

WASH and Health Working Together: a practical guide for Neglected Tropical Disease programmes

Social media toolkit

Background

The World Health Organization, in collaboration with the NTDs NGO Network (NNN) WASH Working Group, has published a revised version of the toolkit first launched in 2019, *WASH and Health Working Together: a practical guide for Neglected Tropical Disease programmes*. The purpose of the toolkit is to drive successful, multisectoral partnerships between the water, sanitation and hygiene (WASH) and neglected tropical disease (NTD) sectors, mobilize resources, and design, implement and evaluate interventions.

- <https://www.who.int/publications/i/item/9789240068032>

Drawing upon tools and practices used in the delivery of coordinated and integrated programmes for the control and elimination of NTDs, the toolkit will help to:

- Build multisectoral partnerships with key stakeholders: ministries, national and local WASH agencies, corporate entities, local health groups, behaviour change and communication experts, etc.
- Shape smart programme structures focused on accountability and shared goals.
- Build an adaptive and flexible approach to programming.
- Ensure sustainability by supporting local capacity at every level.
- Support and complement clinical and public health interventions for NTD control, elimination and eradication. This social media toolkit contains everything you will need to help promote awareness of this important document on social media networks.

Please join us in spreading the word, by:

- Disseminating content from this toolkit via online channels (e.g., Twitter, Facebook, LinkedIn, internal blogs, listservs/newsletters)
- Sharing this toolkit with other interested organizations/individuals and encouraging their support
- Following @WASH_FOR_HEALTH and @NTD_NGOs for updates and knowledge sharing and help spread the news about WHO and NNN's work on the WASH NTDs Toolkit. Where possible, please repost content from these accounts to build its social media profile.

For any questions, please contact:

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- Yael Velleman, NNN WASH Working Group, y.velleman@unlimithealth.org

For media enquiries, please contact:

- David Trouba, Water, Sanitation, Hygiene and Health Unit, WHO, troubad@who.int

Key messages

- The toolkit is the second edition of the first-ever, step-by-step planning guide on successful, intersectoral WASH and NTD partnerships for reaching NTD and overall development goals
- The toolkit is a set of tools based on real-life program experience, which users can match to their needs and local context
- The toolkit enables NTD program managers and partners to work effectively with the WASH community and encourages investments in coordinated and integrated WASH-NTD programming
- The toolkit was revised based on practical implementation of the tools and resources in multiple countries since 2019

Hashtags and handles

NTD hashtags:	#WASHNTDs #NTDs #BeatNTDs #NoMoreNTDs #NeglectedTropicalDiseases [Do feel free to add any disease-specific hashtags]
WASH hashtags:	#WASHNTDs #WASH #SDG6 #water #hygiene #sanitation #ODF
General development hashtags:	#globalhealth #healthequity #UHC #healthforall #SDGs #sustainability #poverty #TheLastBillion #nooneleftbehind
WHO Twitter handle:	@WHO @WASH_FOR_HEALTH
Partner Twitter handles:	@NTD_NGOs, @CombatNTDs, @InfoNTD, @TFGH, @ITlatlanta, @TrachomaControl, @elimin8schisto, @CWWatlanta, @Sightsavers, @RTIfightsNTDs, @TheENDFund, @FredHollows, @CarterCenter, @unlimit_health @WaterAidUK, @CARE, @NALA_Foundation, @Kikundi_CoP, @UK_NTD
Twitter handles to tag:	@DrTedros, @SoceFallBirima, @DrMariaNeira, @PeterHotez, @susana_org; @UNICEFwater, @gatesfoundation, @USAIDWater, @USAIDGH, @DefeatDD, @WorldBankWater @CIFFchild

Posts with graphics:

Tweet	Alt text/Photo description	Photo link	Tag
<p>💧 More than just a new cover! 2nd edition #WASH and #NTDs toolkit launched by @WHO and @NTD_NGOs to build successful partnerships to sustainably #BeatNTDs https://tinyurl.com/yn5pc6mw #WASHNTDs @WASH_FOR_HEALTH</p>	This image shows an illustration of five hands holding cog-wheels and joining them together to depict collaboration	Cover	@TrachomaControl @elimin8schisto @Sightsavers @TheENDFund @FredHollows @CarterCenter @unlimit_health @NALA_Foundation @Kikundi_CoP @DrMariaNeira
<p>💧 We know that #WASH and #NTDs collaboration improves health impact and equity and promotes sustainability. But how? The revised @WHO and @NTD_NGOs toolkit will show you → https://tinyurl.com/yn5pc6mw @WASH_FOR_HEALTH</p>	This image shows a diagram shaped as a flower with four petals, each representing a different sector – health, WASH, corporate, education – and listing their objectives. The flower pestle points at shared outcomes and impacts.	Partnerships	@TrachomaControl @elimin8schisto @Sightsavers @TheENDFund @FredHollows @CarterCenter @WaterAidUK @NALA_Foundation @Kikundi_CoP @SoceFallBirima
<p>💧 We can't sustainably #BeatNTDs without addressing WASH within Behaviour, Environment, Social inclusion & Treatment and Care. The revised @WHO and @NTD_NGOs toolkit provides a practical roadmap. https://tinyurl.com/yn5pc6mw @WASH_FOR_HEALTH</p>	This image shows a circle divided into four segments, each representing one pillar of the BEST framework: Behaviour, illustrated by a head profile, Environment, showing a hand and leaf, Social inclusion using an abstract symbol, and treatment and care, illustrated by a stethoscope	BEST	@TrachomaControl @elimin8schisto @Sightsavers @TheENDFund @FredHollows @CarterCenter @WaterAidUK @NALA_Foundation @Kikundi_CoP
<p>👀 What's new about the 2nd edition of the WASH-NTDs toolkit? More tools, more flexibility! Follow this icon, take a look and get downloadable supplementary tools to meet</p>	This image shows a circle with an illustration of a hand shaped as if clicking on a computer mouse, surrounded by three dots, against a light blue background	Supplementary tool	@TrachomaControl @elimin8schisto @Sightsavers @TheENDFund @FredHollows @CarterCenter @WaterAidUK

your needs! #BeatNTDs #WASHNTDs #WASH			@NALA_Foundation @Kikundi_CoP
@@ What's new about the 2 nd edition WASH-NTDs toolkit? A more streamlined set of tools! Take a look at the improved core tools to help you achieve WASH-NTDs collaboration! 💧 #BeatNTDs #WASHNTDs #WASH	This image shows a circle with an abstract illustration of a cog-wheel, against a raspberry-pink background	Core tool	@TrachomaControl @elimin8schisto @Sightsavers @TheENDFund @FredHollows @CarterCenter @WaterAidUK @NALA_Foundation @Kikundi_CoP

Proposed tweets

Tweet: 🎉 Revised #WASH & #NTDs toolkit launched by @WHO and @NTD_NGOs so you can build successful partnerships to #BeatNTDs! With new information, improved format, and downloadable tools: [#WASHNTDs #WASH #SDG6](https://tinyurl.com/yn5pc6mw)

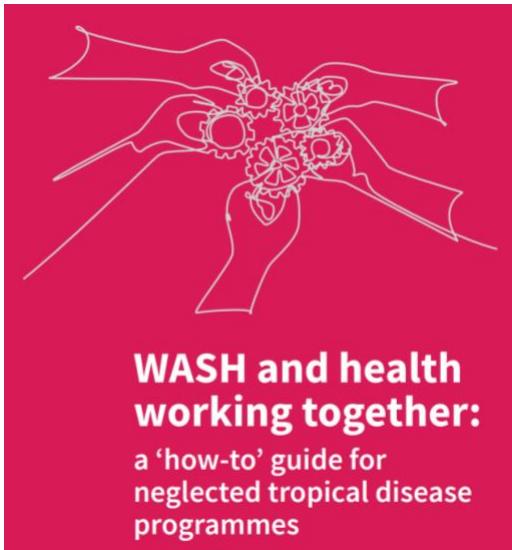
Tweet: #NTDs undermine development, equity and wellbeing. The revised @WHO and @NTD_NGOs toolkit supports cross sector action to #beatNTDs through #WASH partnerships
[#globalhealth #healthequity #UHC](https://tinyurl.com/yn5pc6mw)

