

How to write Wash'Em into a proposal



This guide is designed for organisations who are thinking of including Wash'Em in their next WASH programme. The guide provides example text that can be included in the proposal narrative and tips for developing a budget for your Wash'Em designed programme.

Why write Wash'Em into your proposal?

Wash'Em is a programme design process and, of course, proposal writing is the time when programmes begin to be designed. So including Wash'Em in your proposal allows you to effectively plan, budget, implement, and monitor and evaluate your programme.

You can also try Wash'Em at any stage in your programme delivery, but if you haven't informed your donor of this from the start then it can be harder to make programmatic changes, particularly if they require changes to the budget. Where possible, we recommend you complete the Wash'em Rapid Assessment Tools as part of your needs assessment and develop your proposal after the software has identified the recommendations.

BELOW WE OUTLINE SOME STANDARD TEXT THAT CAN BE ADAPTED AS NECESSARY IN YOUR PROPOSAL.

SCENARIO 1: **You have already completed the Rapid Assessments and generated recommendations**

The project used the Wash'Em process ¹ to design the handwashing promotion component of our work. The Wash'Em process allows humanitarians to design evidence-based and context-specific hygiene programs. The Wash'Em process consists of five Rapid Assessment Tools that explore different behavioural determinants. The Assessment Tools are specifically designed for emergency contexts and to aid programme design. This data was entered into the Wash'Em program design software alongside data on the context and program constraints (full details in the proposal annex). The software identified the following recommendations that have been adapted for the project: [describe each of the recommended Wash'Em Activities]

¹ The Wash'Em process and resources have been developed through a collaboration between the London School of Hygiene & Tropical Medicine, Action contre la Faim and CAWST. Wash'Em is funded by USAID/OFDA. For more information about Wash'Em visit the Wash'Em website: www.washem.info



SCENARIO 2: **You have not yet done the Rapid Assessments but are planning to as part of your project**

The project will use the Wash'Em process ¹ to design the handwashing promotion component of our work. The Wash'Em process allows humanitarians to rapidly design evidence-based and context-specific hygiene programs. The Wash'Em process consists of five Rapid Assessment Tools that explore different behavioural determinants. The Assessment Tools are specifically designed for emergency contexts and to aid programme design. This data will then be entered into the Wash'Em program design software alongside data on the context and program constraints (e.g. time, budget, and security). The software generates five to nine recommended hygiene promotion activities. The results from the Wash'Em process will be discussed with the donor technical team before starting the implementation of Wash'Em designed programme.

The Wash'Em software contains 80 handwashing promotion activities and each comes with step-by-step instructions, tips and guidance on budgeting, procurement, and implementation. Each of the Wash'Em activities has been developed based on theory and evidence about what works to change behaviour. Some activities focus on improving handwashing infrastructure to make it more desirable and easy to use. Other activities are designed to help populations think differently about handwashing behaviour. Many of these activities involve powerful visual demonstrations which use props and games to create a moment of surprise and reevaluation around behaviour. Other activities are designed to reward good behaviour and position handwashing with soap as a new norm. Lastly there is a group of activities that try to make handwashing with soap more aspirational through storytelling.

The Wash'Em tools have been developed over several years as part of a consortium of researchers, humanitarian practitioners, and experts in learning, software development, and information sharing. The Wash'Em process is the output of literature reviews and interviews with humanitarians to understand their needs and in-depth qualitative research in several humanitarian settings. As of 2020, the Wash'Em process has been tried in more than 35 humanitarian responses and has been used by more than 45 different organisations. Wash'Em has been used to guide outbreak responses and to prevent outbreaks from spreading. It has been used in droughts, flooding, and typhoon response. Wash'Em has also been used in a range of conflict-affected settings among internally displaced people and refugees who are living in either camps or informal settlements.



