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washplus News

Supportive Environments for Healthy Communities

Program Highlights



Teresa demonstrates how a simple arm string has helped her achieve a level of independence and dignity, though she has limited mobility. (Photo credit: Elisha Ratemo)

Kenya—Preparing for Transition

WASHplus is winding down its Kenya activities—integrating WASH and HIV and advancing improved sanitation—and preparing for an endline survey. This four-year activity is documenting lessons learned and showcasing its work in the field. Five new field stories demonstrate the breadth of this project—training artisans and community health workers, inspiring individuals to promote hygiene and sanitation small doable actions in their community, and introducing simple technologies that have a profound impact—and the lives the project has touched. Read the stories [here](#). An end-of-project event to transition the

September 2014

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WASHplus activities to government entities and other USAID-funded projects in the field took place September 25. Read the end-of-project report [here](#).



Bangladesh—What to Do About Poo?

Emerging evidence links poor sanitation and open defecation with childhood stunting. To address this issue, as part of its WASH and nutrition activity in Bangladesh, WASHplus has started identifying small doable actions for safe disposal of infant feces by age cohort (infant, toddler, under 5) and will work with USAID and other implementing partners to pilot integrating safe feces disposal into their activities. Working with Bangladesh partners WaterAid, SHIKHA, SPRING, ICDDR,b, and the Water and Sanitation Program, WASHplus convened a knowledge-sharing platform on the topic in June. Among the presentations was a comprehensive overview of “Why WASH Matters for Improved Nutritional Outcomes for Infants and Young Children,” available [here](#).

Mali—A First-Hand Account of Nutrition Demos

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NEW RESOURCES

Developing a 4Ps Marketing Mix to Introduce the *Adhunik* (Modern) Chula in Bangladesh

This poster describes WASHplus’s contribution to a larger stakeholder process in Bangladesh to promote the uptake and use of a new generation of improved cookstoves.

WASHplus joined with the Global Alliance for Clean Cookstoves to engage iDE to develop a Marketing and Behavior Change Strategy for ICS in Bangladesh. The strategy identifies four early adopter segments most ready to purchase the stove and influence others to follow. Using a classic marketing tool, the poster (and related research) proposes a 4 “P”s marketing mix, describing the role of entrepreneurs, marketers, distributors, health and energy advocates, and financial institutions to convincingly reach these early adopter segments.

WASHplus presented the [poster](#) and study findings during a technical session of



As part of WASHplus's WASH and nutrition activities in Mali, more than 180 village volunteers organized nutrition demonstrations for both men and women in their communities. Displaying the correct practices of hand washing with soap and point-of-use water

treatment before demonstrating how to prepare the nutritious recipe are important aspects of these gatherings. Community Health Volunteer Ousmane Niaré (pictured at left) speaks of his experience conducting such demonstrations in the village of Kargue, Commune of Lowol Guéou:

"Men rarely prepare food in our community and are traditionally disengaged from infant feeding practices. I organize nutrition demonstrations in my compound and invite men from around the village to participate. By encouraging their participation in the nutrition demonstrations, several men in our village have become more attentive to the ingredients that go into their children's food. This has translated into men giving their wives more money to purchase locally available foods that are rich in vitamins for their children. Men are becoming advocates for healthy infant feeding practices and are encouraging their wives to prepare the nutritious recipes the project promotes."

Nepal—Identifying Clean Cooking Solutions

In early 2015, WASHplus will begin an assessment of consumer needs, preferences, and willingness to pay for improved cookstoves (ICS) in Nepal, providing Nepal's Clean Cooking Solutions for All by 2017 initiative with key insights as it expands the selection of ICS offered to consumers.

Building on a similar assessment model in Bangladesh, WASHplus will conduct in-home trials of improved practice with six different improved cooking stoves, and will measure fuel use through controlled cooking tests and kitchen performance tests, stove usage through stove use monitoring sensors, and will again apply two different innovative willingness-to-pay assessments.

Zambia—Community of Practice Goes Live

Following a commitment made during annual work planning last year, SPLASH formalized an existing, but informal, community of practice (COP) that has sprung up among the

the Second Annual Improved Cookstove Market Facilitation Platform: Accelerating the Pace of Market Development organized by the USAID Implementing Partner Catalyzing Clean Energy for Bangladesh in mid-September.

WASHplus Uses Twitter to Join the Global WASH Conversation

Join the ranks of followers of WASHplus's two Twitter accounts [@washplusinfo](#) and [@washplus_stoves](#) to quickly keep up with the latest notices of WASHplus publications, webinars, and events and to follow posts to the WASHplus blogs and updates on sanitation, urban health, innovation, WASH and nutrition, household drinking water treatment, and household air pollution.

With more than 1,500 followers, Twitter enables the project to expand its reach globally and influence the conversation, and at the same time WASHplus follows more than 900 WASH-related Twitter accounts to connect with and learn from this growing online community. The past 40 WASHplus posts reached an estimated 36,000 Twitter account holders. Recent conversations on human rights and sanitation, the effects of India's Total Sanitation Campaign on child health, and integrated approaches to WASH in low-income countries are just a sample of what's been trending.

