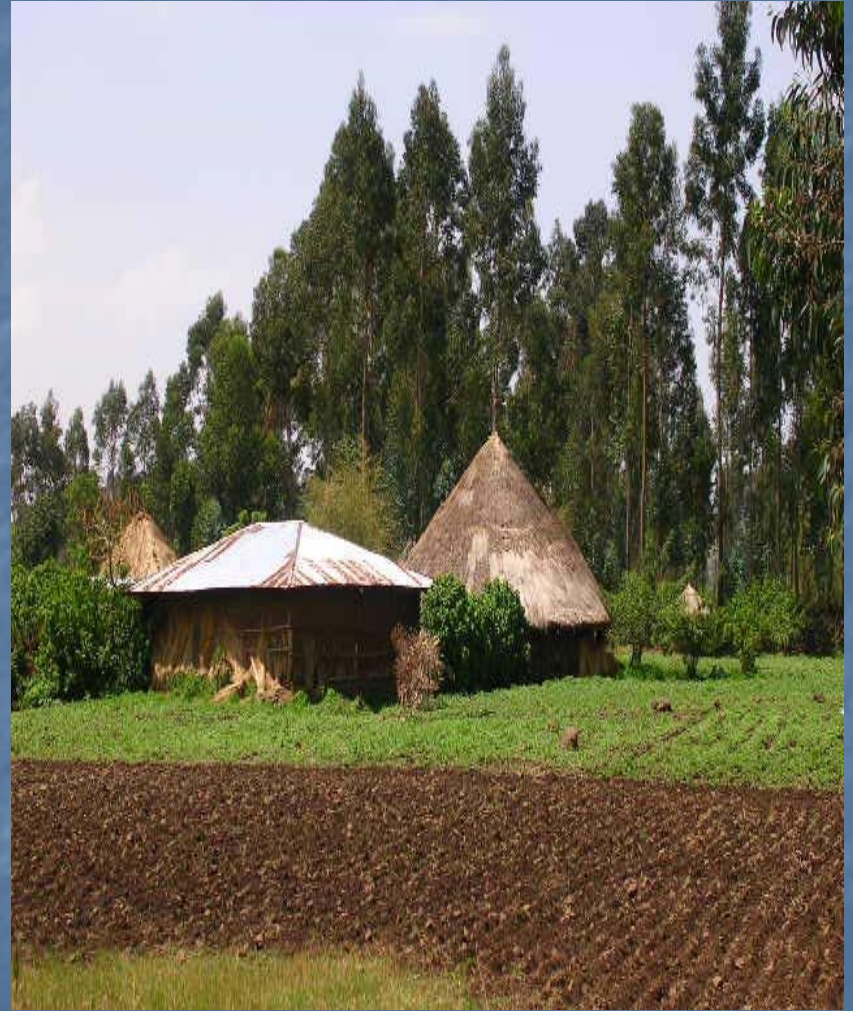




Hygiene Improvement Project (HIP)

HIP is:

- a **5-year USAID-funded** project (2004-2009) of AED, ARD, IRC, Manoff Group designed to achieve
 - **at-scale** hygiene improvement efforts that lead to **public health impacts**
 - in **5 countries** through selected, **strategic activities**
 - **centered** on 3 key hygiene practices





