

Handwashing with soap in Mali: Using data to create a national Public-Private Partnership for the promotion of handwashing

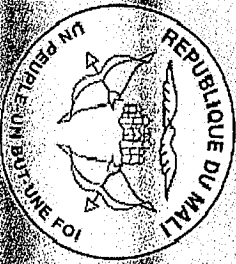
Abdouhamane Maiga, ATN Plus / USAID / Mali; Communications advisor Johns Hopkins / CCP, Bamako, Mali

Boubacar Abida Maiga, Chief of Hygiene Division, Ministry of Health, Bamako, Mali,

Lisa S. Nichols, MPH, ATN Plus / USAID / Mali, Chief of Party, Abt Associates, Bamako, Mali

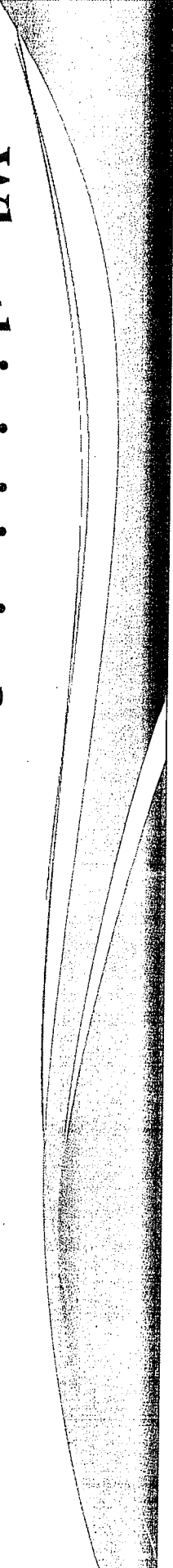
Toula Toure Traore, Hygiene Division, Ministry of Health, Bamako, Mali,

Halimatou MAIGA Diallo, ATN Plus / USAID / Mali; Assistant Communications Advisor, Johns Hopkins / CCP, Bamako, Mali



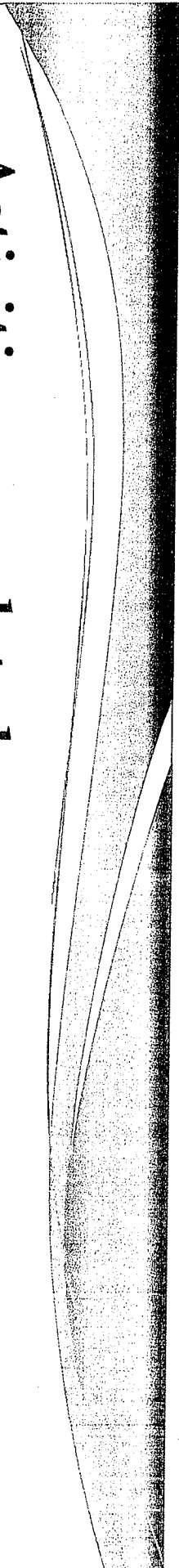
USAID | **MALI**
FROM THE AMERICAN PEOPLE





Why this initiative?

- Diarrhea is the 3rd most significant reason for medical visits in Mali after malaria and acute respiratory infections.
- Promotion of handwashing with soap can contribute significantly to reducing the incidence of diarrhea



Activities completed:

1. A study entitled:


“ Evaluation of attitudes and practices of washing hands at critical times in Mali” was completed in 2006

- Goal:

Assess the behaviors, attitudes and practices that are related to handwashing with soap in Mali

- Specific objectives:

Understand the motivations of mothers and / or child caregivers and pupils in primary schools



Activities completed: (2)

- Identify challenges and constraints that hinder the adoption of handwashing with soap in particular the enabling factors;
- Identify private soap producers;
- Evaluate the behavior and practices regarding toilet use in schools and restaurants;
- Develop and propose solutions for the promotion of handwashing with soap

Activities completed: (3)

Methods and materials

- A socio-anthropological survey of knowledge and attitudes
 - **Methods:** qualitative and quantitative.
 - **Duration:** two months with thirty (30) field days (January 15 to February 12, 2006)
 - **Location:** households, primary schools, restaurants in Koulikoro, Mopti, Gao and the District of Bamako.
 - **Tools and instruments:** the interview guide, observation schedule and questionnaire

Activities completed: (4)

Results

- **Identification of producers of soap and handwashing materials**
- **Mothers and child caregivers:**
 - 45.4% wash their hands only after cleaning children's bottoms with water only;
 - 13.6% used soap to wash the same hand and only 11% of them use soap to wash both hands;
 - 4% do nothing after cleaning children.

