

Global Scaling Up Handwashing Project

Progress Report

July 1, 2009—June 30, 2010

By Eduardo Perez, Hnin Hnin Pyne, Catherine Amelink, Bertha Briceno, Yolande Coombes, Jacqueline Devine, Rocio Florez Peschiera, Christiane Frischmuth, Amy Grossman, Seydou Nourou Koita, Craig Kullmann, Minh Thi Nguyen, Nga Kim Nguyen, Alexandra Orsola-Vidal, Nathaniel Paynter, and Kara Watkins

Global Scaling Up Handwashing is a Water and Sanitation (WSP) project focused on applying innovative behavior-change approaches to improve handwashing with soap behavior among women of reproductive age (ages 15–49) and primary school-age children (ages 5–9). It is being implemented by local and national governments with technical support from WSP in four countries: Peru, Senegal, Tanzania, and Vietnam. For more information, please visit www.wsp.org/scalinguphandwashing.

This Progress Report is one in a series of knowledge products designed to showcase project findings, assessments, and lessons learned in the Global Scaling Up Handwashing Project. This paper is conceived as a work in progress to encourage the exchange of ideas about development issues. For more information, please email Eduardo Perez at wsp@worldbank.org or visit www.wsp.org.

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Executive Summary

Top-Line Results

In the past year, the Global Scaling Up Handwashing Project has gone through a period of intense implementation and learning. Global and country-level targets for reach across all three communication channels either have been achieved or are on track to be achieved by the end of the project (EOP):

- **From July through December 2009, more than 20 million people across the four countries were exposed** to mass media activities, while nearly 18 million were exposed from January through June 2010.
- **More than 800,000 people have been engaged** through interpersonal communication (IPC), bringing the total number reached to more than 2.1 million (68 percent of the EOP target).
- **More than 230,000 people have participated** in direct consumer contact (DCC) events, totaling more than 615,000 reached through DCC (91 percent of the EOP target).

The past six months also have provided an opportunity to learn from the interventions; adjust the approach based on lessons, additional research, and monitoring information; and prepare for a final concerted push of interventions in the final six months of the calendar year. Following the conclusion of interventions, the impact evaluation endline surveys will roll out to capture the results of the behavior change activities.

The project teams have also begun working toward the transition that will take place with the close of the project in November 2011, in the hope that implementation activities will continue afterward. Each country has undergone a process of defining the goals of the transition and the key activities necessary to reach those goals, and linking them back to the enabling environment plans. This exercise has helped teams to prioritize the actions necessary in the remaining 17 months of the project to strengthen the likelihood that interventions will be sustained post-project.

Enabling Environment

Each country team has made significant progress in improving the enabling environment (EE) to sustain interventions after the project ends in November 2011. One key area of progress has been in the establishment of partnerships with both public and private sector organizations.

Partnerships—In Peru, the team has achieved integration of project approaches with the Ministry of Education, as well as with several regional governments. In Vietnam, the Memorandum of Understanding between the Water and Sanitation Program (WSP) and the Women's Union has already resulted in handwashing training in 60 additional provinces in Vietnam outside of the original areas targeted by the project. In Senegal, the project has leveraged

In three countries, progress has been made in facilitating the creation and distribution of handwashing stations that will help to sustain behavior change after the project ends.

partnerships with PEPAM (the French acronym for the country's Water and Sanitation Millennium Project) and the National Nutrition Program (CLM in French) to strengthen sustainability of interventions. In Washington, DC, the team solidified a partnership with the Public-Private Partnership for Handwashing with Soap (PPPHW), developed an agenda for the University of Handwashing, and facilitated support for this partnership at the global and country levels.

Handwashing Stations—In three countries, progress has been made in facilitating the creation and distribution of handwashing stations that will help to sustain behavior change after the project ends. For example, in Peru, 37,000 *Super Jaboncín* soap dispensers were distributed free of charge throughout the country and are being used in households, schools, health clinics, and private sector firms to increase easy access to soap and water and are thereby reducing a major barrier to washing hands with soap. In Senegal, an assessment of handwashing stations spurred the team to begin identifying consumer-responsive handwashing technologies.

Knowledge Products

The project has accelerated production of knowledge products with a fully functional knowledge production and management system that routinely captures and disseminates the knowledge, lessons learned, and methodologies generated in the countries, turning them into user-friendly tools that target specific audiences. During the past six months, 14 knowledge products were published and disseminated through a variety of channels, including international conferences, workshops, learning events, and electronically via posting on the WSP Web site. Eleven products are in draft or in production. In addition, 25 learning events were held for local and national government representatives and nongovernmental partners.

Monitoring

The global and country-level performance monitoring systems are providing important performance data that helps the project management team better oversee implementation and delivery of results. The data are also shared with implementing agencies, clients, and the grant donor through formal meetings and reports, as well as informal discussions. The global performance monitoring system is now being used as a model for a results-based reporting system for the new WSP FY11-15 business plan.

Impact Evaluation

During the last six months, baseline data entry was completed in each of the project countries. In Peru, data analysis was completed and results from the baseline report were shared with technical teams of the ministries of education; health; women's affairs and social development; and infrastructure and sanitation. In Vietnam, baseline data was analyzed and the report distributed for comment.

Because low levels of diarrhea prevalence in Vietnam make it impractical to measure sizable changes in diarrhea, a decision was made to halt the collection of longitudinal data. In Senegal, baseline data has been entered and analysis is underway. The team recently received data for the first four longitudinal rounds and is currently analyzing it. In Tanzania, baseline data entry was completed and a simplified baseline report is currently being developed.

Expectations for the Next Six Months

In the remaining months of the project, the EE component assumes even more importance as the results achieved in this component will shape the way in which the project is scaled up, replicated, and sustained over time. By the end of December 2010, project activities will end in Peru, Senegal, and Vietnam and only activities related to the impact evaluation will continue. In Tanzania, activities are estimated to conclude no later than April 2011. Over the next six months, project teams in all of the countries will work on formalizing their transition strategies with key government clients and partners. Specific areas of focus include the following:

- Vietnam will launch DCC interventions, which are expected to reach about 30,000 people (the EOP target).
- In Tanzania, DCC events will start in July and end in early October. A national DCC event on Global Handwashing Day will be held November 19. The larger district DCC events (10 out of the 200) will hold a competition in which audience members can nominate their mothers for being heroes. Participants will be selected to go on stage and tell stories about their mothers, and the crowd will select the best story. The winner from each district will win a trip to participate in Global Handwashing Day.
- The Senegal team will work on packaging the M&E component into a system easily used by the government. The team will provide training to government staff in the use of the monitoring system.
- In the coming months, work will focus on further disseminating impact evaluation (IE) knowledge products, revising longitudinal rounds, revising and piloting questionnaires, strengthening measurement training, and designing and collecting endline surveys.
- Cost-effectiveness and cost-benefit studies will be launched.
- In November 2010, the Global Scaling Up Handwashing team will hold its annual meeting in New Delhi, India. This site has been chosen to maximize the potential for integration into sanitation activities.
- An enabling environment endline will be launched to measure progress made in each country on the sustainability of the interventions.
- Finally, it is anticipated that the project team will be able to report on progress in improving determinants in Senegal and Vietnam.

I. Reaching Scale and Strengthening Sustainability—The Global Story

“We have the scientific evidence, but how to reach the mothers has been our weakness. The handwashing methodology has provided us with a practical tool to reach and to motivate mothers to adopt the habit. We now have the skills to better reach and engage these women.”

—*Dr. José María Rivera Chumbes, Health Director, Moquegua, Peru*

In this reporting period, the Global Scaling Up Handwashing project intensified implementation of programming activities to improve handwashing with soap behaviors, and strengthened the enabling environment conditions to sustain interventions beyond the end of the project in November 2011. Through the work of the project, access to handwashing with soap (HWWS) behavior change interventions has increased dramatically in the intervention areas. This achievement has been possible through close collaboration with partners and clients who are supporting the interventions. This reporting period also marked a crucial period to learn from implementation and adjust activities to achieve the greatest possible outcomes in the final months of the project.

The intensified implementation period has yielded significant results. Targets for reach across all three communication channels have either been achieved, or are on track to be achieved by the end of the project (Box 1; Figures 1 and 2; Table 1). More than 37,000 community-based front-line workers have been trained and are delivering handwashing with soap behavior change programs to women and children (exceeding the EOP target by 20 percent). The program methodology has been refined to better stimulate behavior change, although it will need to be adapted to the particular actors who will carry interventions forward. Project teams have used lessons gathered from assessments, implementation, and participatory learning activities to improve the messaging, targeting, and design of interventions. Based on these lessons, the final stage of activities represents WSP’s best learning to date.

BOX 1: WOMEN, CAREGIVERS, AND CHILDREN REACHED THROUGH COMMUNICATIONS INTERVENTIONS

July 1, 2009–June 30, 2010

- **From July through December 2009**, 20.46 million people across the four countries were exposed to mass media activities, while 17.98 million were exposed from January through June 2010.
- **More than 800,000 people engaged** through interpersonal communication (IPC), bringing the total number reached to more than 2.1 million (68 percent of the EOP target).
- **More than 230,000 people participated** in direct consumer contact (DCC) events, totaling more than 615,000 reached through DCC (91 percent of the EOP target).

