

Hygiene | Impact Guidelines

The Global Impact department has developed a COVID-19 response that includes hygiene education and handwashing facilities that can help protect people living in poverty against the disease. Below are the specific shifts in practices that Water.org will implement as part of our response:

- Financial institutions partners may include and promote **household handwashing facilities** as part of their water supply and sanitation offerings. This may include dedicated products such as sinks, wash basins / large sinks like a pila, and handwashing stations.
- Financial institution partners may offer **hygiene loans to businesses** to establish handwashing facilities on their premises including schools, clinics, and other public places. The handwashing facilities may be used by both employees and/or the public.
- Water.org staff and partners will tailor **local hygiene campaigns**, promotion materials, and activities tailored to COVID-19 through information, education, and communication (IEC) materials and digital training. The aim of these campaigns include behavior change and demand generation for hygiene financing.
- Water.org will conduct broader **COVID-19 advocacy efforts** including supporting national level campaigns and coalition efforts, conducting webinars, and disseminating IEC materials on handwashing and hygiene.

This document outlines how we will track and measure hygiene products and services that fall within Water.org's COVID-19 response.

Key measurement changes:

- Household hygiene facility improvements, such as a sink, will be tracked and included in our official impact numbers (people reached and capital mobilized).
- Where feasible or committed to a donor, we will track other hygiene indicators including hygiene promotion efforts and public hygiene product and service improvements. These can be reported to external audiences but will not be included in our official impact numbers. See measuring the impact section below for more details.

The table below summarizes the key indicators. All key indicators could be tracked and reported by the partner and counted toward a partner's programmatic targets. However, impact that is counted and included in the official impact number (e.g. tier 1 metric) is only included when it meets the impact criteria detailed explained on page 2. Additional indicators may be tracked based on the context of the intervention and need.

| Hygiene initiative | Key indicators | Included in official impact numbers (tier 1 metric) |
|---|--|---|
| Household handwashing facilities | <ul style="list-style-type: none"> - People reached - Capital mobilized - Number of loans | Yes, when meeting criteria below |
| Hygiene loans to business & institutions ¹ | <ul style="list-style-type: none"> - People reached (estimate) - Capital mobilized - Number of loans - Types of business, products, and services | Yes, when meeting criteria below |
| Local hygiene campaigns | <ul style="list-style-type: none"> - Number and type of campaigns - Estimated people exposed | No |
| COVID-19 advocacy efforts | <ul style="list-style-type: none"> - Number and type of campaigns - Estimated people exposed | No |

¹ Includes clinics, day schools, workplaces, religious places

Measuring the impact

Household handwashing facilities - The impact from the household loans for handwashing facilities will be counted and verified in the same manner as water, sanitation, and water quality improvements. Handwashing facilities would be a product type that falls under the water category.

All of the indicators in the table above can be tracked, measured, and counted as long as they are serving those living in poverty and can be directly attributed to our work. We will count the impact of financing for a handwashing facility in our official tier 1 numbers if it meets all of the criteria below. If it does not meet the criteria, the activities and impact will be tracked and reported separately from our tier 1 people reached and capital mobilized metrics.

Tier 1 criteria:

- Serves as the user's primary (main) handwashing facility.
- Is on the household premises with soap and water (defined by JMP as basic – highest level).
- Its main purpose is to wash hands, such as a sink.
- Reaches those living in poverty, refer to the [Reaching the Base of the Economic Pyramid guidelines here](#).
- Be verified as resulting from a finance-based intervention that Water.org contributed toward. The level of verification will vary between direct and collaborative interventions.

Staff can track the following products and indicators and report them to donors. However, these products will not count toward Water.org's official impact numbers.

- Public handwashing facilities in spaces such as day schools, workspace, shops, and hospitals that do not meet the specific criteria outlined above
- The types and number of hygiene and health education events
- Estimated number of people reached through the hygiene and health education events
- Be verified as resulting from an intervention that Water.org contributed toward. The level of verification will vary between direct, collaborative, and system level interventions.

These indicators are important and of interest to internal and external audiences, however they do not count in our official number for the main reasons:

1. They are not a person's primary or permanent improvement or service. For example, people change school, work, or only visit a clinic once a year.
2. Hygiene numbers are difficult to estimate and without additional rigorous and expensive research, we are unable to determine whether the education outreach results in the necessary behavioral changes required to prevent spread of Covid-19.

