



SOAPBOX

The Public-Private Partnership for Handwashing Newsletter

UPDATES FROM THE COUNTRY PROGRAMS

AFRICA UPDATE

Tanzania

Workshop Held to Develop Key Triggers

A key activity of the Tanzania PPPHW since the last *SoapBox* update, the Tanzania Trigger/FOAM¹ workshop, was conducted October 8–12, 2007. The purpose of the workshop was to generate communication concepts to persuade rural mothers in Tanzania to improve their habits of handwashing with soap (HWWS) at critical times.

Participants in the workshop included representatives from the Ministry of Health, Ministry of Water, local government, WaterAid, and UNICEF, as well as handwashing coordinators and WSP staff from Kenya, Senegal, and Uganda.

Unilever's Marketing Academy and Lifebuoy developed the format as part of their "In Safe Hands" program. It uses a series of group work and "immersions" into local communities to gain insight about the consumers' thoughts and to develop motivational "triggers."

This workshop marked the first time a behavior change model (FOAM) was introduced to structure some of the initial analysis that will be used to inform the design of the handwashing behavior change program. It proved particularly helpful in setting the stage for the workshop and in identifying which behavioral factors (determinants) can be addressed through communications and those that need to be addressed through other interventions (such as advocacy).

¹ FOAM (Focus, Opportunity, Ability, and Motivation) is a model for handwashing behavior change developed by the Scaling up Handwashing Behavior Change Project.

The motivational "triggers" that were generated were pre-tested in the field on the fourth day of the workshop to identify the ones that resonated most strongly with mothers. Preliminary analysis suggests that the most promising concept is that mothers are the central pillar (*Mama ninguzo* in Swahili) of the household. This trigger is similar to the one identified in Uganda earlier in the year ("the power is in your hands").

The triggers from the workshop were used to develop the creative brief for the Tanzania handwashing communication campaign. Procurement of an agency to design core creative concepts and messages began after the workshop. Contracting was scheduled for January, the concepts and materials are scheduled to be tested and validated in February, and launch is scheduled for April 2008.

World Toilet Day Celebrations in Iringa Region

For the first time since its inception in 2005, World Toilet Day events in Tanzania were held outside Dar es Salaam. In November 2007, Iringa region, the first of Tanzania's regions to host World Toilet Day, carried out activities in various villages in the Ifunda ward, about 500 kilometers southeast of Dar es Salaam. Events on November 19, World Toilet Day, and the two preceding days included edutainment, distribution of educational materials, and training of community-based resource persons to promote sanitation and hygiene messages. The main event on was chaired by the Honorable Hajat Amina Said Mrisho, regional commissioner for the Iringa region on behalf of the Minister for Health and Social Welfare. Representatives from the Ministry of Health, Ministry of Water, UNICEF, WaterAid, all districts in Iringa, various NGOs and CBOs in Iringa region, and more than 1,000 people from villages around Ifunda ward attended the event, which was covered widely by local, regional, and national media.

Contributed by Abdul Badru, Handwashing Task Manager, WSP, Tanzania

Kenya *Baseline and Consumer Study*

In 2007, the Water and Sanitation Program (WSP) on behalf of Ministry of Health commissioned a research agency to carry out a baseline and consumer study on handwashing with soap. The research used qualitative and quantitative methods of data collection. It was executed at two levels: the community and in schools in eight districts around the country. At the community level, the study used a variety of research methods—including structured observations, household interviews, behavior trials, focus groups discussions, and in-depth interviews—to gain insights into handwashing behavior, barriers, and motivators. At the school level, in addition to structured observations, behavior trials, and focus group discussions, the study used innovative methods to develop an understanding of the children's universe and their handwashing motivators and barriers. The innovative methods, adapted from tools in the Unilever/Lifebuoy "Handwashing in Schools Toolkit" developed by Dr. Myriam Sidibe, included

- *Drawings* to identify perceived risky handwashing behavior among pupils in school;
- *Social mapping* to develop an overview of the children's social networks;
- *Money game* to identify what is of value and interest to the children (who were given a photocopy of money then asked how they would use it); and
- *Diary* to get an overview of a child's typical day.

Teacher focus group discussions and in-depth interviews assessed the teachers' opinions on the campaign.

Study Findings

Handwashing with Soap

Based on the events observed, caregivers are more likely to wash hands with soap. The study found the following rates of handwashing with soap at key moments among this group:

- 31 percent after suspected defecation.
- 37 percent after other contact with stool.
- 36 percent after cleaning a child's bottom.
- 15 percent before serving or handling food.
- 11 percent before feeding or serving a child under the age of 5 years.