FIGURE 1: GLOBAL REACH OF IPC AND DCC

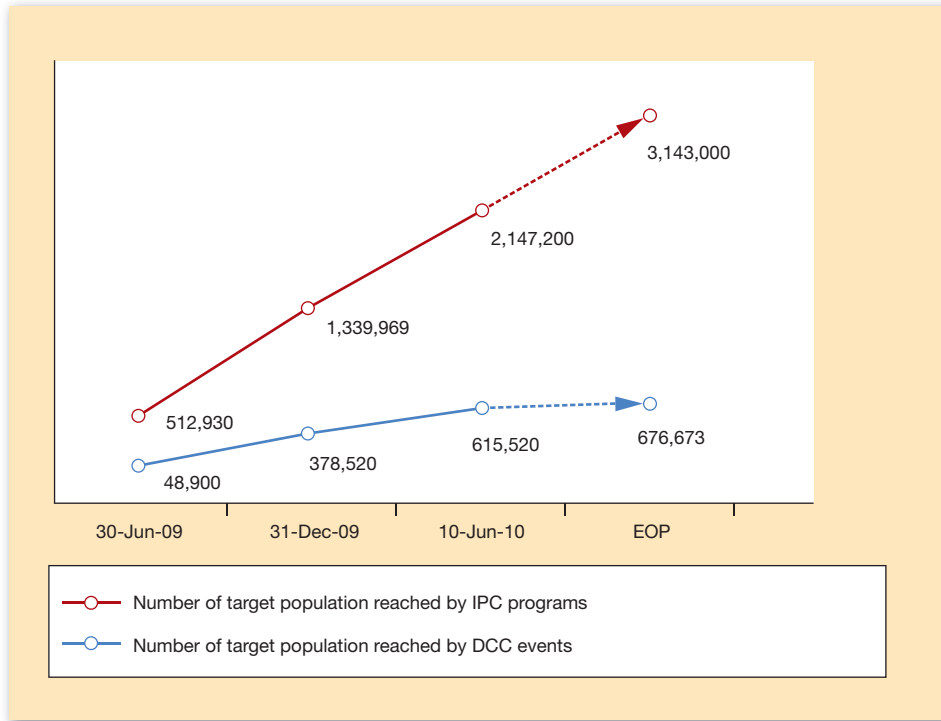


FIGURE 2: GLOBAL MASS MEDIA EXPOSURE

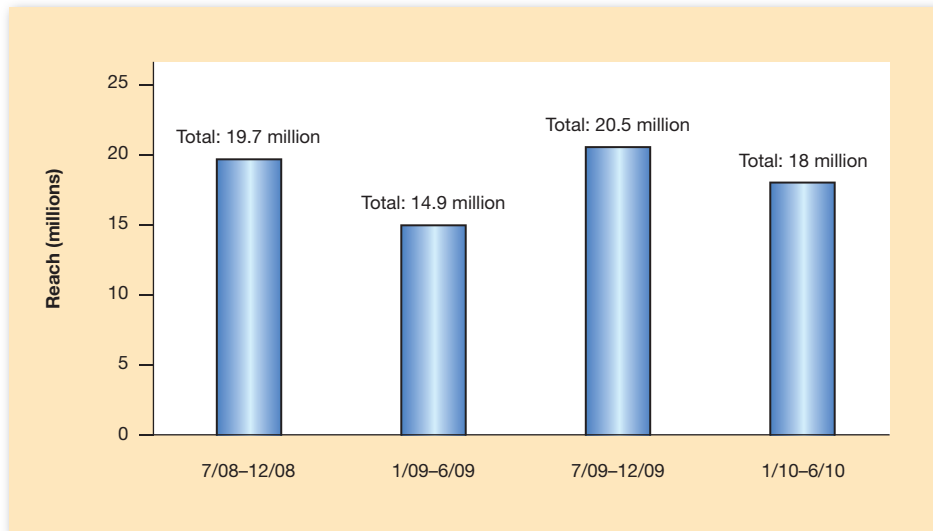


TABLE 1: TARGET POPULATION EXPOSED TO MASS MEDIA ACTIVITIES

Number of target population reached by HWWS media campaign	7/08–12/08	1/09–6/09	7/09–12/09	1/10–6/10	EOP Target (millions)
Global	19.75	14.92	20.46	17.98	39.62
Peru	0.15	0.42	3.23	0.63	5.92
Senegal	—	—	2.73	2.73	1.68
Tanzania	—	14.50	14.50	—	14.58
Vietnam	19.60	—	—	14.62	17.44

Through the evidence shared during the reporting period—including the increasing reach of activities, and growing knowledge and awareness among the target group—clients and partners are increasingly supportive of the intervention. Memoranda of Understanding have been drafted and signed, resources are being dedicated, and national and regional strategies are being developed. WSP’s counterparts are pursuing this approach as a result of the evidence gathered, along with the growing capacity being developed. The increased capacity is manifested in improved skills to deliver the interventions, refine monitoring approaches, improve planning, and grow a repository of materials for training and delivering behavior change interventions.

Considerable momentum has been generated through the large reach and increasing adoption by counterparts of the HWWS activities. However, sustainability of the interventions rests on the ability to demonstrate improved behavior change and a resulting positive impact on the health and poverty status of poor people. Under the logic of the project’s results chain, WSP believes that exposure to well-designed and evidence-based behavior change interventions will result in improved handwashing behavior. Thus far, WSP has been unable to demonstrate improved handwashing behavior, and the impacts are only expected after the activities conclude. As an interim measure—to assess whether the interventions are effective—WSP is attempting to measure changes in behavioral determinants. Changes in the determinants are a more appropriate predictor of behavior change than reach alone. Measuring determinants has proven to be difficult as well, with logistical challenges in preparing the instruments, as well as difficulties in gathering data for analysis. Nonetheless, the team has been able to measure some determinants reliably through two different mechanisms: the piloting of scales (scaled questions) in Peru and event impact surveys (EIS) in Tanzania.

At the conclusion of this reporting period, the project has 17 months left. In that time frame, we will focus on capitalizing on the momentum generated through the large-scale and on-track reach to further influence and empower our counterparts. This will involve both drawing them more closely to the project to build their skills and capacities, as well as supporting them in their institutional processes to formalize their ongoing commitment to improving handwashing behaviors. We expect to gather the necessary evidence and impacts to bolster this support, and will continue disseminating the lessons the team is collecting globally.

Changes in the determinants are more appropriate predictor of behavior change than reach alone.

II. Implementation Progress and the Project Components

“The handwashing initiative has been successful this year. There has been a massive participation of children, youth, teachers, and parents. We feel that the objectives have been achieved above our expectations.”

—Martha Camargo,
Education Specialist,
UGEL Chanchamayo,
Junin, Peru

Component 1: Programming

Programming encompasses the design, delivery, supervision, and monitoring of the behavior change communications programs implemented through Interpersonal Communication (IPC), Direct Consumer Contact (DCC) and mass media channels. It aims to have a positive influence on the behavioral determinants defined for each of the project countries.

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Junin, Peru

By the end of this reporting period, the global targets for reaching women of reproductive age and primary school-age children with the message of washing their hands with soap had been achieved or were on track to be achieved by the end of the project. Since the beginning of the project, more than 36,000 front-line workers have been trained to deliver IPC to women, caregivers, and children (exceeding the EOP target by 20 percent). As of June 30, 2010, more than 2.1 million women and children have been engaged through IPC (68 percent of EOP target and up from 1.3 million just one year ago). More than 615,000 women and children have attended DCC or community promotional events (91 percent of the EOP target). During this reporting period, an estimated 20.46 million (July through December 2009) and 17.98 million (January through June 2010) have been reached by mass media, in particular through radio and television spots. Given the gains in reach across these indicators, the project team is confident that Programming will reach the intended numbers of women and children with the handwashing with soap message. Table 2 shows progress for the programming indicators in each country and at a global level.

Peru

In the past six months, behavior change interventions have been scaled up, reaching—and in some cases surpassing—end of project targets: 55,000 women and children have been reached by IPC activities, 50,000 by DCC, and 632,000 by mass media.

In Peru, the project operates in a highly decentralized environment: regional and local coordination and integration efforts have been critical to the implementation of the IPC components. To this end, four facilitating agencies were

TABLE 2: EMERGING GLOBAL RESULTS IN THE PROGRAMMING COMPONENT BY JUNE 30, 2010

Performance Indicator	EOP Target	Up to 12/31/09	% of EOP Target	Results		% of EOP Target	
				1/1/10– 6/30/2010	Total to Date		
Number of target population reached by IPC programs	Global	3,143,000	1,340,200	43%	807,000	2,147,200	68%
	Peru	353,000	174,200	49%	55,000	229,200	65%
	Senegal	330,000	149,000	45%	40,000	189,000	57%
	Tanzania	320,000	106,000	33%	94,000	200,000	63%
	Vietnam	2,140,000	911,000*	43%	618,000	1,529,000	71%
Number of target population reached by DCC events	Global	676,673	378,520	56%	237,000	615,520	91%
	Peru	249,373	180,200	72%	50,000	230,200	92%
	Senegal	225,000	141,720	63%	27,000	168,720	75%
	Tanzania	171,300	53,200	31%	160,000	213,200	124%
	Vietnam	31,000	3,400	11%	0	3,400	11%
Number of front-line workers trained	Global	30,775	26,283	85%	10,960	37,243	121%
	Peru	15,000	14,000	93%	7,500	21,500	143%
	Senegal	140	268	191%	0	268	191%
	Tanzania	450	415	92%	0	415	92%
	Vietnam	15,185	11,600	76%	3,000	14,600	96%

*Previously reported figures for Vietnam IPC reflected multiple contacts and not people reached. The figures have been revised downwards to now reflect people reached.

contracted to support and oversee activities in 14 of the 24 regions; in eight other regions, four regional coordinators were recruited; in the other two regions, where only mass media and DCC events have been held, the project team decided that neither a field-based coordinating firm nor a coordinator was required. The facilitating agencies and regional coordinators play a pivotal role in the intervention execution. They engage partners to broaden the reach of the project and share tools that contribute to consistent messaging. They also train master trainers, who in turn train the IPC front-line workers—principally health care providers, local community development workers, and teachers.

IPC activities target two audiences: i) mothers via community-based workers, including health providers and community development volunteers; and ii) primary school students via teachers. Based on formative research conducted in 2004, the IPC seeks to build motivation to wash hands, increase knowledge on the importance of handwashing with soap, and improve skills to manage soap and water. The IPC is delivered through front-line workers who convene small group meetings or visit mothers at home (Box 2). Their aim is to reach mothers through two to three sessions, during which three main topic areas are discussed in the order indicated in Table 3.

BOX 2: INTENSITY OF COMMUNICATIONS INTERVENTIONS IN PERU

IPC for women involves conducting at least two out of three handwashing with soap training sessions on Motivation, Resources, and Knowledge. IPC for students involves at least four out of six handwashing sessions, two each on Motivation, Resources, and Knowledge.

DCC events focus on the power of soap and water through the superhero character of *Super Jaboncín*. Radio spots and jingles further emphasize the power of soap and water through the *Super Jaboncín* character.

IPC targeting children is delivered through teachers, and follows the same content as above, although each session is divided in half. A child is considered reached if she or he attends four of the six sessions.

The *Super Jaboncín* handwashing device is also promoted by front-line workers to households and schools in seven regions, where they have been used by an estimated 272,000 women and children (Illustration 1). Demand for the device in some areas has outpaced supply and households have begun constructing an artisanal or a “do-it-yourself” version of the *Super Jaboncín* (Illustration 2).

DCC events focus on the power of soap and water through the superhero character of *Super Jaboncín*, and target both mothers and children. Research revealed lingering misconceptions about HWWS, including the belief that rinsing hands in water was sufficient. To counter these beliefs, the project team developed a communications concept for mass media and direct consumer contact, featuring a superhero named *Super Jaboncín (SJ)* who gains the power to fight germs by adding soap to water. The *SJ* concept forms the basis of DCC events. Larger DCC events are fairs with simultaneous activities taking place, including games for children, live theater, and kiosks where demonstrations and advice on where to place soap and how to set up a handwashing station can be shared with mothers. To facilitate implementation by various agencies, a *Super Jaboncín* kit was developed, which includes: i) a superhero costume; ii) three games with large props to engage audience participation; iii) support materials (such as posters and comic strips featuring the superhero) to distribute to the audience; and iv) a guide on how to use the kit materials and conduct an event. The kit also includes an overview of main messages and sample scripts for sketches.

