



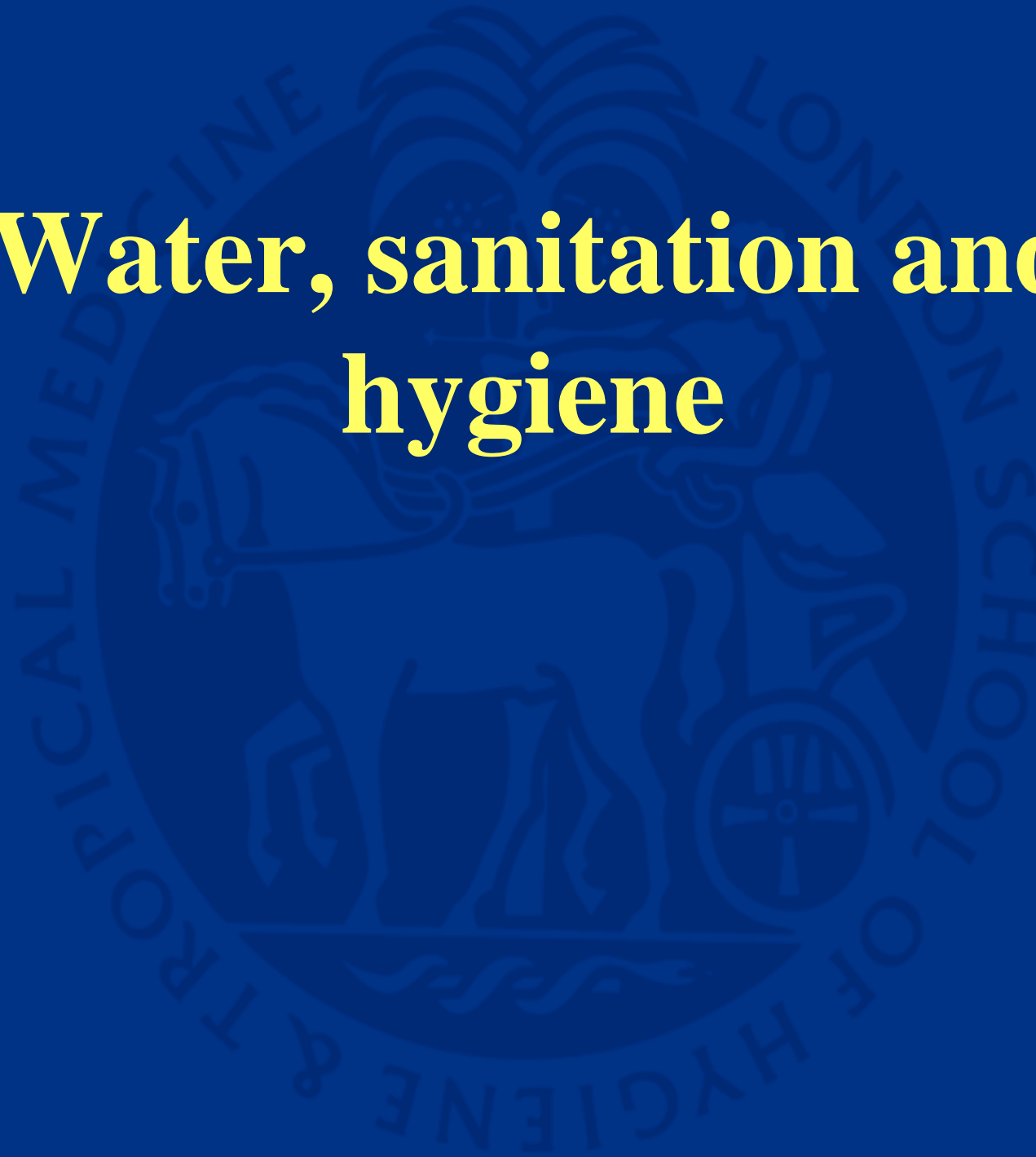


**Handwashing for
Health:
The Power of the
Market**

Why are we talking about handwashing?



Water, sanitation and hygiene



2-3 000 000

deaths

1 000 000 000

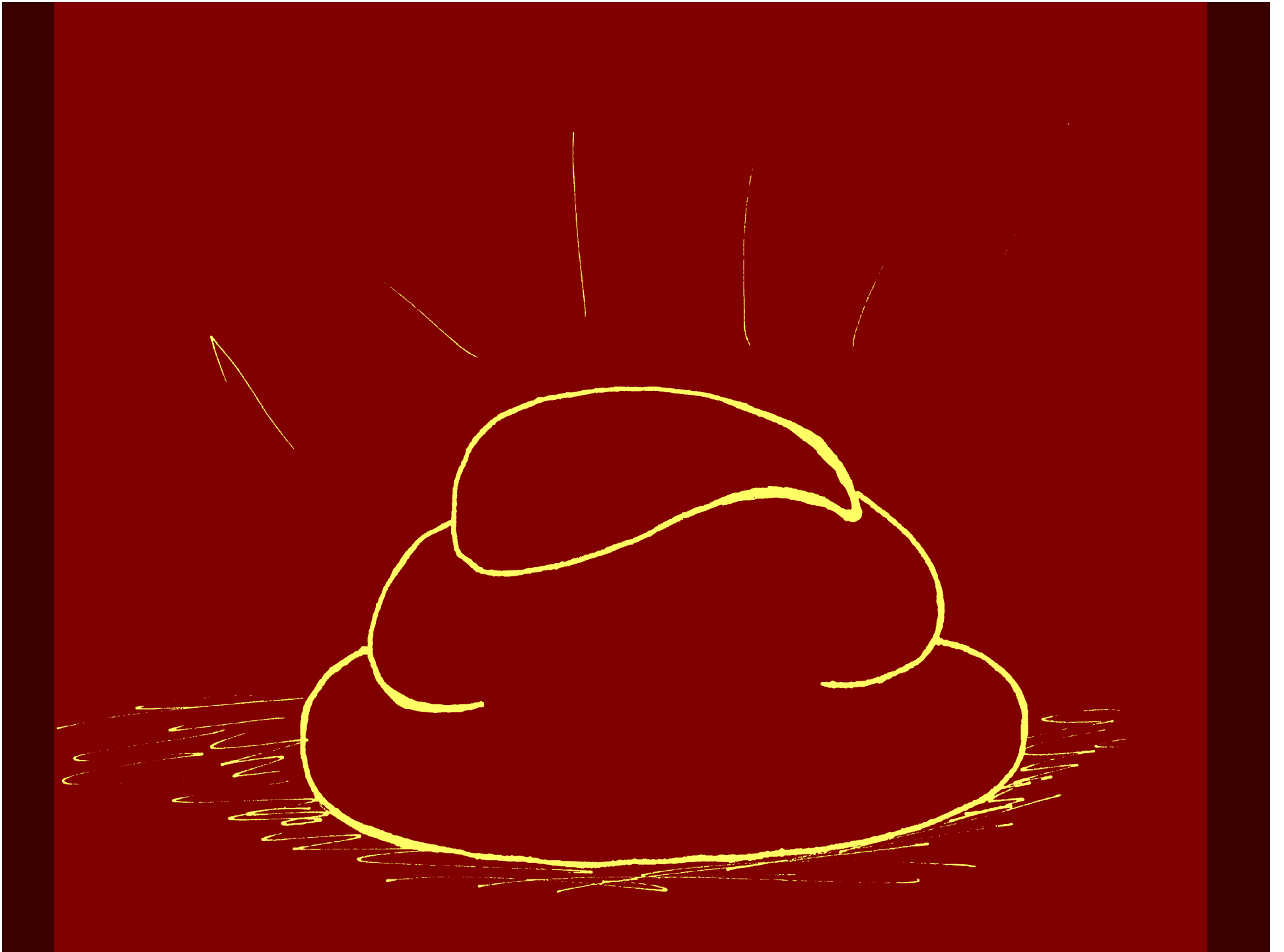
episodes



**Universal sanitation
and handwashing
could together
eliminate almost all
gastroenteric infection**

Why?

