**UPDATES FROM THE COUNTRY PROGRAMS**

**AFRICA UPDATE**

**Tanzania**

Tanzania benefits as being one of the only African countries with a single national language – Swahili – and so presents a rare opportunity to bring Handwashing messages to the people in their own language. As a first step, the Handwashing Handbook has been translated into Swahili, and plans are being made to bring more HW messages into the local language. The translated Handbook is now available.

Over the past months, the Tanzania Handwashing Initiative has been engaged in a variety of activities. In March, the Initiative held a coffee morning with the national press about the dire sanitation situation in Tanzania, and how handwashing can be a critical tool in reducing the effects of poor sanitation. The press were struck by how serious the sanitation issues were in Tanzania, and many of the resulting articles mentioned the potential role handwashing can play in protecting people from diarrheal disease.

The Initiative organized a number of handwashing related activities at the National Water Week (known as Maji Week) activities: T-shirts, caps, flyers, and a banner were printed with handwashing messages; AquasanTZ, a local plastics manufacturer, branded a demonstration water tank with a handwashing message. During Maji Week, the Initiative also took the opportunity to test the trigger message from coming out of the Uganda trigger workshop, “The Power Is in Your Hands”, by asking mothers and children to describe what that meant to them. Finally, the Initiative conducted hygiene story-telling for the children and mothers. They were asked to tell a real life story which will be interesting to listen to and compel the listeners to wash hand with soap. The child or mother telling the story liked by most could win a t-shirt with handwashing message on it (“Mimi nanawa mikono yangu kwa sabuni. Wewe je?” Meaning, “I wash my hands with soap. What about you?”). In a period of three days about a thousand t-shirts were given out. T-shirts proved to be a very strong communication tool as our exhibition stall was perpetually full of patrons of varying age groups. At night, the T-shirts were featured at the local bars and dance halls, and during the day everyone from children to senior government officials were wearing the shirts.

A visit from President Kikwete

People from different walks of life were fascinated with the prospect of the Handwashing with Soap Campaign. Maji Week was closed by the President of Tanzania, Mr. Jakaya Kikwete, who was on hand to launch the National Water Sector Development Program. He visited our booth and we took the
opportunity to share with him the benefits of HW and the potential for Tanzania.

In addition to these activities, the Initiative has over the recent months carried out an assessment of the enabling environment for handwashing and a review and re-analysis of the formative research, which was conducted in 2005. The results of the studies will inform and strengthen the development of the handwashing promotion program funded, in part, by the Bill and Melinda Gates Foundation as part of the Scaling up Handwashing Behavior Change Project.

Kenya
Having just completed formative research, including the use of state of the art tools in primary schools, the Kenya Handwashing Initiative is carrying out data analysis and organizing a peer review of conclusions and recommendations. The agency and handwashing coordinator will present the findings to the Ministry of Health’s Environmental Sanitation Working Group along with a strategy outlining how handwashing behavior can be improved in Kenya. The In Safe Hands program and local partners are planning to hold a behavior change trigger workshop in October. The workshop will focus on primary-school aged children, complimenting the trigger work focusing on mothers that was carried out elsewhere in East Africa.

Senegal
The handwashing promotion program of the Senegal Public-Private Partnership for Handwashing (PPPHW) activities was officially launched in January 2007 by the Minister of Hygiene, Dr Issa Mbaye Samb. The launch ceremony was attended by more than 2,000 persons with a very strong social mobilization (women groupings, and partners from both public and private sectors, and officials). Mr. Ian Hopwood, local Unicef Representative and Marie Hosatte of Colgate Palmolive gave speeches on behalf of the private sector partners before the address of the Minister inviting to join the partnership.

