

Hand Hygiene for All

Q1:21 Newsletter



COVID-19

HygieneHub



Welcome to the first 2021 Hand Hygiene for All (HH4A) quarterly newsletter! The HH4A newsletter reports¹ on the partnership's achievements against our [Results Framework](#):

- **Staff Updates:** recent changes among global coordinators.
- **Financing:** advancement in setting a global price tag for hand hygiene for all.
- **Data, Information, & Monitoring:** ongoing work to synthesize global hand hygiene indicators.
- **Capacity Development:** building capacity through both in-person and remote support.
- **Innovation, Learning, & Implementation:** leveraging private sector partners to strengthen local hand hygiene markets.
- **Governance & Advocacy:** helping countries develop costed roadmaps to improve the national enabling environment.
- **Publications, Case Studies & Tools:** Recent releases from core members on the latest thinking on hand hygiene.
- **Upcoming Events:** What to look forward to in Q2 and beyond!

Staff Updates

In March 2021, Jo Esteves Mills moved from the HH4A coordinator role at UNICEF to a similar role at WHO. In her new role, Jo will advance work on the costing exercise associated with the HH roadmaps, coordinating efforts to strengthen the global normative framework for hand hygiene in communities and public spaces, coordinating Secretariat and Core Member meetings, and leading WHO's participation at national and global hand hygiene events.

In April 2021, [Nat Paynter](#) joined UNICEF as a consultant to coordinate the HH4A initiative. Nat brings almost 20 years' experience in the WASH sector, including a decade at the World Bank. At the Bank, Nat started and led a national handwashing program in Tanzania, before returning to DC to oversee the global handwashing initiative in Peru, Senegal, Tanzania, and Vietnam. In that role, he also ran the secretariat for the Public-Private Partnership for Handwashing (PPPHW) before it transitioned to become the current GHP.

Financing

- WHO and UNICEF, in collaboration with World Bank, LSHTM and WaterAid, are estimating the cost of achieving universal hand hygiene by 2030 in the 47 least-developed countries, and developed a country tool that enables national stakeholders to engage with and adapt country estimates. This price-tag and tool will be published in June this year. The work builds on global [price-](#)

¹ The HH4A coalition members have been very active over Q1:21, across the globe. Unfortunately, we cannot cover all their work in this one newsletter, but please follow up with members directly for additional information.

[tag for achieving universal WASH in HCFs](#) by 2030 published late last year. Linked to this is a the new [Resource considerations for investing in hand hygiene improvement in health care facilities](#) guidance note to support countries in estimating the cost of implementing the WHO Multi-Modal Implementation Strategy. This is a useful tool for to review and consider when preparing and advising HH improvement efforts.

- The *Global Hand Hygiene Accelerator* ([see below](#)), is providing just-in-time funding to ensure that World Bank task teams have adequate resources to scale and stimulate hand hygiene component in their Bank-supported operations and are able to draw on best expertise available. Teams apply with a specific proposal they develop to promote hand hygiene and funds are disbursed after proposals are reviewed on a rolling basis. Funding has been granted to projects in Zambia, Vietnam, Bangladesh and Kenya to support behavior change campaigns, evaluations, and to strengthen hand hygiene initiatives in urban and rural settings. Review of a funding proposal from Peru and Tajikistan is underway for disbursement of funds.

Data, Information, & Monitoring

- [Joint Monitoring Programme \(JMP\)](#): the JMP is pulling together, reviewing and synthesising indicators used across the globe to monitor hand hygiene access and/or practices in public settings, resulting in a comprehensive catalogue. This was already featured in the previous newsletter. A list of proposed standard indicators emerged from this process and is now the subject of expert consultation.

Capacity Development *(see additional resources [below](#))*

- [WHO](#): the Infection Prevention and Control (IPC) hub regularly provides support to regional offices through frequent emails and calls. The team supported a week of trainings for WHO SEARO office attended by health facilities across Indonesia.
- [Hygiene Hub](#): Through its online support function, in-depth technical assistance and wide engagement in meetings and workshops, the [Hub](#) also provides direct advice and guidance on hygiene and behaviour change to governments, multilateral agencies, national and international NGOs and sector networks. Over the past quarter, this has included technical support to organisations in over 30 countries, and contributions to eight technical webinars reaching over 1,000 participants in total.
- [SC Johnson](#): SCJ held multiple internal training presentations with all US employees, and direct customers were also offered training. Next step, SC Johnson Professional will sponsor a webinar with Cleaning Maintenance and Management (CMM) to present the Targeted Hygiene program to the US professional cleaning industry.