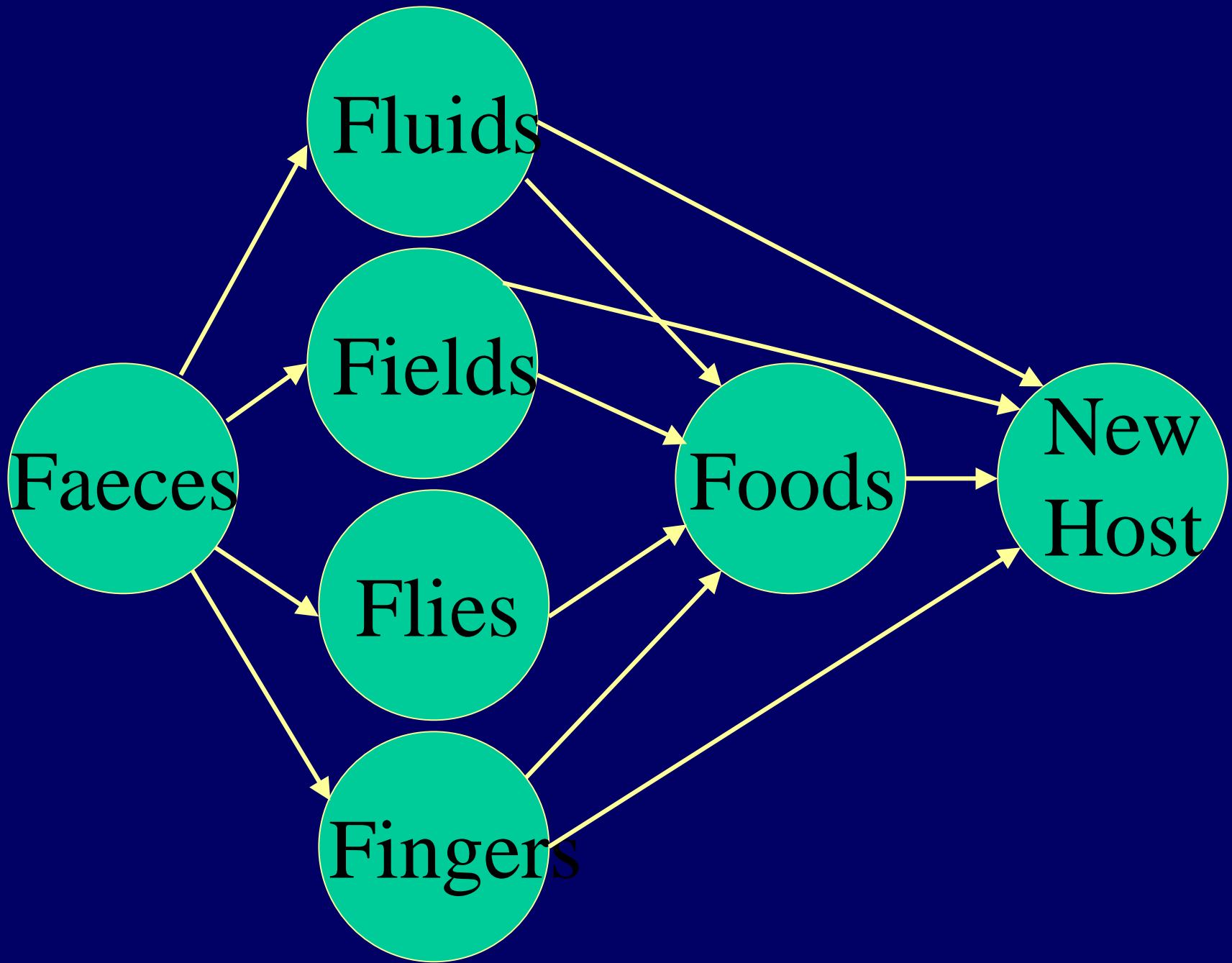


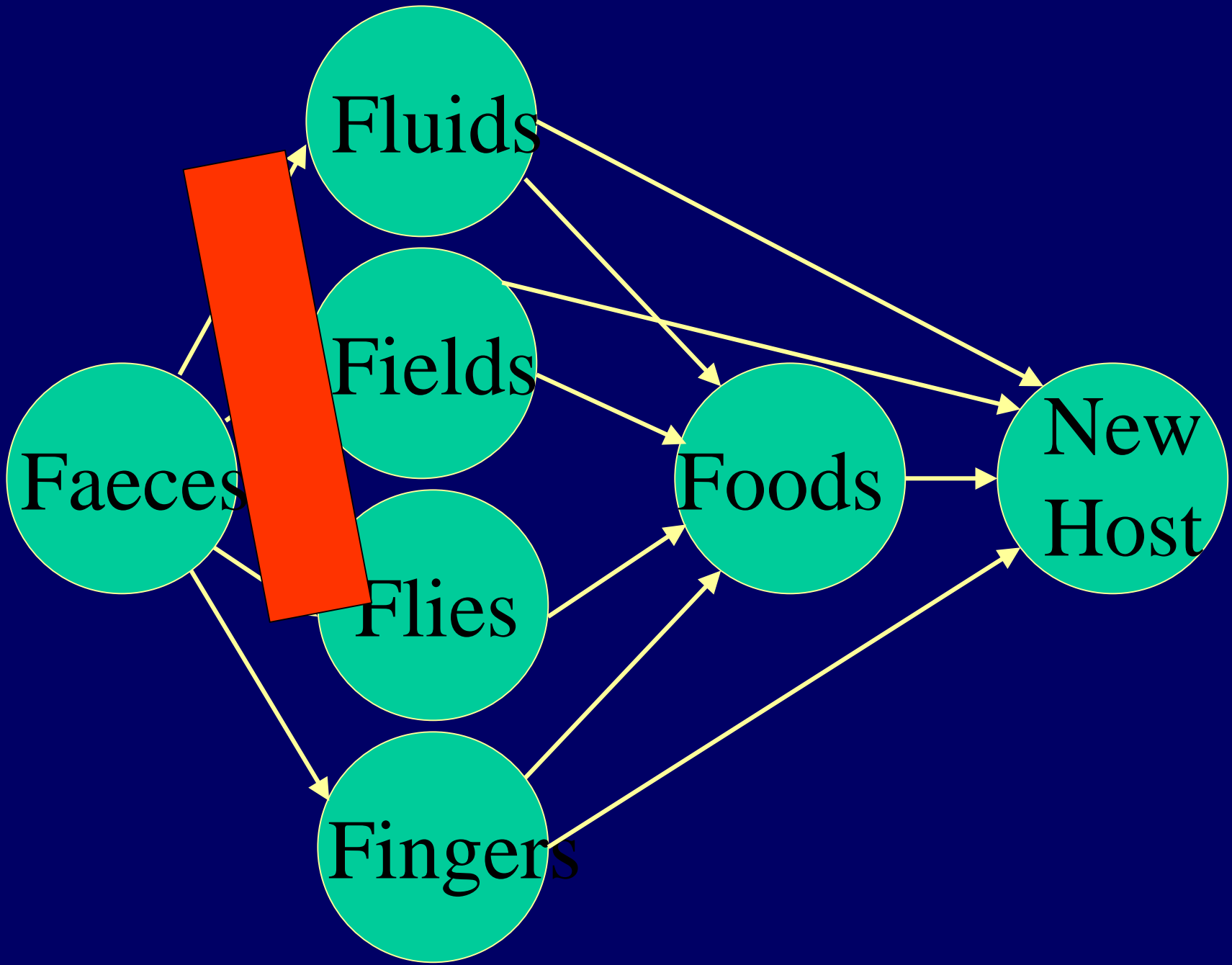


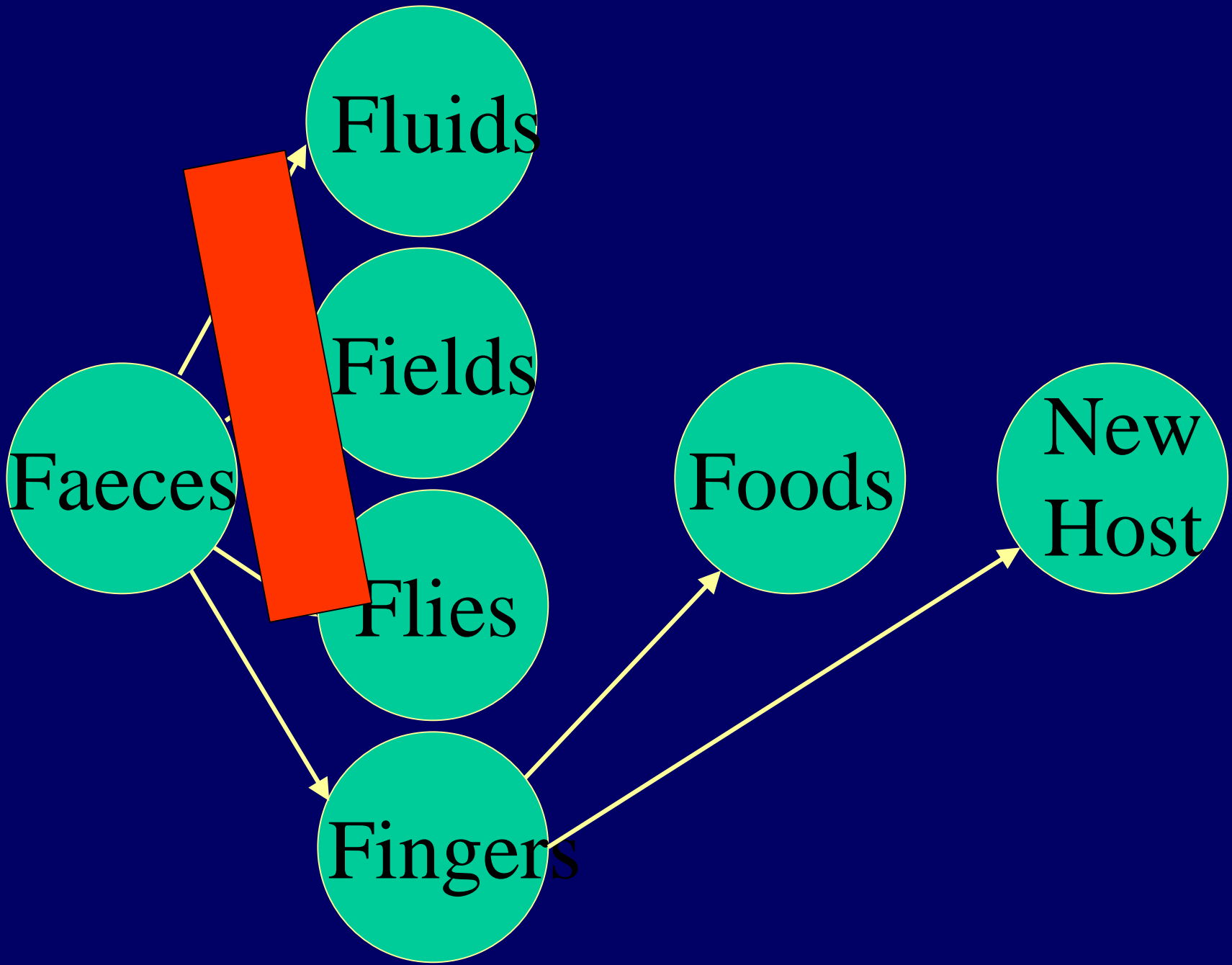
100,000,000 viruses