Medium and large-scale interpersonal events aimed at spreading the handwashing message and at the same time making handwashing fun lie at the heart of Senegal’s handwashing promotion program. The PPPHW carries out large-scale road shows, schools events, and training in maternity centres. The first phase and is being implemented in four regions of Senegal (Dakar, Thies, Diourbel, Vélingara) and reached its halfway mark in June 2007. The interpersonal activities have been complemented by a UNICEF-funded handwashing TV spot, which has had nationwide coverage.

During that phase, 800 women groupings, 700 maternity centres and elementary schools as well as 300 ‘madrasa’ (traditional religious schools), 210 markets and 160 health centres and maternities will be visited in the four pilot regions. These activities convey messages expressed in a participatory manner. They aim to reach 1.5 million people.

A second phase, focused on the country’s remaining seven regions will be carried out with funding from the Bill and Melinda Gates Foundation. In preparation for the second phase, the existing formative research and communication strategy were reviewed. As a result, additional formative research in the form of a doer/non-doer study will be commissioned. The communication strategy, messages, and materials are expected to be adjusted based on the findings from the study.

In June 2007, two representatives from the global PPPHW and handwashing coordinators from five countries had the opportunity to experience the activities of the Senegal PPPHW during a visit to the country. The group was introduced to the activities of the PPPHW by national coordinator Ali Diouf and participated in a schools event and a community road show. The whole-day introduction
Opinion:
Will it be Ash or Soap?
Chris Nsubuga-Mugga, Handwashing Coordinator, Uganda

In March of this year, I presented the handwashing campaign to the District Health Inspectors (DHIs) at their annual national conference. The campaign was generally well received as it was correctly understood to consolidate efforts made by various partners in the sanitation and hygiene sub-sector over the years.

Having heard all I had to say, one of the DHIs stood up and requested that the campaign avoid confusing people by promoting the use of soap for handwashing, as DHIs had been promoting the use of ash for many years. The DHI preferred to deliver a consistent message and, moreover, questioned whether rural people, who are generally poor, could at all afford soap.

The issue of whether a certain population group can afford soap is one that handwashing initiatives frequently encounter. In Uganda – as in many other PPPHW countries – the baseline research has shown that some form of soap, in fact, is present in 95% of households. That is, availability of soap is not a barrier to handwashing in the vast majority of cases. Rather, the reality is that handwashing is low on the priority list of use, behind doing laundry, bathing and cleaning utensils. The task ahead of us is to highlight the importance and immediate benefit of hand washing as a way of pushing handwashing higher on the priority list.

At the DHI conference, I shared our finding – that soap is available in most households – with the assembly. Having presented just after lunch, I proceeded to ask the inspectors how many of them had remembered to wash their hands with soap before eating lunch. Less than half put up their hands. When I asked how many knew where the handwashing facilities were, fewer hands showed. I then asked how many of the inspectors would wash their hands with ash if they found it on the sink. No hands went up.

If we are not willing to use ash to wash our hands, how can we expect anyone else to do so? Our rural people may be poor but they want their lives to get better, they have aspirations and dreams. Asking them to use ash has no aspiration for a better life; using soap does. And besides, they do have soap. Given that previous activities have taken place promoting handwashing with ash, the Ugandan PPPHW will continue to work with the DHIs and other partners to integrate soap-based messages in a way that is satisfactory to everyone involved.

Handwashing with soap is not only effective in improving public health. It has a fresh breath of hope and is a hallmark of the aspirations and dreams of a better life that the poor in Uganda and other developing countries have.

The views expressed in this opinion are those of the author and do not necessarily represent the views of the global PPPHW, its Secretariat, or WSP.

Uganda

After the completion of the formative research on hand washing, the process of developing a creative and culturally relevant national communication strategy has kicked off in earnest.

At the end of February 2007, a trigger workshop was conducted with assistance from the Unilever Marketing Academy. A trigger is derived from numerous observations and insights of the target audience and can be referred to as the single most powerful connection point in communicating for behavior change.

