

South Asia WASH Result Programme

Organizational Brief:

Water and Sanitation for the Urban Poor (WSUP) is a non-profit international development organization registered and based in London, UK and has six countries of operation including Bangladesh. WSUP BD is registered with NGO Affairs Bureau of Bangladesh and has been working in Dhaka since 2008 namely supporting the capacity development of the local service providers in order to improve the quality of water supply and sanitation services for the urban poor. Recently WSUP is going to implement a programme with consortium including Plan International Bangladesh, Water Aid Bangladesh, Unilever Bangladesh Limited and other international organizations in relation to School WASH and hygiene promotion.

As part of consortium, WSUP will implement a programme titled “South Asia WASH Result Programme” with Unilever concentrating on School WASH Programme, Funded by DFID. The main objective of this programme on the School WASH is to promote hygiene awareness and practices of 41, 64,342 schools children in 16,000 primary schools under 33 Districts of Bangladesh. The programme commenced from June 2014 and will end in March 2018 (Implementation phase *June 2014-December 2015* and sustainability phase *January 2016-March 2018*). WSUP Bangladesh will implement the programme through partnership approaches with local NGOs. In order to implement the field operation WSUP Bangladesh will select cluster wise NGOs to direct implement the programme.

Programme Objectives and scope:

The objective of the proposed programme Unilever & WSUP BD is to promote School WASH facilities and hygiene awareness and practices of 41, 64,342 children in 16, 000 primary schools under 33 Districts of Bangladesh and enable to sustained use of hygienic; and implement an intensive hand washing campaign in primary schools of low-income areas in Bangladesh using Unilever’s proven ‘School of 5’ Approach, reaching a total of 41,64,342 students in 16000 schools across 33 districts.

Programme strategy

The programme will comprise two principal streams of work. Unilever will deliver a hand washing campaign in selected primary schools using their tested ‘School of 5’ approach. In Bangladesh, WSUP will provide additional support to the schools’ programme in the areas of water supply and sustainability.

Delivery of outputs: Hand washing promotion in schools

The Unilever/Lifebuoy strategy addresses behavior change at three levels:

1. At the individual level
2. At the physical level, by (wherever possible) creating a place dedicated to hand washing to make it easy to adopt the habit.

3. At the societal level, working to make hand washing with soap a social norm through interventions in socially important settings, such as 21-day school programme, mums' programmes in health clinics and community events.

All elements of this strategy are underway in Bangladesh including a school hand washing campaign based on the 'School of 5' approach which targets hand washing at five critical times (before meals (breakfast / lunch / dinner), during bath-time and after using the toilet).

A number of independent reviews have confirmed the effectiveness of the approach in changing personal behavior. The targeted schools will all be in low-income areas and will cover not only rural but also some poor urban and peri-urban communities. Since the 'School of 5' approach involves a 21-day intervention in each school (and associated community), it will operate at a significantly different pace to the proposed village sanitation and hygiene promotion projects supported by Plan and WaterAid.

The anticipated output from this phase, as shown in the results framework, is that by the end of 2015, 4164342 school children will have been reached by the programme. Based on experience to date with the School of 5 approaches, it is fully expected that hand washing with soap as a habit that will have increased by at least 25% by the end of the post-2015 programme phase. Programme strategy for sustainability under this component is discussed

The 'School of 5' approach to hand washing promotion Overview School of 5 is a 21-day behavior change program which is based on Unilever's published Five Levers for Behavior Change model, developed with internal and external behavior change experts. The School of 5 programme addresses the barriers which hold people back from HWWS (e.g. low germ awareness, belief that water alone is sufficient and that visibly clean), activities triggers to change behavior (e.g. disgust triggered through glow germ demonstration) and includes motivators (21 day diary, rewards, social norm elements) to encourage target groups to maintain HWWS.

The five levers are activated as follows:

Make it understood: This Lever raises awareness and encourages acceptance. The glow germ demonstration is used to dispel the myth that visibly clean hands washed with water alone are clean enough. Other activities (e.g. chalk game) show where germs come from, how they are transferred e.g. from hands to food and bring to life their consequences i.e. they make you sick.

Make it easy: This Lever establishes convenience and confidence. It is important that people feel confident in doing new behavior and that it is convenient and fits easily into their lives. Ensuring soap and water are readily available is the first step. Working with WSUP and local government, we aim to ensure there is adequate water and soap availability. A number of techniques are then used to make it easy to remember the key occasions and how to wash hands properly e.g. song, dance, pledge, mime. Five superhero comic characters represent the key occasions and dramatize the importance of washing hands at each occasion through engaging storylines.