The consistent and correct use of soap in the community, based on observations, is 5 percent nationally. Handwashing with soap in school was almost nonexistent: only 1 percent washed hands with soap and 28 percent washed hands in some way.

Handwashing with soap is a low priority at the household level. It is ranked fourth after bathing; laundry and washing dishes are higher priorities. Bar soap has high usage in Kenyan households because of its multiple applications. Overall, 97 percent of the households were found to have access to soap. Women are the key decision makers on soap use at the household level.

Motivators for Handwashing

At the community level, three motivators for handwashing emerged:

- *Disgust* is the strongest motivator where there is strong smell and physical dirt; it is a significant motivator after toilet use and contact with stool.
- *Nurture* is a strong emotional motivator to protect children from illness and to see them grow to achieve their parents' dreams.
- *Comfort* is a motivator that gives a mother the flexibility and freedom to continue her activities.

In the school context, the motivators of handwashing included

- *Justification*: The need to wash away germs that cause disease resulted from covering handwashing in the syllabus.
- *Fun*: Handwashing with soap was found to be fun and provided a form of play for children.
- *Fitting in*: Washing hands after using the toilet is the accepted code of conduct in school. The presence of other children washing hands acted as a trigger to handwashing.

Facilitators of Handwashing

- Convenient access to soap and water facilitated handwashing at both the community and school levels.
- Teachers as role models and reminders of the importance of washing hands facilitated the adoption of the behavior.
- Perfumed soap was a facilitator in schools.

Barriers to Handwashing*Households*

- Soap for handwashing may be limited because soap is reserved for high-priority use. Poverty minimizes the perceived risk of not washing hands with soap, where the mother has knowledge.
- Poor placement of the soap fails to trigger handwashing behavior.
- Lack of a designated place for handwashing is a barrier.
- The distance between the toilet and water source is a barrier if it is too far for handwashing.
- Perfumed soap affects the taste of the food touched by hands.

Schools

- Handwashing facilities in most schools are too high to reach, especially for children in the lower primary classes.
- Limited handwashing facilities for the school population leads to pushing.
- Soap disappears and is wasted in schools.
- Water drainage is poor or lacking in handwashing facilities.
- Support from teachers is lacking.

Contributed by Rufus Eshuchi, Handwashing Coordinator, WSP, Kenya

Senegal

The first phase of communication activities implemented by the PPPHW initiative concluded October 31, 2007. During the first phase, more than 240,000 persons were sensitized to handwashing through 700 activities in elementary schools, 300 activities at traditional Islamic schools, and 210 events at markets carried out by a marketing and events management firm. Another 51,000 persons were reached with handwashing messages through activities carried out by a second communication agency with women's groups and at health centers.

Preparations for a second phase of the communication activities are underway. The second phase will be funded primarily via the WSP Scaling up Handwashing Behavior Change Project. In August 2007, social marketing specialist Seydou Koita was brought on board by WSP-Senegal to

manage the preparation for the second phase of the communication program. Ali Diouf continues as coordinator of the Senegal PPPHW and is spearheading the partnership's efforts to institutionalize handwashing.

During the last half of 2007, the PPPHW behavior change strategy was reviewed and several adjustments were made in preparation for phase two. The revised strategy places a stronger emphasis on involving NGOs and CBOs in the delivery of handwashing messages through interpersonal communication activities. The PPPHW's training-of-trainers (TOT) curriculum was revised and recruitment of an agency to carry out the activity is underway.

Further, the Senegal PPPHW is preparing for spot formative research through a handwasher and nonhandwasher study. The study is the first of its kind to be carried out by a PPPHW country and is expected to provide valuable information regarding the determinants of handwashing behavior. The results will be used to inform the development of mass media materials for phase two of the communication program.

Contributed by Seydou Koita, Handwashing Task Manager, WSP, Senegal

Uganda

After a three-month pilot phase in 2007, the handwashing campaign in Uganda is being assessed for any course correction deemed necessary before the national rollout in 2008. The pilot assessment has been preceded by physical evaluation visits to the sites in pilot districts to establish the occurrence and quality of campaign activations, their overall reception, and reach of the pilot in each district.