Four top triggers identified in the workshop were validated in a focus group discussion with women. Of the two triggers that the women related to the most ‘Maama the power is in your hands’ was determined to be the most viable as it not only makes an emotional connection with our target audience but also brings to the forefront their role in a child’s life and empowers them to do something about handwashing. The trigger taps into each of three factors - disgust, nurture, and safety - identified as key drivers for handwashing behavior in the Uganda formative research study.

Out of the triggers, an agency brief was drafted to commission the selected advertising agency, Lowe Scanad, to begin working on creative single
communication ideas. The ideas were revised by the Unilever Marketing Academy and the communications sub-committee to the national PPPHW, and revised based on feedback. A pilot phase of the campaign has been launched. Full-scale launch is expected within the 1-2 months.

Benin

The Benin Handwashing Initiative is in the final stages of recruiting a coordinator for the Initiative. Funding for the first phase of the upcoming handwashing promotion program has been provided by the Embassy of The Netherlands. The efforts of the Benin Handwashing Initiative will be led by the Directorate of Hygiene and Sanitation under the Ministry of Health. In the coming period, the lead agency will focus on the recruitment of a national handwashing coordinator, contracting and implementation of the consumer research survey and handwashing baseline studies, and the establishment of a Steering Committee involving key public and private partners. Phase one of the Benin Handwashing Initiative is set to focus on partnership building and promotion of handwashing through mass media channels.

Ghana

With Phase I and the mass media activities wound down, handwashing promotion activities continue in Ghana at district level, where such activities are increasingly being mainstreamed into all water and sanitation projects and activities of partners. As an example, some NGO members of the National Steering Committee (Water Aid, Church of Christ) are giving visibility to handwashing promotion through their community level activities and publications. The Ghana PPPHW and handwashing promotion activities have been launched in 12 newly established districts. All district and community level training for stakeholders included an orientation on the PPPHW and handwashing promotion.

A handwashing in schools program with sponsorship from Danida is ongoing. Under this program, more than 600 trainers have received training in handwashing promotion. The participants include regional and district School Health Education Programme (SHEP) Coordinators, Schools Circuit Supervisors, Ghana Education Services regional and district Training Officers, Environmental Health Officers, trainee teachers and nurses and District Water and Sanitation Teams.

## Asia Update

**Vietnam**

With generous support from the Danish Embassy in Vietnam, a Trust Fund was established in December 2006 to support the Vietnam Handwashing Initiative. The funds will be used to design the national communications strategy and plan, develop materials, purchase mass media airtime, and for conducting interpersonal communications activities via health workers and women's union members. Private sector-led marketing events will also be conducted in markets, health centers or other locations where mothers of children under five are most likely to be reached.

In January 2007, the HWI hosted a workshop to share the findings from two formative research studies on handwashing and soap in Vietnam. The first study, funded by the Water and Sanitation Program, recorded current rates of handwashing (both observed and reported), explored barriers and motivations to handwashing and examined channels of communication among mothers of children under five. Results of the study revealed that:

- 92% of mothers are handwashing with water at critical times, though 60% of those who wash their hands with water do not feel soap is necessary.
- Barriers to HWWS include:
  - The perception that soap is only necessary when hands are visibly dirty or smelly.
  - HWWS is time consuming and inconvenient
  - The real and perceived affordability of soap
- The number one benefit of using soap is to get rid of bad smell.
• More than 80% of mothers watch TV while only 15-20% listen to radio or read newspapers.

The second study, supported by the Asian Development Bank with funding from DFID, examined whether lack of access to soap was a barrier to HW and whether the poor could participate in the distribution system. Results of the study concluded that:

• 87% of the sampled population currently use bar soap
• Access to soap products is not an issue - most people surveyed (users and nonusers) agree that “it is easy to find bar soap in the market”
• The two most important factors influencing bar soap purchase are: 1) a pleasant fragrance; and 2) anti-bacterial properties.