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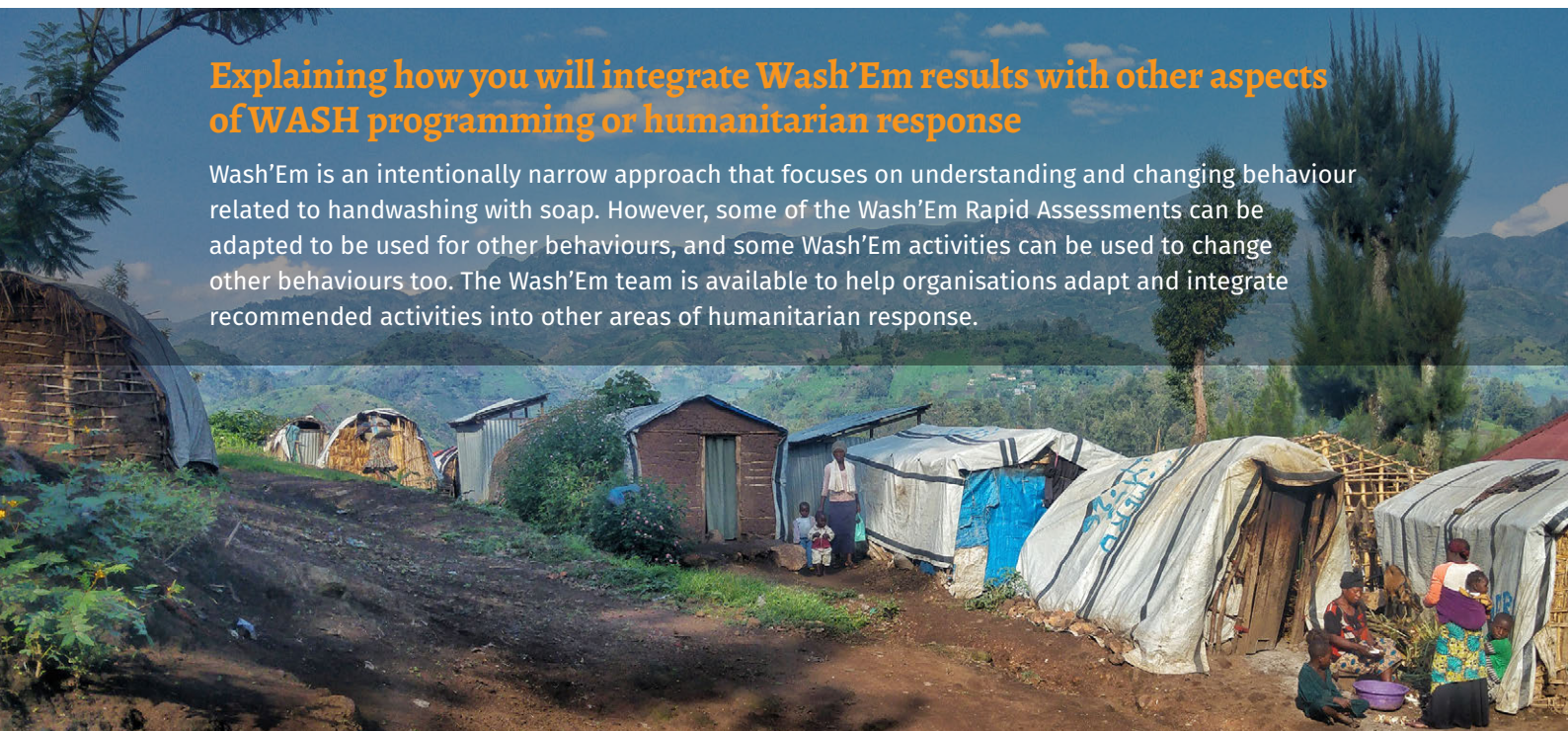
Explaining why your organisation plans to choose Wash'Em rather than other behaviour change approaches

The Wash'Em process is the only behaviour change approach that has been designed specifically for use in emergencies. This means that the Wash'Em process is rapid, simple, and requires only a small number of staff.

- **Time:** Most behaviour change approaches have been designed with stable settings in mind and often require a year of learning and development to create an effective behaviour change programme. Wash'Em requires just one week from learning about the process, to collecting and analysing data in order to generate a context adapted programme.
- **Accessibility:** Wash'Em is designed to remove the need for foreign behaviour change specialists to be flown into crisis-affected contexts. Instead, Wash'Em makes complex theory easy to understand and apply so that the capacity of local actors can be built quickly and behaviour change can become a normal part of programming.
- **Focus:** The Wash'Em Rapid Assessments are also emergency specific and focus on the behavioural determinants that are most important in a crisis.
- **Practical:** Theories are often hard to use because they aren't specific enough to one behaviour or to the context where they are being applied. Often humanitarians are good at collecting data on behaviour but then don't know how to translate that into an innovative programme. The Wash'Em software is designed to bridge this gap and connect context-specific learnings about behaviour to evidence-based programme ideas.

