

# National Handwashing Initiative



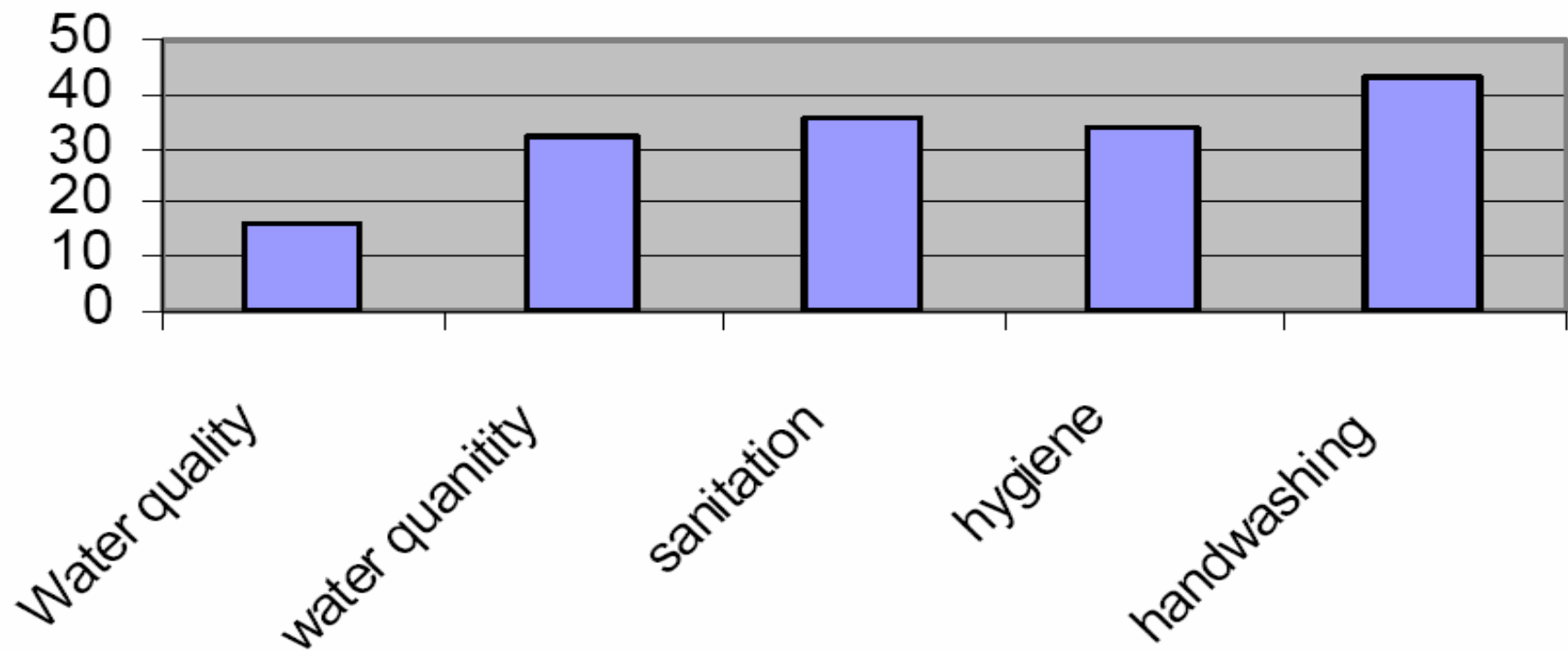
*A Public  
Private  
Partnership*

# Why Handwashing?



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

## Effectiveness of water and sanitation interventions in reducing diarrhea



# The Problem



## In Vietnam:

- Each year, an estimated 14,000 children die from diarrhea
- Diarrhea is the second leading cause of illness among children under five, accounting for almost 18% of morbidity and mortality cases in hospitals
- Acute respiratory infections caused over 30% of child hospital deaths in 1998
- 34% of children under five suffer from malnutrition

### *Sources:*

1. *Global Illness and Deaths Caused by Rotavirus Disease in Children* CDC , 2003
2. *Demographic and Family Health Survey, INEI, 2002*
3. & 4. *Growing up Healthy, GOV, 2001*
5. *State of the World's Children, Unicef, 2005*



# Handwashing in Vietnam



How can we catalyze  
behavior change?



