

# National Commemoration of Global Hand Washing Day 15<sup>th</sup> October 2018: *Concept Note*

## 1.0 Introduction and Background

### 1.1 Introduction

This concept note is developed as a working tool that informs preparatory activities of the National Organising Committee (NOC). The overall purpose of the concept paper is to set key parameters, procedures and processes towards successful national celebrations of Global Hand Washing Day (GHWD).

### 1.2 Global Hand Washing Day

Global Hand Washing Day was initiated by the Global Hand washing Partnership (GHP) in August 2008 at the annual World Water Week in Stockholm, Sweden. The date was appointed by the UN General Assembly. The year 2008 was also the International Year of Sanitation.

The founding bodies in 2008 included: FHI360 (a non-profit human development organization based in the US), US Centers for Disease Control and Prevention, Procter & Gamble, UNICEF, Unilever, World Bank Water & Sanitation Program and the United States Agency for International Development.

Global Hand washing Day is a global advocacy day dedicated to increasing awareness and understanding about the importance of Hand Washing with Soap (HWWS) as an effective and affordable way to prevent diseases and save lives. Global Hand washing Day is an opportunity to design, test, and replicate creative ways to encourage people to wash their hands with soap at critical times. This year's theme focuses on the links between hand washing and food-including hygiene and nutrition. Hand washing is an important part of keeping food safe, preventing diseases, and helping children grow strong. The GHP has declared this year's tagline as "*Clean Hands-a recipe for health*" and this should remind us to make hand washing a part of every meal.

While the GHWD is a one-day event, it is critical to bear in mind the nature of activities that are undertaken to create long lasting impact. In light of this, this theme will inform activities of the NOC throughout the year.

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## **1.3 Hand Washing with Soap in Uganda**

Uganda Water and Environment Sector Performance report (2017) indicates that Hand Washing with soap has stagnated for the past 10 years with meagre leaps of 1% increase annually for the whole sector. This indicates a huge public health concern where over 63% of Ugandan households do not wash their hands with soap and water at critical junctures. The situation is even worse in schools where only 35% of schools in Uganda practice hand washing with soap. Every year in Uganda, more than 35,000 children, do not live to celebrate their fifth birthday because of malaria, diarrhoea and pneumonia. Handwashing with soap is one of the most effective means of preventing diarrheal diseases, along with safe stool disposal and safe and adequate household water supply. Evidence suggests that improved handwashing can have a major impact on public health in any country and significantly reduce the two leading causes of childhood mortality-diarrheal disease by more than 40%. The Uganda formative study (2007) and UBOS census (2012) indicate that almost every household (97%) in Uganda, regardless of economic status, has soap. Handwashing with soap at critical junctures, however, is not widely practiced instead soap is prioritized for laundry, bathing and washing utensils.

## **2.0 National Commemoration of Global Hand Washing Day (GHWD)**

In 2015, the National Celebrations for GHWD were held in Luwero (Central Region), 2016 in Kamuli (Eastern Region), 2017 in Omoro (Northern Region) and for **2018 the steering committee has selected Kamwenge in South Western Region.**

Kamwenge is one of the Districts in South-Western Uganda struggling to improve hand washing coverage. Sector performance reports indicate a gradual increase in hand washing in Kamwenge from 23.5% in 2015 to 26% in 2016 and to 28% in 2017. With support from Water for People and the National Hand Washing Initiative, Kamwenge has developed a robust District-Wide HWWS Action Plan that brings all key stakeholders to pursue a common agenda of HWWS for everyone forever. The District has rolled out the national HWWS BCC strategy after a behavior change communication ToT by the national hand washing secretariat supported by Water for People. This year the Ministry of Water and Environment will recognize 100 individuals and organizations

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championing hand washing with soap in their communities as “*National Hand Ambassadors 2018*” and the certificates will be issued during National Celebrations by the chief guest.

## **2.1 Purpose and Objectives:**

The National GHWD Forum is intended as an advocacy platform. The forum aims at attracting a mass of critical change agents and hand washing ambassadors across the country.

## **2.2 Specific Objectives:**

1. Engage Government officials, policy makers and DPs to prioritize hygiene
2. Shine a spotlight on the state of handwashing in the Country
3. Formally recognise hand washing champions/ambassadors across the country

## **3.0 The National Organising Committee**

The NHWI recognises the special role different stakeholders can play especially where they have comparative advantage. In effect, a National Multi-stakeholder Organising has been constituted<sup>1</sup> and this will work closely with the District Organising Committee to ensure successful event. The subsequent sections provide an overall framework detailing engagement of various stakeholders in the GHWD commemoration.

