

ETW/BUR/...: **Support to Hand washing Marketing in Burkina** **Year: 1 of 3**
Task Manager: Ousseynou Diop
Client: Ministry of Health (Directorate of Public Hygiene and Health Education -DHPES)
Country: Burkina
Partners: National and Local Governments, Ministry of Finance, Donors, NGO, Private sector

Desired Project Outcome: Country-owned promotion of hand washing developed and implemented in coordination with all PPP stakeholders.

Project Description: In Burkina Faso, the lack of latrines and hygiene behavior are critical issues. Diarrhea is prevalent raising serious concerns that the fecal-oral chain is not being broken. The most likely way to intercept this route of disease transmission is by widespread hand washing with soap among the most vulnerable population– school-age children, children under 5, and the people who care for them. Hand washing with soap at critical times (e.g., post defecation, prior to preparing food) has been shown to provide the most cost-effective reduction in the incidence of diarrhea. DHPES has an solid background on hygiene and health issues so that under it coordination and joint support of WSP and relevant Government Ministries and other interested partners (partner development agencies, NGO and private sector) the Burkina hand washing program will be a pilot one for upcoming 3 years. The campaign that will be developed will use social marketing methods to encourage the use of soap in hand washing by mothers and children. Program components will include: (i) state-of-the-art mass media campaign and (ii) province level programs. The impact of the program on target behaviors as well as on soap sales will be measured.

The FY09 objectives of this project is to assist the lead agency (DHPES): (i) to recruit of a national hand-washing coordinator, (ii) to contract and carry out a consumer research survey and hand washing baseline studies, and (iii) to built the Burkina Hand washing partnership involving key public, NGOs and private partners and (iv) develop integrated creative communication campaign for large and frequent hand washing with soap.

Assumptions:

1. Political commitment to implement hand washing by the Government of Burkina.
2. Establishment of PPP for hand washing involving key public, NGOs and private partners.
3. Establishment of a collaborative framework for funding.
4. A clear lead public institution to drive the process and involve stakeholders at all levels

Start Date: Jul 08

End Date: Jun 11

Project Milestones:

1. launch national mass media campaign in one province per region in the 13 regions of Burkina – October 09
2. Conduct mid-term review evaluation and necessary adjustments into the communications campaign. – May10

Indicators of Outcome:

1. Baseline study and Business Plan projection targeted on fragile scale of population (children)- Jun 11
2. Lessons learned from Hand Washing initiative are disseminated and adopted by GoBF and all partners involved in Hygiene, health and sanitation issues in Burkina Faso– Jun 11

Project Update: New project

Project Activities and Outputs:

Activities	Output(s) and their deliverable dates
Support to develop marketing and PPP for hand washing	<ul style="list-style-type: none"> - Handwashing <u>Baseline Study</u> is developed – Feb.09 - A handwashing <u>marketing implementation plan</u> is developed and approved by the GoB – Jun 09 - The handwashing communication campaign <u>M&E system</u> is developed – Jun. 09