Safe Feces Disposal



Handwashing

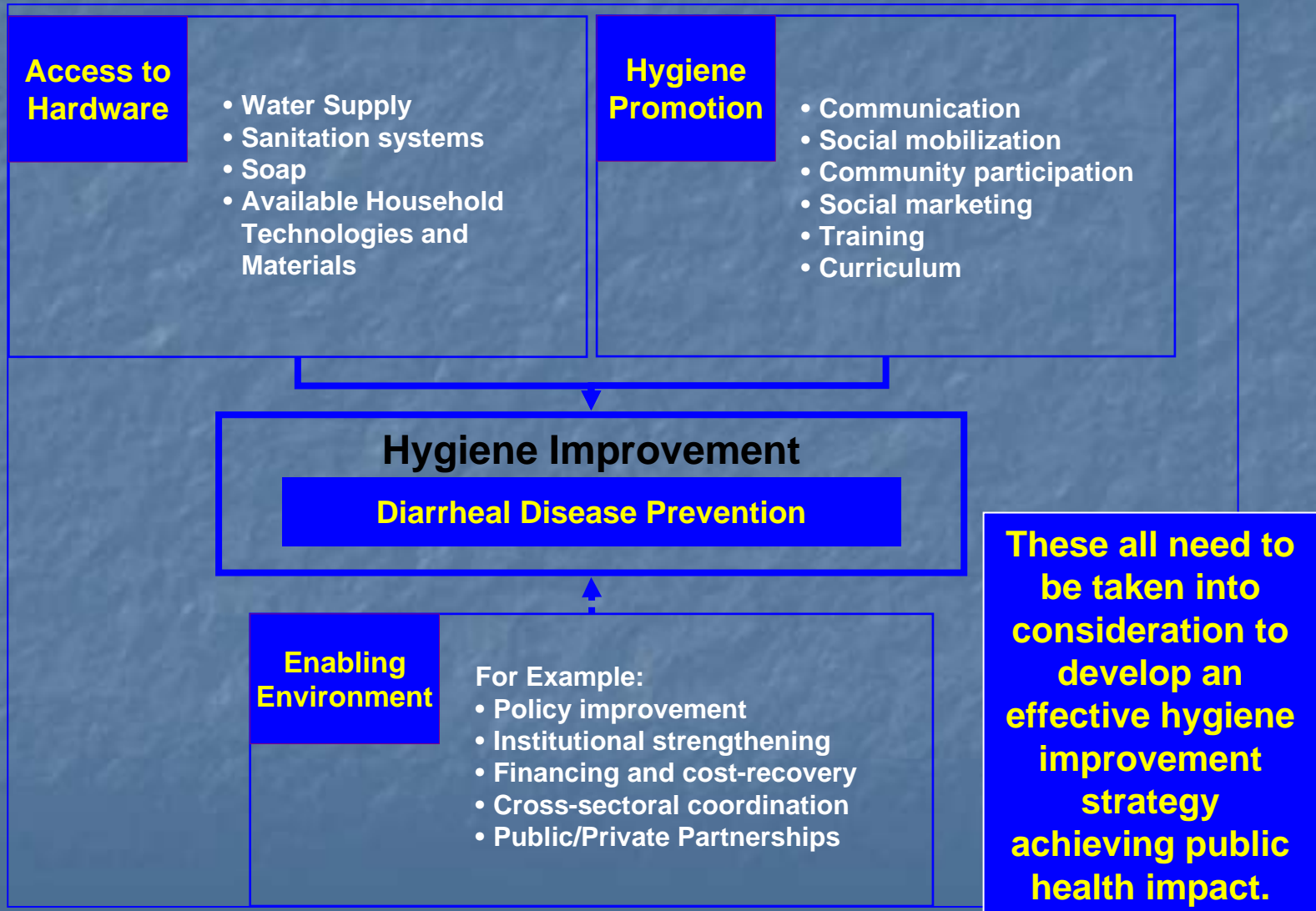


Safe Storage & Treatment of Water

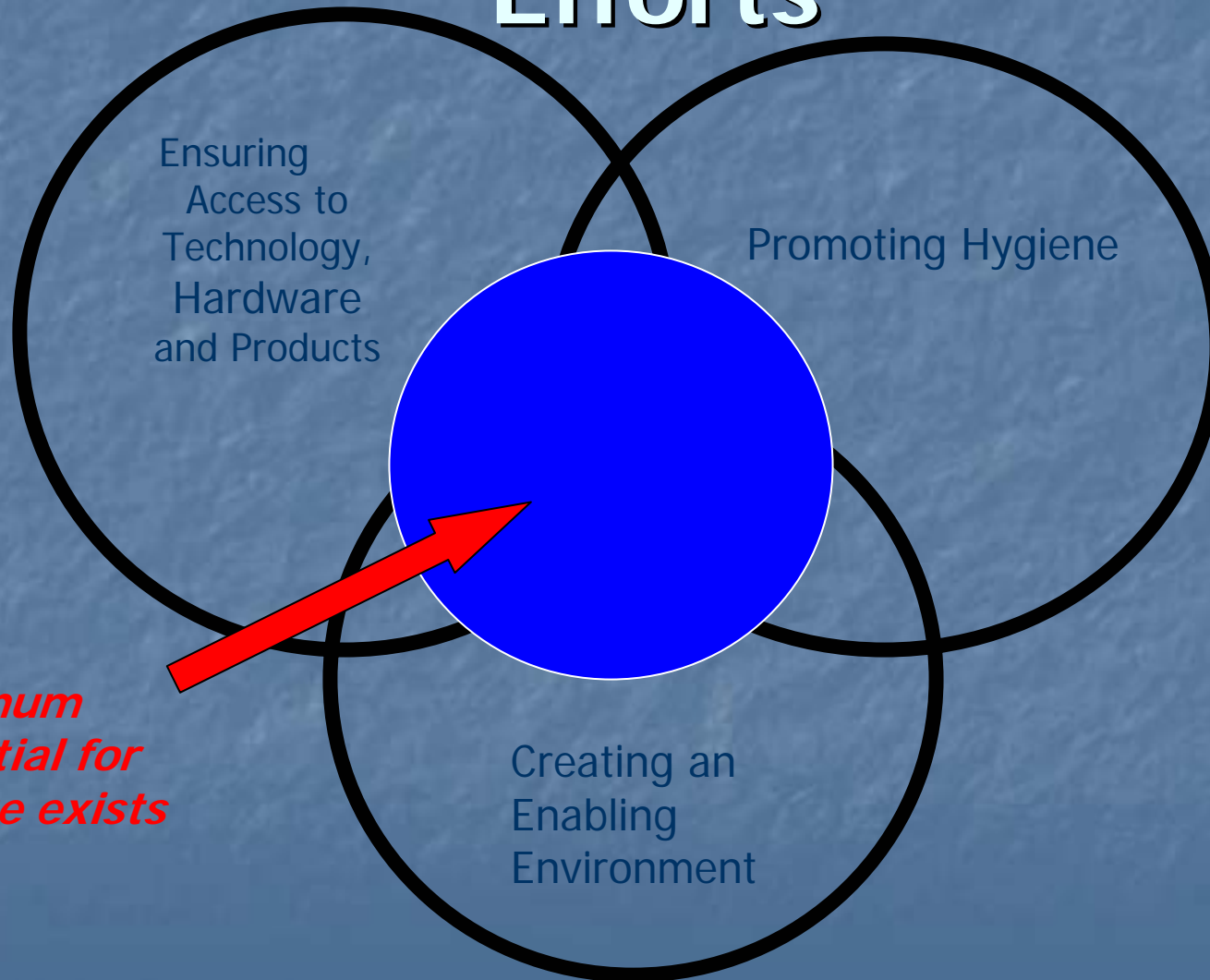
through 5 key tasks:

- At-scale country implementation
- Integration of hygiene into health and non-health platforms
- Global leadership and advocacy around hygiene improvement
- Support and liaison to PVOs, NGOs, and networks
- Knowledge management to share best practices

Hygiene Improvement Framework



At-Scale Hygiene Behavior Efforts



Maximum potential for change exists here.

Characteristics of HI At-Scale

- Size and geography (TBD by sponsors)
- Integrated, systems-approach of:
 - multiple levels
 - multiple stakeholders
 - multiple interventions/behaviors (HIF)
 - multiple consumer/user options

HIP SOW for Ethiopia

Invited by World Bank and Water & Sanitation Program

- Design a process for the development of Implementation Guidelines for the National Sanitation Strategy for Ethiopia
- Explore the viability of including Ethiopia as one of the five focal countries for HIP hygiene improvement activities at-scale.

No on-going role for USAID/HIP without Mission support

USAID/HIP visit follows USAID February 2004 visit to assure a Water Secure Ethiopia

GH/HIDN & EGAT Water Team recommended:

- a multi-pronged approach to support the USAID Ethiopia strategy to increase resiliency to shock
- coordination with World Bank-funded water supply effort
- follow-up with MoH and Water Resources to support dissemination and adoption of National Sanitation Strategy principles.

Unique and exciting moment for integrating water, hygiene and sanitation

- WB investment (loans) of 100 million for water supply infrastructure in half the woredas in the country
- AfDB – with another 40 million
- UNICEF – 10 million from the Dutch
- Consensus on National Sanitation and Hygiene Strategy
- Active WASH Group - building toward WASH campaign on sanitation beginning November
- Multi-sector actors – donors, government and implementors all geared up to go...

USAID has a unique opportunity to leverage all this...

Interviews and Field Visits





Implementation of National Sanitation & Hygiene Strategy in Ethiopia

Suggested process for rollout of strategy and development of essential product

- Develop “Rules of the Game” / Strategy Synthesis
- Process for Developing the Management Protocol (enabling environment) and
- Facilitate AT SCALE implementation in one region, to “learn by doing” (hygiene promotion to compliment hardware)

After at scale implementation in one region, the group will

- assess lessons learned
- develop National Implementation Guidelines (for different government levels)
- vet at the national and regional levels
- finalize and disseminate to all regions

Evolving HIP SOW, Products & Proposals

- Work with key actors to write “Rules of the Game”/Strategy Summary by early July
- Develop a process for developing Management Protocol and At Scale Implementation

HIP involvement beyond this will depend upon USAID support...