The results of the studies are feeding directly into the development of a communications campaign. In April 2007, Vietnam hosted a workshop to develop a Behavior Change Model for the Handwashing Programs titled FOAM. The model aims to provide HW task managers with a tool that can be integrated into existing processes and used to inform analysis of formative research, intervention design and monitoring. As of July, the procurement of an advertising firm to design the campaign was underway. The Vietnam Handwashing Initiative is also part of the Scaling up Handwashing Behavior Change project funded by the Bill and Melinda Gates Foundation.

Indonesia
The Public-Private Partnership Initiative for Handwashing with soap in Indonesia is advancing. Ida Rafiqah was appointed as national coordinator for the Initiative in April 2007 and is based in the Ministry of Health (MOH), which is the lead agency of the Initiative. Ida brings extensive marketing and public health experience from both the private and public sectors to the Initiative.

During this early phase of the Initiative, a small group of partners (MOH, Planning Bureau, WSP, Environmental Services Program, UNICEF) meet on a regular basis to discuss issues pertaining to the Initiative, including partnership documents, action plans, and partnership strategy. An important milestone for the Indonesia Handwashing Initiative was an Open Partnership Meeting, which was held during the first part of July, 2007. Potential partners from public and private sectors, donors and community groups and journalists participated in the meeting, which was opened by the Director General of Communicable Diseases and Environmental Health. The objectives of the meeting included presenting and discussing the proposed arrangements for the Handwashing Initiative, exploring private sector interest in the Initiative, and obtaining input for development of the Initiative strategy.

Following the meeting, a Core Group will be formed, including partners from the private sectors and community groups who are available and committed to participating intensively in the work of the Initiative. The Core Group will be tasked with preparing the official introduction of the Initiative during the National Sanitation Summit at the end of August of this year. In addition to the Core Group, a broader National Steering Committee will be formed. The Committee will meet on a quarterly basis to discuss the progress and future direction of the Initiative.

Nepal
Since its launch in 2004, the Handwashing Initiative is now resuming its national activities. There was a substantial gap in national implementation after the launch period due to the the security situation and lack of funding. However, the activities are now being implemented in four focus districts and through existing hygiene and sanitation programs in

Hand washing demonstration by school child club members (UNICEF/Nepal)
11 other UNICEF program districts.

The awareness and promotion activities range from providing training/orientation to over 5,000 frontline workers to handwashing demonstrations at the household level. A new promotion concept “Hand Washing Promoters/Monitors” was piloted to intensify hand washing activities in the focus districts during the last quarter of 2006. These promoters, primarily from local NGOs, were selected by the district taskforce and were all from communities where the handwashing activities were intensively organized on a daily basis. One immediate positive outcome is the strengthening of the efficiency of the monitoring and reporting mechanisms. Detailed handwashing information from the community level was collected and a renewed thrust on handwashing promotion in communities and schools was observed. A comprehensive and defined mix of mass media and interpersonal activities has gradually started to show results. Results from a household survey conducted in 2006 show that the practice of washing hands with soap practice after defecation or after cleaning a child bottom has increased from 46% to 62% in one district, when compared with the UNICEF program districts update survey of 2003.

**China**

A Handwashing Initiative for the Shaanxi Province is in its first stages of development. The province has a total population of 32 million. The Initiative is being set up by the Government of Shaanxi Province with assistance from DfID, the World Bank, and Unicef. Qing Wang, marketing consultant, has been brought on board to coordinate the effort. The Initiative is currently focusing on partnership building and formative research.

**Latin America Update**

**Peru**

The Handwashing Initiative (HWI) in Peru has seen an important new addition with the Ministry of Education, which earlier this year confirmed its interest in becoming an active partner. The Ministry of Education has joined the HWI as a member of the National HW Committee which is led by the Ministry of Health. The additional good news is that handwashing promotion will be included in national Healthy Schools programs that focus on creating healthy environments in rural and peri-urban schools and their communities at national level. The program started as a campaign in 2005 and was re-launched in April of this year as a major program to be adopted by regional education authorities across the country. The program has three major components: environmental awareness, risk management and health promotion. The Ministry of Education has decided that Handwashing promotion will be the lead activity of the health promotion component.