Tweet: 📱 The second edition of the WASH NTDs toolkit is out! NEW format, tools and resources to help #BeatNTDs through cross sector collaboration
[@WASH_FOR_HEALTH @WHO @NTD_NGOs
#HealthforAll #BeatNTDs #WASH](https://tinyurl.com/yn5pc6mw)

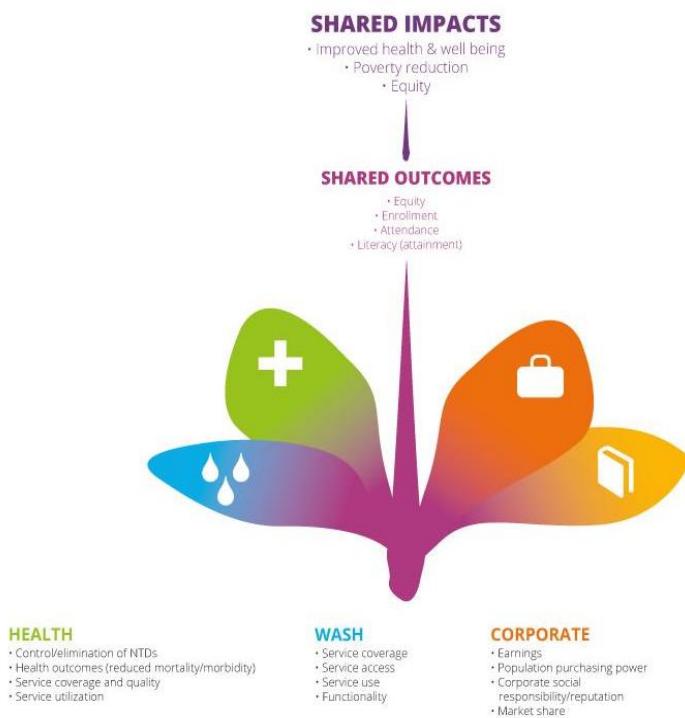
Tweet: 🎉 The @WHO and @NTD_NGOs WASH & NTDs toolkit is a detailed, practice-based resource for NTD program managers and partners fighting NTDs. 2nd edition out now!
[#WASHNTDs #BeatNTDs #WASH](https://tinyurl.com/yn5pc6mw)

Proposed Facebook posts

Facebook post: More than just a new cover! The second edition of the WASH and NTDs toolkit is out now. Launched by the World Health Organization, in collaboration with the NTDs NGO Network (NNN), the goal is to build successful partnerships between the two sectors to effectively and sustainably beat NTDs and improve access to water and sanitation services. <https://tinyurl.com/yn5pc6mw>



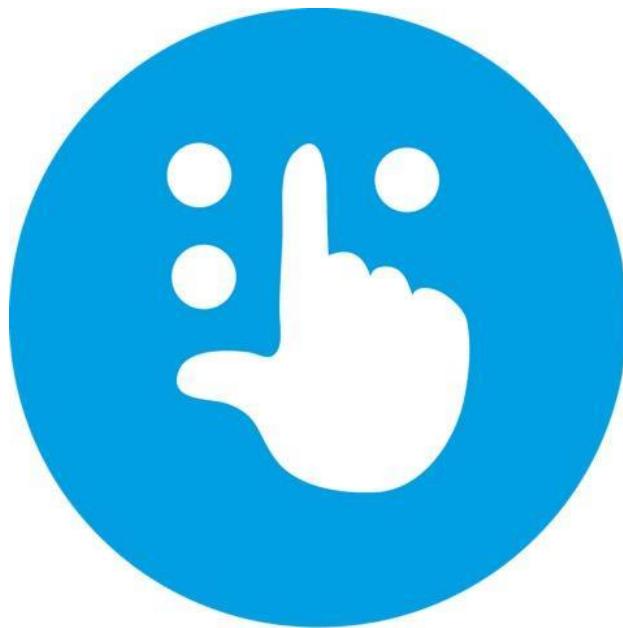
Facebook post: Makes sense but difficult to implement? The revised WHO and NNN toolkit provides practical tools to overcome challenges and achieve collaboration on WASH and neglected tropical diseases . <https://tinyurl.com/yn5pc6mw>