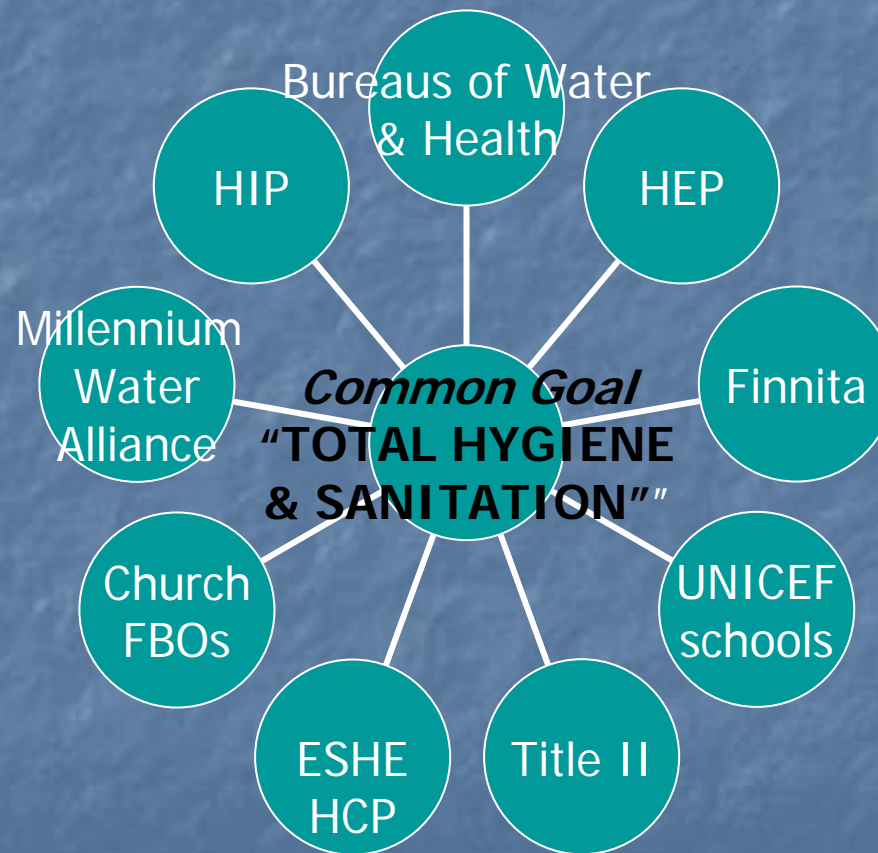
Expanded at scale role for USAID

- USAID/HIP participates in galvanizing at scale implementation in one region
- USAID projects participate in at scale implementation
- USAID/HIP assists in strengthening and harmonization of hygiene and sanitation behaviors throughout USAID health and ed projects
- USAID/Ethiopia plays leadership role in hygiene and sanitation – WASH Group and newly forming National Coordinating Forum

What does *AT SCALE implementation* mean??

- Facilitate various actors in the region to come together for a participatory planning forum
- Agree on a common goal
- Map out existing activities
- Analyze how they might modify existing activities to meet goals
- Identify gaps in current programming to meet goals
- Come up with ways to fill those gaps
- Go for it! Implement! Do what they do best!
- Monitor, evaluate, expand to other regions

Multiple Players/Multiple Interventions United for a Common Goal



What does AT SCALE implementation Mean for USAID/Ethiopia??

- Leverage tremendous investment in water supply, make headway towards MDGs and SO14
- Take a leadership role in integrating the water and hygiene/sanitation sectors
- HIP works in collaboration with USAID projects to **harmonize and strengthen hygiene programming:**
 - Title II
 - ESHE
 - HIV/AIDS
 - Basic Ed/School-based initiatives

USAID Strengthening Hygiene Promotion within Existing Programs: Small Doable Actions



**Handwashing even in
water scarce areas**

Water Handling and Purification



... Making Headway on the Role of Hygiene and Sanitation in HIV Care and Treatment



Funding Environment

- HIP brings limited core funding
- Leverages World Bank, WSP, AfDB dollars
- IRC as HIP partner *may* help to leverage Dutch funds
- At scale implementation requires USAID mission support for HIP assistance in implementing National San Strategy, for enhancing existing hygiene and sanitation components of current USAID projects
- Some level of field support for next two years

Thank you!