Activities completed: (5)

- **In Schools:**
68% of students do not wash their hands after leaving the toilet;
and 75% of students who wash their hands after leaving the toilets do not use soap.
- **In Restaurants:**
34% of customers do not wash their hands before eating and 82% of restaurant guests who wash their hands do not use soap.

Activities completed: (6)

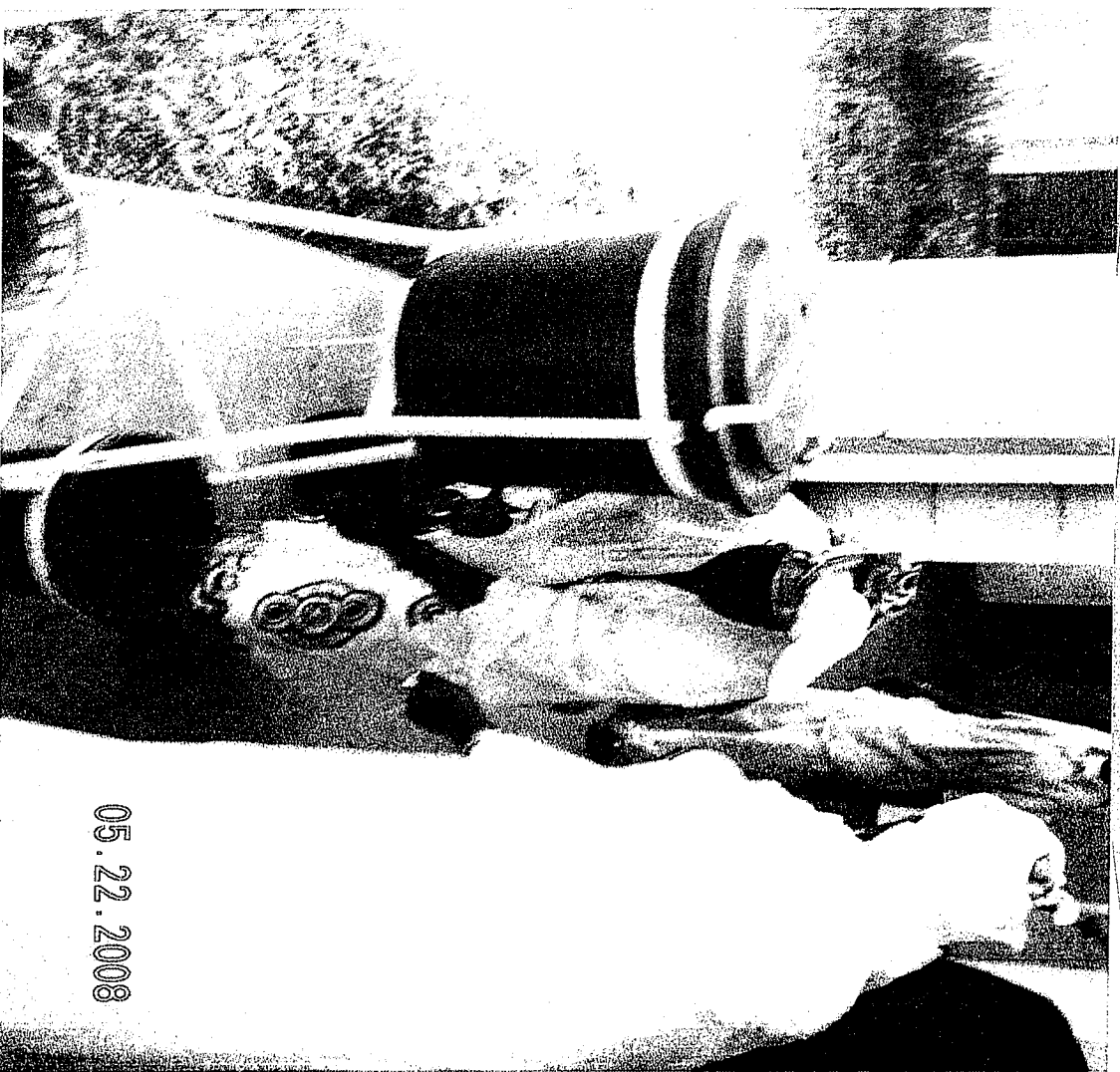
- Cultural reasons were cited to justify not using soap for washing hands at critical times:
 - Reducing one's luck or fortune;
 - Reduced protection against the occult;
 - Reduction of capital (money).