Indicators to measure the impact and success of handwashing promotion have been provided to the Ministry of Education’s team and they are being reviewed to be published as part of the performance evaluation chart to be distributed nationally. The communication tools developed by the HWI to be used in schools, namely the handwashing manual for kindergarten and elementary schools teachers, as well as games for the classroom, have been evaluated by the professionals from the Ministry of Education for later use in the program. Initially, the program will be implemented in 1800 pilot schools this year.

A second phase of the Peru HWI is currently being designed and will be carried out with funding from the Bill & Melinda Gates Foundation, as part of the Scaling up Handwashing Behavior Change Project. The second phase will have two arms, the first one will work from the school into the community, with school-age students as main agents of change; the second arm will focus on women through their community organizations and into the community as a whole. Main activities of the second phase are local mass media campaigns and promotional events and capacity building events. The first phase of the program focused on handwashing promotion among mothers of children under the age of five. To ensure a solid and well-informed design, the Peru HWI undertook a review of the formative research, which had informed the first phase of the communication program. As an outcome of the review, additional formative research with children will be carried out in Peru in August 2007.

**Colombia**

Advocacy efforts by the Colombia Handwashing Initiative (HWI), which have aimed to strengthen the interest in handwashing among the departmental governors, bore fruit earlier this year.
The advocacy efforts led to the inclusion of the HWI by the Ministry of Environment as one of the strategies within the basic water and health availability plans at state level. The goal is to guarantee the political commitment as well as the necessary economic resources for the strategy to function properly in each of country’s 32 departments.

The HWI in Colombia is building a broad partnership. The National Association of Industries is among the most recent partners. Other partners include the Cámara de Productos para el Aseo (Chamber of cleaning products) and Cámara de Hospitales y Clínicas (Chamber of hospitals and clinics). The main idea is that private partners from a cross-section of the business sectors - and not just the soap sector - in the nation become part of the initiative. In addition, the national network of offices of the Association located in the main cities of the country will co-operate with the HWI.

The Handwashing Initiative is in the final stages of designing and producing the mass media and interpersonal communication components of the program. The mass media campaign will center on a series of spots to be aired in radio and TV. The interpersonal component of the communications program will be carried out primarily in schools. A number of private partners, among them Unilever, have committed to assist the Initiative with the experience and expertise they have developed through their work in schools. The Colombia Handwashing Initiative expects to launch the national campaign in September of this year.

**Ecuador**

Strong interest continues to exist for the Handwashing Initiative in Ecuador. With the recent change in government, the Initiative has experienced a slight delay. The Initiative is funded via the Rural and Small Towns Water Supply and Sanitation Project II (PRAGUAS II) and is slated to be a nationwide handwashing promotion program, involving various sectors. The efforts of the Ecuador PPPHW are being led by the Sub-Secretariat of Water, Sanitation, and Solid Waste, Ministry of Urban Development and Housing. A request for expressions of interest for the consumer research and baseline studies was published earlier this year and the Ministry is in the process of assembling a shortlist. It is expected that a consultant firm will be contracted by August 2007.

**NEWS IN BRIEF**

**Grant from Gates Foundation to Learn about Handwashing with Soap**

The Bill & Melinda Gates Foundation has granted $16 million to the Water and Sanitation Program for a global project to promote handwashing with soap in some of the world’s poorest countries. Four million children under the age of five die each year because of diarrhea and respiratory infections. Handwashing with soap has the potential to prevent almost half of all diarrheal disease and up to 44% of respiratory infections. Rates of handwashing with soap in the developing world are very low, ranging from almost 0%-35%. The $16 million grant from the Bill & Melinda Gates Foundation will allow the Water and Sanitation Program and its partner countries to accelerate large-scale field testing of innovative methods used to promote handwashing with soap over the next three years through the “Scaling Up Handwashing Behavior Change” project. The project will encourage lasting handwashing habits among mothers and school aged children in Peru, Senegal, Tanzania, and Vietnam.