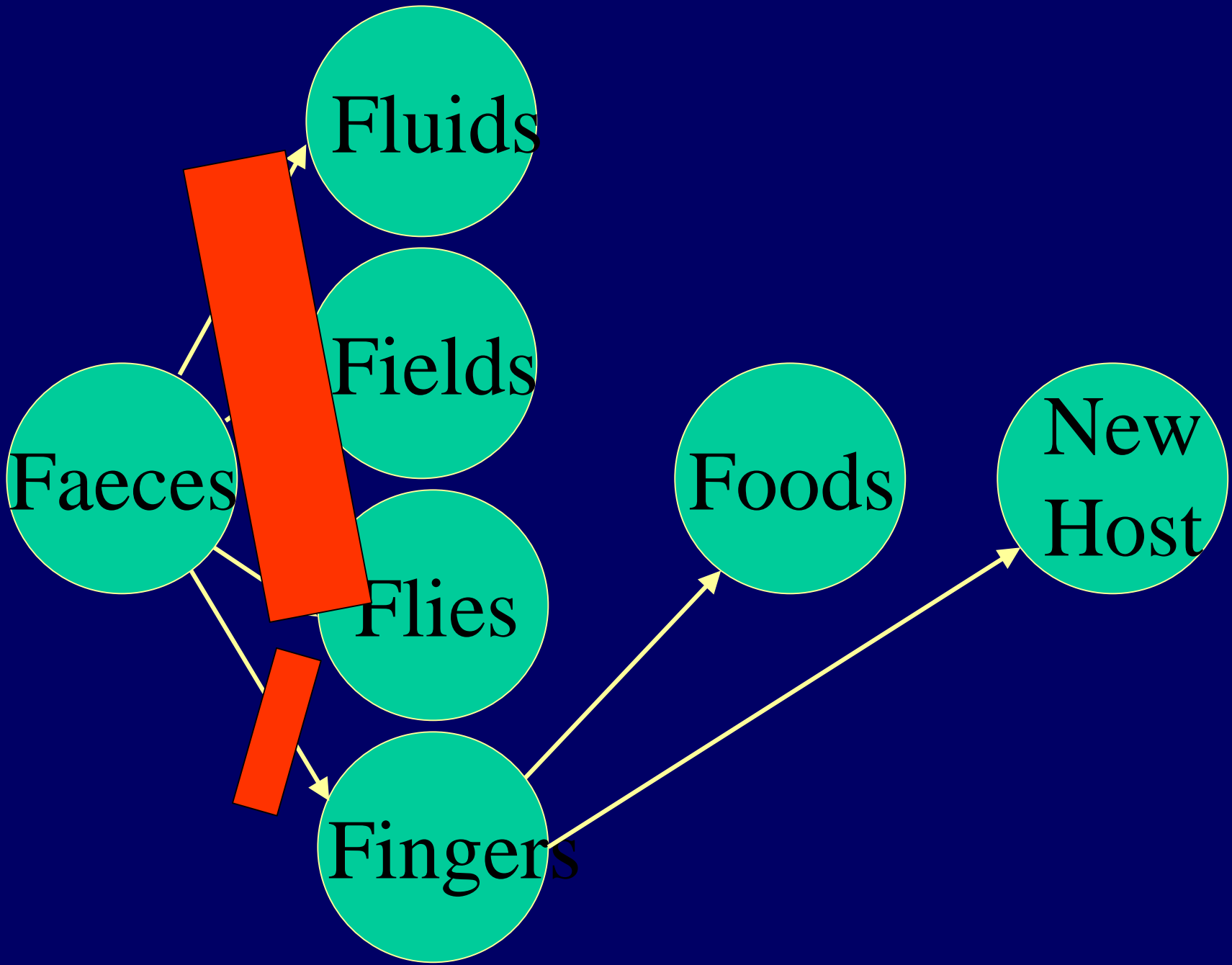
10,000,000 bacteria

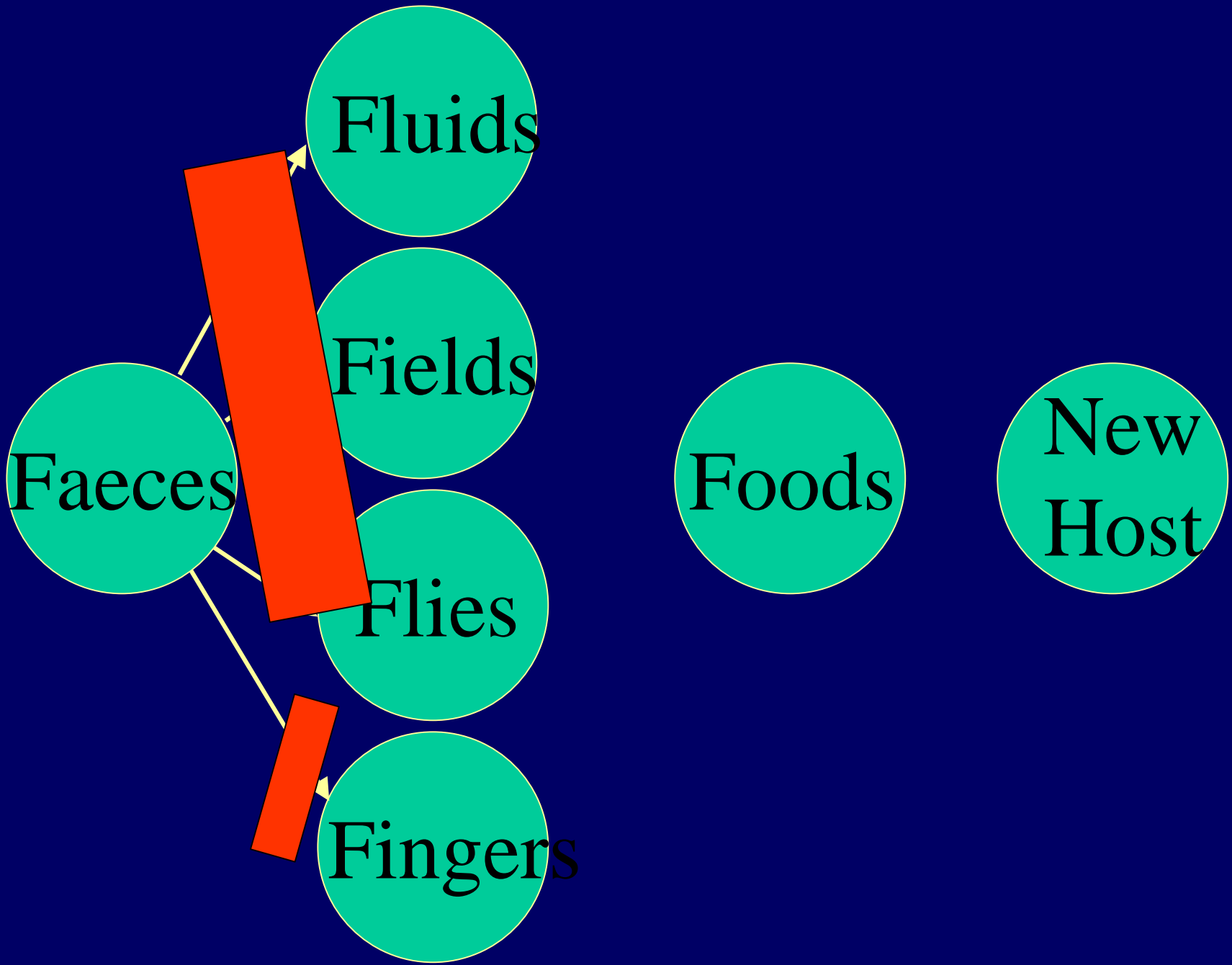












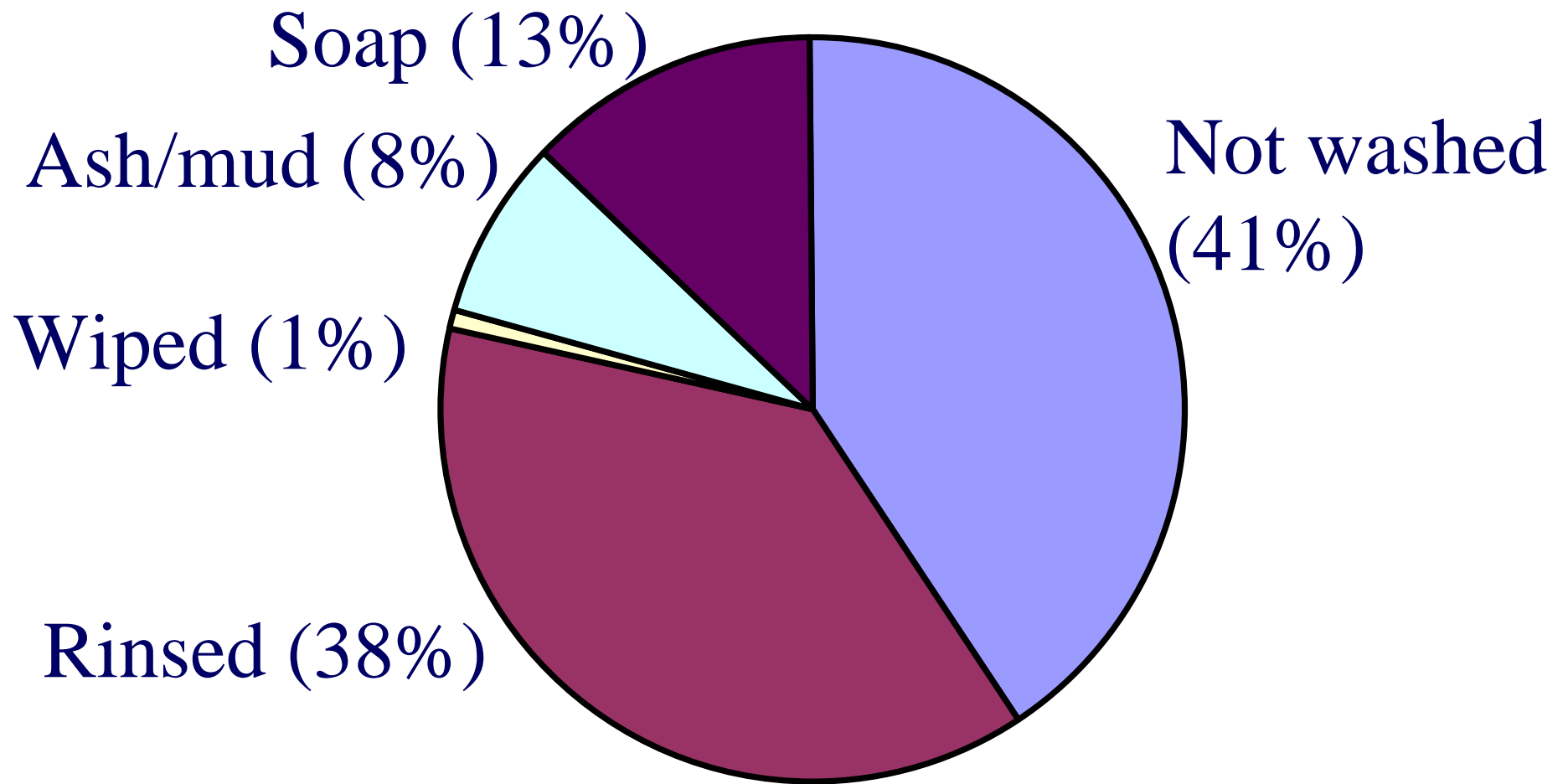
Study	Location	Diarrhoea incidence reduction
Black, 1981	US Day-care	48%
Khan, 1989	Bangladesh	35%
Han, 1989	Burma	30%
Shahid, 1996	Bangladesh	62%
Barros, 1999	Brazil Day-care	33%
Average		42%

