

Vietnam National Handwashing Initiative

Health in Your Hands

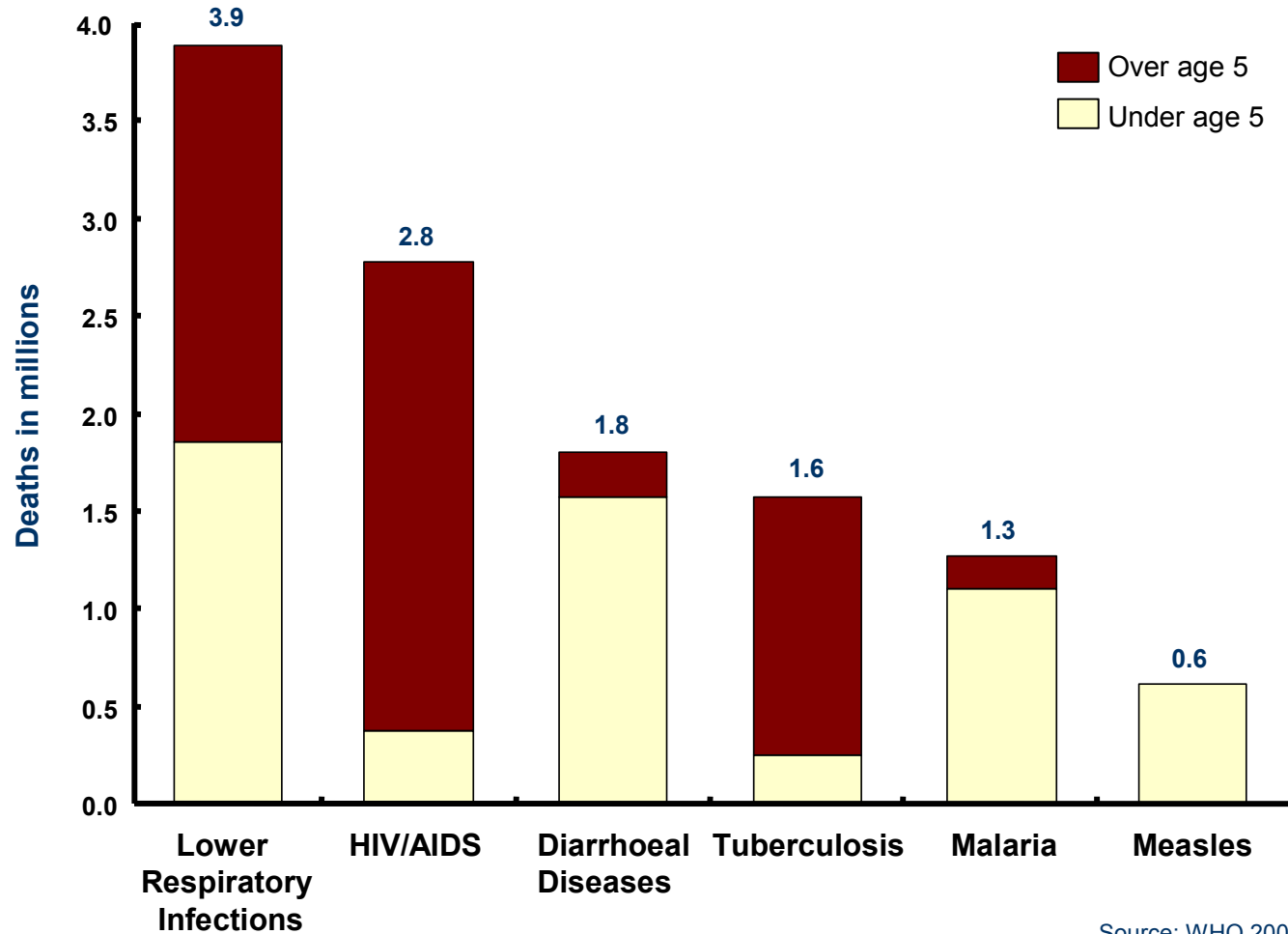


Why Handwashing?