Activities completed: (7)

2. Elaboration and implementation of a National Action Plan 2007 -2009 for the promotion of handwashing with soap at critical moments in the context of a public-private partnership.
3. Organized the first National Day to Promote Handwashing with Soap in 2007.
4. Organization of first and second days of Global Handwashing with Soap in 2008 and 2009 (October)

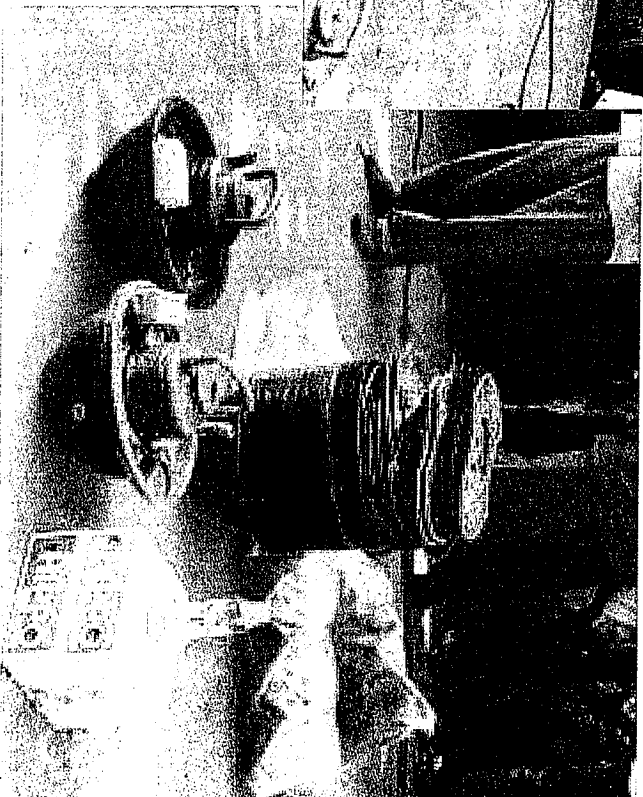
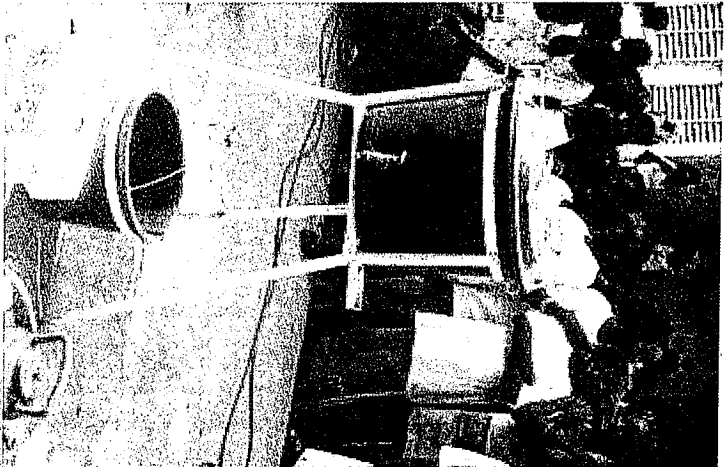
Information sessions to raise awareness of employees of institutions of child day care centers in the district of Bamako