Make it desirable: This Lever is about self and society and seeks to establish a social norm around HWWS. Celebrities play a key role in Lifebuoy's programs – promoting the habit of hand washing with soap at key occasions on TV, Digital, PR and in our schools programs. In both Pakistan and Bangladesh, well known cricket stars act as our HWWS ambassadors, appearing in TV advertising, our schools program materials and through extensive PR and advocacy. Showing that celebrities you look up to practice hand washing with soap and think it is an important thing for good parents and kids to do for a healthy nation encourages people to adopt the behavior.

Make it rewarding: This Lever provides the proof & payoff that the new behaviour works and shows 'what's in it for me'. Glow germ plays a role here – showing that hands washed thoroughly with soap are germ free. Children's handwashingpractise is tallied in a diary and simple rewards such as stickers or pencils are given for good handwashingbehaviour. In schools, the best handwasher of the week is selected to be the 'Little Doctor', monitoring their peers' handwashingbehaviour and leading activities in the class. Rewards for the best mum, best teacher, best school in the district etc. recognise the importance of the care giver, teachers and schools in inculcating good hygiene habits.

Make it a habit: This Lever is about reinforcing and reminding. Lifebuoy's hand washing intervention in schools runs over 21 consecutive days to encourage repetition of behaviour in the same settings every day. Hand washing compliance is tallied on a daily sticker chart with the help of teachers and caregivers, to reinforce the behaviour. This, plus media and PR help to reinforce the good habit of HWWS.

WSUP BD Support:

In Bangladesh, additional support will be provided by WSUP to enhance programme impact and effectiveness in a number of key areas. Up to 2015, the support will focus on:

Assist Unilever and the delivery agencies in ensuring appropriate school selection and that

1. *Targeting*: ensure School of Five campaign delivery is targeted at children from low income programme monitoring indicators reflect this low income targeting.

2. *Monitoring*: ensuring that school monitoring systems track the sustainability of behavior change and generate a large body of evidence to support institutional and policy reform

3. *Water Supply*: enabling investment in school water infrastructure in order that hand washing behavior is sustainable. To this end WSUP will liaise closely with relevant government departments including the Department of Public Health Engineering (DPHE) and Directorate of Primary Education, and with schools associations, to identify sources and mechanisms for accessing public funds for school WASH facilities, and lobby for increased expenditure in this area. In the sustainability phase post-2015, WSUP will give greater attention to integrating hygiene promotion within the school curriculum and sustaining behavior change through supporting planned follow-up visits to schools with Unilever.

Programme locations:

Unilever / WSUP Bangladesh Working Area (district)

<p>A. <u>Dhaka Division</u></p> <ol style="list-style-type: none">1. Gazipur2. Jamalpur3. Kishoreganj4. Manikganj5. Munshiganj6. Mymensingh7. Narayanganj8. Narsingdi9. Netrokona10. Rajbari11. Shariatpur12. Sherpur <p>B. <u>Chittagong Division</u></p> <ol style="list-style-type: none">13. Brahmanbaria14. Chandpur15. Chittagong16. Lakshmipur17. Noakhali18. Cox's Bazar	<p>C. <u>Rajshahi Division</u></p> <ol style="list-style-type: none">19. Bogra20. Joypurhat21. Naogaon22. Natore23. Nawabganj24. Pabna25. Rajshahi26. Sirajganj <p>D. <u>Rangpur Division</u></p> <ol style="list-style-type: none">27. Dinajpur28. Gaibanda29. Lalmonirhat30. Nilphamari31. Panchagarh32. Thakurgaon33. Rangpur <p>Total District: 33, Total # of schools to be reached around 16,000</p>
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Proposed working Clusters of WSUP Bd

Dhaka Division		Rajshahi Division	Rampur Division	Chittagong Division.
Cluster-1(Dhaka 1)	Cluster-2(Dhaka 2)	Cluster-3 (Rajshahi)	Cluster-4(Rangpur)	Cluster-5(Chittagong)
1. Gazipur 2. Jamalpur 3. Kishoreganj 4. Mymensingh 5. Narsingdi 6. Netrokona 7. Sherpur	1. Manikganj 2. Munshiganj 3. Narayanganj 4. Rajbari 5. Shariatpur	1. Bogra 2. Joypurhat 3. Naogaon 4. Natore 5. Nawabganj 6. Pabna 7. Rajshahi 8. Sirajganj	1. Dinajpur 2. Gaibanda 3. Lalmonirhat 4. Nilphamari 5. Panchagarh 6. Thakurgaon 7. Rangpur	1. Brahmanbaria 2. Chandpur 3. Chittagong 4. Lakshmipur 5. Noakhali 6. Cox's Bazar
Number of school to be reached (around) 3780	Number of school to be reached(around) 1890	Number of school to be reached(around) 3390	Number of school to be reached(around) 2730	Number of school to be reached(around) 3444