**Handwashing
with soap
could save
over a million
lives a year...**

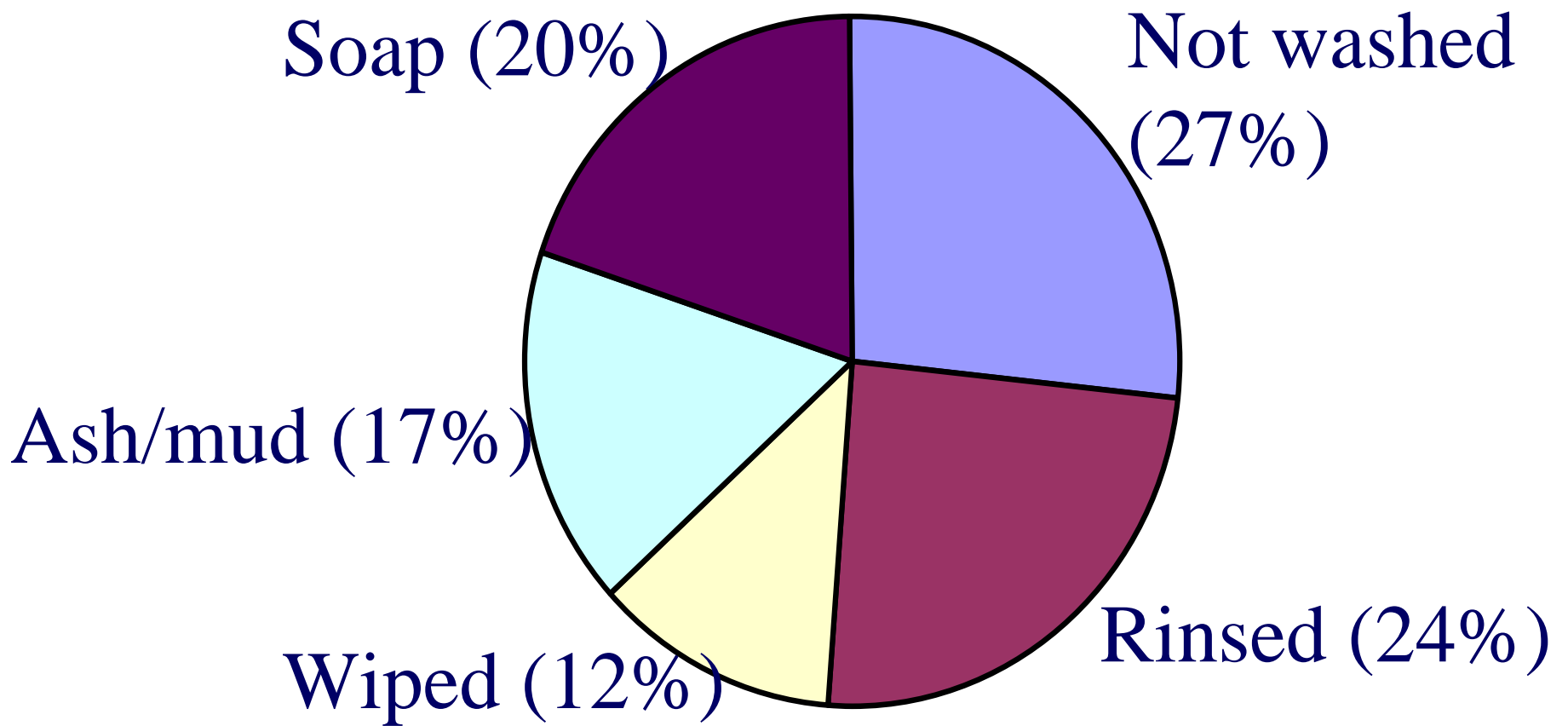


But:

- Globally, hands are washed with soap on less than 20% of the occasions when they should be.