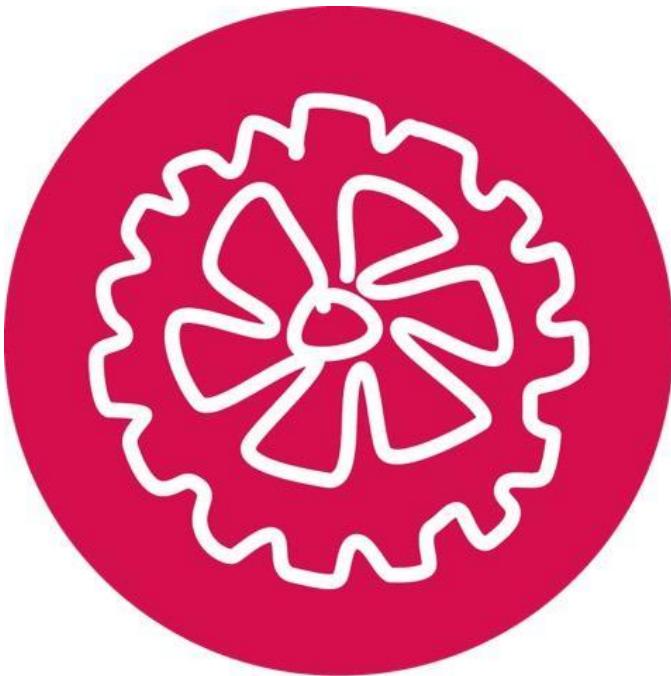
Facebook post: We can't effectively and sustainably beat neglected tropical diseases without addressing WASH within behaviour, environment, social inclusion and treatment and care. The revised WHO and NNN toolkit provides a practical roadmap to do just that. Take a look:
<https://tinyurl.com/yn5pc6mw>



Facebook post: 🌍 What's new about the 2nd edition of the WASH-NTDs toolkit? More tools, more range, more flexibility! Take a look and get downloadable supplementary tools to meet your needs! <https://tinyurl.com/yn5pc6mw>



Facebook post: 🌍 What's new about the 2nd edition WASH-NTDs toolkit? The 2nd edition has been redesigned to be more user-friendly. Take a look at the core tools that will help you improve WASH-NTD collaboration! 💧 <https://tinyurl.com/yn5pc6mw>



Proposed LinkedIn posts

LinkedIn post: A winning partnership! The World Health Organization has teamed up with the NTD NGO Network to create the 2nd edition of the WASH and NTDs toolkit to more effectively and sustainably beat NTDs, by improving access to water and sanitation services. First published in 2019, the toolkit has been extensively revised base on programme experience and features a user-friendly format, new content, and new downloadable tools

<https://tinyurl.com/yn5pc6mw>

LinkedIn post: Exciting news! A second edition WASH and NTDs toolkit has been developed by the World Health Organization and the NTD NGO Network. The revised toolkit builds on programme experience to help the WASH and health sectors to work together to effectively and sustainably beat NTDs by improving access to water and sanitation services.

<https://tinyurl.com/yn5pc6mw>

LinkedIn post: The World Health Organization, in collaboration with the NTD NGO Network, has launched the second edition of the WASH and NTDs toolkit. This will help build successful partnerships between the two sectors as a means to more effectively and sustainably beat NTDs, by improving access to water and sanitation services.

<https://tinyurl.com/yn5pc6mw>