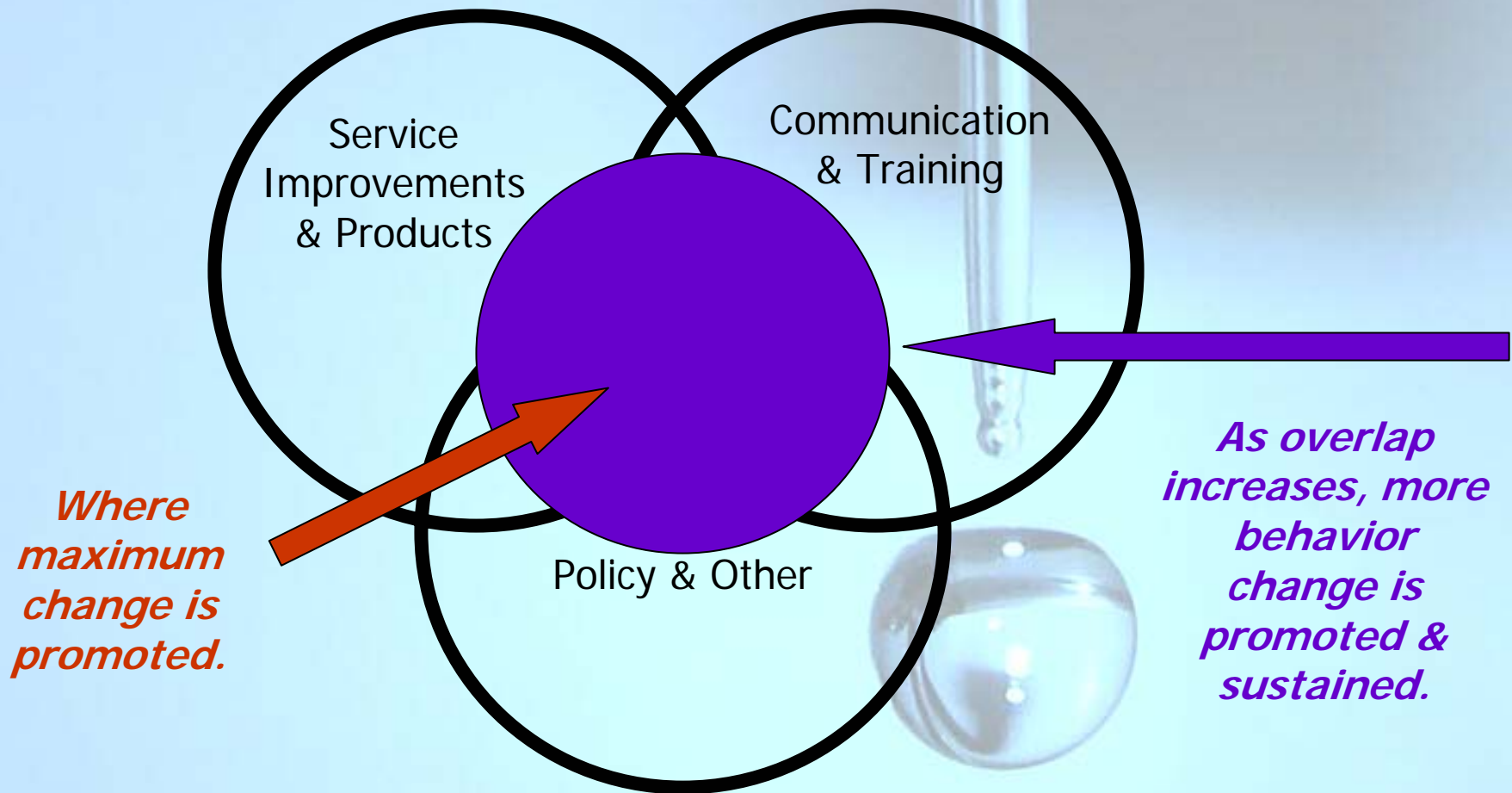


Other USAID investments

Such as:

- Water supply and sanitation in Jordan and West Bank/Gaza
- Comprehensive Hygiene Improvement Initiative in Indonesia
- Work with Safe Drinking Water Alliance to launch P&G's PoU water purification product in Ethiopia, Pakistan and Haiti.

Behavior Change (BC)





Hygiene Improvement At Scale Vision for the Future

- ◆ Relevant policies and budgets assigned
- ◆ Hygiene improvement integrated and mainstreamed into health and non-health focused activities
- ◆ Options provided through public and private channels
- ◆ At least 30% target population routinely practicing new hygiene behaviors
- ◆ New behaviors sustained for 3-5 years



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