Explaining how you will integrate Wash'Em results with other aspects of WASH programming or humanitarian response

Wash'Em is an intentionally narrow approach that focuses on understanding and changing behaviour related to handwashing with soap. However, some of the Wash'Em Rapid Assessments can be adapted to be used for other behaviours, and some Wash'Em activities can be used to change other behaviours too. The Wash'Em team is available to help organisations adapt and integrate recommended activities into other areas of humanitarian response.



BELOW YOU WILL FIND SOME ADVICE ABOUT DESIGNING A BUDGET FOR A WASH'EM PROGRAMME



Budgeting if you have already used the Wash'Em process

Ideally, you have completed the Wash'Em Rapid Assessment tools as part of your need assessment and will have received activity recommendations through the software. You then can cost each activity at the proposal stage. To do this, review the list of materials and resources needed and get local quotes on the price of each item. Then calculate how many of each of the materials you will need given the size of the population you are trying to reach. Alternatively, you can assign a lump sum of funds for hygiene promotion and agree to send the recommendations to the donor once they are more clearly defined.

Budgeting if you have not yet used the Wash'Em process but plan to do so in your project

The majority of your Wash'Em project budget is likely to go towards making infrastructure easy and desirable to use.

Wash'Em places a strong emphasis on making sure that that infrastructure cues and enables behaviour. This is because there is evidence that this makes the largest difference on behaviour and because it is unethical and sometimes offensive to promote handwashing behaviour without these things being in place. Even before using the Wash'Em Assessments, you can probably make an estimate about how much you are likely to spend on infrastructural components.

WORKED EXAMPLE 1

You are working in a camp with 10,000 people. In this camp there are sanitation facilities that have been built according to SPHERE standards (no more than 30 people per toilet). This means there are about 350 latrines in the camp. If this is the case, then your programme should assume that as a minimum there should be a handwashing facility outside each of these. In many camp settings, humanitarians are responsible for providing handwashing infrastructure. So if these did not exist at all prior to your programme then you could estimate spending a minimum \$15 on each facility ($\15×350 facilities = \$5,250). You may like to add in some funds for maintenance or extras to make the facilities more desirable.

WORKED EXAMPLE 2

You are working in a protracted crisis among people who live in an informal settlement. Let's imagine our target population is still 10,000 people and the average household size is six people. Households are responsible for building their own latrines and handwashing facilities but these are often absent, poor quality, or shared between multiple families. In this setting your organisation hopes to encourage people to either build new handwashing facilities or improve their existing ones. This is often challenging for households to do in a crisis. The task can be incentivised by helping families to procure the necessary materials or key products to make the facilities nicer (nicer soap, mirrors, soap, dishes, paint etc). Allow a budget of \$2-5 per household ($\$5 \times 1,700$ households = \$8,500). Costs can be minimised if neighbours work together with shared materials.



How much does it cost to deliver Wash'Em activities?

Most Wash'Em activities are relatively cheap and the materials can be procured locally. In general, the materials needed for a Wash'Em activity delivered at the household level or via community meetings will be between \$5-30 to reach 200 people. Assume that there will be about 3-5 such activities recommended in a Wash'Em designed programme.

There are some more expensive activities within the Wash'Em software. For example, if you identify that mass media (such as television, radio or targeted text messages) is the best way of reaching your population then this comes with a cost. However, local radio coverage can be done quite cheaply and the creation of videos can also be done affordably by using local talent and videographers. For budgeting purposes it's good to make a decision on whether you are willing to consider using mass media prior to submitting your proposal. Ideally make this decision in consultation with your donor. For the development of audio or video content it's good to assume \$1,000-10,000 for the development of the content (if you want lots of varying content budget higher). Then you will need to check local airing or transmission costs. Remember the more you air something the more likely you are to have an impact.

Creative costs

Some of the Wash'Em activities will suggest that you do some creative work to develop materials that will be used in the hygiene promotion. There are a range of ways that you can do this but it's worth always allocating some money to this in your Wash'Em budget. Most countries will have companies that describe themselves as 'creative agencies'. These are the companies that brands engage to promote their products. You can also work with them to make creative hygiene promotion materials. Alternatively, why not try working with local artists to create the materials, theatre groups to enact stories or university students who have design skills. Allocate \$500 - \$5,000 for these creativity costs depending on who you are hiring and how much you expect them to create.