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

*what the consumer does and wants*

# Objective of Handwashing Initiative



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



# How is the PPP HWI special?

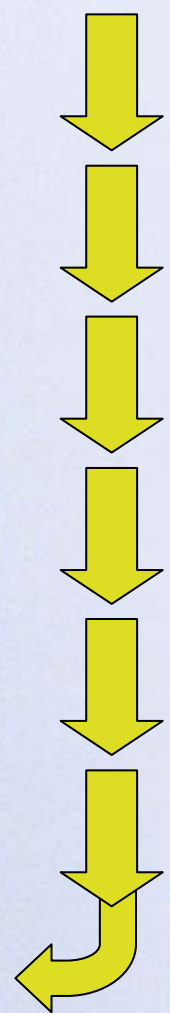
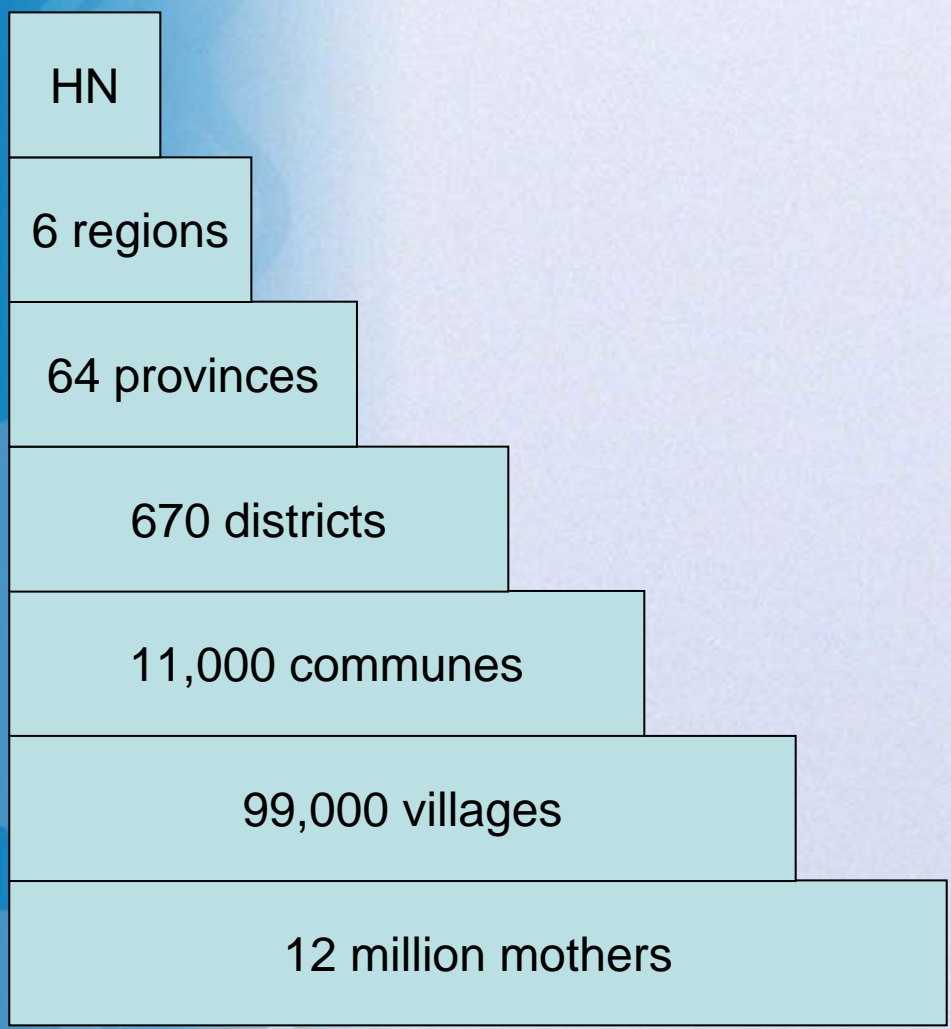