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Each issue highlights new publications and resources

district hygiene behavior change technicians known as HBCTs. These HBCTs all work in remote areas, but they are well connected on social media. Their counterparts in the Ministry of Education are the district resource center coordinators (DRCCs) who manage the ministry's in-service teachers' training. SPLASH now conducts its menstrual hygiene management (MHM) program for WASH-Friendly Schools in partnership with this existing education system to ensure sustainability.

The COP of about 10 persons convened in SPLASH's newest district Chadiza for a week. One highlight (and there were many) was Mrs. Mapata's presentation of the recent Menstrual Hygiene Mini-Exhibition (see next story) in Chipata. All the other SPLASH districts were inspired to include a similar exhibition in their work plans for next year. The richness of the COP week resided in the deep sharing of experiences and discussions about different ways to approach some of the issues that SPLASH teams deals with. The HBCTs and DRCCs stayed up into the night talking and sharing and have made a commitment to continue the conversations via the favorite local social messaging app WhatsUp and to create a Facebook page dedicated to hygiene behavior change within SPLASH. Read more in a [blog](#) about the COP.



Exhibition participants play the "Game of Life" as a way to learn more about managing menstruation. (Photo credit: Kylie Saunders)

Zambia–MHM Mini-Exhibition

Chipata's HBCT, DRCC, and SPLASH summer intern Kylie Saunders organized an MHM Mini-Exhibition at Kanjala Primary School in July to break the ice and increase awareness about MHM. Exhibits included a "What is Menstruation?" booth; a station showing how to make reusable pads; a health and nutrition/local dishes station; a booth where participants—parents, teachers, and students

on many different WASH and HAP topics. Recent issues include: [Disease Outbreaks](#), [Rural Water Supply](#), and [Cookstoves Monitoring](#). To subscribe, sign up at www.washplus.org, or e-mail dacampbell@fhi360.org. Past issues can be viewed [here](#).

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from four local schools—could view posters, handouts, and other learning aids developed and created for the exhibition; and a demonstration of games for teaching and learning. These materials will be used within the WASH clubs being implemented at schools.



A rural school in Zambia motivates students and helps retain teachers with its clean water and clean latrines thanks to SPLASH. Read [Falling in Love All Over Again here](#). (Photo credit: Emma Nakapizye)

GLOBAL PARTNERSHIPS AND FORA

World Water Week in Stockholm

WASHplus joined forces with the Global Public-Private Partnership for Handwashing (PPPHW), WaterAid, and Plan International to present "Are You Still Pouring Your Post-2015 Water Investments Down the Drain?" at World Water Week in Stockholm in early September. The presentation emphasized that hygiene and menstrual hygiene management affect the overall productivity and development of a country and are an important component of global development planning. Link to the presentation [here](#).

Global Handwashing Day



This year more than 200 million people around the world will join together and commit to "Choose Handwashing, Choose Health" on Global Handwashing Day, October 15. Hand washing with soap is a simple choice that everyone can make multiple times a day resulting in a healthier environment,

particularly when done after using the restroom and before touching food. The founder of Global Handwashing Day, PPPHW recently updated the Planner's Guide to help implementers plan a successful event. This guide includes facts about hand washing, insights into hand washing research, and a how-to event planning guide with detailed celebration ideas and hands-on tools, such as an event planning checklist. Download [here](#). PPPHW will host a Global Handwashing Event, October 8, 2014, from 4:30 to 7 p.m. at FHI 360's Academy Hall. Click [here](#) for more information or to register.

RESOURCE PARTNER HIGHLIGHTS

Aprovecho Tests 15 Cookstove Designs.

To understand and develop cleaner burning and more efficient cookstoves, 15 stove design and fuel/loading combinations were evaluated in the laboratory using the International Workshop Agreement's five-tiered (0-4) rating system for fuel use and emissions. Read [more](#).

Water and Sanitation for the Urban Poor (WSUP)—Art for Behavior Change in Bangladesh.

WSUP Bangladesh has been exploring the use of art to support behavior change in low income communities in partnership with WaterAid Bangladesh. They ran a month-long competition to design artwork to support the message "Uninterrupted Safe Water for All" to increase awareness about the right to safe and affordable water in low-income communities. Read [more](#).

Water.org's Matt Damon Takes the ALS Association Ice Bucket Challenge.

Matt Damon, co-founder of Water.org, takes an opportunity to raise awareness about water scarcity while participating in the ALSA Ice Bucket Challenge. See the [video](#).

Envirofit India Combats Indoor Air Pollution and

Climate Change Through Innovative Cooking Technology.

Envirofit India won the Climate Savers Award, which was established to highlight achievements in reducing energy and CO2 emissions. Read [more](#).



WASHplus is a five-year project funded through USAID's Bureau for Global Health that supports healthy households and communities by developing and implementing interventions that lead to improvements in water, sanitation and hygiene (WASH) and household air pollution (HAP) activities. WASHplus is funded by the U.S. Agency for International Development (USAID) under cooperative agreement AID-0AA-A10-00040. The information in this newsletter does not necessarily represent the views or positions of USAID or the U.S. government.