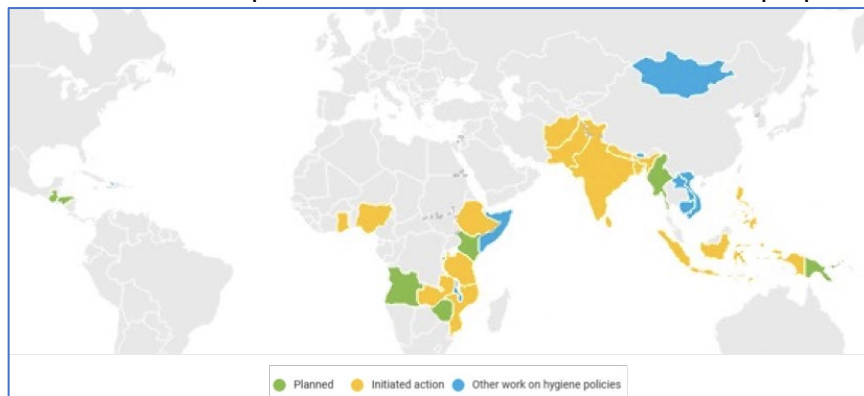
Innovation, Learning, & Implementation *(see additional resources [below](#))*

- [UNICEF and the World Economic Forum](#): Jointly launched the [Hand Hygiene Market Accelerator \(HHMA\)](#). The HHMA leverages private sector expertise and reach to strengthen local markets, and improve access to hand hygiene goods (e.g., soap, ABHR, and handwashing facilities). The first focus will be on conducting market assessments in interested countries.
- [The COVID-19 Hygiene Hub](#): hosting an interactive feature to facilitate knowledge sharing between COVID-19 response actors across the globe, allowing users to access brief descriptions of relevant projects, interventions and initiatives from across the world and link up with the respective actors for communication and potential collaboration. The map now displays several hundred individual response activities from over 70 countries and more than 100 unique organisations.
- [World Bank](#): The Global Hand Hygiene Accelerator, in partnership with UNICEF, WB's Inclusion in Water and RWSS CoP jointly organized a virtual **Roundtable on Inclusive Hand Hygiene**. The roundtable focused on the experiences of Indigenous Peoples

and Ethnic Minorities in the development of handwashing interventions. It featured speakers from the World Bank working with IPs/EMs in EAP and LAC, UNICEF – Colombia office and Rainforest Flow– an NGO from Peru. Participants worked in small groups and shared knowledge through participatory exercises.

Governance & Advocacy

At the national level, system-strengthening efforts in over [35 countries](#) show political leadership and commitment to sustained improvements that ensure we are better prepared for future disease outbreaks. Systems approaches range from implementing national hygiene programs, to development of new hand hygiene roadmaps, or through taking steps to improve hand hygiene through existing policies and strategies.



- To advance the governance activity, UNICEF and WHO launched a costed roadmapping initiative in Q1:21. The objective of the roadmaps is to utilize the current social, political, and financial focus on hand hygiene to strengthen the enabling environment for hand hygiene, towards sustainable programs in priority countries. The roadmaps are being field tested, and will be formally launched at *World Water Week in Stockholm* in August 2021.
- WHO launched the revised [WHO Strategic Preparedness and Response Plan](#), which included a strengthened WASH component that emphasises the critical importance of hand hygiene in beating COVID-19. The plan also references the Hand Hygiene for All initiative itself.
- The Hygiene Hub supports evidence-informed hygiene programming by developing and sharing peer-reviewed technical resources and case studies through its online platform, social media channels and monthly news bulletin (which is referenced by the widely distributed Global WASH Cluster newsletter). In the reporting period, the Hub reached over 400,000 people through social media, the Hub website was viewed over 37,000 times and the technical resources accessed over 44,000 times.
- The Global Handwashing Partnership hosted a partners' call to introduce the HH4A Initiative and clarify the role of GHP partners within the initiative. Calls will continue quarterly, with future calls spotlighting specific GHP partner efforts. These calls will also serve as a reporting mechanism for HH4A reports. Beyond this call, GHP hosts regular check ins with strategic partners and steering committee members to share updates on hand hygiene efforts, including increased investment for hand hygiene, knowledge events for hand hygiene, and internal advocacy.
- The World Bank actively promoted hand hygiene interventions in its portfolio. It established the *Global Hand Hygiene Accelerator* jointly with 2030 WRG to improve the quality and quantity of hand hygiene investments. The team has actively promoted and encouraged handwashing components in WASH projects, including through an internal resource page, which is updated regularly, by sharing updates with the management, and including relevant information in internal newsletters.
- The ILO disseminated the policy brief on hand hygiene with Occupational Safety and Health colleagues from the Regional Office for the Arab states, the sub-regional office