Mass media activities utilize radio spots and jingles built around the *Super Jaboncín* character. To bring *SJ* to life, three 30-second radio spots were developed: the first introduces *SJ* and his power (*I discover the power*); in the second, the audience learns they can appropriate *SJ*'s power by using soap (*I have the power*); in the third, the listener lets others have the power of *SJ* (*I share the power*). Together, the spots mirror the development of a new social norm—that of handwashing with

TABLE 3: COMPONENTS OF IPC TARGETING MOTHERS IN PERU

1. Motivation	2. Resources	3. Knowledge
<ul style="list-style-type: none"> • Being clean provides self-esteem • Handwashing with soap is part of a mother’s duty • Poverty is no excuse for being dirty 	<ul style="list-style-type: none"> • Place soap near kitchen and bathroom • Cut soap up into smaller pieces, or install a handwashing station and prepare liquid soap • Proper handwashing with soap technique 	<ul style="list-style-type: none"> • Fecal contamination routes • Critical times for handwashing with soap • All feces are dangerous, even children’s/babies’



Illustration 1: School children in Lambayeque, Peru, use handwashing dispenser distributed by the project

soap. The radio spots and a related song or jingle have been broadcast in three waves: October–December '09, April–July '10, and August–October '10. In terms of content, the radio spots are designed to remind mothers of the four critical times to handwash with soap, and stress the importance of washing hands with soap *immediately* before or after these critical times. They also remind mothers to place the soap next to the latrine or in the kitchen. To build continuity from the first phase, the radio spots (and related print materials) reprise the first-phase slogan, *Manos Limpios, Niños Sanos* (Clean Hands, Healthy Children).

Over the life of the project, nearly 300,000 women and children have been reached through IPC, with 300,000 through DCC events. Mass media activities in Peru have exposed hundreds of thousands of people, and in one period, millions, to the handwashing with soap message:

- July–December 2008: 150,000
- January–June 2009: 420,000
- July–December 2009: 3,000,000
- January–June 2010: 632,000



Illustration 2: Artisanal or “do-it-yourself” version of the *Super Jabocin* handwashing device

DCC provides an opportunity to engage and interact with the audience through small community events.

Senegal

In early 2010, Senegal completed the second round of behavior change interventions, and as of June 30, 2010, an additional 40,000 women and children had been reached through IPC activities and 27,000 by DCC events.

Implementation of the activities in Senegal paused for three months while the team built on insights generated from a learning event held in December 2009, along with a handwashing station rapid assessment. The learning event identified the critical role that men play in facilitating a family’s handwashing behavior. The rapid assessment identified low satisfaction with current handwashing technologies. Intervention activities have been adjusted to be more inclusive of men and the team has begun the process of validating existing handwashing technologies to identify consumer-responsive options.

The project is now rolling out a final comprehensive behavior change intervention, scheduled to conclude in October 2010. The intervention’s overriding concept centers around fortifying intentions of the whole family, including men, to wash hands with soap (Illustration 3).

The concept uses warm, engaging, and positive messages (i.e., without an emphasis on disease or threat) that are adapted across all channels. Mass media and DCC efforts focus on securing a commitment from mothers to get their family to wash their hands with soap, and IPC follow-up helps mothers think through a plan for making this happen.

IPC focuses on building skills and self-confidence among mothers to make soap and water available when needed and to create a designated place for handwashing with soap. Research suggests that generating discussion around how, when, and where mothers handwash with soap can contribute to translating intention and commitment (awakened and fortified through the mass media) into action. The IPC activities are delivered in group discussions that provide a forum for problem-solving on issues such as how to make soap easily accessible, how to prevent waste or theft, and how to convince another household member to buy soap. IPC is integrated with mass media through the distribution of campaign materials such as stickers. In addition, at the conclusion of an IPC session, mothers are asked to repeat the commercial’s slogan to pledge their commitment. In a limited number of cases, a plastic handwashing station has been left behind as a promotional item. IPC is currently implemented by local NGOs.

DCC provides an opportunity to engage and interact with the audience through small community events. In Senegal, market areas allow DCC to reach mothers while they are purchasing food staples and supplies for the day. By including testimonials or handwashing demonstrations by local leaders, DCC also allows the program to mirror emerging social norms. The events reach 500 to



Illustration 3: A billboard produced to promote handwashing with soap was initially designed to target women (left). Recognizing the importance of men as heads of household, a later iteration (right) features a husband and wife.

2,000 people at a time. Delivered by specially trained animateurs, the program focuses on building the intention and commitment of women to improve handwashing. It involves, among other things, presentations of the television commercial, handwashing with soap demonstrations, and a question and answer session to engage audience members and refresh basic knowledge. The events also include testimonials from women and government authorities to reinforce the emerging local norms of improved handwashing behavior. Two firms implement the DCC, one each in northern and southern regions.

Mass media channels such as billboards, television, and radio are useful to convey the overarching communications concept and provide an umbrella slogan or visuals for all other channels. Senegal enjoys a good coverage of mid-sized billboards even in peri-urban areas. Television and radio broadcasts in Senegal have relatively high coverage, and for habitual behaviors such as handwashing, the TV and radio spots provide reminders or cues to action, particularly if aired during times when mothers are preparing meals. The mass media plan also utilizes the results of research to focus on building the intention and commitment of women to practice improved handwashing behavior, and is executed through billboards, television and radio spots. Two firms are executing the mass media: one designed the concept and produced materials; another developed the media plan and purchased radio, television, and billboard space. This same firm also monitors the airwaves to ensure the media plan.

Over the life of the project, behavior change interventions in Senegal have been scaled up, reaching—and in some cases surpassing—intended targets. An estimated 2.7 million people have been reached by almost 120 television and 1,700 radio spots (exceeding EOP targets by 63%); more than 160,000 have been reached through DCC events (75% of EOP); and 189,000 have been reached through IPC programs by 219 trained community outreach workers, or relays (57% EOP). The project has strong monitoring and supervision mechanisms in place to ensure quantity and quality of the interventions.

Tanzania

In Tanzania, the team is scaling up reach quickly. In the last six months alone, 94,000 women and children in the target group have been reached through IPC, as well as an additional 43,000 men and 16,500 women over the age of 49. By reaching members of the entire community, the team hopes to strengthen the social norm of improved handwashing behavior. More than 160,000 women and children have been reached through DCC in the last six months, and an additional 77,800 men and 16,400 women over the age of 49 have also attended DCC events and promotional activities. Mass media activities have not been implemented in the past six months.

IPC interventions focus on building knowledge—for example, about preventing diarrheal disease—and on skills such as building tippy taps, managing soap and water, and washing hands properly.

IPC interventions focus on building knowledge—for example, about preventing diarrheal disease—and on skills such as building tippy taps, managing soap and water, and washing hands properly. Early on, the IPC activities also included emotive messaging, but it became clear after two trainings that the front-line activators (FLAs) were having a difficult time conveying the knowledge and skills via emotive methods and so the messaging was adapted to focus on a more practical approach. IPC activities are carried out by women, and occasionally men, or FLAs. FLAs are trained via two NGOs (contracted by WSP) on how to talk with mothers about the essential handwashing skills. They reach mothers through a variety of venues, including household visits, kitchen parties, market events, and health centers. Additionally, the FLAs visit primary schools to talk to pupils about the importance of handwashing, focusing on knowledge-based reasons for handwashing, as well as providing instruction to students on how to construct a tippy tap. During DCC events in the communities, FLAs are invited up on stage to be recognized for their work in the villages.

DCC interventions involve a traveling road show with music, dancers, skits, and tippy tap demonstrations. Events are filmed, quickly edited, and then shown again at night.

DCC interventions involve a traveling road show with music, dancers, skits, and tippy tap demonstrations. Events are filmed, quickly edited, and then shown again at night. Over the next six months, DCC will emphasize emotive messaging through praising mothers for washing their hands and teaching their children to do the same. The key theme will be to thank mothers for the little things they do every day and link that message to teaching children to wash their hands with soap. Events featuring this message will start in July and end October 15 with a national DCC event on Global Handwashing Day. All events feature a competition in which audience members can nominate their mothers for being heroines. The audience members are asked to go up on stage and tell a story, and the crowd votes for the best story. At the larger district DCC events (10 out of 200) the same competition is held except the winners will win a trip to participate in Global Handwashing Day.

In conjunction with DCC activities, WSP contracted an artist to design an image of a woman teaching her child to wash hands using a tippy tap (Illustration 4). This image will be painted on walls throughout communities that receive DCC interventions. Wall painting is a common practice within Tanzania to promote

products, services or practices, particularly within the commercial sector. The message of the wall painting, “*Absante Mama*” or “*Thank you, Mother,*” is consistent with messages being delivered through the radio interventions and DCC activities.

Mass media involving radio spots, call-in shows, and DJ mentions ran from February through April of 2009 and focused on the health benefits of handwashing with soap at critical junctures. The programs were aired on national stations and one regional station, reaching an estimated 16 million women and children. In the second phase, the radio programs will carry the “*Absante Mama*” message executed through radio spots, soap operas, and DJ mentions. Radio spots highlight the many important things mothers teach us, such as washing hands with soap. The soap operas, which integrate handwashing and sanitation, have included a mother who is recognized for her importance in the family. In DJ mentions, the DJ will invite people to write a letter with the reason their mother is a heroine, which the DJ then links to the many important things mothers teach us, including washing hands with soap. Each week leading up to Global Handwashing Day, the DJ will choose the top three stories. All three components will run every day from September 2010 to January 2011, in the morning, afternoon, and evening, aiming to reach an audience of 16 million women and children.

Vietnam

The project in Vietnam has delivered improved handwashing behavior interventions at a truly large scale. Since 2007, the program has improved the interventions to incorporate learnings from the field. In particular, IPC has evolved from traditional health education to practical skills and solutions, as well as aspirational messaging aligned with the DCC and mass media. During this reporting period, almost 620,000 women and children in the target group were reached through IPC and 14,620,000 through mass media. DCC activities have not been implemented in the past six months but are anticipated to roll out in Fall 2010.

IPC activities have all been completed in four out of the seven project provinces, and will continue in the three remaining provinces included in the impact evaluation up to October 2010. IPC interventions have benefitted from multiple stages of implementation. Now on the third iteration, IPC activities are implemented by the Vietnam Women’s Union, and are based on formative research, lessons from the project implementation in Peru, and the implementation experience. It seeks to build motivation to wash hands, increase knowledge on the importance of handwashing with soap at critical times, and improve skills to manage soap and water through three sessions. The activities are carried out in a variety of venues: Mother’s Group member meetings, household visits, Grandparent’s Group member meetings, Women’s Union member meetings, Women’s Club member meetings, and market meetings (Illustration 5). Through this comprehensive targeting, women receive behavior change messages multiple times.



Illustration 4: Wall painting design developed to reinforce the project message in Tanzanian communities receiving DCC.



Illustration 5: Children playing a game during a Handwashing with Soap Festival in Thanh Hoa province.

DCC events were conducted in community cultural centers during a first round conducted from June–August 2008. A follow-up round incorporating lessons from this first round is in development, and expected to launch in October 2010. The activities will be aimed at stimulating handwashing with soap behavior among 35,000 people in 70 communes in 15 districts, targeting rural women age 15–49 and children age 6–10. The objectives of the DCC are to strengthen intention to practice improved handwashing through increasing knowledge that even clean-looking and clean-smelling hands can have germs; strengthen understanding that hand rinsing with water alone is insufficient, and that soap is needed; strengthen understanding of the critical junctures; and strengthen intention to set up a handwashing station or place soap next to water. The communications materials developed for mass media and IPC will be integrated into the second round of activities to ensure the consistent messaging.

Mass media was developed based on the results of formative research conducted early in the project, which identified the aspirations of mothers for their children as an important determinant. It is implemented through televised spots broadcast during prime time to leverage Vietnam’s very high television viewership. After several rounds of pre-testing with the target audience, a final concept based on a popular children’s counting song was developed: “One plus one is two; two plus two is four; four plus one is five; five fingers are all clean.” Because mothers place such importance on helping their children to develop to their fullest potential,

the tagline “Remember to Wash Your Hands with Soap for Children’s Health and Development” was developed to include in all promotional products and materials. Television spots were re-launched in March 2010 and will air nightly until January 2011.