The assessment of the campaign will use tools such as focus group discussions, a critical review of literature, in-depth interviews, and a discussion forum (for a force-field matrix) to inform the national rollout of the campaign. The results from the assessment will be used to finalize the national implementation strategy and to inform the communication strategy, especially the creative direction and communication channels used in the campaign.

The effectiveness of communication channels and the trigger, “Maama the power is in your hands,” will be examined to establish whether the campaign is on the right track to change behavior. Although it is not possible to measure any tangible improvement in handwashing behavior after only three months of communication, proof of intent to change and improvement in key determinants for handwashing is needed. It is envisioned that this exercise will identify the “take-home message” and the stakeholders who are critical to the success of the handwashing campaign in Uganda.

It is worth noting that in addition to efforts of the communication committee—which includes UNICEF, UWASNET, and German Technical Cooperation (GTZ)—technical assistance has been offered by WSP World Bank and Unilever (Lifebuoy) to support this process, continuing to demonstrate that public-private partnerships not only work but are critical for quality delivery of campaign objectives.

Contributed by Chris Nsubuga-Mugga, Handwashing Coordinator, WSP, Uganda

Ghana

Since the last update, the PPPHW has been launched in five newly established districts. All district- and community-level training for stakeholders included an orientation on PPPHW. The training is ongoing for district school health coordinators, circuit supervisors, district training officers, and other stakeholders such as district water and sanitation teams, environmental health assistants, and community development officers.

Mainstreaming of Handwashing into Partner Work

Overall, the focus of the Ghana PPPHW is now shifting from the creation of increased awareness to sustained behavioral change. Almost all activities use interpersonal communication approaches to promote handwashing. The mainstreaming of handwashing in all water and sanitation projects and activities of partners is being strengthened. The following partners and members of the National Steering Committee are giving visibility to handwashing through their activities:

- *WaterAid*: Hygiene promotion is a core activity and includes handwashing with soap. A

baseline data collection exercise on hygiene and sanitation had the practice of handwashing with soap as one of the key indicators; the findings indicate that awareness on handwashing with soap is high.

- *Ministry of Women and Children Affairs*: The ministry organized handwashing with soap for participants and more than 500 school children during the World Environmental Day. Orientation for *Kayayes* (immigrant girls from the rural areas to the city as porters) included handwashing with soap.
- *Church of Christ*: The Church of Christ launched community-based volunteers in two regions for the sensitization of handwashing with soap at the community level. The Church of Christ has started preparations to integrate handwashing with soap into the training curriculum of Church of Christ College.
- *Ministry of Health/Ghana Health Services*: Handwashing with soap activities are integrated into all public health programs. Due to the bird flu outbreak experienced in Ghana in 2007, handwashing with soap was intensified through public health programs under the Ghana Health Services.
- *UNICEF*: Handwashing with soap was incorporated into the communication materials used to create awareness on the bird flu program.

Production of School Materials

The Ghana PPPHW school materials were reviewed, reproduced, and distributed to all the regions.

CWSA Collaboration with Ministry of Food and Agriculture

The Community Water Supply and Sanitation Agency supported the Ministry of Food and Agriculture to create awareness of handwashing with soap as a preventive measure against bird flu transmission. Among other activities, CWSA has integrated handwashing with soap in social events, created a handwashing display, and demonstrated handwashing with soap at the 2007 Easter Picnic.

Contributed by Theodora Adomako-Adjei, Handwashing Coordinator, CWSA, Ghana

ASIA UPDATE**Vietnam*****Vietnam Handwashing Initiative Launches Activities***

The Ministry of Health of Vietnam launched the implementation of the Vietnam Handwashing Initiative on January 21, 2008, at a formal ceremony in Hanoi. The launch was led by Dr. Nguyen Huy Nga, Director of the Department of Preventive Medicine. The Initiative's activities will be implemented with funding from the Danish Embassy in Vietnam and the Bill and Melinda Gates Foundation.

Interpersonal communication activities have been started in January 2008, with training workshops for Vietnam Women's Union (VWU) members. The VWU will be a key implementing partner for interpersonal communication activities. On November 17–18, 2007 an initial workshop was held with national and provincial VWU representatives to discuss the program. Outputs from the meeting included selection of more than 500 communes for the first year and a draft action plan for the next five months.

Development of mass media materials is in the advanced stage with pre-testing to begin at the end of January. Launch of the mass media activities of the Vietnam HWI has tentatively been scheduled for February/March 2008.

