

US Launch of *Raising Clean Hands*

Local and National Advocacy: changing policies
and raising funding

Elynn Walter, Water Advocates
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Water Advocates

Water Advocates

- US-based nonprofit organization started in 2005
- Purpose
 - Increasing support for worldwide access to safe, affordable and sustainable supplies of drinking water, adequate sanitation and hygiene (WASH)
 - Advocacy, not project implementation
- My job
 - Cross-over between health and WASH
 - WASH in schools

US Launch of “Raising Clean Hands”

Goal

To raise awareness, funding and US Government support and action around WASH in Schools across the WASH, health (including nutrition and neglected tropical diseases), gender equity and education sectors.

Objectives

- Mobilize US key actors around WASH in Schools
- Encourage US based NGOs working globally to communicate and work internally to incorporate WASH components into their education programming
- Create a model for advocacy around WASH in Schools which could be replicated in both donor and recipient countries
- Work in coordination with the USG and US donors to expand their work around WASH in Schools

US Launch of “Raising Clean Hands”

- What's on tap?
- The planning process
- Choosing events and targets
- What is an “ask” and what is the right “ask”?
- The Big Day
- Follow-up



Collaboration and Communication

Health Sector

WASH Sector

Media

Education Sector

**Neglected Tropical
Disease Organizations**

**National and Local
Government**

- Gathering the group
- Reaching beyond the choir
- Strategic communication and outreach
- Involving the targets

Support Needed for an Effective and Successful Launch

Financial

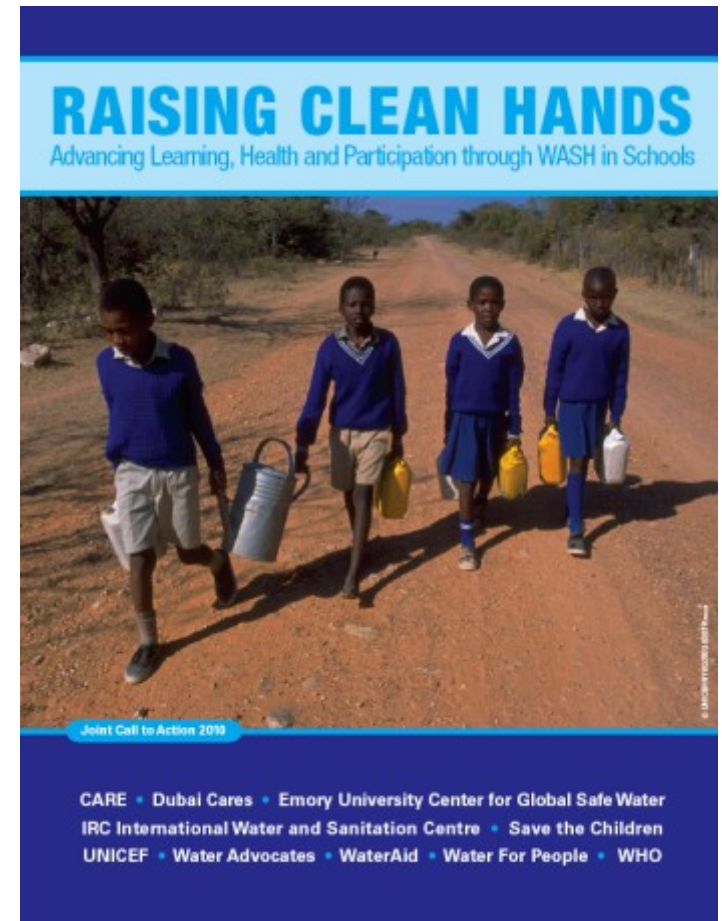
- Engaging the private sector
- Contributions from the planners

Government

- Ministries of Education, Water and Health
- Mayor and local government

NGO leadership

- Helping others step up



Taking Action – Next Steps

Replication – is it possible?

- Finding the best approach for your town, city or country
- How and when to get started - NOW

What can you do?

- Join the current launch or the Call to Action for WASH in Schools movement

What can we do for you?

- Work with recipient and donor countries or group of countries to create an advocacy strategy around WASH in Schools

WASH in Schools



Elynn Walter, ewalter@wateradvocates.org