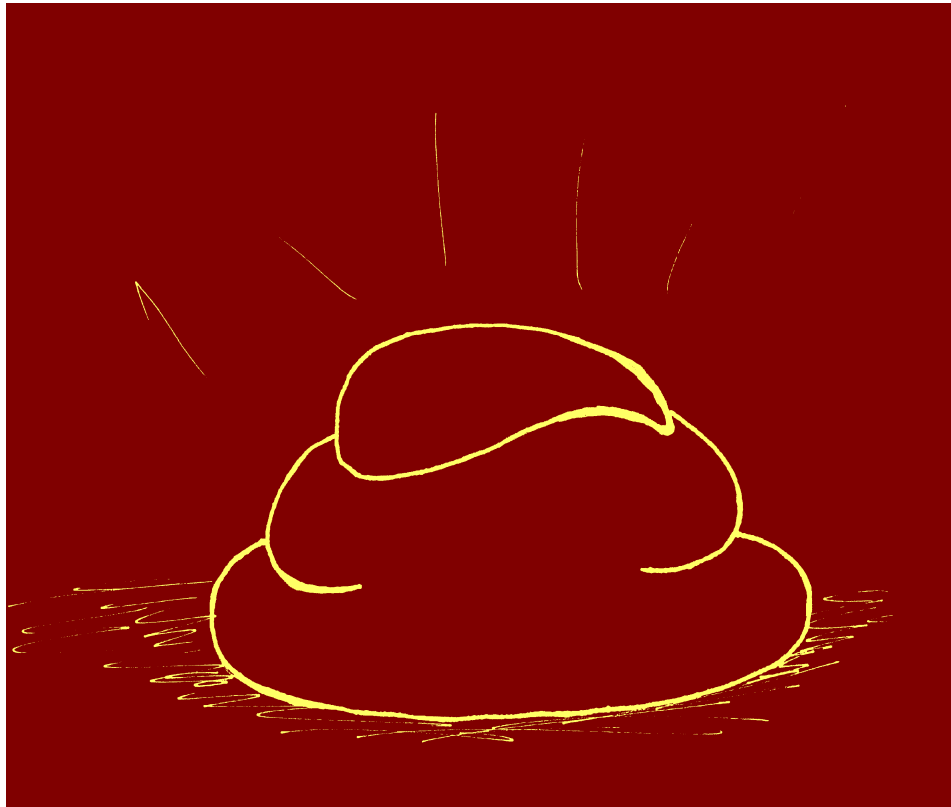
- Reviews suggest that handwashing can reduce diarrhoeal infections by 47%
- And the risk of intestinal infections by 48%
- And 19-45% of respiratory tract infections
- Could save over a million lives
- Feasible and cost effective
- The “do-it-yourself” vaccine
- And prevent SARS and Avian Flu