### ***3.1 Development/Humanitarian Partners***

The Development Sector Partners support government of Uganda through jointly agreed Programme Document called Joint Water and Environment Sector Support Programme (JWESSP), usually prepared for 5 years. The current JWESSP is for 2013-2018. However, the hand washing with soap agenda is not well articulated and addressed in the present JWESSP and it is not part of SWAP implementation in Uganda’s Water and Environment sector. Secondly, USAID sanitation activity has a potential to strengthen roll out of the national HWWS BCC strategy-there’s need for this sub-committee to engage strategically to tap into this funding.

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<sup>1</sup> Water for People, UWASNET, UNICEF, HAI Agency, ATC, SNV, LWF, MoWE, AMREF, MoH,

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## **Objectives:**

The main objective of donor engagement is to bring all existing donors like UNHCR, USAID, WSP/WB, Danida, Austrian Government, GiZ, AfDB etc on board to support National Hand Washing Initiatives to target all districts with focus on reducing child mortality and morbidity of under 5 children in Uganda.

## **Specific Activities:**

In light of Uganda's strong commitment to improve the hand washing with soap to 50% by 2030, nationally, the NOC will engage the donor community to support the HWWS through prioritising handwashing promotion in their financing mechanisms. In addition, we will also seek to:

- i. Invite DPs to participate in celebrating the day
- ii. Adopt and scale up the HWWS behaviour change communication campaign and tool kits
- iii. Engage DPs to prioritize hand washing with soap in next JWESSP

## *3.2 Private Sector*

While the National Hand Washing Initiative was conceived under a Public-Private-Partnership (PPP) and collaboration mechanism, experience from the past shows that the initiative has not lived to the expectations of the PPP arrangements. The common approach of "Give us your money and we'll do good things" has resulted in high failure of many partnerships with the private sector. The private sector has far more to offer and it requires deliberate effort in engaging them as true partners in development. With this in mind, the committee will seek to initiate deeper strategic engagements and open dialogue about expectations, shared values, challenges and solutions with the private sector. This will form part of the secretariats long-term plan of developing private sector engagement strategy.

## **Approach and Target:**

The NOC will work with fellow private sector stakeholders to reach counterpart private sector players. The secretariat will facilitate a PPP Breakfast to further strategic engagements with the private sector.

*Corporate Social Value (CSV):* Our primary target will be companies whose chain of production yield shared value. These will majorly include soap-

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manufacturing companies. Related to these are oil and hand hygiene disinfectant manufacturing companies.

*Corporate Social Responsibility (CSR)*: while the CSV companies also have their respective CSR strategies, this categorisation is an inclusive one bringing all together potential private sector stakeholders.

<i>CSV Companies</i>	<i>CSR Companies</i>
Mukwano Group of Companies, Mukwano Personal Care Products Ltd, BIDCO, Unilever, Saraya, Nile Agro Industries Ltd, Tasco Industries Ltd, Sherey Punjab (U) Limited, Kenlon Industries Uganda Limited, Hermela International Uganda Ltd, Freedom Solutions (U) Ltd, Samona Products Limited	<p><i>Telecom Companies</i>: MTN, AIR-Tel, Africell, UTL</p> <p><i>Banking Institutions</i>: Barclays, Stanbic, Centenary, Post Bank, DFCU, Pride Microfinance, etc.</p> <p><i>Beer Companies</i>: NBL and UBL</p> <p><i>Others</i>: Crest Tank, steel and tube,</p>

### **Specific Activities:**

- i.** Participation in the GHWD event and the National WASH EXPO; exhibitions, dinner, etc.
- ii.** Adopt HWWS BCC strategy in their social marketing e.g. Geisha, Mukwano, BIDCO adverts-which can embed HWWS messages
- iii.** Prioritise hand hygiene in their CSR activities on public health e.g. MTN Marathon, Run for Refugees Marathon, etc

### *3.3 Entertainment*

This sub-committee is being considered in two categories:

- a) Schoolchildren engaged in music, dance, drama and poems depicting critical moments of HWWS. This however, will require experienced child centred development organisations to lead and coordinate engagement of children in the GHWD national celebrations.
- b) Local celebrated artist (s) in case of “collaboration” to adapt the handwashing jingle and compose a song highlighting the importance of HWWS at critical moments. The NOC may consider issuing a call for

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artists to produce HWWS song with the best song being awarded. A special committee will vet the best song in line with agreed standard guidelines.

### ***3.4 Media Engagement***

It is important to note that the sector has held two editions of the Uganda WASH Media Awards 2016 and 2017. Every effort will be made by the National Organising Committee to align and synergise the awards with the Global Hand Washing Day National celebrations. The Awards in essence are already building momentum towards the GHWD.

The role of the media in promoting Water and Sanitation has been commendable but the same cannot be said for hand hygiene. The GHWD is an opportunity to collaborate with the media fraternity to publicize the importance of hygiene as a cornerstone for public health. The GHWD organising committee will majorly work with the WASH Media Network, a media fraternity dedicated to WASH. The Sub-committee on media will require prior engagements with the group for harmonised understanding of the media ToR and subsequent monitoring, reporting as well as quality and risk management.

### **Goal and Objectives:**

The overall goal will be to create media allies with interest and zeal to promote hand hygiene in various media platforms.

### **Specific Objectives:**

- i. Shine a spotlight on the state of handwashing in the Country
- ii. Raise awareness on the importance of HWWS
- iii. Mobilise mass momentum through sharing of GHWD events and activities.

### **Key Activities:**

- i. Participate in media briefing meetings
- ii. Organise and participate in 2 media press conferences-one month before and a week to the GHWD
- iii. Conduct interviews with key experts at MWE, MoH, MoES, NSWG, NHWS, OPM, etc
- iv. Based on various expert interviews and related research, publish articles in various media houses

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- v. Publicize the GHWD event through sharing updates; blogs, articles in various social media platforms

### **Other media related activities:**

The sub-committee on media will develop GHWD communications strategy and also liaise with various media houses to organise and manage the following:

- i. Video documentary including general process documentation
- ii. Publications; WASH journal, New Vision
- iii. TV talk shows
- iv. Radio Talk Shows and announcements
- v. Post GHWD Media meetings (sustainable engagement of media in hygiene promotion)

### *3.5 District Local Governments*

The District Local Governments will take overall lead in planning and operationalizing the GHWD event in respective Districts. In collaboration with the national GHWD committee, the Technical Support Units will provide guidance to Districts and partner Organisations. For collective impact and leveraging of resources, the district local governments are encouraged to work together with partner organizations to plan for the day. Below is an outline of activities that can be conducted during and after the global hand-washing day.

- a) District local government and partners engage VHTs, natural leaders and handwashing ambassadors to create awareness on the importance of handwashing with soap.
- b) Demonstrations on HWWS to generate momentum on the practice.
- c) Joint monitoring of the use of handwashing facilities
- d) Celebrating GHWD; Districts local government and partners organize an event on 15th October to commemorate GHWD
- e) Awareness campaigns through various platforms like radio talk shows and spot messages to relay HWWS messages
- f) Conduct general hygiene campaigns to construct hand-washing facilities in communal places like market places, schools, churches and hospitals.
- g) Nominate a **handwashing champion** at district level to keep the handwashing momentum on going-beyond the GHWD. This should be a key political, religious or government official with influence on the community. This can be done through an ongoing radio campaigns through

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call-ins or votes or SMS, etc. and the popular candidate unveiled during the GHWD.

- h) At the school level, head teachers should encourage health parades and key messages should be on HWWS
- i) Competitions on handwashing innovations in schools.
- j) Engage children in demonstration of handwashing using soap and without soap to portray effectiveness of soap

### *3.6 Religious and Cultural Institutions*

Inter-Religious Council of Uganda (IRCU) in liaison with the Uganda Muslim Supreme Council (UMSC) will spearhead. A formal communication from the IRCU secretariat and UMSC would be ideal for systematic and upscale adoption and propagation of the HWWS messages in routine faith summons or preaching, etc.

- ❖ Dedicate summons on handwashing in religious institutions before and after the GHWD

## **4.0 Draft Program and timeline of events**

These are more dependent on the various activities as outlined above and will require final endorsement by the committee to enable the sub-committees proceed.

## **5.0 Draft Budget**

Available separately