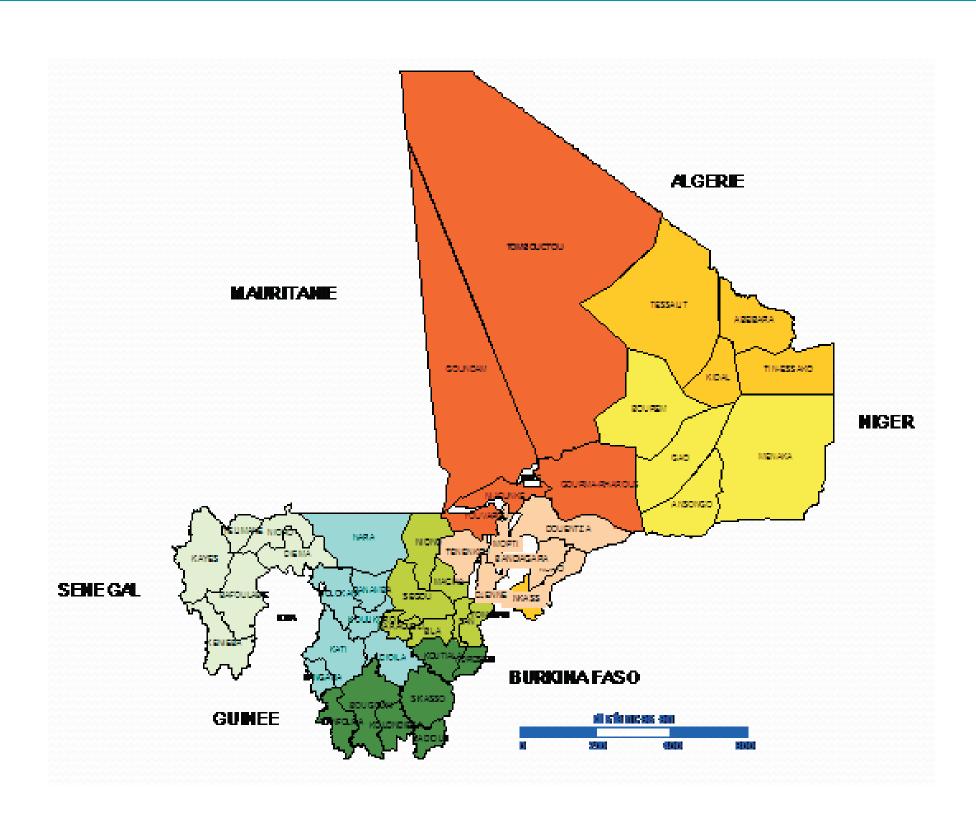


Handwashing with Soap in Mali: Using Data to Create a National Public Private Partnership for the Promotion of Handwashing

us/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 Inc., Bamako, Mali Toula Toure Traore, Hygiene Division, Ministry of Health, Bamako, Mali; Haleimatou MAÏGA Diallo, ATN Plus /USAID/Mali; Assistant Communications Advisor, Johns Hopkins/CCP, Bamako, Mali

Background

Mali: West African landlocked country with a young population and high child and maternal mortality. Child Mortality: 191/1000. Maternal Mortality: 464/100 000. 45% of households have a water source in the household compound.