Deaths from Infectious Diseases

Global Estimates 2002

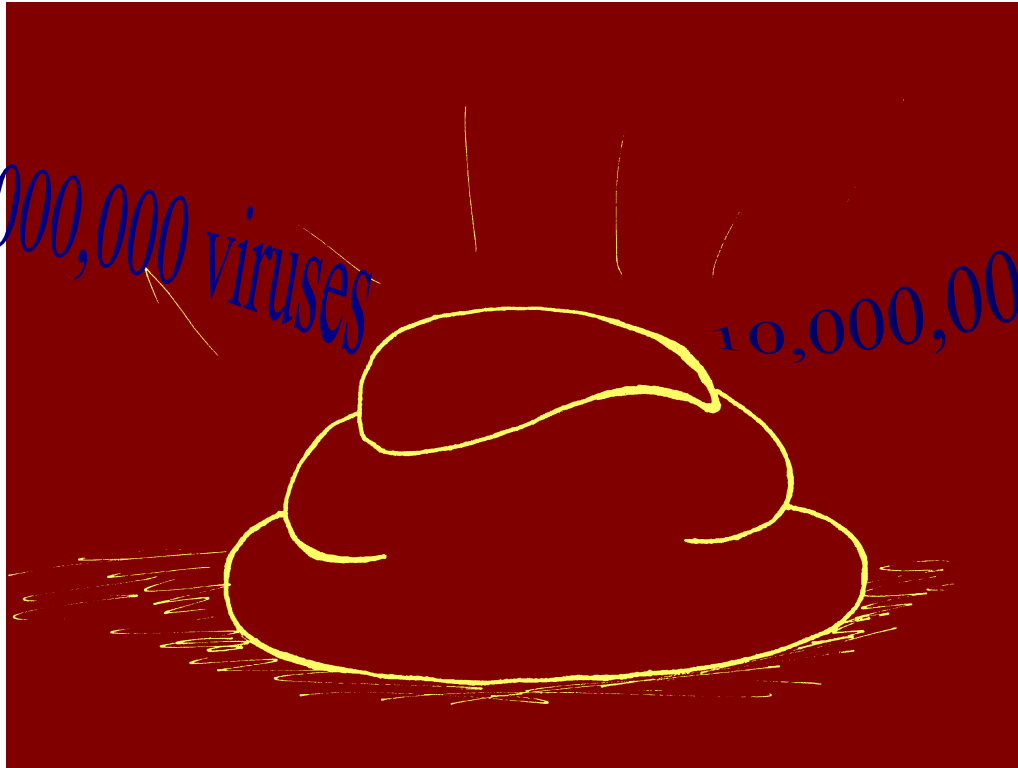


Source: WHO 2004

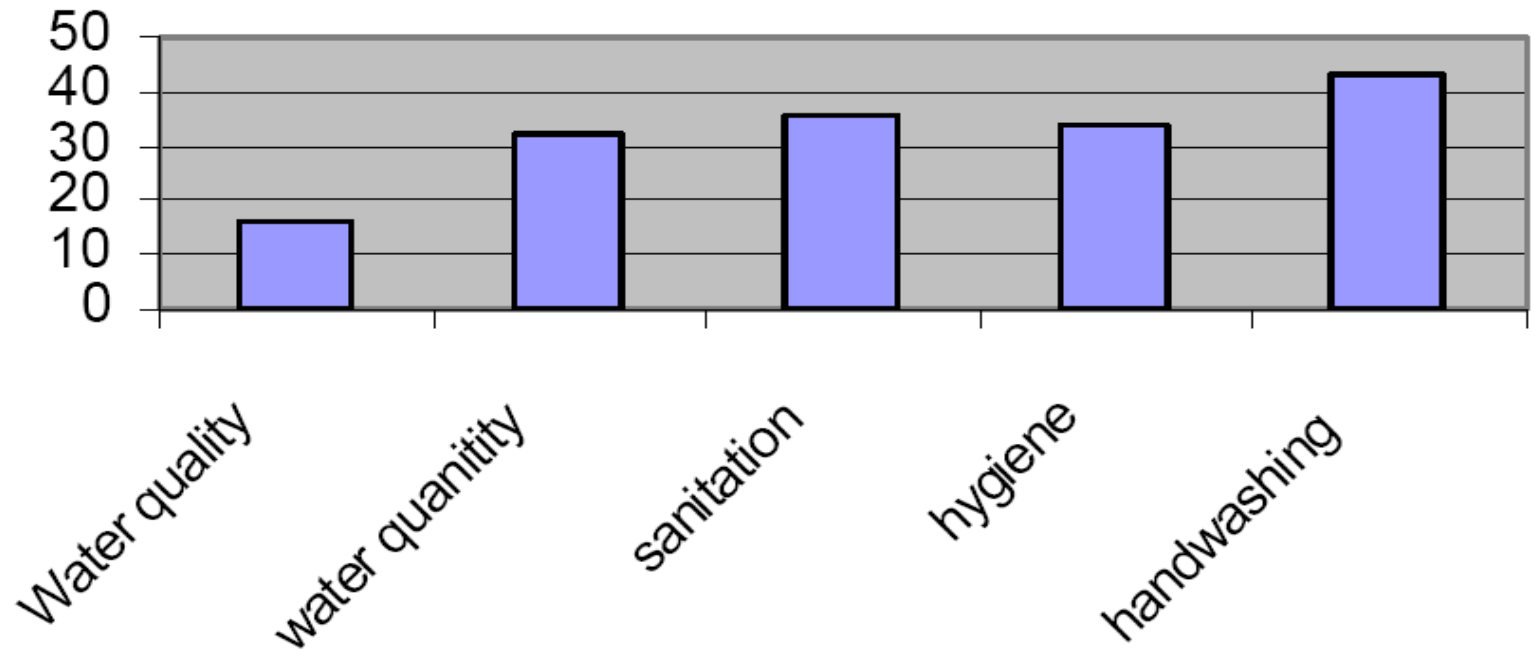


1,000,000,000,000 viruses

10,000,000 bacteria



Effectiveness of water and sanitation interventions in reducing diarrhea



Handwashing in Vietnam

- Evidence suggests that handwashing with soap is rare
- Household observations:
 - No households had soap placed where it could be easily accessible for handwashing
 - Mothers said they used soap when hands were visibly dirty or smelly, but did not mention after the toilet or after cleaning up children

How can we catalyze behavior change?

In Vietnam, we need a modern, consumer-based approach built upon

***what the consumer
does and wants***

Objective of Handwashing Initiative

- To reduce morbidity and mortality among children under five through an integrated communications campaign promoting handwashing with soap to prevent diarrhoeal diseases.
- It utilizes Public-Private-Partnerships to effectively promote handwashing with soap.

P

Government

- Health, social welfare and Educational infrastructure
- Local-level institutions
- Resources and expertise

P

Private sector

- Crafting communication for behaviour change
- Program design and control
- Optimising resources across channels and media

P

Scientific community

- Defining scope and thrust of the program
- Credibility
- Knowledge capture and dissemination

External Source Agencies

- Financial resources
- Past experience

Benefit to Industry

- Soap Volume
- New Markets
- Influence
- Motivation
- Good citizenship

Benefit to the public health:

- Efforts towards Millennium Development Goals
- Infections
- Resource
- Expertise

How is the PPP HWI special?

- Treats people as consumers, not victims
- Is large-scale, replicable and likely cost-effective
- PPP a model for other sectors
- Is serious

Next Steps for VN Handwashing Initiative

**Consumer
Research**

**Creative
Strategy**

**Materials
and Activity
Development**

Pretesting

Launch

Vietnam 2006

- Year of the Dog



- Year for handwashing with soap!



NGO Involvement

- How this initiative complement your work with communities in wat/san and hygiene promotion?
 - Research
 - Materials Development
 - Implementation
 - Monitoring/Evaluation