Workshop on Behavior Change Communication

Among the key activities of the Vietnam Handwashing Initiative over the past six months was an interactive workshop on behavior change communications for partnership members on August 28–29, 2007. The overall objectives of the workshop were to (i) explain and illustrate how the design of effective, evidence-based communication campaigns are based on theories of behavior change and follow a process; and (ii) to provide an overview of several major behavior change models used to develop program objectives and messages, and then select communication channels. The workshop also provided a chance for participants to gain a better understanding of the FOAM behavior change model recently developed for handwashing programs, and to apply formative research findings on handwashing in Vietnam to the FOAM model. Finally, participants developed communication

objectives for Vietnam's HW Initiative, using the FOAM model.



Partners from PPP worked on communication objectives at a workshop. (Nga Nguyen/WSP)

More than 20 participants attended the workshop, including representatives from the Ministry of Health, the Departments of Health of Phu Tho and Hung Yen provinces, the National Target Program II, several NGOs, UNICEF, Unilever, and Grey Advertising, the firm that will develop the handwashing campaign in Vietnam.

Contributed by Nga Kim Nguyen, Handwashing Task Manager, WSP, Vietnam

Indonesia

In Indonesia, the PPPHW was started in the second half of 2007. UNICEF estimates that about 160,000 children under age 5 die each year in Indonesia. Most of these deaths are caused by two diseases preventable by handwashing: respiratory infections and diarrhea.

During this planning phase of the Indonesia PPPHW, attention is focused on three main elements: establishment and coordination of the partnership, preparation of partnership documents, and development of key messages.

On July 9, 2007 the Indonesia PPPHW conducted an open partnership meeting to introduce the program to a broader group of public-, private-, and civil-sector stakeholders. The event was attended by 58 participants and 15 media outlets and resulted in

the formation of a core group that consists of all partners who have relevant activities, possess expertise, and are committed to participate in partnership meetings at least once a month. The current core group consists of members from two multinational soap producers, one local soap producer, two private nonsoap industries, two public-sector industries, and four donor agencies.

Indonesia is unique in handwashing promotion in that nearly half of the current core group members have conducted previous handwashing promotion activities. In 2006, the Minister of Health, Dr. Fadilah Supari, inaugurated a national call for improved personal hygiene through handwashing with soap. A year later, in May 2007, the Coordinator Minister of Public Welfare, Aburizal Bakrie, joined forces with USAID in a successful event to launch the National Handwashing Movement.



Children performed a handwashing song at the Handwashing Stakeholder Assembly on November 19, 2007. (Ida Rafiqah/WSP)

The current Indonesia PPPHW is tasked with the important role of carrying the work of previous initiatives forward without being a competing initiative. To do so, it supports the continuation of previous initiatives and encourages the involvement of new partners with complementary or shared objectives.

One of the partnership's members, the Environmental Services Program, carried out formative research on handwashing in Indonesia in 2006. Key study results included the following:

- People perceive HWWS as *women's domain*, because women practice handwashing more often in the daily life and are the main actors in reminding family members to practice handwashing.
- The research also shows that
 - 12 percent of respondents practice handwashing with soap after defecating
 - 9 percent wash hands with soap after cleaning a child after he or she defecates
 - 14 percent reported washing their hands with soap before eating
 - 7 percent reported washing their hands with soap before feeding their child
 - 6 percent reported washing their hands with soap before preparing food.

The core group meets regularly to maintain effective communications and to discuss specific topics, in particular the development of a partnership agreement and branding/co-branding guidelines. In response to a decentralization policy adopted by local government, the core group also discusses integration of the program at the provincial level.

Handwashing messages are delivered through diverse channels, such as Iptek Voice (radio program), Voice of America (TV program), and press conferences prior to conducting events. A successful Handwashing Stakeholder Assembly, which included all partners, was conducted as part of the National Sanitation Conference, November 19, 2007. The Minister of Health endorsed the Indonesia PPPHW as the official committee for behavior change for health improvement.

Contributed by Ida Rafiqah, Handwashing Coordinator, WSP, Indonesia

LATIN AMERICA UPDATE

Peru

The design of the second phase of the Peru Handwashing Initiative (funded as part of the Scaling up Handwashing Behavior Change Project) is well underway. The second phase of the program will have two components: the school and community component, and the mass media and promotional events component. The school and community component consists of a process of change that engages several actors in the community as agents of change. A special focus is placed on children as agents of behavioral change in their families. This component has five sub-components: advocacy and partnership building (underway), capacity building, social mobilization, and mass media. The school and community component will be implemented in 271 randomly selected districts of Peru.