WORKED EXAMPLE 3

A local artist was used to bring a Wash'Em motivational story to life through a flip book of images. The artist was paid \$500 to create 15 images depicting the story and then the team paid \$20 for each A3 flipbook to be printed and for the pages to be laminated. Each of our 5 hygiene promotion teams were given one flipbook to use. In total we spent \$600.

WORKED EXAMPLE 4

Television and social media are found to be the best ways of reaching our population. We worked with local videographers and actors to bring the motivational story to life. We paid a total of \$4,000 to the actors, film crew and editors and ultimately developed a 5-minute video. The film was screened on a local television station twice a day for one month. Each airing of the video cost \$150 so in total \$9,000 was paid to the television station. Additionally, the video was shown when hygiene promoters went house to house. Hygiene promoters just used their smartphones for this so there was no cost. In total we spent \$13,000 on this activity.



How many hygiene promoters do you need?

Your other substantial cost with a Wash'Em designed programme will be your hygiene promotion staff. When calculating how many hygiene promoters to employ you can assume the following:

- Staff should always work in pairs (this is important for programme quality, support, and safeguarding)
- Wash'Em will almost always recommend that some activities are done at a household level or with small groups of neighbours. A 'small group' here assumes no more than 5 households.
- Some of the household level activities can be combined into one visit but each household or small group activity should be no more than 20-30 minutes.

So if you have 6 months to deliver your programme and you plan to do 3 household visits to each of the 1,700 households you could calculate that a team of two people could visit about 25 households in a day (by bringing neighbours together). This means that it would take them about 3.5 months to reach the whole population. If you have two teams of two people, then obviously this time could be halved. If you had 5 teams of two people it would take them less than a month to do all three visits to the whole population.

Household visits may take up approximately half of the hygiene promoters time. The planning and delivering other activities such as those done with larger groups or those using mass media will take up the rest of their time.

Don't forget to budget time for staff to get trained on the activities and practice them among a pilot group. Estimate 1-2 weeks for this process. Also budget time for staff feedback sessions each week where you can check how the activities are going and make improvements.

What about other staffing costs?

Make sure you budget for some team from your Monitoring, Evaluation, Accountability and Learning (MEAL) staff. Remember they should not just be involved at the beginning and end of your programme. If you want ideas for how to monitor and evaluate your Wash'Em designed programme then refer to our guide on Monitoring and Evaluation for Handwashing Behaviour Change Programmes.

Be generous

Here are some facts to remember:

- It's hard to budget in advance of knowing all your project details.
- It's also hard to deliver any programme in humanitarian crises and it's reasonable to expect that some things might not quite work out as planned
- Humanitarians always complain that there is not enough money for hygiene

Given each of these points above we suggest you **do not** just use each of the minimum figures outlined in this document. Often hygiene programmes are underfunded because NGOs are not asking their donors for sufficient funds to make a real change. If your donor tries to cut your hygiene budget remind them of why the behaviour change component of your work is so critical.



- 40% of all mortality in the wake of a crisis is due to diarrhoea. In conflict-affected settings children are 20 times more likely to die from diarrhoea than from violence itself.
- Respiratory infections also typically increase by 30% in emergencies.
- If people wash their hands with soap we can reduce diarrhoea by almost half and respiratory infections by one quarter.
- Behaviour change is a critical part of programming. Without it WASH infrastructure often goes unused because it is inconvenient or undesirable.
- Teaching people about disease transmission is cheap but does not normally have an effect on behaviour. Wash'Em activities focus on changing what people actually do through evidence and theory based activities.

Explaining Wash'Em in the proposal's budget narrative

The following text can be adapted for a budget narrative:

Hygiene promotion using the Wash'Em Approach - The project will use the Wash'Em process to design its hygiene promotion component. Program recommendations will be developed based on the Wash'Em Rapid Assessments and the recommendations generated through the Wash'Em software. The likely activities include making infrastructure easy and desirable to use (\$XXXX); activities delivered at the household level or via community meetings (a total of \$XXXX based on an assumption of \$5-30 to reach 200 people). We have also allocated some budget for material development; this assumes that we will work with local creatives (\$5000).

If you have further questions on including Wash'Em in your budgeting or proposal then contact us at support@washem.info. Note that we can't write the proposals for you but will be happy to provide guidance.

Wash'Em