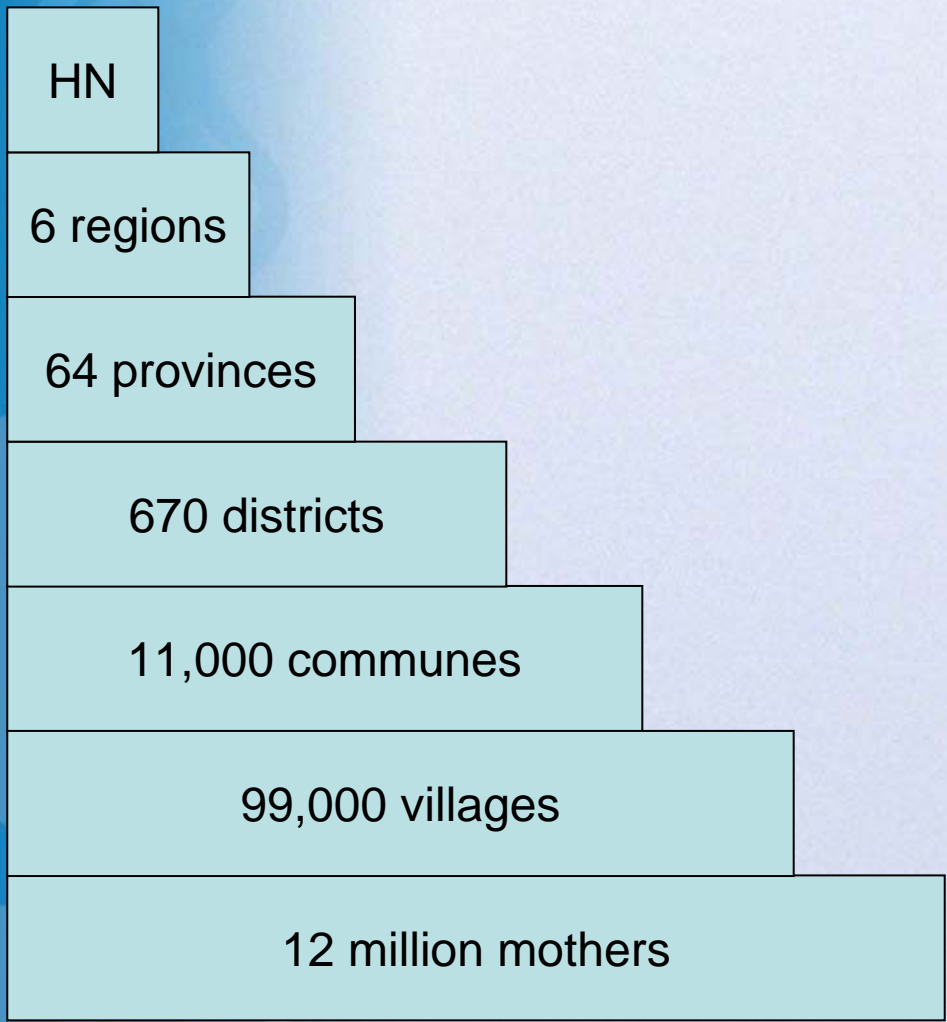
- Treats people as consumers, not as victims
- Is large-scale, replicable and likely to be cost-effective
- PPP a model for other sectors
- Is serious



