Everyone Deserves to Learn:
Making WASH Education Fun for All
World Vision WASH

>40 Countries

Our WASH programs include 25 countries in Africa, and numerous countries in Latin America, the Middle East, and Asia Pacific.

Hardware & Software

Our country teams work with local organizations and county governments to provide not only hardware solutions (water schemes, latrines, handwashing stations, etc) but also behavior change.

Multi-Setting

Our model focuses on long-term community engagement (15+ years) and includes schools and health facilities for targeted interventions.
WASH UP! Curriculum

Behavior change is difficult – especially to see lasting change

World Vision partnered with Sesame Workshop to expand hygiene education through WASH UP! curriculum

Children viewed as agents of change for their community
Contextualization is Key

Each program gets its own language and imagery
- Currently in over 20 languages
- Artwork and photography updated to reflect a child’s country context

Content is added based on country preferences
- In Ghana, we added messages around food hygiene
- For the Middle East, we added messages about coping with big feelings (children in crisis)

WASH infrastructure improved
- Children can only practice the behaviors they are learning if infrastructure is in place
Program Flexibility Allows Children to Learn in Different Ways

Train teachers in play based model

- Often a very different style of teaching than they are used to

Suite of materials allows for flexibility

- Some activities are more active, some more visual, some more auditory. Therefore, children can learn in the best way for them
Disability Inclusive Content

Mali & Niger

- Added thanks to funding from the Vitol Foundation
- Modified games and text to make them more inclusive
  - Shorter Storybook
  - Flashcards

Advocacy Sessions Needed

- Engage community members
- Reach students outside of school setting
Video Messages Broadcast in Iraq

Water scarcity a major issue in the Middle East

We were able to add two 30-second PSAs to the curriculum of Raya and Elmo conserving water

This was broadcast on Pelistank TV which is popular with children in KRI
Billboard Display in Afghanistan

Paired hygiene messages with local Sesame characters

- Placed in a central roundabout in Herat City, Afghanistan
- 87% of respondents stopped on the street could recall the message of the billboard
Additions we are Piloting

Take Home Materials
Strengthening children as change agents component by giving children a physical object to go and talk to their parents about

Content for Older Learners
Content for older children as a follow-on to the WASH UP! curriculum

Materials for Younger Learners
Modified storybook for children in early childhood development centers and kindergartens
Thank You
Results

As of October 2018:

- 11 countries implementing
- Over 2,500 teachers trained
- 854 sites implementing the curriculum
- More than 120,000 children completing the program
Research

Stanford University is the Research Partner for WASH UP!

Initial research in Zambia showed that:
• Knowledge of germs increased 61% among Grade 1 students
• The percentage of students citing hand-dug wells and rivers as “safe” water sources fell by more than 50% between baseline and endline surveys
• 23% change in parents reporting having a dedicated place for handwashing at home when exposed to a boundary object

University of Maryland did early research on the program and found:
• In India, children who participated in the program intervention were 48% more likely to use an improved latrine at home than before participating in the program, and they showed an 11% greater improvement in using soap for hand washing compared to children who did not participate
• In Bangladesh, 80% of children exposed to the pilot program could name Raya and understand what messages she conveys
• Children showed greater gains than non-participants in important behaviors such as using latrines at home, wearing sandals consistently to the latrine, and washing hands consistently after defecation