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

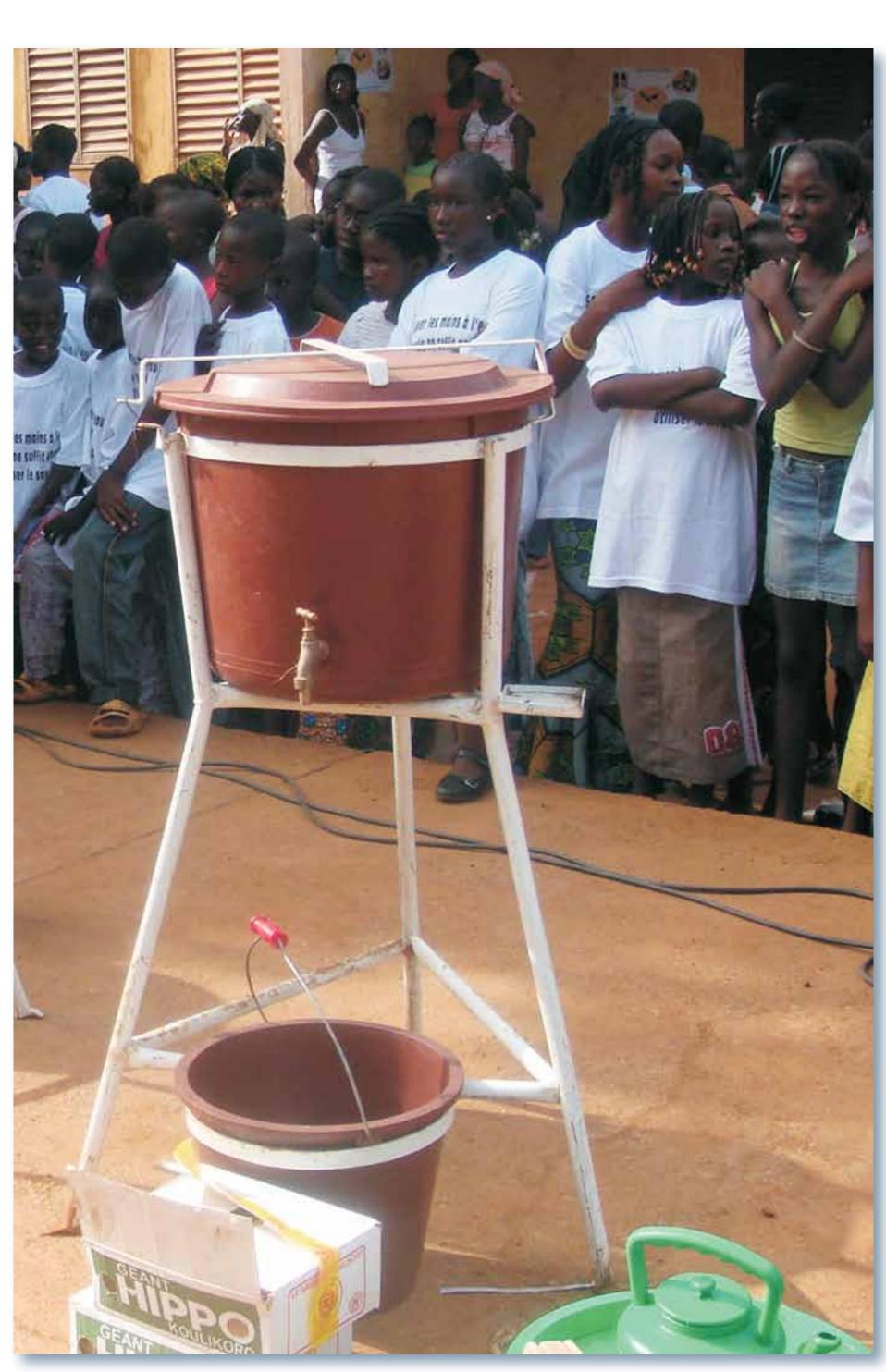
- 1. A study entitled: " Evaluation of attitudes and practices of washing hands at critical times in Mali" was completed in 2006.
- Goal: Assess the behaviors, attitudes and practices that are related to handwashing with soap in Mali.
- Specific objectives
 - Understand the motivations of mothers and/or child caregivers and pupils in primary schools.
 - 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.
- 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. 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. 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.
- 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 cont'd

