

WaterAid: Supporting Implementation of the Cholera Roadmap

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GTFCC Annual Meeting - 2018



Background

- Development NGO - working in 37 countries
- Global strategy aligns with the cholera roadmap
- Health and cholera in particular are relatively new but growing priority
- Focus to date has been at global level - contributing to raising the profile of cholera as health and WASH sector priority
- Shifting focus to increase our programmatic engagement at country level



Our strategic aims

Our four aims are based on our assessment of how we can best influence change.



Global policy and advocacy:

- Supporting two WHA side events with the GTFCC and the launch of the global roadmap in October 2017
- Increasing media attention:
 - Reach of **17 million people** (October 2017)
 - In May 2018, media delegation of Telegraph journalist to Zambia



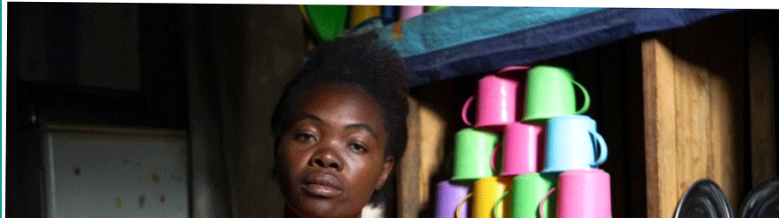
The Telegraph

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**'We are facing a sanitation crisis':
Zambia's uphill struggle against the
deadly scourge of cholera**



< BBC NEWS A

**First global pledge
to end cholera by
2030**



 **WaterAid**

Programmatic Focus:

Focus on 4-5 countries in short term: build programmatic experience & document learning

Ongoing work on cholera in:

- Mozambique
- Zanzibar
- Zambia

Future:

- Malawi
- Uganda
- Nigeria

Entry Point: Hygiene Behaviour Change

Immediate response: Lusaka outbreak

Long-term: integration with OCV in Mozambique

Supporting implementation of WASH components of cholera plan

- Comprehensive WASH: faecal sludge management, city wide approaches to sanitation/urban WASH
- Institutional WASH - healthcare facilities & schools

Coordination, policy engagement & systems strengthening

- Development of national cholera plans
- Using cholera as a way to raise the political profile of WASH
- Systems strengthening

Update: Integration of hygiene promotion with OCV in Mozambique

- In partnership with government, IVI, INS and KOICA in Cuamba district
- Creatively designed hygiene promotion package (4 key behaviours) integrated **before, during** and **after** OCV
- Campaign to launch in July 2018 - “*bye bye cholera campaign*” - motivational, inspirational messages
- Hygiene package will be delivered by health workers and community health workers
- Implementation over less than 1 year:
 - **Before OCV:** exposure 2-3 times - radio, TV, community events
 - **During:** hand washing before OCV & 10 min promotion following vaccination by CHWs
 - **After:** exposure 4-5 times - community level events



Looking ahead:

- Expanding and deepening programmatic experience on cholera in focus countries
- Continuing to support GTFCC on global policy and advocacy
 - HLPF side event in July 2018: “Driving gains in health & nutrition through safe & sustainable WASH”
 - Supporting resource mobilisation/donor engagement following finalisation of investment case
- Linking global with regional and national advocacy
 - leveraging WHA resolution to drive national advocacy in focus countries



**HIGH-LEVEL POLITICAL FORUM
ON SUSTAINABLE DEVELOPMENT**