In addition, the project has also researched, developed, and implemented a program for primary school-age children. The children’s program features the adventures of Bi, a boy who discovers the power of soap and water, and is carried out via IPC, DCC, and mass media. During a first round, IPC and DCC were carried out in 272 schools in 260 communes, along with 12 urban schools under the Three Coastal Cities project, ultimately reaching almost 108,800 students. During a second round, IPC and DCC activities were carried out in one school per each of 240 communes, reaching approximately 96,000 students. Additionally, comic strips were published in 10 issues of a Vietnamese youth magazine from October to November 2009 and television spots were aired during a popular children’s show, *Good Night, Baby*, between March and April 2010.

Component 2: Strengthening the Enabling Environment

The Enabling Environment (EE) is designed to develop and/or strengthen the institutional and policy/strategy environment in which handwashing with soap programs can be scaled up and sustained. The EE for this project has nine dimensions: policy, strategy, and direction; institutional arrangements; program methodology; implementation capacity; availability of products and tools; financing; cost-effective implementation; monitoring and evaluation; and partnership. Each project country updates progress in the EE component across the nine dimensions once a year using a spider diagram.

During this reporting period, significant gains have been made in the way in which WSP’s clients use the technical support, advice, tools, and approaches provided. The extent to which this use is affecting the scale and reach of project programs, the integration of project components into existing projects, and funding levels defines important outcomes of the project.

In the remaining months of the project, the EE assumes even more importance because the results achieved in this component will shape the way in which the project is scaled up, replicated, and sustained over time. As part of the EE, each country team developed a measurable transition strategy focusing on key entry points for uptake and use of project results. Many of these entry points—whether public institutions, development partners, non-formal groups, or private sector organizations—are already using many of the products and approaches developed by the project. The objective of the transition strategy is to maintain and advance the scaling up of national handwashing promotion after completion of the project in November 2011. The strategy defines what at-scale handwashing promotion would look like in 2012 and, with that outcome identified, works

National ministries have taken concrete steps in adopting the project's approach.

backward to prioritize the necessary activities and which agencies need to perform them. Activities featured in the transition strategy are an extension of the ongoing work of the EE and progress on these activities will be captured in routine EE monitoring. In the next months, an EE endline will be launched to measure progress made in each country on the sustainability of the interventions. Results from the endline will help inform the prioritization of sustainability activities during the remainder of the project, as well as providing guidance for governments in the future. This will also be a key topic during the annual HWWS meeting.

The spider diagrams for Peru, Senegal, Tanzania, and Vietnam are included in Annex 1.

Peru

As the spider diagram in Annex 1 demonstrates, by the end of this reporting period, the project has fully completed the desired results under partnerships, institutional arrangements, and the availability of products and tools. The Partnership for Handwashing is operating at the national level with clear roles and responsibilities, and the *Super Jaboncín* handwashing device is now widely available, although supplies are constrained. Over the coming months, the Peru team is examining options to improve supplies.

In Peru, there is evidence that clients and partners are using knowledge products. For example, theater groups are conducting promotional events with the capacities and tools they received in training. Agents in Piura and Cajamarca are monitoring the handwashing process using the capacities and tools they received in training. In Cajamarca, the education sector has developed an education training guide to be used in the region and has inserted a chapter featuring the handwashing methodology.

National ministries have taken concrete steps in adopting the project's approach. For example, within the Ministry of Education, the project's School and Community program has become a component of the national environmental program in education and has been implemented in 2,500 schools during the past two years. Currently, the Ministry of Education is certifying teachers who have completed the program and is also now evaluating the experience to date to scale up to a national level.

The Ministry of Women and Early Child Development will conduct and document a pilot in three regions of Peru using the project's School and Community program as part of two national programs, WAWA WASI, the national community-led nursery program, and PRONAA, the national food assistance program. The pilots will take place during July through December 2010. Reducing children malnutrition has become the top national policy priority. The Ministry of Finance will monitor the pilots led by the Ministry of Women and Early Child Development to include the HWI capacity-building methodologies within the national budget.

The Ministry of Health and Ministry of Water and Sanitation will continue to play significant roles to make handwashing a priority in national policy by providing technical guidance on incorporating hygiene behavior change, allocating resources, and providing an operational framework to ensure implementation of handwashing interventions.

Regional governments have played a critical role in implementing the handwashing initiative, issuing policies to promote the adoption of the project approach (both behavior change and monitoring methodologies); allocating budgets for handwashing promotion; integrating handwashing behavior change into various programs aimed at improving children's health and nutrition; and promoting community events and mass media campaigns. In addition, they scale up training of trainers and monitor the effectiveness and impact of behavior change. Arequipa has approved US\$300,000 to widen the scope of the project in the region; Cajamarca and Tumbes have developed similar projects now awaiting approval.

NGOs have been contracted by WSP to carry out the School and Community program (IPC, DCC and mass media) in some regions. With this strengthened capacity, they will play a role as a resource for regional governments and other initiatives to contract to implement interventions.

Private sector companies, such as those in mining and agriculture, have allocated resources—human and financial—to the promotion of handwashing activities. Following the transition, they will play a role in financing and occasionally implementing interventions within regions and districts, in partnership with the local and regional public sector.

The World Bank has utilized the project in support of water and health projects, adopting some components for the Juntos program and the Pronasar water project. The Bank would continue to play a critical role in supporting national and local efforts to promote handwashing at scale, through operations in nutrition, health, education, and water and sanitation.

Senegal

Progress in EE has lagged behind other project components. The results of ongoing efforts to work through existing organizations, such as the Public-Private Partnership for Handwashing with Soap, have been disappointing and have not yielded the expected results. Some progress was made in strengthening institutional roles, with the establishment of the Hygiene Subcommittee by the Government of Senegal's Water and Sanitation Millennium Project (or PEPAM in French) and incorporating the project into the national education curriculum. As the spider diagram in Annex 1 demonstrates, more work is needed in the majority of dimensions, particularly monitoring and evaluation, implementation capacity, availability of products and tools, and institutional arrangements.

Regional governments have played a critical role in implementing the handwashing initiative.

Some progress was made in strengthening institutional roles, with the establishment of the Hygiene Subcommittee by PEPAM and incorporating the project into the national education curriculum.

PEPAM is the instrument through which the government intends to achieve the water and sanitation Millennium Development Goals. PEPAM has launched a hygiene sub-committee that will be the primary point of contact to influence the water and sanitation sector. PEPAM has requested support from WSP on handwashing behavior change activities, and has started the process of formalizing the relationship with WSP through a MoU. After the transition, PEPAM would take a lead role in implementing handwashing activities—primarily IPC—under funding from donors and the Global Sanitation Fund.

The World Bank supports the water and sanitation sector with a newly launched US\$55 million project that has recently become effective, including US\$10.4 million for rural sanitation, handwashing, and social marketing, with the target of improving sanitation and handwashing facilities among 17,500 households. The project is coordinated via PEPAM and implemented by an executing agency in five regions. The Bank has requested support from WSP in implementing the hygiene component of the water program.

The National Nutrition Enhancement Program (CLM in French) is one of the country's best-performing development initiatives. It shares many of the same objectives and the same implementation model as the handwashing project and could be an effective implementer of ongoing handwashing activities. The CLM has requested support from WSP on IPC, DCC, MM, and monitoring, and has also drafted a MoU to formalize the support.

The National Midwives Association is responsible for ensuring that midwives are trained in promoting handwashing to expecting and new mothers. This includes financing, monitoring implementation, and providing materials developed by WSP to help midwives promote handwashing and for mothers to take home as a reminder. The NMA has already adopted the material and is implementing the training of midwives to target new mothers to improve their handwashing behaviors.

Tanzania

As the spider diagram in Annex 1 demonstrates, measurable progress has been achieved in institutional arrangements, program methodology, and availability of products and tools. Further, the policy context that guides the implementation of the project continues to strengthen. It is expected that a new national sanitation and hygiene policy will be sent to the legislative cabinet for approval by December 2010. If approved, the roles and responsibilities of government ministries related to sanitation and hygiene will be much clearer. An environment that currently lacks clarity and monitoring capacity will also be strengthened with the adoption of national sanitation and hygiene indicators, in line with the Joint Monitoring Program of the World Health Organization and UNICEF. Over the coming six months, the team will focus on monitoring and evaluation, finalizing the policy, and building implementation capacity.

An environment that currently lacks clarity and monitoring capacity will also be strengthened with the adoption of national sanitation and hygiene indicators, in line with the Joint Monitoring Program of the World Health Organization and UNICEF.

Additionally, a national M&E system is emerging through the development of new sanitation and hygiene indicators and targets in the National Growth and Poverty Reduction Strategy (MKUKUTA II) and standardized definitions within the new sanitation and hygiene policy, all of which WSP has contributed to along with development partners and government.

The Ministry of Health and Social Welfare's Department of Preventative Services has been pushing the passage of a national Sanitation and Hygiene Policy (which is set to go before the cabinet in December). Additionally, it has supported the formation of a pan-ministerial National Sanitation and Hygiene Steering Committee and has been supporting development of a National Sanitation and Hygiene Program. In the future, it is envisioned that the MoHSW will take the lead on implementing a combined training package of rural sanitation and HWWS for IPC activities. If DCC will be used in the future by the MoHSW under rural sanitation initiatives then HWWS messages can be integrated into those events. Mass media activities would potentially come from Water Sector Development Program (WSDP, the government of Tanzania's water supply and sanitation SWaP) funding. It will also work on improving school handwashing.

The Ministry of Water and Irrigation has been responsible for implementing sanitation and handwashing activities under the WSDP. However, the ministry has been focused on delivering its water responsibilities, and so the sanitation and handwashing work has not received adequate attention, and may be moved to the MoHSW. In the future, the MoWI would be responsible for school infrastructure, providing handwashing facilities and promoting handwashing with soap in schools. Additionally, MoWI has contracted consultants for each district to develop District Water and Sanitation plans. There is an opportunity to influence the consultants' guidance to include project approaches in the district plans.

Other ministries, such as the Ministry of Education and Vocational Training and the Prime Minister's Office–Regional Administration and Local Government have been working with MoHSW and MoWI on school hygiene, including developing new national guidelines hygiene promotional materials and curriculum for teachers.

The World Bank has been funding the WSDP, and has been critical in advocating for sanitation and hygiene. It is currently restructuring its loan in order to strengthen the sanitation and hygiene component, including strengthening the approach and indicators.

The African Development Bank has been funding the WSDP, and been critical in advocating for sanitation and hygiene. It is currently restructuring its loan in order to strengthen the sanitation and hygiene component, including strengthening the approach and indicators.

BOX 3: EXPANDING REACH AND SCALE THROUGH PARTNERSHIPS

WSP and the central Women's Union have provided orientation to hand-washing at scale to Women's Union representatives from 60 provinces. WSP also provided IPC training of trainers and material to four provinces outside of the project area. WSP has supported two World Bank projects—the Red River project and Three Coastal Cities project—to incorporate handwashing with soap for caretakers and schools respectively.

