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
Faeces
Fluids
Fields
Flies
Fingers
Foods
New Host
<table>
<thead>
<tr>
<th>Study</th>
<th>Location</th>
<th>Diarrhoea incidence reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black, 1981</td>
<td>US Day-care</td>
<td>48%</td>
</tr>
<tr>
<td>Khan, 1989</td>
<td>Bangladesh</td>
<td>35%</td>
</tr>
<tr>
<td>Han, 1989</td>
<td>Burma</td>
<td>30%</td>
</tr>
<tr>
<td>Shahid, 1996</td>
<td>Bangladesh</td>
<td>62%</td>
</tr>
<tr>
<td>Barros, 1999</td>
<td>Brazil Day-care</td>
<td>33%</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td></td>
<td><strong>42%</strong></td>
</tr>
</tbody>
</table>
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.
Ash/mud (8%)
Soap (13%)
Wiped (1%)
Rinsed (38%)
Not washed (41%)

Handwashing after cleaning a child: Lucknow
Handwashing after defaecation: Lucknow

- Soap (20%)
- Ash/mud (17%)
- Wiped (12%)
- Rinsed (24%)
- Not washed (27%)
Mother’s handwashing with soap after toilet cleaning child

<table>
<thead>
<tr>
<th>Location</th>
<th>Handwashing After Toilet</th>
<th>Handwashing After Cleaning Child</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lucknow</td>
<td>20%</td>
<td>13%</td>
</tr>
<tr>
<td>Burkina Faso</td>
<td>1%</td>
<td>13%</td>
</tr>
<tr>
<td>Kyrgyzstan</td>
<td>18%</td>
<td>0%</td>
</tr>
</tbody>
</table>
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!
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…”

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

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

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

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

“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…”

“Washing hands is a good thing, it helps avoid illnesses like coughs and malaria.”
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?
Luxury European toilet soap (Camay, Palmolive, Lux)

Imported wrapped perfumed toilet soap from Russia, Turkey, Iran (Visna, Ari, Fax, Jaf)

Imported unwrapped laundry soap (Uzbekistan, Russia)

Kyrgyz made laundry soap

No soap when money is short
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