Handwashing after cleaning a child: Lucknow



Handwashing after defaecation: Lucknow

Mother's handwashing
with soap after
toilet cleaning child

Lucknow

20%

13%

Burkina Faso

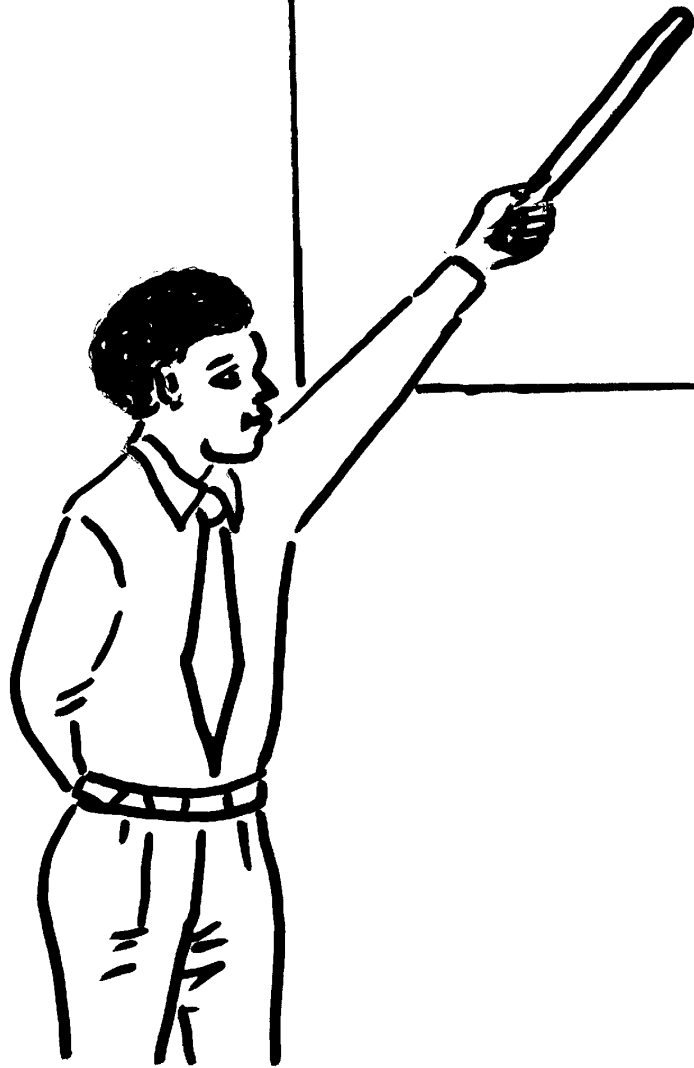
1%

13%

Kyrgyzstan

18%

0%



boil water,

filter water,

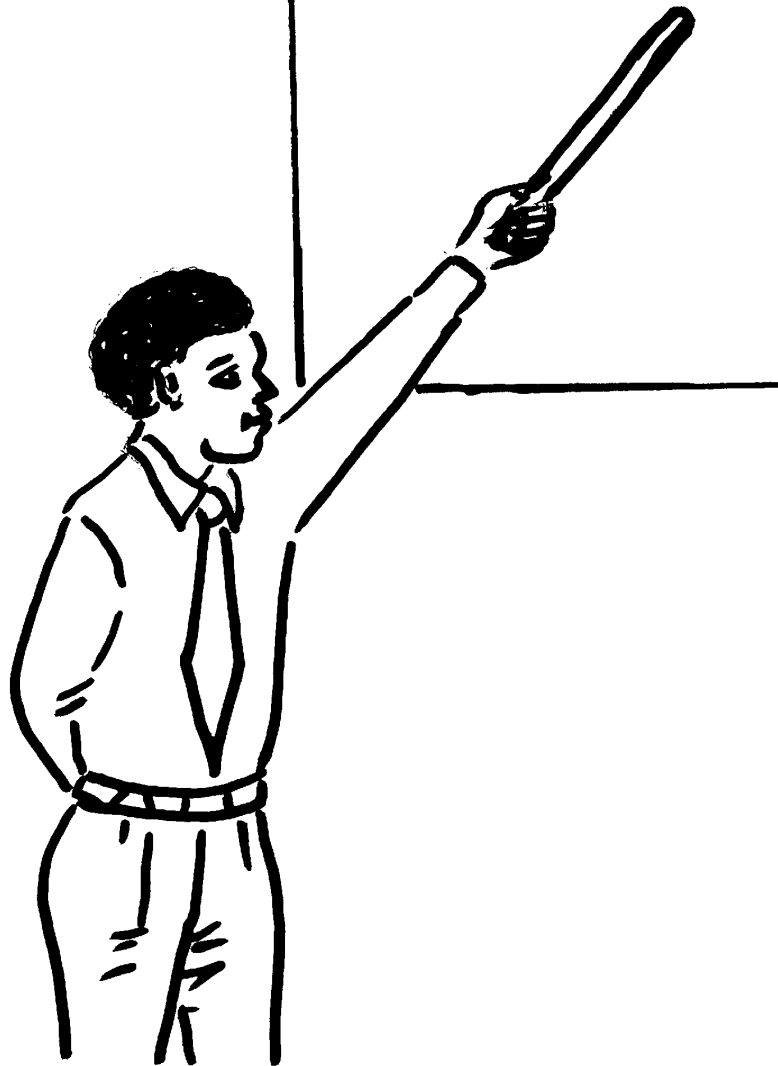
cut nails,

brush hair,

bury rubbish

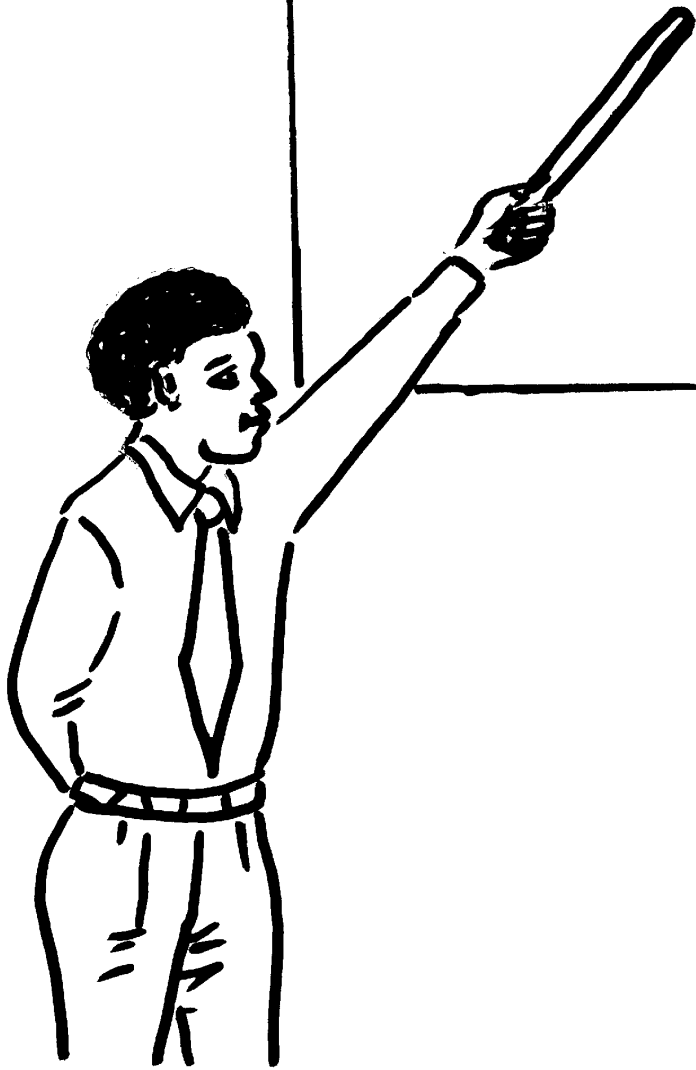
wash hands with mud,

don't wash hands



...wash hands before
preparing food,
wash hands before eating
wash hands after eating,
wash children's hands,
use a water dipper,
disinfect water,
disinfect latrine slabs...

WASH
YOUR
HANDS!



A black and white line drawing of a man in a suit, standing and pointing a stick at a whiteboard. The whiteboard contains the text "WASH YOUR HANDS!".

WASH
YOUR
HANDS!

Or else...

“Everybody wants to be clean”



“If the child is *ganda*
nobody will want to
hold him in their
arms...”



“If the child is *ganda* nobody will want to hold him in their arms...”

“When I use soap I don't have smelly hands any more, that's good, especially when I go to pray.”



“If the child is *ganda* nobody will want to hold him in their arms...”

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“Washing hands is a good thing, it helps avoid illnesses like coughs and malaria.”



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“When you see stools you feel impure. Stools aren't nice to look at”