The mass media and promotional events component will be implemented in 55 provinces also randomly selected from the 25 regions of the country. In both cases the target audience is women ages 15–29 and children up to age 12.

Following a review of the formative research used to inform the design of the first phase of the communication program, the Peru HWI carried out additional formative research with children in December 2007 and January 2008. Results of the study will be ready in January and will be used in the design of the communication strategy and in the products for both components during the second phase of the initiative.

Implementation of the school and community component started in January 2008 with advocacy visits by the Peru Handwashing Initiative team to local authorities, school directors, health professionals, and private- and community-based representatives in an effort to raise awareness and build commitment among potential key actors of the process. The team has a busy travel schedule because all 25 regions will be visited between January and March 2008. An additional objective of the visits will be to assess the local enabling environment for sustainable change.

The Ministry of Education (MINED) has chosen nearly 300 schools in the country as pilot schools in the implementation of a national environmental

program that includes a handwashing component. Each pilot school is visited and their directors are invited to include the HW initiative in their annual plans for 2008. Currently, 90 schools have joined. Handwashing with soap is among the performance indicators for MINED to monitor.

As local communities are reached, an additional effort is made to identify the “faces” of the process, with the purpose of following and learning from them. An internet journal is fed daily with pictures and stories from within the country through the Peru Handwashing blog at handwashing-peru.blogspot.com.

Contributed by Rocio Florez, Handwashing Task Manager, WSP, Peru

Colombia

The Handwashing Initiative in Colombia has finalized the design and production of the handwashing campaign “Life is in your hands, wash them with soap and water,” which has the main message “Wash your hands with soap and water, they will say no to diarrhea and yes to life.” The campaign was shared and validated with all members of the public-private partnership with the participation of entities such as the Ministry of National Education, the Colombian Institute of Family Welfare, UNICEF, Unilever, and the National Association of Manufacturers (ANDI).

The Minister of Environment, Housing, and Territorial Development, Juan Lozano Ramirez, launched the campaign at a national level at an event attended by mainstream media. The campaign launch received broad coverage in newscasts and television programs; the practice of handwashing with soap and its impact on the health and welfare on Colombian children featured prominently on the news agenda.

The handwashing campaign’s TV and radio spots are being aired during Colombian prime-time programs. As a result of the campaign’s success, private companies are showing an interest in supporting it financially to allow communication activities—such as radio and TV spots—to continue beyond the first campaign phase. The Ministry of Environment is preparing an agreement that will allow the companies to provide this support.

Contributed by Erica Ortiz, Coordinator of Sector Policies and Planning, Vice Ministry of Water and Sanitation, Ministry of Housing and Territorial Development, Colombia.

Panama

The Ministry of Health has allocated funding for a national handwashing program as part of the PASAP (Water and Sanitation in Low-Income Communities) project. The second phase of the PASAP project started implementation in December 2007. Dayra Moreno of the Ministry of Health has assumed the role as coordinator of the Panama handwashing program.

The program is in the process of establishing a partnership for handwashing that includes public- and private-sector partners. A workshop for more than 25 interested stakeholders from the public and private sectors in Panama was held on December 4–5, 2007. Participants were exposed to the successful experience of a public-private handwashing partnership in Peru and undertook a participatory mapping of stakeholders in Panama. A preliminary plan of action for a PPP for handwashing in Panama was defined and a preliminary steering committee was established.
Contributed by Lene Jensen, Handwashing Secretariat, WSP, HQ

NEW PUBLICATIONS & RESEARCH

School Handwashing Program in China Shown to Reduce Student Absenteeism

A recent study by Bowen et al. investigates whether less-intensive, more-scalable handwashing interventions can improve health. Previous studies have found intensive handwashing interventions to significantly reduce the rates of diarrheal and respiratory infections. The study evaluated a school-based handwashing program, randomizing 87 Chinese schools to usual practices (control group), standard intervention (handwashing program), or expanded intervention (handwashing program, soap for school sinks, and peer hygiene monitors). The study compared student absence rates following the interventions. In control schools, children experienced a median 2.0 episodes (median 2.6 days) of absence per 100 student-weeks. In standard intervention schools, children experienced a median

1.2 episodes ($P = 0.08$) and 1.9 days ($P = 0.14$) of absence per 100 student-weeks. Children in expanded intervention schools experienced a median 1.2 episodes ($P = 0.03$) and 1.2 days ($P = 0.03$) of absence per 100 student-weeks. The study concludes that provision of a large-scale handwashing promotion program and soap was associated with significantly reduced absenteeism. Similar programs could improve the health of children worldwide.