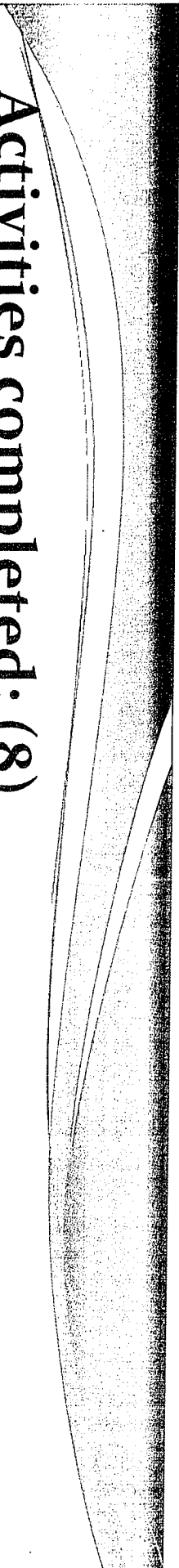
A demonstration session for handwashing with soap



05.22.2008

Handwashing Materials produced by the Private Sector





Activities completed: (8)

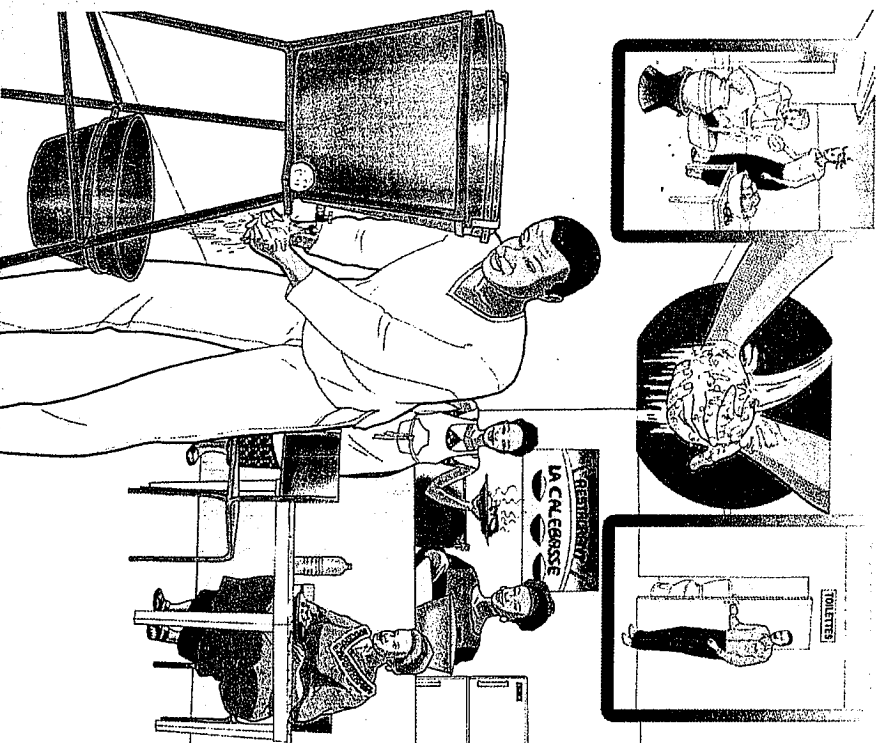
5. Establishment of multimedia programs on the relationship of clean hands and health.
6. Development of a partnership among stakeholders: create a permanent framework for consultation incorporating private soap and handwashing materials producers
7. Advocacy for subsidies for handwashing materials
8. Production of media and communication materials (posters, leaflets and sketch): households, restaurants and public

Activities completed: (9)

Posters for restaurants

MINISTRE DE LA SANTE
DIRECTION NATIONALE DE LA SANTE
DIVISION HYGIENE PUBLIQUE ET SAUBRIETE

REPUBLIQUE DU MALI
Boulevard Pasteur - Bamako - Mali



CLIENTS, RESTAURATEURS, LES MAINS PEUVENT VEHICULER LES MALADIES
DIARRHEIQUES, LAVEZ LES AVEC DE L'EAU PROPRE ET DU SAVON