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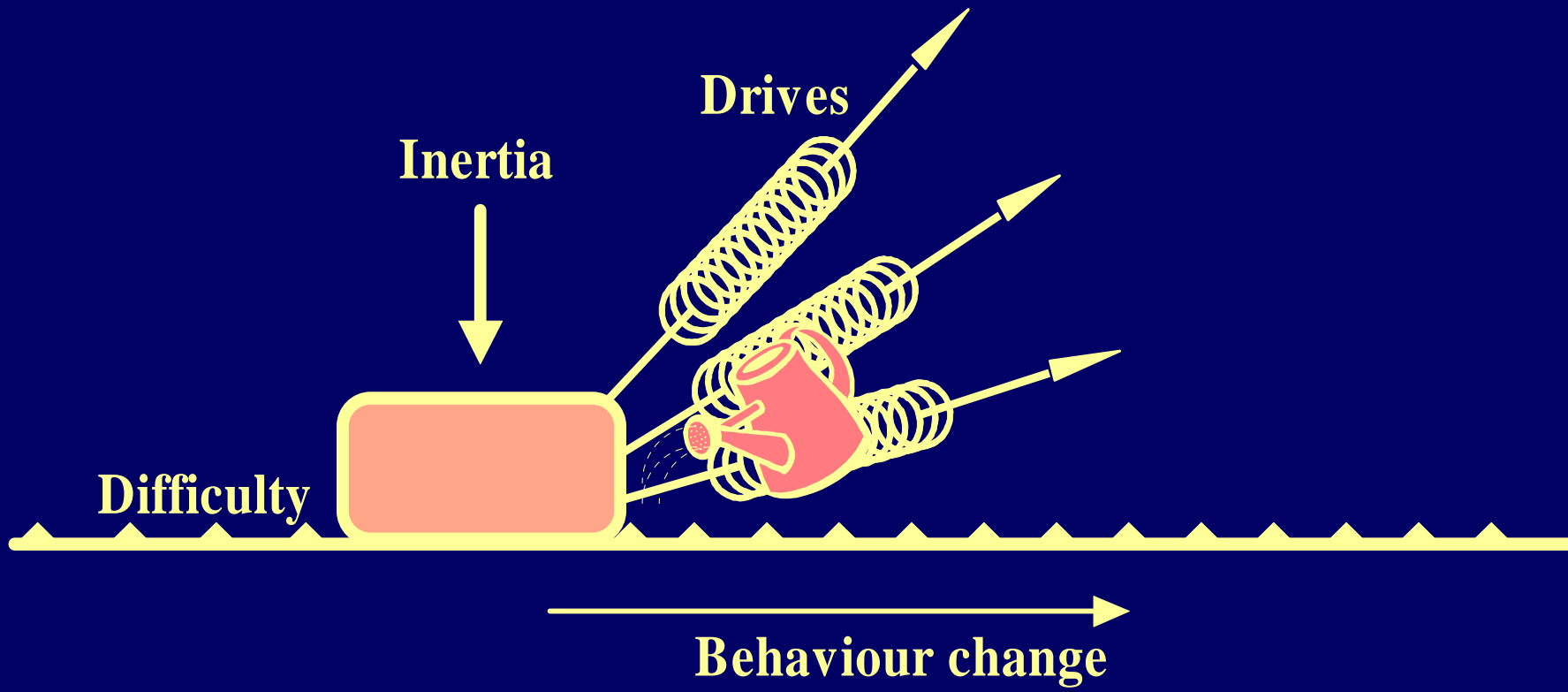
“When you see stools you feel impure. Stools aren't nice to look at”

“Our husbands like the courtyard and the children to be clean...”



Hygiene motivation

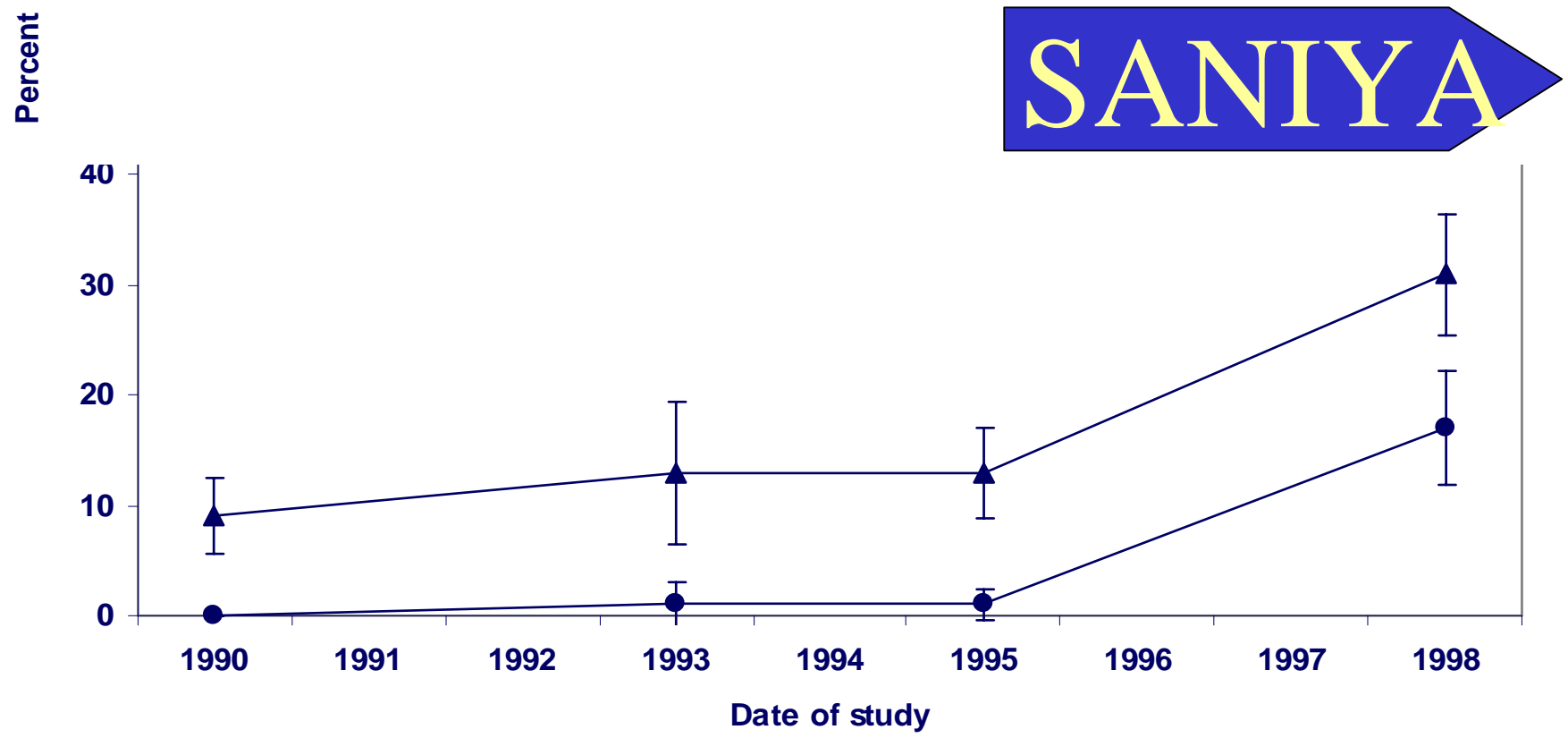
- nurture
- disgust
- aesthetics
- order
- respect/dignity



IF:

- Hands are washed with soap on less than 20% of the occasions when they should be.

Observed rates of handwashing with soap over five years prior to and three years of the hygiene intervention in Burkina Faso (Curtis et al, Bull WHO)