Other partners are engaged in the hygiene sector, notably UNICEF, SNV, WaterAid, and T-MARC. While UNICEF and SNV are focused on school hygiene, the plans of WaterAid and T-MARC are unclear. Additionally, UNICEF is active on the National Steering Committee and is pushing for development of the National Sanitation and Hygiene Policy.

Vietnam

As the spider diagram in Annex 1 demonstrates, notable progress was made in this reporting period, particularly in the last six months. The project has completed the intended results in three key dimensions: program methodology, partnerships, and implementation capacity. Progress has also been made in the areas of financing, institutional arrangements, policy, and products and tools. In the coming six months, the Vietnam team will focus on monitoring and evaluation, strengthening the policy environment and institutional arrangements, and helping secure additional funding.

In Vietnam, the country's strategies to achieve the Millennium Development Goals by 2015 are set forth through National Target Programs (NTPs) The NTP that aims to achieve the targets for water and sanitation is overseen by the Ministry of Agriculture and Rural Development (MARD) and implemented through multiple sectors and agencies, including the MoH and Women's Union. This program serves as an institutional framework for integrating handwashing with soap, as hygiene improvement is considered an integral component to achieving these goals. There are two critical entry points for handwashing with soap: i) Women's Union, which is responsible for mobilizing women and families to improve household sanitation and hygiene (Box 3); and ii) Ministry of Health's Department of Environmental Health, which is responsible for providing technical guidance and monitoring of household sanitation.

The Ministry of Health (MoH) has been an important partner of the initiative in the early phases of implementation. The MoH's Department of Environmental Health provides guidance on sanitation and hygiene activities and also implements promotion through village health workers, as planned and budgeted by provincial and local health offices. Additionally, the MoH is currently revising the scope of work of Village Health Workers (VHWs), reforming the pay scale, and considering increasing village staffing to two VHWs. This may allow them to increase the duties of VHWs, potentially including the promotion of improved handwashing behaviors. The MoH is also considering adding a handwashing indicator to its routine monitoring.

The Women's Union has been the primary mechanism for delivering the handwashing messages directly to over a million women. It has taken on handwashing as a core component of its development programs. As the project comes to completion, in each of the seven project provinces, the Women's Union will carry out end-of-project workshops with the objective of developing concrete

activities to be carried forward after project funding ends. The interventions will likely be a limited version of the IPC, carried out during quarterly meetings and possibly through the household sanitation program of “The Three Cleans and Five Nos.” Additionally, WSP will participate with the national Women’s Union in a visioning exercise about how the organization will carry handwashing with soap to a larger scale under alternate funding sources after the project ends. The Women’s Union may conduct some DCC activities on a limited scale around festival days at the communal level. To support this work, WSP will need to develop a menu of DCC options that the Women’s Union can draw from.

The Department of Education and Training implemented with WSP support a children’s program in 2009 that has been carried out in 512 schools, reaching approximately 200,000 students. After the transition, the vision is for the Women’s Union to advocate for the provincial Departments of Education and Training to scale up the children’s program to the remaining schools in the seven project provinces and three coastal cities.

Unilever is currently implementing a mass media campaign around five critical junctures (the four usual junctures, plus body washing), and promotes handwashing with soap in ten provinces via coordination with the MoH’s immunization work, wherein mothers are given soap and reminders about proper handwashing when their children receive vaccines. After the transition, it is envisioned that Unilever will implement Lifebuoy handwashing promotion through mass media activities and DCC events around festival days.

The World Bank has implemented handwashing activities in two projects, Three Coastal Cities and Red River Delta. Looking toward the transition, the World Bank has several projects being developed that may provide opportunities for integration of handwashing activities.

Component 3: Learning

Learning is designed to take a proactive and strategic approach to the learning process to ensure responsive knowledge products are developed and shared with other programmers in the field to encourage knowledge uptake, adaptation and replication.

This period marked the successful scaling up of production and the dissemination of knowledge products, learning activities, and presentations.

In January 2010, design templates for Working Papers/Technical Papers, Learning Notes, and a brochure were finalized and implemented, providing a common look-and-feel for all project publications. In the past six months, 14 publications were produced and disseminated (Table 4, Illustrations 6 and 7) and 11 more were in draft or production. To facilitate the development of knowledge

TABLE 4: PROGRESS ON PRODUCING KNOWLEDGE PRODUCTS

Performance Indicator	Country/ Region	Progress up to 12/31/09	Progress 1/1/10–6/30/10	Cumulative Progress	EOP Target	% of EOP Target
Number of knowledge products completed per knowledge plan	Senegal	1	1	2	4	50%
	Tanzania	0	0	0	5	0%
	Vietnam	0	3	3	4	75%
	Peru	3	3	6	5	120%
	DC	17	7	24	51	47%
Total		21	14	35	65	54%

products, the global team developed a roadmap for each country, as well as globally, identifying key areas of learning, knowledge products to share learning, primary intended audience, and a timeline of developmental milestones. Annex 2 contains a list of publications, along with brief descriptions of each. In addition, in the past six months, 25 learning events were held for representatives from local and national government, community leaders, and sector partners (Annex 3).

Three papers were accepted for publication in journals, one on enabling technologies, one on designing an evidence-based behavior change communications campaign in Vietnam (both pending publication in *Waterlines*), and one on the development of the children’s program in Vietnam (pending publication by WaterAID). In addition, researchers affiliated with the Impact Evaluation Team submitted two papers to academic journals based on project work.¹

In mid-May, the project launched a Web-based, searchable database of technologies that enable handwashing with soap.

In mid-May, the project launched a Web-based, searchable database of technologies that enable handwashing with soap.² It contains 70 records contributed by WSP and numerous other development agencies. Between mid-May and the end of June, the database received 66 unique visitors and 103 page views.

Dissemination and knowledge sharing also achieved new levels. A total of 25 learning activities were held, reaching an estimated 696 people, including representatives from local and national governments, private institutions, donor agencies and multi-laterals, and NGOs, including the World Bank, WSP, UNICEF, and the African Development Bank. Global Scaling Up Handwashing activities were presented at two global conferences and knowledge products were distributed at the World Bank Group’s Annual Spring Meetings, WSP’s Annual Donor Meeting, LatinoSAN, and the International African Water and Sanitation Congress and Exhibition.

Additional promotion channels include listings in *Access*, WSP’s bi-monthly newsletter with 40,000 subscribers; cross-promotion in World Bank newsletters

¹ The two scientific articles are “Simulation methods to estimate design power: an overview for applied research,” Ben Arnold et al., and “Variability in hand contamination based on serial measurements: Implications for assessment of hand cleansing behavior and disease risk,” Pavani Ram et al.

² <http://www.wsp.org/scalinguphandwashing/enablingtechnologies/index.cfm?Page=Home>

such as SDN Compact; and appearance in external channels such as the USAID list-serve on water, sanitation, and hygiene.

Analysis of the project Web site indicates that the project’s homepage³ had 1,898 page-views in the last year, 1,228 in the past six months. The homepage was the most visited, followed by the components page, with 541 page-views in the last year. The knowledge product with the greatest downloads was *Insights from Designing a Handwashing Station for Rural Vietnamese Households* (135 downloads). The “Publications and Tools” page⁴ was redesigned to include descriptive blurbs and to cross-list resources by component and by region.

A process to promote knowledge products was activated during this reporting period. To launch a new publication, an email with a summary and a link to download the publication is sent to WSP’s mailing list of 40,000 subscribers. In addition, longer reports such as working papers and technical papers are profiled in a feature story appearing on the home page of the WSP Web site. Feature stories are permanently archived on the WSP Web site, creating a useful tool for future promotion. During this reporting period, two feature stories were produced.

Component 4: Performance Monitoring and Evaluation

The HWWS Performance Monitoring and Evaluation Component consists of two interrelated areas. The performance monitoring work is designed to develop and implement responsive systems and tools to collect performance data on a regular basis and to enable the effective management of the project, at both the global and country levels. The evaluation work consists of a rigorous impact evaluation being implemented in each of the countries and designed to collect data on behavior change and the health outcomes.

Measuring Behavioral Determinants

The global team anticipated being able to gauge progress on improving behavioral determinants by this stage of the project, but unfortunately WSP has encountered several challenges:

Measuring behavioral determinants. The series of questions used to measure each determinant in the FOAM framework⁵ has been created from scratch and then adapted into local languages as part of surveys. To date, the project has not been able to measure all of the determinants reliably, limiting the ability to monitor them for changes.

³ www.wsp.org/scalinguphandwashing
⁴ http://www.wsp.org/index.cfm?page=page_disp&pid=22108
⁵ For more information on the FOAM framework, see *Introducing FOAM: A Framework to Analyze Handwashing Behaviors to Design Effective Handwashing Programs*, available under “Publications and Tools” at www.wsp.org/scalinguphandwashing.



Illustration 6: Sample Learning Note

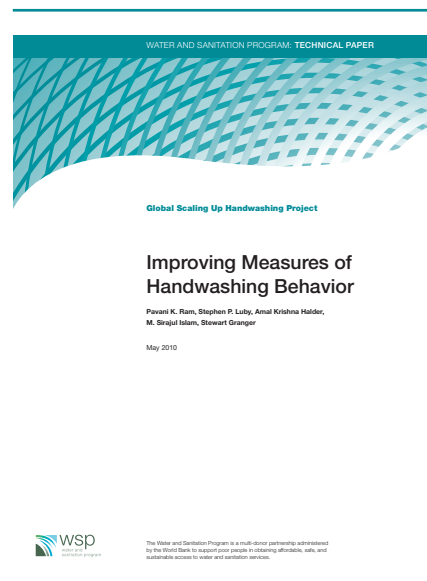


Illustration 7: Sample Working Paper/ Technical Paper

Limited data sets or delays in obtaining data. The second doer/non-doer study in Senegal encountered procurement delays, so results were not available for analysis in this reporting period. It is scheduled to roll out in the coming months. In Tanzania, the planned doer/non-doer study was cancelled (see previous progress report for details). Determinants have also been tracked through the IE longitudinal surveys, allowing for a comparison with baseline IE; however, for Senegal and Vietnam, the data sets still must be cleaned and analyzed. In Peru, the second round of an intercept study is scheduled for the end of August.

Nonetheless, in Peru and Tanzania the team has been able to measure several determinants reliably through two different mechanisms; the piloting of scales (scaled questions) in Peru and event impact surveys (EIS) in Tanzania. We hope to be able to report on Senegal and Vietnam in the next report.

Peru

The team has been able to measure several determinants reliably due to heavier piloting of the supporting questionnaire. As part of the IE baseline, data analysis explored differences between mothers who handwash with soap and those who do not, a segmentation approach similar to what has been done in Senegal through the doer/non-doer study. Findings revealed that among the behavioral determinants included in the study, access/availability to soap and water, knowledge of best way to wash hands (including immediately around a critical juncture), and beliefs and attitudes toward soap and water were statistically associated with handwashing with soap.