“Handwashing holds enormous - but unrealized - potential to save lives and reduce the burden of illness,” said Louis Boorstin of the Bill & Melinda Gates Foundation. “This project will test advanced marketing methods that could substantially increase the rates of handwashing with soap in these four countries, helping children lead healthier, stronger lives and providing lessons applicable in other developing nations.”

The global nature of the project will help the Water and Sanitation Program and partners draw lessons and discover better ways to encourage good healthy handwashing habits at large scale for other countries in the future.
NEW PUBLICATIONS & RESEARCH

Handwashing in Schools Toolbox
Unilever (through Lifebuoy) and the London School of Hygiene and Tropical Medicine have produced a set of research tools to help understand hygiene behaviors in schools. They have been designed specifically for anyone interested in gaining insights into handwashing in schools. The tool box contains:

- A guidebook on why handwashing programs in schools are important;
- A manual: “How to carry out research with school children and school actors in schools”;
- A presentation summarizing both.

The tool box, which is still being validated, can be found on http://www.lifebuoy.com. If you have any comments on the toolbox, please send them to: Robert.Aunger@lshtm.ac.uk or Myriam.Sidibe@unilever.com.

What Motivates Hygiene Behavior in Ghana?
A newly published study by Scott et al uses consumer research to investigate the factors motivating handwashing with soap in order to inform a national communications campaign for Ghana. It reveals that the strongest motivators for handwashing with soap are related to nurturance, social acceptance and disgust of feces and latrines, especially their smell. Protection from disease is mentioned as a driving force, but was not a key motivator of handwashing behavior. The authors of the study propose that much can be learnt from the world of consumer marketing. Rather than base communications programs for behavior change on increasing knowledge, programs should aim to respond to the inner desires and motivations of their target audiences.

Citation: Scott, B., Curtis, V., Rabie, T., & Garbrah-Aidoo, N. 2007. Health in our hands, but not in our heads: understanding hygiene motivation in Ghana. Health Policy and Planning.

Study of Mothers’ Handwashing Behavior in Ghana.
A national survey of Ghanaian mothers found that as few as 4% of mothers wash hands with soap after defecation, and only 2% after cleaning a child’s bottom. In a multivariate analysis, the authors of a study published in the May issue of Health Policy and Planning explored the determinants of handwashing at these key junctures, with and without soap. After defecation, mother’s education, knowledge of important times to handwash with soap, the age of her children, and a measure of the quality of child care were all associated with handwashing (in any form). However, only the latter two variables also predicted soap use amongst handwashers. After cleaning a child’s bottom, education, knowledge of important times to handwash with soap, and child care quality were associated with handwashing (in any form), yet only one variable, a measure of disgust sensitivity, showed any possible relationship with soap use.

While this study has several important limitations, failure to explain much of the observed variance, despite a large range of potential determinants explored, suggests a need to continue complementing quantitative surveys with in-depth qualitative studies if we are to better understand the motivations for, and constraints to, handwashing with soap in community settings.

Citation: Scott BE, Lawson DW, Curtis V. 2007. Hard to handle: understanding mothers’ handwashing behaviour in Ghana. Health Policy and Planning.

Study Shows Handwashing Reduces Diarrhea in Patients with AIDS
Patients with AIDS frequently develop diarrheal illness. The recently published results of a randomized, controlled study indicate that intensive handwashing reduces diarrheal illness in patients with AIDS. The study included 148 patients with AIDS, of which 75 were randomly assigned to an intensive handwashing intervention (i.e. handwashing after defecation, after cleaning infants who had defecated, before preparing food, before eating, and before and after sex) and 73 patients were randomly assigned to the control group. Patients were observed for 1 year. Patients assigned to the intensive handwashing intervention group washed their hands more frequently compared with the control group (seven vs. four times a day) and developed fewer episodes of diarrheal illness (1.24 +/- 0.9 vs. 2.92 +/- 0.6 new episodes of diarrhea) during the 1 year observation.