Citation:

Bowen, A., H. M. Jianming Ou, W. Billhimer, T. Long, E. Mintz, R. M. Hoekstra, and S. Luby. "A Cluster-Randomized Controlled Trial Evaluating the Effect of a Handwashing-Promotion Program in Chinese Primary Schools." *American Journal of Tropical Medicine and Hygiene* 76, no. 6 (2007): 1166–73.

Can Hygiene Be Cool and Fun?

This WSP Field Note summarizes formative research that looked at motivating factors underlying the behavior of Senegalese primary school children. Specifically, the research looked at what motivates children in this age group to adopt hygienic handwashing and toilet practices, and how this understanding can inform the design of simple yet effective sanitation and hygiene programs in schools. Innovative tools were used to gather insights from children, and the children's voices on sanitation and hygiene were heard. In the Field Note, the researchers share the insights gained from the research into some of the children's motivations for not doing what adults expect of them. The Field Note emphasizes the importance of systematically exploring the child's point of view to design effective hygiene and sanitation interventions for schools, and it explores how to do this simply and inexpensively. The research was carried out by the Hygiene Centre of the London School of Hygiene and Tropical Medicine in collaboration with UNICEF Senegal, WSP Africa, and the National Office of Sanitation in Senegal.

Electronic copies of the Field Note are available at www.wsp.org. Hard copies can be obtained by sending a request to info@wsp.org.

CAPACITY-BUILDING, OUTREACH, AND ADVOCACY

PPPHW Steering Committee Semi-Annual Meeting

September 12, 2007, Washington DC, USA

At the semi-annual meeting of steering committee of the global PPPHW, the Secretariat presented an update on its work and the progress of current or planned handwashing initiatives. WSP presented progress on the Scaling up Handwashing Behavior Change Project. The semi-annual meeting focused on strategic planning for next three to five years of partnership work.

Handwashing Coordinator Training

September 11–12, 2007, Washington DC, USA

Coordinating a handwashing partnership requires a multitude of skills. Handwashing program coordinators deal with partnership building, project management, research, program design, public relations, and a host of other tasks. In 2007, the global PPPHW brought together 13 professionals, who work for handwashing programs in eight different countries, for a two-day skill building training. The workshop aimed to enhance the skills of the participants in two areas: media relations and partnership building. Both were areas that handwashing coordinators had expressed an interest in receiving training. Day one of the training consisted of a workshop that introduced participants to the dynamics of media relations and included on-camera training. The workshop was conducted by media relations expert Nick Nichols. Day two of the training provided participants with an overview of the “dos and don’ts” of the different stages of partnership building and had participants address many of the issues that partnerships face in case study sessions. This workshop was prepared and delivered by Renata Schiavo, a strategic communications consultant with extensive experience in partnership building in both the private and the public sector.

University of Handwashing 2007

September 13–14, 2007, Washington DC, USA

University of Handwashing 2007 brought together more than 40 participants from global PPPHW member organizations, national PPPHWs, and other handwashing stakeholder organizations including Rotary International and the Soap and Detergent Association. The two-day event included updates from global PPPHW partners and PPPHW countries. The updates gave an overview of the handwashing activities in which each partner or country program had engaged over the past year.

One of the highlights of this year’s University of Handwashing was a presentation by Leyla Rojas, Colombian Vice Minister of Water and Sanitation with an overview of the handwashing campaign, which the Ministry of Water developed in collaboration with Colombian PPPHW partners. Participants were also given a preview of the campaign’s media materials.

PPPHW Exhibit at the American Public Health Association’s Annual Meeting

November 3–7, 2007, Washington DC, USA

For the third year, the global PPPHW exhibited at the Annual Meeting of the American Public Health Association. The exhibit was organized and staffed by the Secretariat for the global PPPHW.

This year’s annual meeting also featured a presentation by WSP Public Health Specialist Kate Tulenko on the maximization of media mix to increase handwashing. The presentation was part of a panel on the role of media advocacy in policy and social change.

We encourage and welcome your comments and contributions to *SoapBox*.

Please send them to Lene Jensen at Ljensen@worldbank.org.

Want to learn more about the global Public-Private Partnership for Handwashing with Soap?
Visit our website at www.globalhandwashing.org.