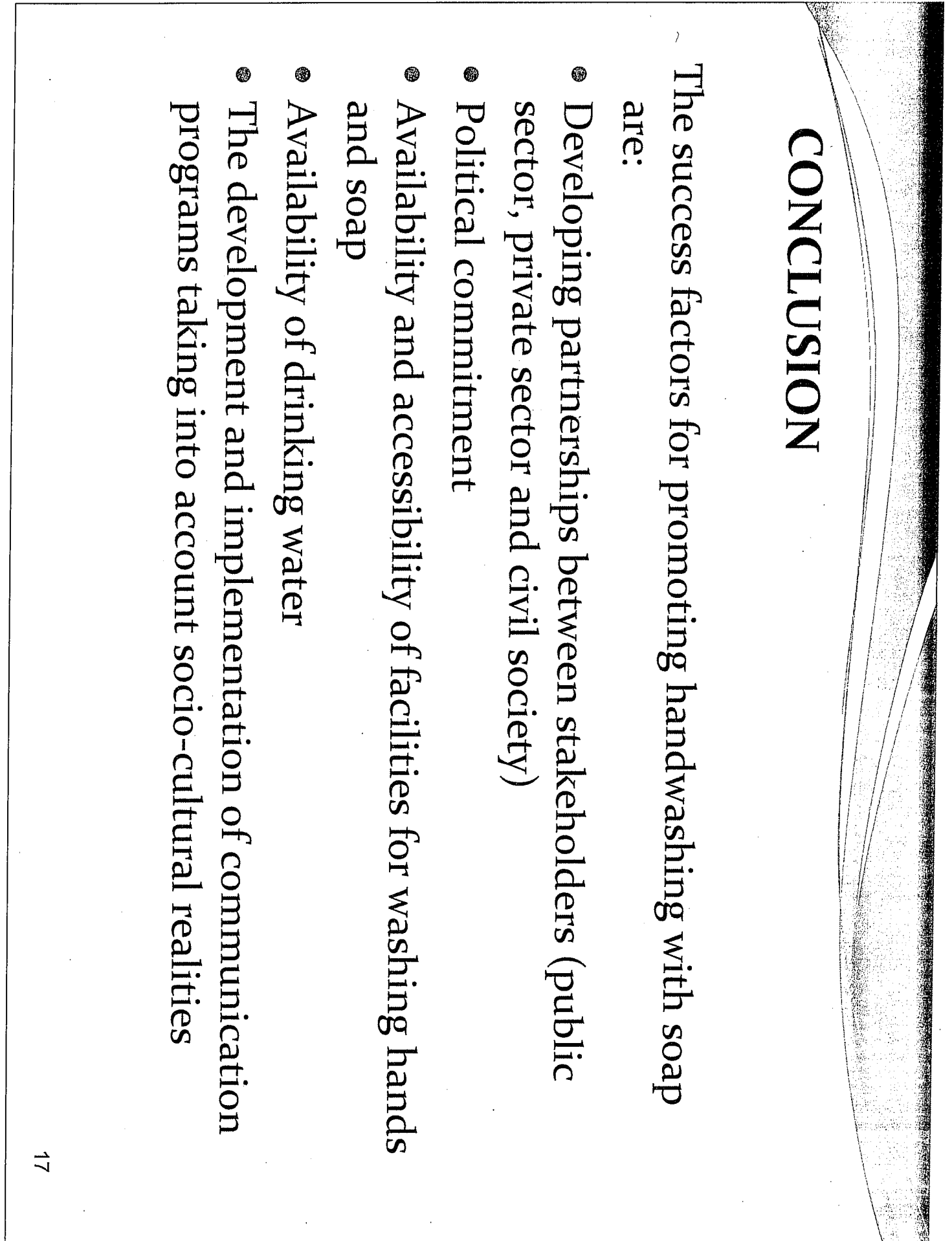


Activities completed: (11)

10. Significant partnership with the private sector:
- Increased number of sales outlets to ensure the availability of soap and handwashing materials
 - Exhibitions and sales promotions of soap and handwashing materials
 - Production of affordable soap sizes and packaging
 - Provision of soap to educational institutions for their restrooms

Activities completed: (12)

- Financing of certain communication activities on the promotion of handwashing with soap
- Discounts on handwashing materials
- Participation in National and Global Days for Handwashing with Soap
- Participation in the review of the National Action Plan 2007 -2009 for the promotion of handwashing with soap at critical moments in the context of a public-private partnership.



CONCLUSION

The success factors for promoting handwashing with soap are:

- Developing partnerships between stakeholders (public sector, private sector and civil society)
- Political commitment
- Availability and accessibility of facilities for washing hands and soap
- Availability of drinking water
- The development and implementation of communication programs taking into account socio-cultural realities

Presenter Disclosures

<Abdourhamane Maiga>

(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose