

# WaterAid: Supporting Implementation of the Cholera Roadmap

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GTFCC Annual Meeting - 2018



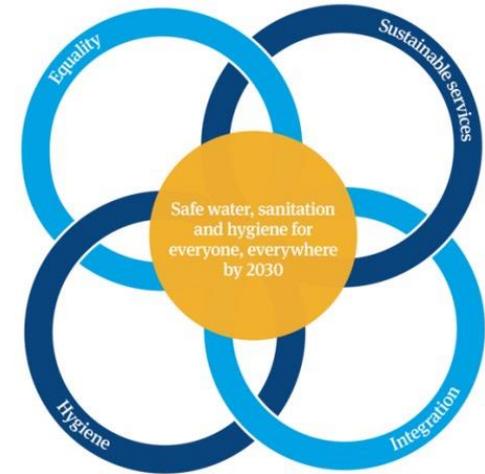
# Background

- Development NGO - working in 37 countries
- Global strategy aligns with the cholera roadmap
- Health and cholera in particular are relatively new but growing priority
- Focus to date has been at global level - contributing to raising the profile of cholera as health and WASH sector priority
- Shifting focus to increase our programmatic engagement at country level



## Our strategic aims

Our four aims are based on our assessment of how we can best influence change.



# Global policy and advocacy:

- Supporting two WHA side events with the GTFCC and the launch of the global roadmap in October 2017
- Increasing media attention:
  - Reach of **17 million people** (October 2017)
  - In May 2018, media delegation of Telegraph journalist to Zambia



The Telegraph

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## News

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'We are facing a sanitation crisis':  
Zambia's uphill struggle against the  
deadly scourge of cholera



< BBC NEWS A

First global pledge  
to end cholera by  
2030



 WaterAid

## Programmatic Focus:

Focus on 4-5 countries in short term: build programmatic experience & document learning

### Ongoing work on cholera in:

- Mozambique
- Zanzibar
- Zambia

### Future:

- Malawi
- Uganda
- Nigeria

### Entry Point: Hygiene Behaviour Change

Immediate response: Lusaka outbreak

Long-term: integration with OCV in Mozambique

### Supporting implementation of WASH components of cholera plan

- Comprehensive WASH: faecal sludge management, city wide approaches to sanitation/urban WASH
- Institutional WASH - healthcare facilities & schools

### Coordination, policy engagement & systems strengthening

- Development of national cholera plans
- Using cholera as a way to raise the political profile of WASH
- Systems strengthening

# Update: Integration of hygiene promotion with OCV in Mozambique

- In partnership with government, IVI, INS and KOICA in Cuamba district
- Creatively designed hygiene promotion package (4 key behaviours) integrated **before, during** and **after** OCV
- Campaign to launch in July 2018 - “*bye bye cholera campaign*’ - motivational, inspirational messages
- Hygiene package will be delivered by health workers and community health workers
- Implementation over less than 1 year:
  - **Before OCV:** exposure 2-3 times - radio, TV, community events
  - **During:** hand washing before OCV & 10 min promotion following vaccination by CHWs
  - **After:** exposure 4-5 times - community level events



## Looking ahead:

- Expanding and deepening programmatic experience on cholera in focus countries
- Continuing to support GTFCC on global policy and advocacy
  - HLPF side event in July 2018: “Driving gains in health & nutrition through safe & sustainable WASH”
  - Supporting resource mobilisation/donor engagement following finalisation of investment case
- Linking global with regional and national advocacy
  - leveraging WHA resolution to drive national advocacy in focus countries



**HIGH-LEVEL POLITICAL FORUM  
ON SUSTAINABLE DEVELOPMENT**