What is the difference between a water connection and a handwashing facility?

For a household there may not be a huge difference as a water connection or tap may be used by the household to wash hands. However, partners can offer or promote specific handwashing products like a sink. Other distinctions may include water drainage or containment mechanisms and be located near a critical hygiene area such as the toilet or where food is prepared and have a designated area for soap. Some partners will not be able to report if the water improvement is designed specifically for handwashing which is the main reason handwashing facilities will be kept under the general water category as opposed to its own category. We will continue to aggregate products by water, sanitation, water & sanitation, and water quality.

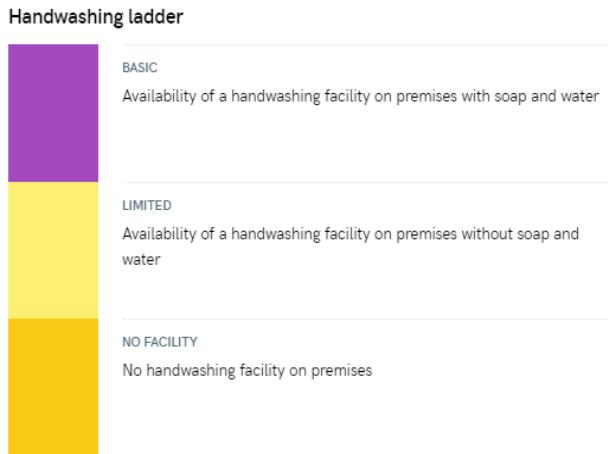
Why it is important to track hygiene

According to UN Water, the spread of COVID-19 is closely related to water and sanitation access. Hands are a common way the virus is spread. Handwashing with water can reduce the transmission of the virus and help people stay healthy. Within our COVID-19 response it's increasingly important that we track and better understand our hygiene efforts for the following reasons:

- Handwashing facilities are a key indicator within Sustainable Development Goal (SDG) 6.2 to "achieve access to adequate and equitable sanitation and hygiene for all".

- It is widely measured by the sector - the WHO/UNICEF Joint Monitoring Programme tracks handwashing facilities as part of country, regional and global estimates of progress on drinking water, sanitation and hygiene (WASH). Like water supply and sanitation, hygiene also has an access ladder.
- It is relevant - WASH is essential to protecting human health during the COVID-19 outbreak. Hand hygiene, in particular, is one of the most important practices to prevent the spread of diseases, including COVID-19. Functioning handwashing facilities with water and soap are necessary to practice safe hand hygiene. The latest estimates suggest that 3 billion (2 out of 5) people globally lacked this critical service in their home².
- It will support fundraising efforts. Donors want to better understand what Water.org is doing to promote hygiene as part of our COVID-19 response and our overall work. It is critical that Water.org is positioned to report upon our hygiene activities. Even before COVID, many donors had a hygiene focus and this potentially opens up new doors for us.

Figure 1. Joint Monitoring Programme Handwashing Ladder



Next steps

We do not anticipate major changes to our reporting templates and systems as we have measured and reported upon hygiene activities in key grants in the past. The ability to track and report upon this information already exists within the WaterPortal to a large extent. However, we do anticipate the following modifications:

- WaterPortal:
 - Add a handwashing product under the water category and inform partners of that product option
 - Adjust indicator tracker to include hygiene categories on monitoring pages
 - Create process and training for hygiene information to be entered into the indicator tracker
 - Create place(s) for indicators to be rolled up at partner, country, global levels so that the information can easily be tracked and reported internally and externally, including for donor reporting.
 - Create hygiene dashboard – potentially could be COVID-19 dashboard
 - Create solution (either via partner reporting, upload process (backend removal by borrower type, or manual removal) so that loans that do not qualify toward official impact tier 1 metrics are not counted in official numbers, but that they do count toward partner targets.
- Review mWater program monitoring visit surveys and add handwashing questions as needed to verify reporting
- Update partner reporting instructions for hygiene information that fall outside of Water.org's official impact numbers, such as # of hygiene events, # of people reached through hygiene campaigns, etc. These instructions will be important to be able to report to internal and external audiences consistently.
- Connect with Marketing and Strategic Alliance to make communication updates as needed
- Review these guidelines in relation to Water.org's strategies on an annual basis and make appropriate changes.

For questions, please reach out to Senior Manager of Insights and Innovations, Heather Arney (harney@water.org).

² [Joint Monitoring Programme, accessed June 2020](#)