Citation: Huang, D. B., & Zhou, J. 2007. Effect of intensive handwashing in the prevention of
diarrhoeal illness among patients with AIDS: a randomized controlled study. Journal of Medical Microbiology May, 56: 659-63.

Field Trial of Low-Cost Hand Cleanliness Measurement Method
A new study has concluded that the use of a three-finger direct imprint test using MacConkey agar plates to assess hand contamination did not provide a useful method to assess regular handwashing practices with soap in Karachi, Pakistan. The low cost measurement method was used to assess hand contamination in a control group and a treatment group receiving an intensive handwashing intervention in urban squatter settlements in Karachi. However, the method was not able to detect differences between the control and treatments groups.

Citation: Luby, S.P., Agboatwalla, M., Billhimer, W., & Hoekstra, R.M. 2007. Field trial of a low cost method to evaluate hand cleanliness. Tropical Medicine & International Health 12 (6), 765-771.

Hygiene Promotion Reduces Risk of Intestinal Parasites Re-infection
A controlled prospective cohort study was designed to assess the effectiveness of hygiene promotion on the risk of re-infection by intestinal parasites in children in 276 rural Uzbek households over a 1-year period. The study included three groups: seasonality (no medicine, no hygiene promotion activity), treatment (medicine provided, no hygiene promotion activity) and hygiene promotion (medicine provided and hygiene promotion activity). Three hygiene behaviors were promoted: hand washing with soap, safe feces disposal and boiling drinking water. On average, more than 80% of all children tested were infected with intestinal parasites. The risk of re-infection by parasites was 30% lower in the hygiene promotion group than in the treatment group and 37% lower than in the seasonality group. The study concludes that - if properly designed and carried out - hygiene promotion is an effective tool in reducing the risk of intestinal parasite re-infection in children, thus improving children's health in rural communities.

Citation: Gungoren, B., Latipov, R., Regallet, G., & Musabaev, E. 2007. Effect of hygiene promotion on the risk of reinfection rate of intestinal parasites in children in rural Uzbekistan. Transactions of the Royal Society of Tropical Medicine and Hygiene 101 (6), Pages 564-569.
been helping Chris develop the campaign through the In Safe Hands program. Chris’ presentation was very well received and resulted in more Unilever marketers volunteering with the In Safe Hands program to coach in other countries. For more information contact: Sue.Allchurch@unilever.com or Myriam.Sidibe@unilever.com.

**PPPHW Exhibits at the American Public Health Association’s Annual Meeting**
Boston, U.S.A - November 4-8, 2006
For a second consecutive year, the Secretariat for the Global Handwashing Partnership organized a PPPHW exhibit at the Annual Meeting of the American Public Health Association, November 4 – 8, 2006 in Boston, U.S. The handwashing message was positively received by conference participants. Interest in the PPPHW’s Handbook was strong with more than 150 copies disseminated.

**UPCOMING EVENTS**

**University of Handwashing**
September 12-14, 2007 – Washington, U.S.A
Once again, the Global Public-Private Partnership (PPP) for Handwashing will hold its annual University of Handwashing. The workshop will take place in Washington, USA, September 12-14, 2007. The workshop will provide an opportunity for Coordinators of handwashing programs around the globe to meet, share experiences, and learn from each other and experts in handwashing and behavior change. The event will also bring together the Steering Committee for the Global PPP for Handwashing to learn about the activities in the many countries with programs and define its work program for the coming year.

We encourage and welcome your comments and contributions to SoapBox. Please send them to Lene Jensen at Ljensen@worldbank.org

Want to learn more about the global Public-Private Partnership for Handwashing with Soap? Visit our website at www.globalhandwashing.org