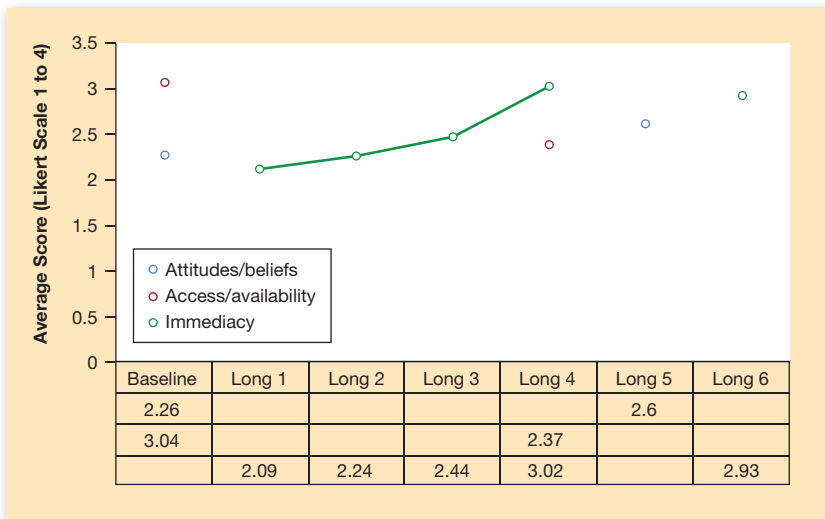
In the logic chain of the project's results framework, behavioral determinants are thought of as "leading indicators," in that improvements in the determinants should indicate that handwashing with soap is likely to follow.

In the logic chain of the project's results framework, behavioral determinants are thought of as "leading indicators," in that improvements in the determinants should indicate that handwashing with soap is likely to follow. For this reason, determinants are being monitored in Peru through the monitoring surveys and through the IE longitudinal surveys (note that not all determinants have been included in all longitudinal surveys due to time constraints of the data collection instrument). Data from the latter has just been analyzed and the following can be reported:

- Beliefs and attitudes towards soap have improved significantly over time (Figure 3).
- Specific beliefs around immediacy have also improved.
- However, self-reported access and availability to soap and water when needed has declined.

Further analysis is being carried out to determine the possible explanations for the decline in access/availability. One hypothesis is that mothers exposed to the intervention become more aware of the issues, including the necessity to have soap and water readily available, and may rate the situation more harshly or realistically over time.

FIGURE 3: MEASURE OF DETERMINANTS IN PERU



Tanzania

The objective of DCC events is to increase knowledge on improved handwashing behavior and intentions to construct a handwashing facility. In order to understand how effective DCC activities have been, Event Impact Surveys were conducted pre- and post-DCC event. Results suggest that the two key behavioral determinants, knowledge and intention, being targeted are improving among those exposed to the DCC. Figures 4 and 5 show findings for a total of 1474 respondents (727 pre- and 747 post-event) surveyed at 28 events conducted in five districts. All differences are significant at a level of confidence of 95 percent.

The objective of DCC events is to increase knowledge on improved handwashing behavior and intentions to construct a handwashing facility.

Performance Monitoring

WSP’s global monitoring system has been in place now for three reporting periods. During this reporting period, the global and country teams have improved the design and use of the monitoring systems. In a sector known to be lacking in monitoring capacities and consensus on approaches and indicators to use when monitoring behavior change and handwashing with soap in general, the project teams have moved the field forward, demonstrating that performance monitoring is a key component of a handwashing intervention. In an effort to further refine the design of the global Management Information System (MIS) and apply what has been learned in the countries and globally, in the next reporting period WSP will hold a learning event on the MIS.

FIGURE 4: KNOWLEDGE ON BEST WAY TO WASH HANDS

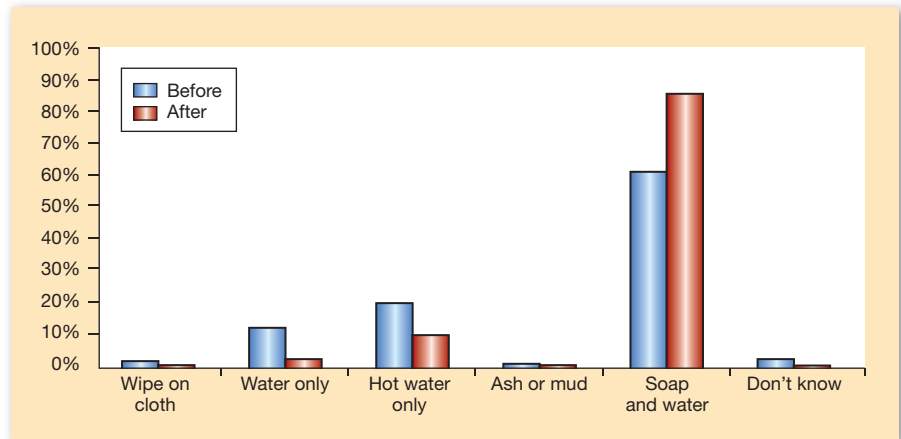
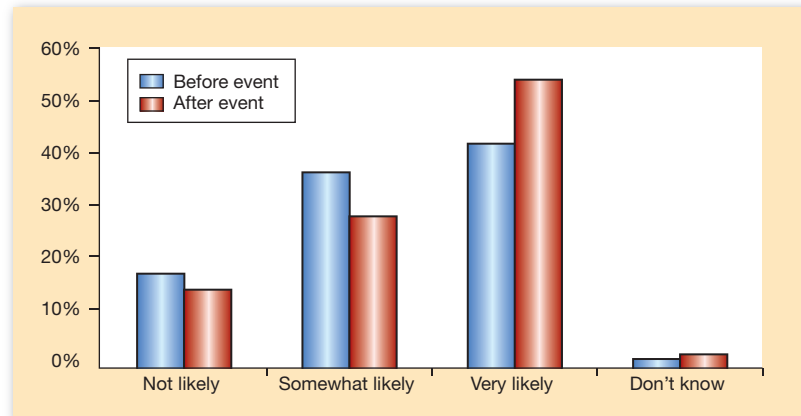


FIGURE 5: INTENTION TO BUILD A HANDWASHING STATION IN THE NEXT TWO WEEKS



Country teams continue to use the system as it was designed: to provide data on progress against the core set of global performance indicators at six-month intervals. This data allows the team to chart performance trends over time, identify areas lagging in performance, and instill a results-based management culture in the project.

Peru

“We are monitoring our activities combining the handwashing initiative tools with the school sanitation assessment form, which has been very useful to the school environmental committee and to see where we are failing.”

—*Husares de Junin School Principal, El Agustino District, Lima Province*

There is now evidence at the national and local levels that government clients and other partners are using project monitoring tools to monitor newly emerging handwashing programs:

- The Ministry of Education is now using and quoting project monitoring and evaluation (M&E) data as part of the national program.
- The project helped the Cajamarca M&E Committee develop a presentation on the Regional Nutrition Program, including IPC data and monitoring information from the project.
- The project provided IPC M&E training to staff of the regional government, municipalities, health and education sectors, and private firms in Piura. Each institution will collect relevant information, consolidate the data, and deliver it to the GORE using the formats proposed by the project.
- The Regional Health Office (DIRESA) in Lima is using the project’s IPC quality assessment form to evaluate handwashing sessions implemented by health staff, and using project tools to monitor their activities.
- The Local Education Unit (UGEL) of Requena participated in an immersion workshop where participants received IPC monitoring training.

Senegal

Earlier reports have described Senegal’s monitoring system. During the final phase of intervention activities, the monitoring system will capture IPC and DCC progress through reports from the contracted firms. These will be validated independently through four field supervisors hired directly by the Senegal project. Mass media implementation will be monitored via reports against the media plan from the media placement agency. The information will be aggregated into the MIS which can produce standard and customized reports that enable the team to track actual results and analyze the situation along a variety of dimensions, such as region and implementing agency.

The government of Senegal has expressed interest in getting support for M&E, and over the coming months the Senegal team will work on packaging the M&E component into a system usable by the government, and then training them in its use.

Tanzania

“The Village Registers are quite useful, and we plan to incorporate them into our national sanitation and hygiene program.”

—*Elias Chinamo, Deputy Director, Preventative Services, Ministry of Health and Social Welfare, Tanzania*

In the past six months, the Tanzania project has focused on strengthening its monitoring system to track progress in each programming component.

WSP developed paper forms that are distributed to every front-line activator (FLA). The FLA records the number and type of meetings held, the demographics of those reached, and how many people were reached. A challenge is that, because FLAs are volunteers, there is little incentive for them to submit the forms (roughly 22 percent of FLAs submit forms), so data is spotty. Additionally, there is a challenge of validating the data, which is currently entirely self-reported. To rectify the situation, the team has decided to look into how to better motivate ownership at all levels of reporting through building a sense of ownership over the data quality.

A monitoring system was developed to capture both the implementation progress and the quality of the interventions. The DCC firm reports back to WSP with progress on implementation against the agreed-upon schedule. Event validation is carried out through spot checks by the district coordinators hired by WSP. In addition the DCC firm has been provided with forms to capture information on the size and composition of the audience, topics covered, type of location, and prizes given away. To assess how well the DCC firm is transmitting the messages, WSP developed an event impact survey that is carried out by the DCC firm. This survey assesses the change in knowledge and intention to improve handwashing as a result of the event.

A local media monitoring firm tracks whether the radio program was aired as scheduled. The firm will provide WSP with a monthly report.

Vietnam

“We often report in many words what we have done, but thanks to this, the numbers can say everything.”

—*Nguyen Thi Nhung-Dong Thap, Women’s Union*

WSP developed an Excel monitoring tool for the Women’s Union to monitor its IPC programming. The system has collected extensive data that has been used by both WSP and the Women’s Union to improve implementation. In addition, WSP and the Women’s Union have used data regarding reach and the number of

activities completed to highlight the importance of the Women's Union's efforts in helping the project reach its program objectives and to motivate them to keep up their efforts in scaling from 240 communes to 500 communes.

Based on this data, WSP and the Women's Union agreed on the need to move the target audience from knowledge to intention to reminding them when to wash hands with soap, convincing more people to put soap in handwashing areas, and motivating those who wash their hands with soap to make it a habit.

The DCC firm will report back to WSP with evidence of each event, including photos, press clippings, videos, and summary statistics—total number of people attending each DCC event; percentage of total attendants who are women (ages 15–49) and children (ages 6–10). Additionally, the firm will conduct six event impact surveys (two per province) after several events to gauge audience comprehension and recall of messages.

A local media monitoring firm tracks mass media.

Impact Evaluation

During the last six months, baseline data entry was completed in each of the project countries, and we anticipate having cross-country data analysis in the next reporting period.

Peru

Data analysis was completed and results from the baseline report were shared in February in a meeting with the technical teams of the ministries of education; health; women's affairs and social development; and infrastructure and sanitation. WSP presented the details and design of the Peru IE study and shared results of the baseline data. Government counterparts expressed interest in the rigor and depth of the study, and specifically requested additional capacity building and knowledge transfer activities. The Peru baseline report is in press. Six rounds of longitudinal data have been collected and analyzed. Early analysis showed signs of fatigue and decreasing diarrhea rates, suggesting a need to halt further collection.

Vietnam

Baseline data has been analyzed, and a baseline report was drafted and distributed for comments to the country and expert teams. Because low levels of diarrhea prevalence in Vietnam make it impractical to measure sizable changes in diarrhea, a decision was made to halt the collection of longitudinals.

Senegal

Baseline data has been entered and analysis is underway. The team recently received data for the first four longitudinal rounds and is currently analyzing it.