for south Asia and the country office for Algeria in preparation to collaborate with the WHO EMRO.

- SCJ Professional created and launched the Targeted Hygiene program. It was implemented internally as employees gradually return to work in offices. Not only has Targeted Hygiene been launched internally but SCJ has driven advocacy campaigns for its adoption in the USA and UK, the principal business locations of SC Johnson Professional. Advocacy to the business community extended to customers, industrial sector organisations in the EU and UK and UK cleaning and hygiene associations. SCJ government advocacy also extended to US Congress, UK Government Ministers, UK Parliament, UK Chief Medical and Scientific Officers, Health Protection and Health and Safety Agencies, Behavioural Science Experts and others.

Publications, Case Studies, Tools & Other Resources

- GHP: [Global Handwashing Day 2020 report](#)
- GHP: [2020 Handwashing Annual Research Summary](#)
- GHP: [Annual Report](#)
- Hygiene Hub: Summary report on [sustainability and advocacy](#)
- Hygiene Hub: Summary report on the [economics of hygiene programmes](#)
- Hygiene Hub: Updated report on [preventing COVID-19 transmission via surfaces](#)
- Hygiene Hub: Summary on [how to design, improve & maintain handwashing facilities](#)
- Hygiene Hub: Using the Leap mHealth platform remotely to [train Community Health Volunteers about COVID-19](#) in Kenya
- Hygiene Hub: [KnowledgePoint community of practice](#). Please join!
- Hygiene Hub and World Bank: A national communication campaign and community engagement activities for [a coordinated COVID-19 response in Kyrgyz Republic](#)
- Hygiene Hub and World Bank: [Adapting Indonesia's National Water Supply and Sanitation Project](#) to meet the needs of the COVID-19 pandemic
- Diffusing [puppet edutainment programmes on mass media](#) to inform children about COVID-19 in Kenya
- WaterAid: State of the World's Hygiene Report in [West Africa \(French\)](#)

Upcoming Events

- May 5 – World Hand Hygiene Day report out
- May 7 to 21 – Hand Hygiene Think Tank
- May 17 – Core Partner quarterly meeting
- May 28 – Menstrual Hygiene Day
- June 25 – HH4A Annual Meeting
- Aug. 25 – SWWW session: Hand hygiene costed roadmaps
- Aug. 27 – SWWW session: Strengthening hygiene norms & standards beyond healthcare
- Oct. 15 – Global Handwashing Day and launch of the *State of Hygiene* report.

Previous HH4A Reports:

December 2021 - [End of Year Report](#)

FOR MORE INFORMATION

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ANNEX 1: Hand Hygiene for All Results Framework

Results Framework: Hand Hygiene for All Initiative

Objective: Accelerate progress on hand hygiene such that national COVID response actions incorporate hand hygiene and hand hygiene trajectories for universal access by 2030 are established within 5 yrs