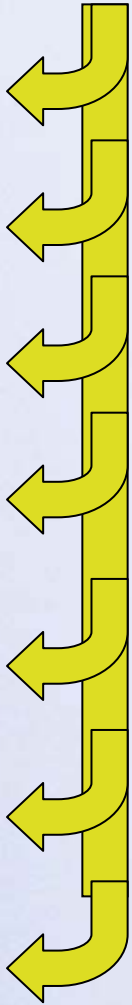


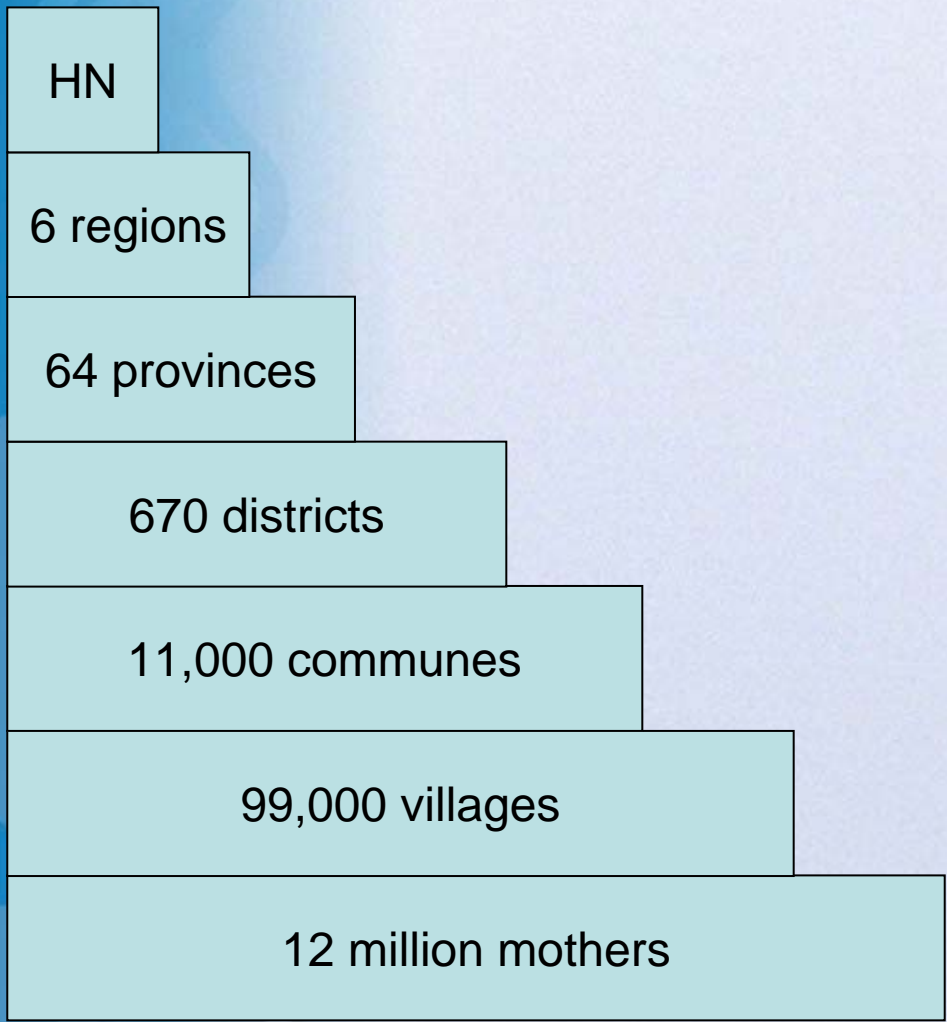
Traditional





Mass media

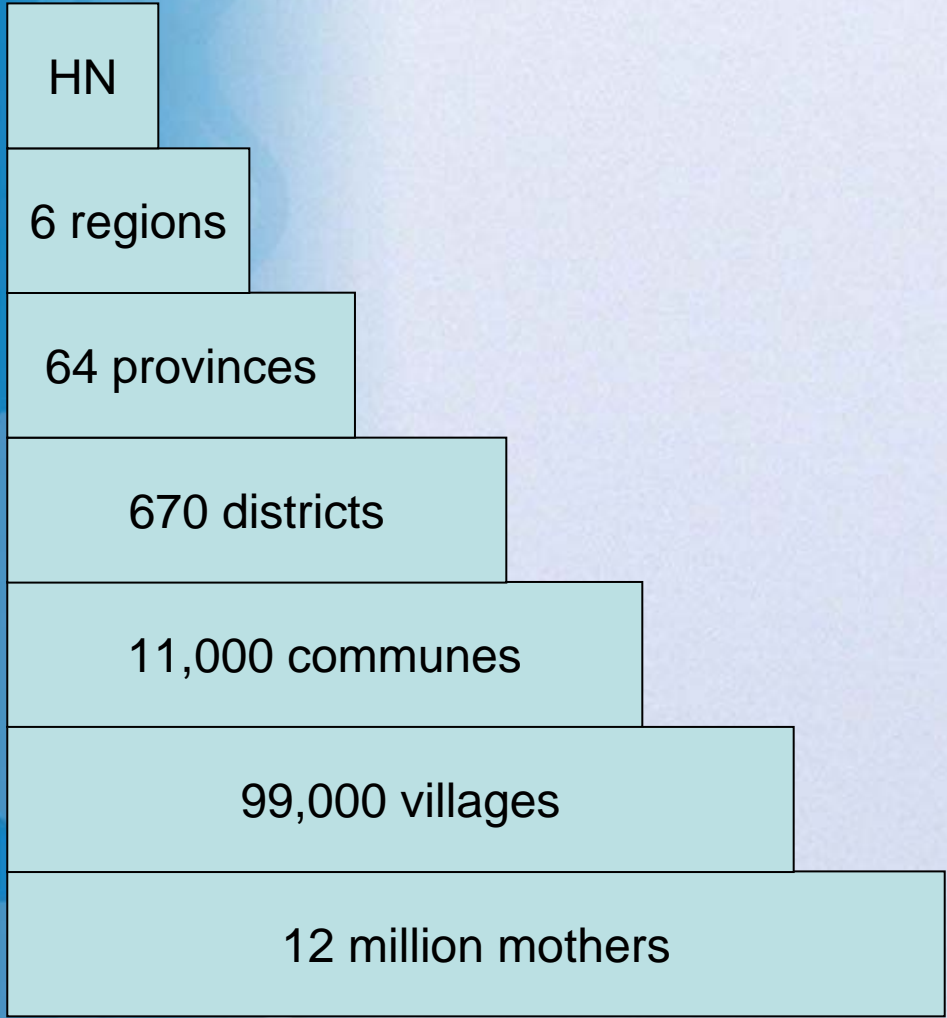




Community marketing







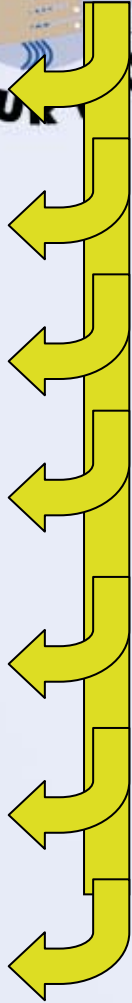
Traditional



Community  
marketing



Mass  
media



# What's new here?



- **Maximising reach & impact**
  - 12 million Vietnamese mothers with children under 5
  - School program in 50% of primary schools
- **Consumer focus**
- **Campaigns**
  - Single idea
  - Emotional impact
  - Industrial strength marketing

# Benefit to industry



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



Benefit to the public health



- **Efforts towards achieving the Millennium Development Goals**
- **Reduce infections**
- **Increased resources**
- **Expertise**

# P

## Government

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

# P



## Private sector

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

# P

## Scientific community

- Defines scope and thrust of the program
- Capture and dissemination knowledge
- Credibility

## External Source Agencies

- Financial resources
- Past experience

# Next Steps for Viet Nam Handwashing Initiative



**Consumer  
Research**

**Creative  
Strategy**

**Materials  
and  
Activity  
Develop-  
ment**

**Pretesting**

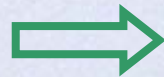
**Launch**



# Partners in the HWI

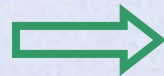


**Public Sector**



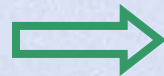
Ministry of Health - Lead Agency  
Women's Union

**Private Sector**



**Soap:** Unilever Vietnam,  
Lix Detergent Co.

**NGO's**



**Health Promotion:** Plan  
Vietnam, Church World Service,  
International Development  
Enterprises, other NGOs

**International  
Cooperation**



Water & Sanitation Program,  
World Bank, UNICEF, London  
School Hygiene & Tropical  
Medicine, Asian Development  
Bank, WHO & UNDP

# Join the initiative!



- **Offer your private sector expertise**
- **Contact**

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- **Global Handwashing website**  
[www.globalhandwashing.org](http://www.globalhandwashing.org)