Tanzania

Baseline data entry was completed and a simplified baseline report is in progress. Data for the five districts has been analyzed, and initial tables have been generated. However, the IE team is in the process of validating this data since there were some worries about the quality.

Endline procurement has begun in each country and is expected to roll out in conjunction with the ending of interventions.

Contractual arrangements for the selected data entry firm, Kimetrica, were completed, and the firm has begun supporting preparations for endline surveys. Kimetrica has provided advice on quality standards to be used during negotiations with the survey firms and is advising on data management and data reduction strategies.

A timeline for completing longitudinal and endline surveys is provided as Annex 4.

The selection process of a firm to conduct the economic evaluation methodology and apply it in Tanzania and Peru is underway. WSP received expressions of interest from eight firms and shortlisted four. The terms of reference and scope of work of this assignment have been carefully defined and reviewed. Finally, the team has developed a knowledge product map for the IE component, data access agreement forms, and a use protocol.

III. Challenges, Emerging Learnings, and Project Responses

Three-and-a-half years into the project, a number of challenges and learnings have emerged. These include:

- **Importance of a handwashing station to support behavior change intentions:** The hardware serves a number of purposes in the intervention: It facilitates the practice of handwashing, may strengthen the social norm of improved handwashing, may inspire aspirational motivations to improve handwashing behaviors, and, if properly placed, reminds families of the need to wash with soap at critical junctures. Additionally, when working with counterparts who are uncomfortable with software (often ministries of water), promoting a technology is something to which they can relate. This makes a strong case for attention to handwashing stations, particularly to investing resources into products that respond to consumer demand within cost constraints.
- **Changing the mind-set of clients and agencies takes time and evidence:** Many counterparts—from public, private, and NGO sectors—come to the intervention with preconceived ideas of hygiene interventions and typically fall back on germ-focused messages along with PHAST-type interventions. It takes considerable time, effort, attention, and handholding to work with these counterparts to move to a positive-orientation, evidence-based approach to behavior change.
- **Monitoring effectiveness of behavior change interventions requires follow-up research:** So far, WSP’s monitoring system can capture the reach of the IPC, DCC, and MM interventions, but to understand the quality of the interventions, the team must conduct special surveys or wait for the endline surveys and the impacts. There is clearly a need to ensure that interventions are effective in changing behaviors, and if not, they must be adjusted. This becomes a greater challenge at large scale. In Tanzania, the team is implementing event impact surveys to understand how an event changes knowledge and intention, but a systematic approach must be developed. This may require a balance among supervision and independent spot checks, with an emphasis on regular learning meetings, quality monitoring tools to track indicators such as increases in handwashing stations, and capacity building.
- **Changing the role of community outreach workers into a community resource requires specialized skills:** It’s common for community outreach workers to simply disseminate information. To help them take on an expanded role in which they help caretakers identify solutions to handwashing challenges and negotiate with other members of the family to prioritize handwashing, they need special skills in communication. To date, the focus of the interventions has been on building their understanding of the content rather than on facilitating behavior change among the target groups.

IV. Project Management

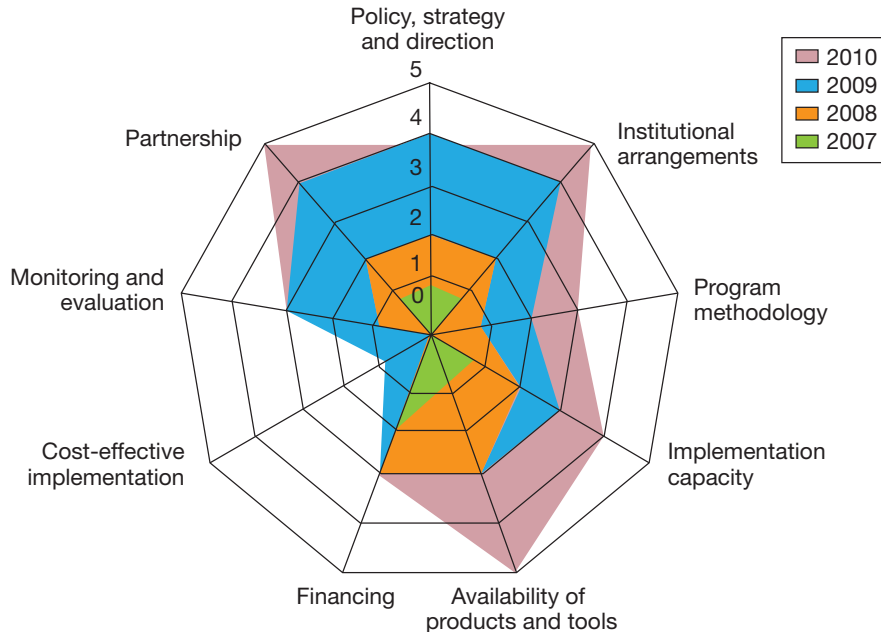
In March 2010, the project TTL in Tanzania, Abdul Badru, left WSP for another organization. Yolande Coombes, the WSP-AF regional sanitation and hygiene specialist based in Nairobi, Kenya, was assigned the TTL responsibilities for the HWWS project in Tanzania. To provide additional assistance to the Tanzania team, Craig Kullmann, previously based in Washington, D.C., has temporarily relocated to Dar es Salaam from June to December 2010.

In June 2010, Hnin Hnin Pyne, the senior technical advisor for the Global Scaling Up Handwashing project, moved to the World Bank Institute for 67 percent of her time until December 2010. After that date, her duties will be assumed by task-specific consultancies, as well as by Nathaniel Paynter, water and sanitation specialist in D.C.

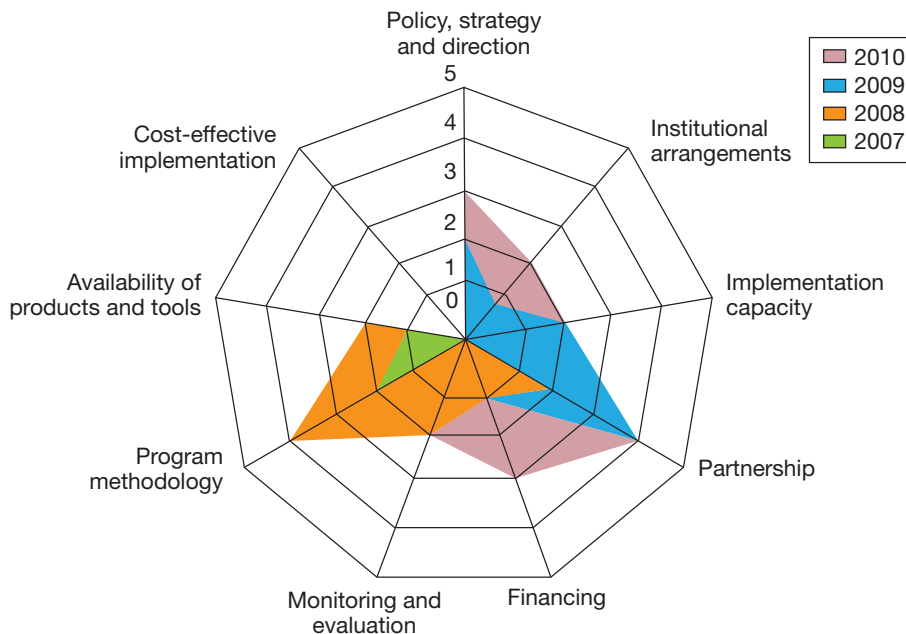
As the program concludes implementation of activities in 2010 and moves to learning and transition activities in 2011, country staffing may be reduced. This is to be expected as staff members begin looking for other jobs in anticipation of the close of project in November 2011. WSP is working to ensure there is sufficient staffing at national and global levels to deliver on the project goals and commitments.

Annex 1: Enabling Environment Spider Diagrams (As of June 30, 2010)

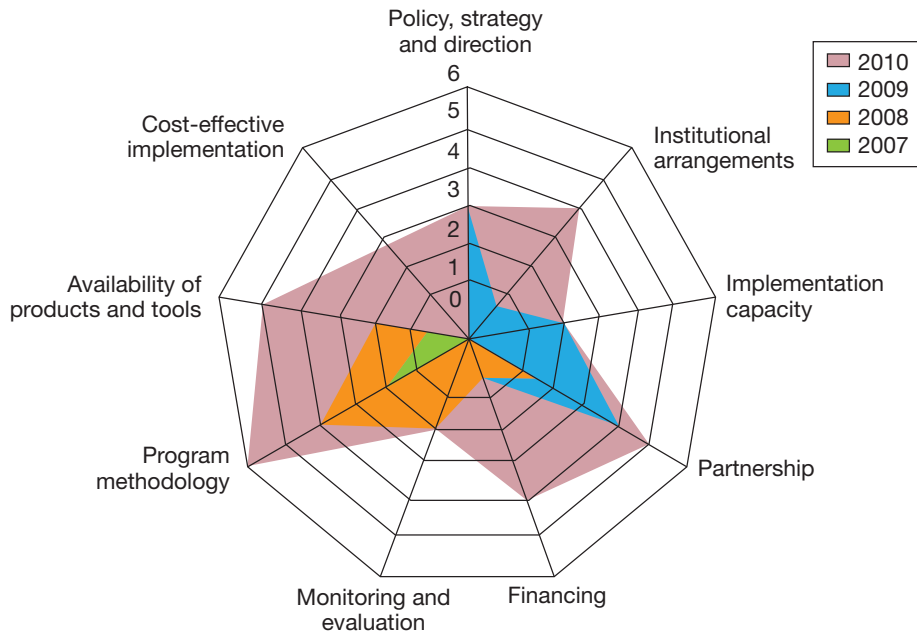
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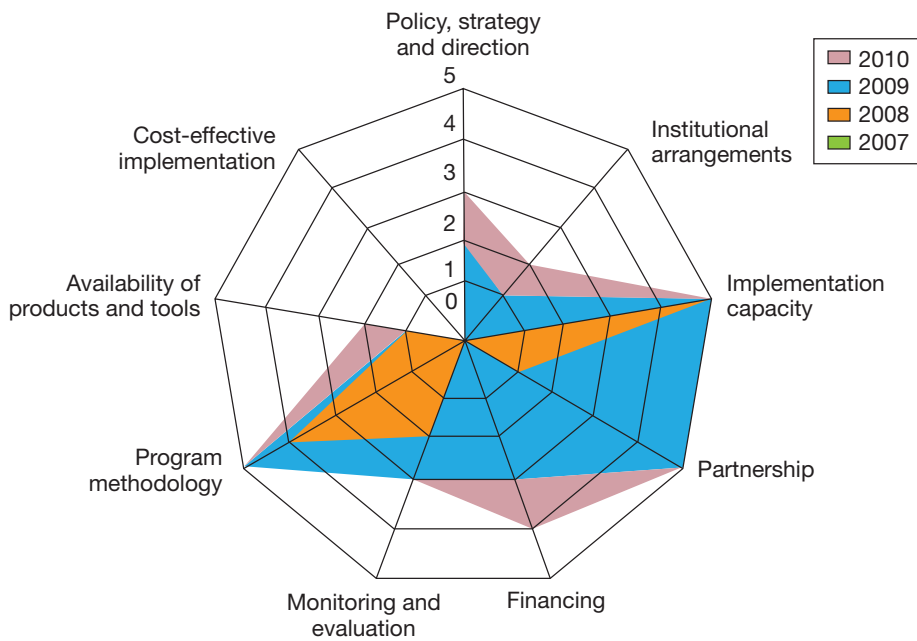
SENEGAL



TANZANIA



VIETNAM



Annex 2: Global Team Knowledge Products (January 1–June 30, 2010)

Peru

Global Scaling Up Handwashing In Peru: Monthly Handwashing Bulletin

Provide updates to partners and clients on the course of the process, lessons and results; mailed to 300 public, private, World Bank, and other development agencies and distributed at meetings.