- 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

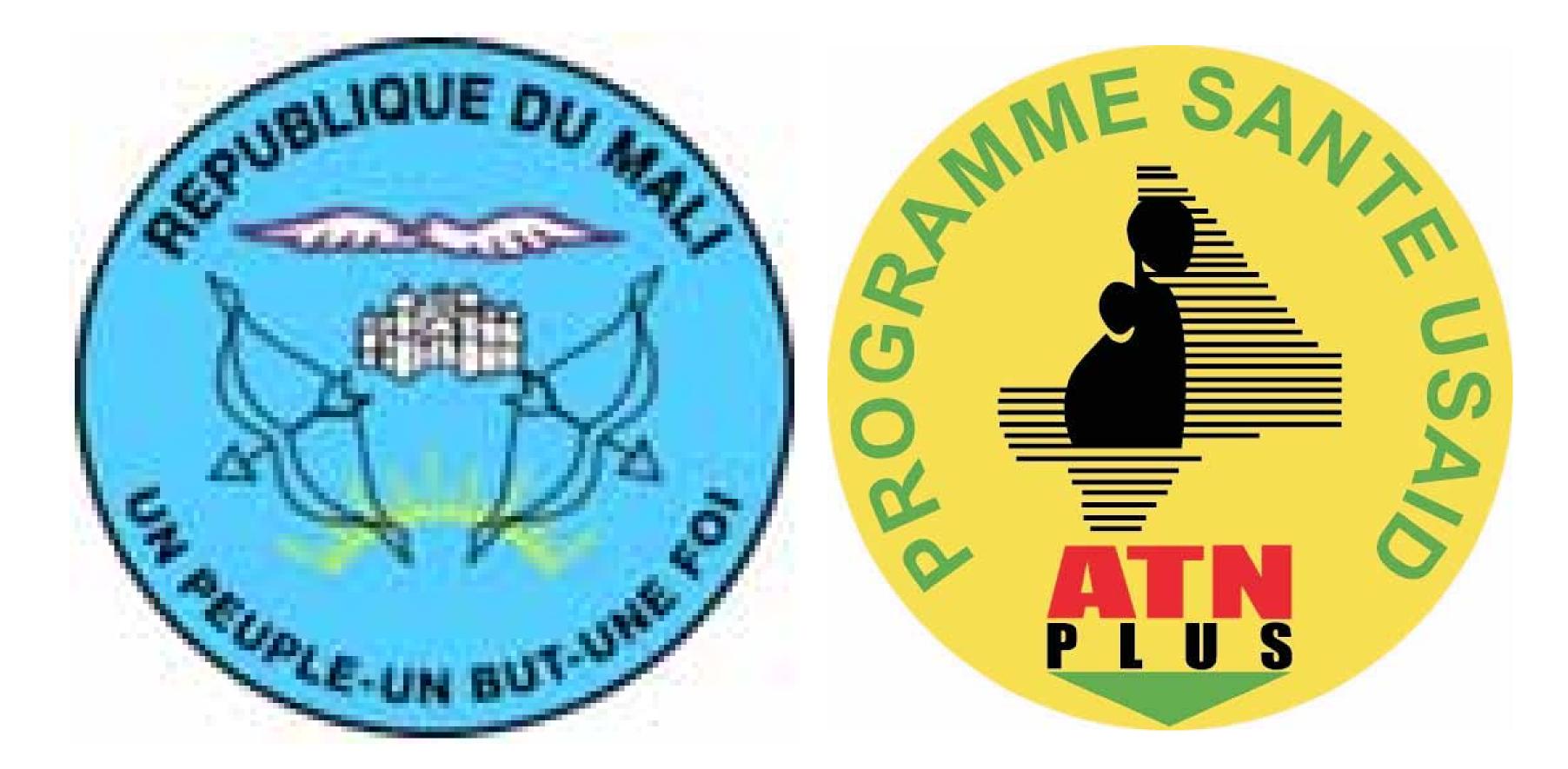


Materials





Handwashing produced by the Private sector



Activities Completed cont'd

- households, restaurants and public.
- 9. 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.
 - 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

Conclusions

- and civil society).
- Political commitment.
- Availability of drinking water.
- into account socio-cultural realities.

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):



for the promotion of handwashing with soap at critical moments in the context of a public-private partnership.

The success factors for promoting handwashing with soap are:

Developing partnerships between stakeholders (public sector, private sector)

• Availability and accessibility of facilities for washing hands and soap

The development and implementation of communication programs taking