



GLOBAL TASK FORCE ON

# CHOLERA CONTROL

## WASH WG 8 WORK STREAM “HYGIENE PROMOTION”

GTCC WASH WG MEETING — 9-10 MARCH 2022

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# WHO IS INVOLVED?



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## SYNERGY WITH WASH CLUSTER HP EMERGENCY SUBGROUP

# WORKSTREAM DESCRIPTION

Currently **Global Roadmap Hygiene Promotion related indicators** are hard to measure and limited, for example only 2 are included in the NCP guidance note.

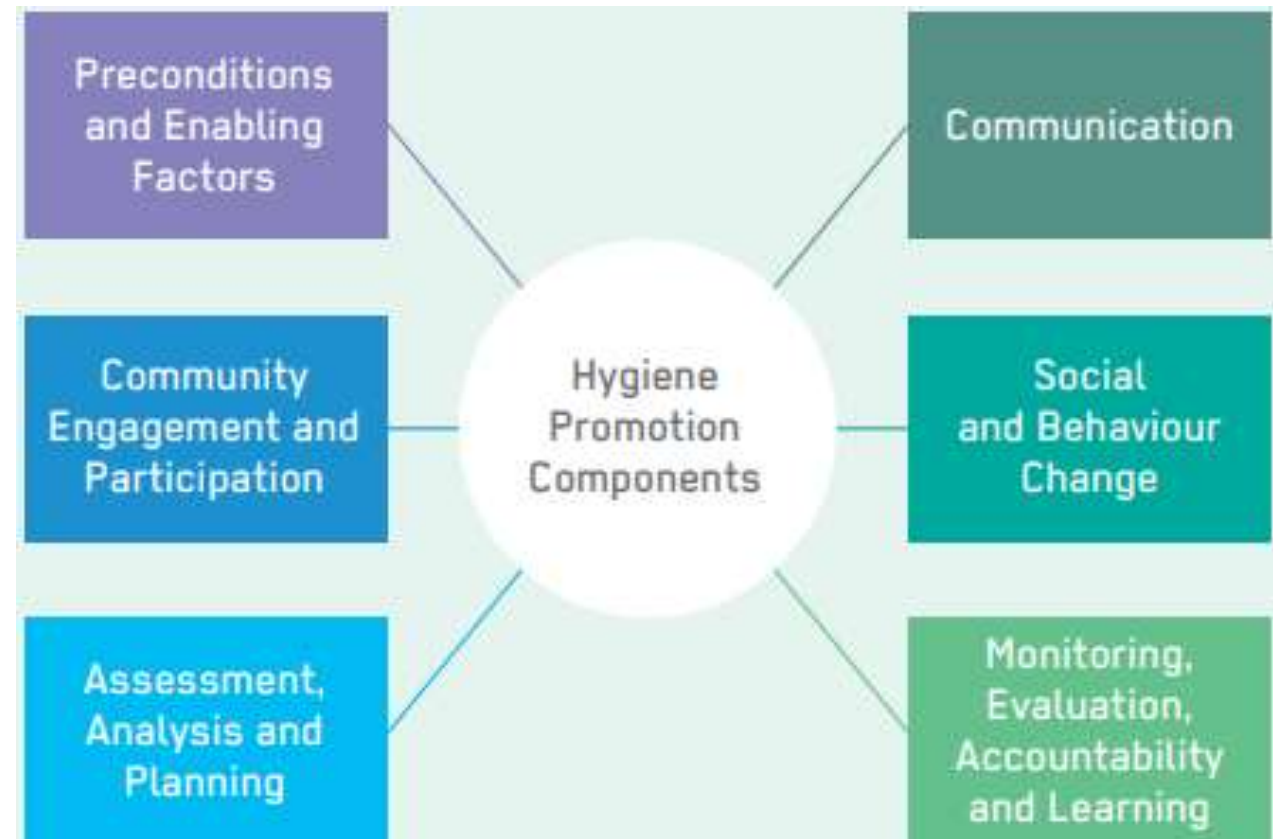
## Indicator 14:

Proportion of people with **access to hygiene** in hotspots.