Report on Super Jabocín Handwashing Station for Duraplast

Reports on the process and results of the production and promotion of the water and soap device. It provides detailed information about the partners involved and funds allocated; geographic areas and population reached; campaigns and scaling up.

Global Scaling Up Handwashing Project in Peru: Overview Report

This report reviews the project process and learning to provide an overall comprehensive description of the project, its dimensions, components, rationale, and strategy. Audience: clients and partners.

Peru: A Behavior Change Journey

Profiles the behavior change journey of WSP's Global Scaling Up Handwashing Project in Peru, with a focus on how it was designed, implemented, monitored, challenges, and lessons learned. (in production)

Senegal

Involving Men in Handwashing Behavior Change Interventions in Senegal

In Senegal, women play a central role in caring for the family and women's hygiene behaviors are strongly correlated to reducing or transmitting fecal contamination within the household. However, as heads of household, men allocate financial resources for household items such as soap. Thus, while WSP's Global Scaling Up Handwashing Project in

Senegal initially focused on women as the target audience for project implementation, the project team soon realized they should also target men. The steps taken to target both women and men, along with key learnings, are discussed.

This Learning Note will also be available in a French translation: "Implication des hommes dans la promotion du Changement de Comportement en matière de Lavage des Mains au Sénégal."

Senegal: A Behavior Change Journey

Profiles the behavior change journey of WSP's Global Scaling Up Handwashing Project in Senegal, with a focus on how it was designed, implemented, monitored, challenges, and lessons learned. (in production)

Tanzania

Event Impact Surveys for Measuring Direct Consumer Contact

Event Impact Surveys (EIS) help to measure the impact of both promotional and educational handwashing with soap events or a combination of both. The EIS assesses the impact of live behavior change communications events by measuring audience reception to the communication to measure comprehension, appeal of content and changes in knowledge and intention to change behavior. (in draft)

Measuring the Impact of Radio and Comics on Handwashing with Soap in Tanzania

How to measure the impact of radio through listener groups and the importance of comic books as a low cost intervention to encourage the construction of tippy taps. (in draft)

Tanzania: A Behavior Change Journey

Profiles the behavior change journey of WSP's Global Scaling Up Handwashing Project in Tanzania, with a focus on

how it was designed, implemented, monitored, challenges, and lessons learned. (in draft)

Vietnam

Designing Evidence-Based Communications Programs to Promote Handwashing with Soap in Vietnam

Offers practical recommendations for program managers of behavior change programs and examples of the communications materials developed for the Vietnam Handwashing Initiative; presented at the 2010 South Asia Hygiene Practitioners Workshop in Dhaka, Bangladesh.

The Development of an Entertainment Education Programme to Promote Handwashing with Soap among Primary School Children in Vietnam

The paper describes how the handwashing with soap campaign was developed for children in Vietnam beginning with a detailed description of the innovative research tools developed to understand the school context and gain insight into the minds and realities of primary school children to better understand the barriers and motivations to handwashing with soap. It includes examples of the communications materials in the Vietnam Handwashing Initiative and describes how the materials have been received, including feedback from teachers and students. Practical recommendations for practitioners are given. (pending WaterAID publication)

Vietnam: A Behavior Change Journey

Profiles the behavior change journey of WSP's Global Scaling Up Handwashing Project in Vietnam, with a focus on how it was designed, implemented, monitored, challenges, and lessons learned. (in draft)

Headquarters

Global Scaling Up Handwashing Project

Handwashing with soap is one of the most cost-effective ways to prevent diarrhea. However, worldwide rates are low. This introduction to WSP's Global Scaling Up Handwashing Project provides a brief overview, including learning goals, programmatic approaches, and targets.

Improving Measures of Handwashing Behavior

As handwashing promotion is scaled up and adopted by more organizations, the need for field-friendly, affordable,

and readily adaptable monitoring and evaluation techniques has increased. A WSP study in Bangladesh set out to determine the most effective methods for measuring handwashing behaviors, with particular interest in the utility of sensor soap. Included are study findings and recommendations for researchers and public health professionals tasked with measuring handwashing behavior.

Practical Guidance for Measuring Handwashing Behavior

Accurately measuring handwashing behavior is a critical step in understanding and improving overall health. However, the lack of a universally applicable method for measuring handwashing behavior makes gathering reliable data a challenge. This Working Paper addresses that gap and offers researchers and public health professionals practical guidance on how to accurately measure handwashing behaviors in a variety of settings.

Insights from Designing a Handwashing Station for Rural Vietnamese Households

Multiple iterations of prototyping and field-testing of a handwashing station prior to manufacturing are critical to identify user preferences and practices. Discussed are the design process and emergent learning on handwashing station preferences and handwashing practices in rural Vietnam.

Beyond Tippy Taps: The Role of Enabling Products in Scaling Up and Sustaining Handwashing

Summarizes findings from the Water and Sanitation's Global Scaling Up Handwashing Project and other research that suggest that convenient access to water and soap when and where needed and having a designated place for handwashing with soap are also important determinant for handwashing. Enabling products such as handwashing stations provide such a designated place in addition to an environmental cue to action and a stable context for handwashing, factors that literature highlight as critical for habits to form and be maintained; presented at the 2010 South Asia Hygiene Practitioners Workshop in Dhaka, Bangladesh.

Enabling Technologies Database

A Web-based, searchable database of technologies that enable handwashing with soap with records contributed by WSP and numerous other development agencies.

Available at <http://www.wsp.org/scalinguphandwashing/enablingtechnologies/index.cfm?Page=Home>.

Emergent Learning About Learning

A challenge for projects implemented at scale and in multiple countries is to capture and disseminate learning in a way that is systematic, timely, and of benefit to country teams, clients, partners, and programmers. Another challenge is to continuously test key assumptions underlying the program design and activities. WSP's Global Scaling Up Handwashing Project has implemented a culture of learning to help meet these challenges and achieve the project's learning goals.

Global Learning Strategy

Findings on what works, and what doesn't, in scaling up and sustaining handwashing programs can be short lived unless a structured process for generating, sharing, capturing, and disseminating knowledge is established. Included are recommendations based on a learning strategy developed by WSP's Global Scaling Up Handwashing Project.

Introducing FOAM: A Framework to Analyze Handwashing Behaviors to Design Effective Handwashing Programs

Before handwashing behaviors can be changed, they must first be understood. The FOAM framework, developed by WSP, categorizes sanitation behavioral determinants under Opportunity, Ability, and Motivation. With the letter F for Focus, these categories spell out F-O-A-M. (in production)

Literature Review on Sustainability of Behaviors After Cessation of Project Inputs

A summary of findings from a review of literature on the sustainability of behaviors. (in production)

Scaling Up Handwashing: Findings from the Impact Evaluation Baseline Survey in Peru

(in production)

Scaling Up Handwashing Behavior: Findings from the Impact Evaluation Baseline Survey in Vietnam

(in production)

Annex 3: Learning Activities (January 1–June 30, 2010)

Date	Location	Topic	Audience	Participants
Feb '10	Lima, Peru	Impact Evaluation	Public sector representatives	18
Feb '10	Lima, Peru	Implementation of Joint Activities	Representatives from Ministry of Women and Social Development	7
Feb '10	Lima, Peru	Monitoring workshop to review project accomplishments and strategize coming year	Implementation agencies and local coordinators; four ministries: Education; Health; Construction/Water and Sanitation; and Woman	40
Feb '10	Dhaka, Bangladesh (Vietnam)	Designing Evidence-Based Communications Programs to Promote HWWS in Vietnam	South Asia Hygiene Practitioner's Workshop	20
Feb '10	Dhaka, Bangladesh (Washington DC)	Beyond Tippy Taps: the Role Of Enabling Products In Scaling Up And Sustaining HWWS	South Asia Hygiene Practitioner's Workshop	40
Feb '10	Dar es Salaam, Tanzania	Communications and Implementation	WSP, resource agencies, consultants	20
Feb '10	Dar es Salaam, Tanzania	Project Monitoring	WSP Tanzania core staff, district coordinators,	14
Feb '10	Lima, Peru	Monitoring workshop to review project accomplishments and strategize coming year	Implementation agencies and local coordinators; four ministries: Education; Health; Construction/Water and Sanitation; and Woman	40
Mar '10	Lima, Peru	Methodology and Process	PRONAA authorities	6
Mar '10	Arequipa, Peru	Communications workshop for local theater groups	Theatre groups from Arequipa, Ica, Cusco, Huancavelica, Piura	40
Mar '10	Dar es Salaam, Tanzania	After Action Review	WSP Tanzania core staff, district coordinators, resource agencies, DCC firm, communication agency	12
Mar '10	Dar es Salaam, Tanzania	After Action Review	WSP Tanzania core staff, district coordinators, resource agencies, DCC firm, communication agency	12
Apr '10	Di Su primary school, Hung Yen province Vietnam	Introduction to Children's Handwashing with Soap	Representative from Ministry of Education and Training, Hung Yen Department of Education and Training, NGOs, Unilever	30
Apr '10	Washington DC	Steering Committee Meeting	PPPHW Steering Committee	15

(Continued)

Date	Location	Topic	Audience	Participants
Apr '10	Washington DC	Project Approach and Results	Sustainable Development Network Learning Week World Bank, WSP Colleagues	60
Apr '10	Washington DC	Behavior Change Communications	Sustainable Development Network Learning Week World Bank, WSP Colleagues	60
Apr '10	Cambridge, Massachusetts (Washington DC)	Behavior Change and Handwashing Promotion	MIT seminar on FOAM and how to design behavior change interventions	50
May '10	Vietnam	Exposure visit	Representatives from USAID project building partnerships between commercial sector and other public or private sector actors	2
May '10	Cajamarca, Peru	Overview of Activities and Planning	Regional authorities, public sector representatives, private sector representatives, HWWS global team	30
Jun '10	Loreto, Peru	Immersion workshop	Education sector authorities and teachers working in the district of Emilio San Martin	40
Jun '10	Piura, Peru	Monitoring Capacity Building workshop	Representatives from public and private institutions	40
Jun '10	Soc Trang Province, Vietnam	Trainer of Trainers	Members of Women Union and Women's Union staff from 10 communes	10
Jun '10	Ca Mau Province, Vietnam	Trainer of Trainers	Members of Women Union and Women's Union staff from 10 communes	10
Jun '10	Loreto, Peru	Immersion workshop	Education sector authorities and teachers working in the district of Emilio San Martin	40
Jun '10	Piura, Peru	Monitoring Capacity Building workshop	Representatives from public and private institutions	40

Annex 4: Timeline of Longitudinal and Endline Surveys