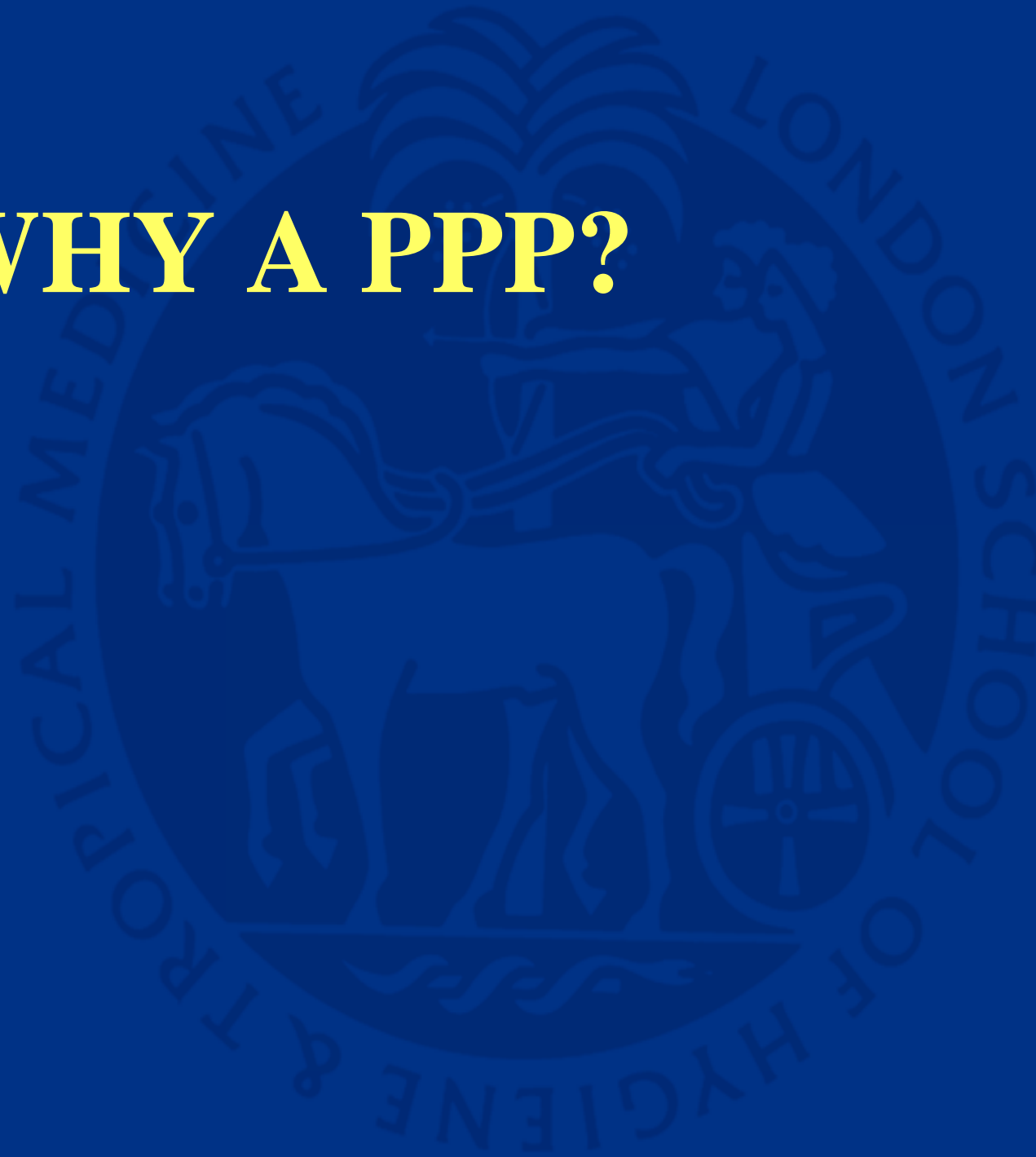
IF:

- Hands are washed with soap on less than 20% of the occasions when they should be.
- And handwashing interventions are effective, attractive, feasible and cost-effective

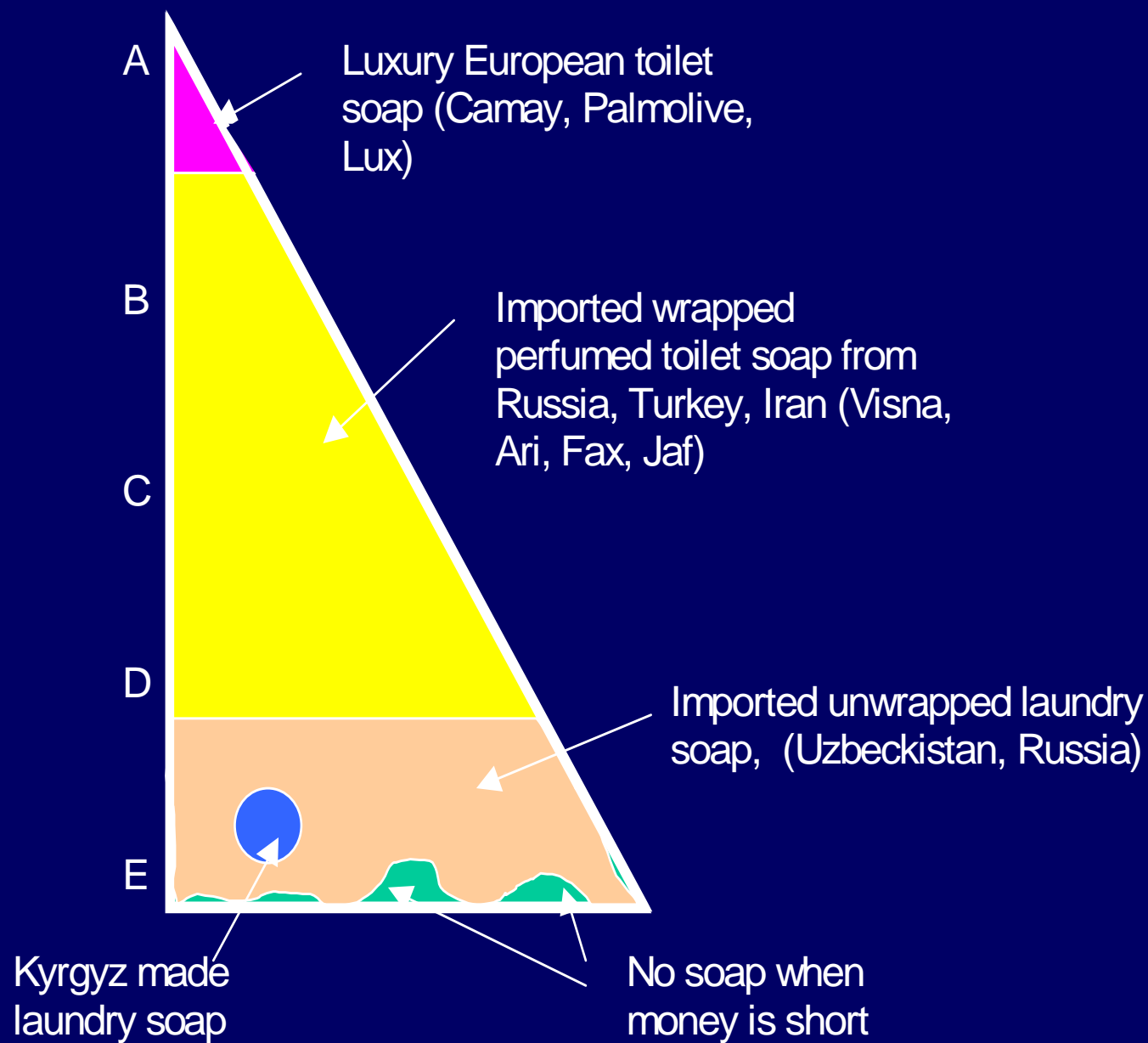
THEN:

- **This represents a huge potential opportunity**

WHY A PPP?







In most countries

- Soap is positioned as a beauty product
- Soap is bought as a laundry product

Current volume of toilet soap in India 0.5mT/a.

If 70% of the Indian population washed their hands with soap twice a day

Future volume: 0.7mT/a.

Benefits to industry:

- Soap volume ▼
- Insight into future markets
- Enhanced image
- Motivation
- Shared risk

Benefits to public health:

- Substantial reduction in diarrhoeal diseases
- Resources
- Expertise

Steps:

- Set up HW PPPs in Ghana and Kerala
- Understand PPPs
- Learn from BASICS
- Understand the global soap market
- Document, disseminate, network, expand

Kerala and Ghana RWSS agencies:

- **consumer study**
- **market insight**
- **form partnerships**

Pitfalls and caveats

- ethics and temptations
- governance and transparency
- 2 cultures

The challenge:

Massively expand the use
of soap in handwashing
via a public-private
partnership

Handwashing
with soap
could save a
million lives
a year