## Indicator 16:

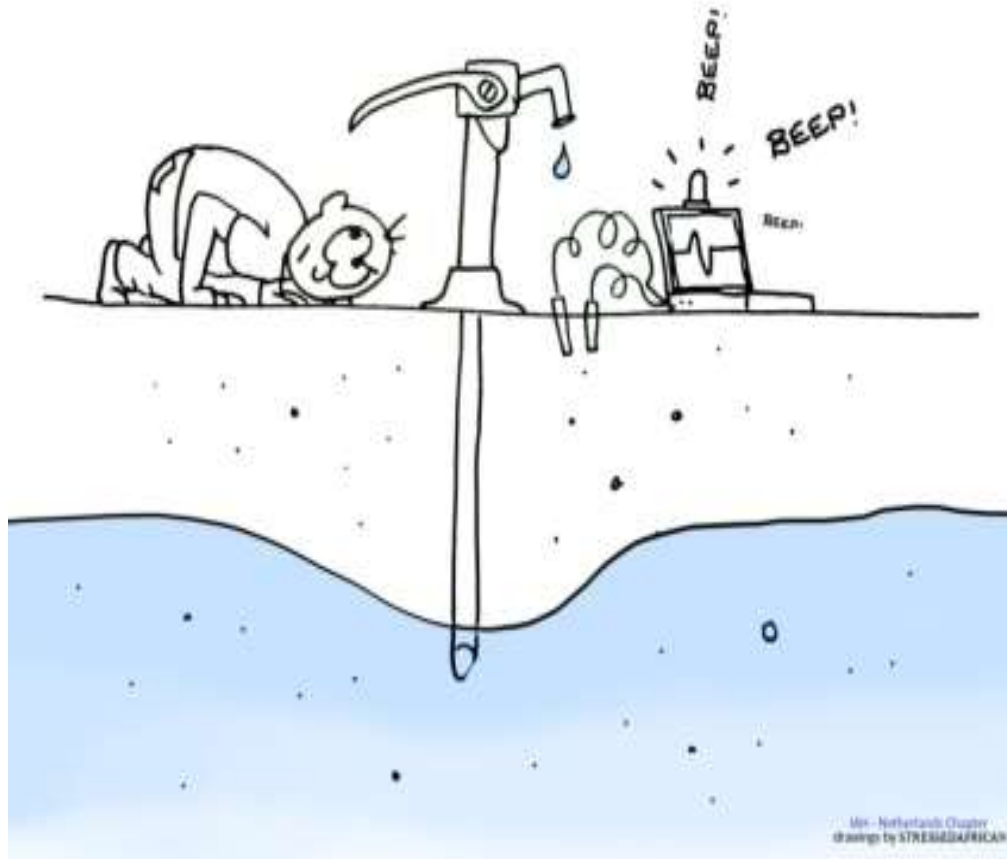
Proportion of the hotspot population that has correct **knowledge** on cholera prevention in communities

**Hygiene promotion** is much more than simply disseminating messages



# ¿WHY IS IMPORTANT TO BALANCE RIGHT ?

WATER AND SANITATION INFRASTRUCTURES,  
HYGIENE KITS.....



# HYGIENE PROMOTION



HOW HYGIENE PROMOTION CAN IMPROVE THE QUALITY AND EFFECTIVENESS OF OUR WASH CHOLERA INTERVENTION

Community engagement and participation

Actively **involving all groups in decision-making** for WASH, planning, monitoring etc.

Use and maintenance of WASH facilities

**Locally** appropriate **mechanisms** for operation and maintenance  
**Training community committees** on fee collection and repairs  
Establishing private public **partnerships (PPP)**  
Link to local government structures.

Community and individual behaviour change

Understand the **barriers and motivations**  
Understand the **community beliefs and behaviours in cholera**  
Establish and maintain **relationships** with the communities.

Distribution of hygiene related items and materials

Strengthening local supply/availability to **localize the Hygiene kits**  
Support behaviour change, by having **access to minimum standard** items water collection and storage containers, water treatment options,...



**Hand  
washing**



**Food  
hygiene**



**Sanitation excreta  
disposal**



**Water sources  
and water  
handling**



**Food and  
water vendors**

# CHOLERA RISK HYGIENE BEHAVIOURS

**Funerals and  
treating patients**



**Health seeking  
behaviors**



# CHALLENGES

- General **less interest** in Hygiene promotion (Software vs Hardware)
- **Message dissemination** more used than **holistic approach** during interventions
- Hygiene interventions **not contextualized**
- Unfamiliarity on **community participation and feedback**
- **Short term** cholera response initiatives versus sustainable behaviors

# AND

# OPPORTUNITIES

- **Increase coordination** with other WASH GTFCC subgroups
- Strong coordination with **WASH cluster HP Emergency sub-working group**
- **Hygiene promotion compendium**
- Tied collaboration with CEA, OCV, CBS **GTFCC group**

# WORKPLAN

## Short term

- **Mapping HP** evidence based in cholera
- **Revision** of GTFCC documents regarding HP
- **Review and rethink** HP indicators

## Medium term 2023/2025

- **Improve** HP components NCP development plans
- **HP guidance note checklist** for preparedness, response and prevention

## Long term 2030

- **Advocacy plan** for HP integration in all WASH projects on cholera hotspots
- **Linking with broader initiatives** (ex. HH4A, Global Handwashing Partnership, NEXUS, RCCE or other CEA...)



# Thank you

Together we can  
**#endcholera**



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