Accelerators	2021 global outputs	2021 country outputs	2025 country outputs	2030 country outcomes
Financing	<ul style="list-style-type: none"> Robust business case for financing hand hygiene. Costing tool for national level use. High-level event(s) to promote increased domestic and External Supporting Agency (ESA) funding towards hand hygiene. 	<ul style="list-style-type: none"> Costed government-led roadmap to bridge national COVID-19 response with long term development plans for universal access and to ensure sustainable financing. 	<ul style="list-style-type: none"> Fully financed government-led long-term development policies and strategies for hand hygiene at scale across settings, including health care facilities, schools, the workplace and public spaces. 	<ul style="list-style-type: none"> Governments implement fully-financed long-term development policies and strategies across multiple settings and make budgets and expenditure for hand hygiene publicly available.
Data, information & monitoring	<ul style="list-style-type: none"> Standardised indicators, monitoring tools and methodologies across multiple settings. Harmonised portals for ongoing monitoring of hand hygiene across multiple settings. Global report on the state of hand hygiene. 	<ul style="list-style-type: none"> Government-led plans for monitoring hand hygiene access and practices in public settings to reduce transmission of COVID-19 and outbreaks. 	<ul style="list-style-type: none"> Government-led systems to monitor hand hygiene access and practices in HCFs and at least one other setting. 	<ul style="list-style-type: none"> Government-led systems to monitor hand hygiene access and practices in at least three settings.
Capacity	<ul style="list-style-type: none"> Guide to national level hand hygiene planning through publication of model country roadmaps. Tools for countries on advocacy, planning, costing and coordination, programming and monitoring and research. 	<ul style="list-style-type: none"> Regular government-led assessments of capacity to implement hand hygiene plans, with consideration for potential future shocks. 	<ul style="list-style-type: none"> Fully sufficient WASH training institutions/programmes available to maintain and improve capacity in the WASH sector. 	<ul style="list-style-type: none"> Sufficient capacity to implement hand hygiene plans.
Innovation, learning, & implementation	<ul style="list-style-type: none"> Key insights from countries on how to sustain hand hygiene behaviour post-outbreak. Evidence synthesis on effective hand hygiene programming, including behaviour change and supply chain innovation, and health and social impacts. Research agenda towards evidence-based decision-making for hand hygiene programmes 	<ul style="list-style-type: none"> Experiences, challenges, successes, lessons learnt, in scaling up hand hygiene across settings, including how to implement during pandemics and other emergencies, shared by governments and partners. 	<ul style="list-style-type: none"> Innovative examples of resilient systems for hand hygiene services and evidence-based behavioural insights across settings, shared by governments and partners. 	<ul style="list-style-type: none"> Access to adequate and equitable hand hygiene services, in particular for women and girls and those in vulnerable situations, as well as effective behavioural interventions, delivered by governments and partners.
Governance & advocacy	<ul style="list-style-type: none"> Champions for hand hygiene across settings and disciplines. Advocacy toolkit for use by national actors across settings and sectors 	<ul style="list-style-type: none"> Functioning and effective intersectoral government-led coordination body across public and private stakeholders. 	<ul style="list-style-type: none"> One single government plan to achieve hand hygiene for all, managed by an effective responsible coordinating body. 	<ul style="list-style-type: none"> One single government plan to achieve hand hygiene for all, managed by an effective responsible coordinating body, with continual analysis, course correction and reporting on progress across sectors.

ANNEX 2: Roadmap Country Participants

Region	Country	Approach
Latin America & Caribbean	1. Guatemala	Initiated
	2. Guyana	Initiated
	3. Haiti	Initiated
	4. Honduras	Initiated
	5. Venezuela	Initiated
West & Central Africa	6. Gambia	Initiated
	7. Ghana	Initiated
	8. Nigeria	Initiated
	9. Senegal	Initiated
East & Southern Africa	10. Angola	Initiated
	11. Burundi	Initiated
	12. Ethiopia	Initiated
	13. Kenya	Initiated
	14. Malawi	Initiated
	15. Mozambique	Initiated
	16. Somalia	Initiated
	17. Tanzania	Initiated
	18. Zambia	Initiated
	19. Zimbabwe	Planned
South Asia	20. Afghanistan	Initiated
	21. Bangladesh	Initiated
	22. India	Initiated
	23. Maldives	Initiated
	24. Nepal	Initiated
	25. Pakistan	Initiated
	26. Sri Lanka	Initiated
	27. Bhutan	Other
East Asia & Pacific	28. Cambodia	Other
	29. Indonesia	Initiated
	30. Mongolia	Other
	31. Myanmar	Planned
	32. Papua New Guinea	Planned
	33. Philippines	Initiated
	34. Thailand	Initiated
	35. Timor Leste	Initiated
	36. Vanuatu	Initiated
	37. Viet Nam	Initiated