

WaterDrops

Your WaterAid Canada Magazine | Fall 2020

WaterAid/ Sibtain Haider



**Put your hands
together for
hygiene**



Everyone should have clean water to WASH their hands. Now and forever.

This year, we've all seen how handwashing is a crucial first line of defense against disease. In my country Malawi, this simple hygiene practice is impossible for the one-in-three people who don't have access to clean water.

That's why, when COVID-19 hit, it was scary. But I was so proud of our team of WaterAiders who responded fast to protect people. We shared hygiene messages with millions of people and installed free handwashing stations to help save lives.

I also saw the life-saving impact of our long-term work. In recent years, we've installed running water in hospitals so doctors and nurses can wash their hands, keeping them and their patients safe.

Every day I see how your support brings clean water, helping people change their own lives forever – so thank you.

Dennis Lupenga
WaterAid Voices from the Field officer, Malawi



It's been an uncertain year for all of us, so I hope you find inspiration in this issue of WaterDrops. It's all about the hope that hygiene brings, thanks to you, our supporters. With clean water and soap, people have the power to stay healthy – not just today but long into the future.



Ensuring hand hygiene for all

As COVID-19 has devastating impacts on people's health, education and livelihoods across the globe, handwashing has been recognized as a first line of defense in public health. At WaterAid, our experience of promoting handwashing with soap and water as part of our WASH (water, sanitation and hygiene) and behavior change programs has enabled us to respond quickly to COVID-19, scaling up our existing hygiene work through government-led mechanisms, focusing mainly on hygiene behavior change.

Promoting good hygiene behavior is the most cost-effective public health intervention and protects people from life-threatening illnesses such as cholera, diarrheal diseases, and now, COVID-19. The link between good hygiene and disease prevention has never been clearer or more urgent. But we must leverage the moment wisely.

Dr. Om Prasad Gautam, WaterAid Senior Manager and Hygiene Expert, has studied previous disease outbreaks extensively and has seen that while there is an immediate uptick in handwashing, inevitably that upward trend plummets once the threat retreats. That's why WaterAid is building resiliency for the future. Handwashing and hygiene can prevent subsequent pandemics before they start – but only if we prioritize them.

As more people experience the importance of having sustained access to water, sanitation and hygiene facilities, we are supporting communities and local leaders in demanding their right to these services. We are also working with governments to invest more and prioritize water and sanitation services, so they are better prepared for future rapid response efforts while also meeting immediate health needs.



WaterAid/ Genaye Eshetu

Further, we will continue deploying sustained hygiene behavior change programs at scale. And we are embracing behavior-centric approaches where we listen to communities to design research-backed programs to create lasting healthy behaviors.

- **40% of people worldwide don't have access to soap and water to wash their hands.**
- **Three billion people worldwide have nowhere to wash their hands with soap and clean water at home.**
- **1 in 4 health centers lack these basic handwashing facilities on site.**
- **2 in 5 schools globally do not have soap and water available to students – that's 800 million children who lack soap and water at their school.**

Get the latest

More on WaterAid's global response to COVID-19 at wateraid.org/covid19

COVID-19 response: your support hard at work, worldwide

1 Colombia: Installations for indigenous people

Many local indigenous communities are already vulnerable, with little access to clean water and little option to stay home. We installed public handwashing stations for these communities – reaching as many as 7,000 people daily.



2 Nicaragua: Stopping the spread

Our team in Nicaragua installed handwashing stations in crowded spaces such as healthcare facilities, transit stations and markets to stop the spread of COVID-19. A mass communications campaign reached nearly 200,000 people with potentially life-saving hygiene messages.

3 Malawi: Radio jingles and ringtones

With your support, WaterAid Malawi installed foot-operated handwashing stations to help prevent the spread of COVID-19 in public spaces. We also used our hygiene know-how to help create radio jingles and phone ringtones to encourage people to wash their hands.

4 Zambia: Sticking to social distancing

We joined forces with a supermarket chain to create social distancing floor stickers, showing people how far apart they should stand. We also distributed essential handwashing supplies to health centres.



5 Madagascar: Healthy hygiene for homeless people

We helped to disinfect a local school so that it could safely house more than 1,200 homeless people. We also shared handwashing and hygiene messages to children through their favorite television channels and radio shows.



6 Pakistan: The biggest SMS campaign ever

With your help, WaterAid Pakistan took awareness raising to a whole new level – an incredible 22.6 million people across Pakistan heard or read life-saving hygiene messages through a radio and text message campaign.



7 Bangladesh: Designing tech to detect disease

Where social distancing is all but impossible, virus detection is critical. Our teams helped design and pilot a disease detection app. We also installed free handwashing facilities in busy public places such as railway stations and bus stops, and at the entrance to slums.

8 Cambodia: Making a noise about hygiene

Megaphone and radio campaigns were particularly important for reaching people who can't read. Our teams of hygiene experts went to local markets and shops, speaking to people about washing their hands.

Low cost,

You're helping to create simple, affordable solutions so communities can practice good hand hygiene.

Tipping points

From Burkina Faso to Myanmar, communities with no running water are building 'tippy taps' thanks to WaterAid teams – and your support. These contactless, low-cost and water-saving handwashing stations are made from widely available basic materials, including sticks, plastic containers and some string.



WaterAid / Basile Ouedraogo

high impact

All inclusive

COVID-19 has made people with disabilities more vulnerable. One of our partners in Zambia has a disability and asked us to design an inclusive handwashing facility, so our team rose to the challenge. We worked with a local company to develop a tap that can easily be operated by people using a wheelchair or crutches.



Going hands-free

Your donations have helped to install contactless handwashing stations in busy public places in Nepal. This super-simple (yet super-effective) technology means that people there can use their feet to keep their hands clean and at the same time avoid passing on the virus by touching taps or other surfaces.



WaterAid / Mani Karnacharya

Pump up the volume

Hometown hero



Young radio stars in Rwanda are taking to the mic for hygiene.

"Because I'm on the radio, people take me seriously." Solonge is one of a group of students riding the airwaves to promote hygiene from their remote corner of Rwanda. And all with the help of supporters like you.

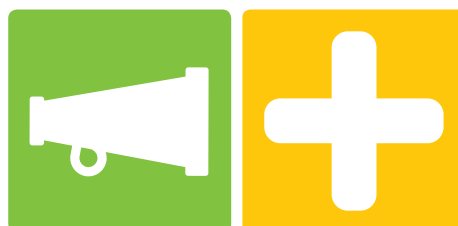
Solonge and her team have been creating weekly radio plays to teach people the importance of washing their hands. These life-saving lessons have been vital in the fight against coronavirus, too.

The dramas are aired on Rwanda's biggest community radio station, Radio Ishingiro, which reaches 4 million listeners (that's a third of the population). **A quarter of people in Rwanda cannot read, so radio is a powerful tool to keep people healthy.**

"I have become a hygiene trainer," adds Solonge. "Now I go around the village, telling people how to keep clean. I showed my mother that if you don't wash your hands, you are going to catch diseases."

"It's helped me change my habits," says Emelthe, Solonge's mum. "Now I have a cover on the toilet to keep the flies out and I always wash my hands. Before it just wasn't a priority."

"The best thing is seeing the neighbourhood changing," says Solonge. **"The dramas really are changing lives and that makes me feel important and really happy."**



I love to see my people in good health.

Ill health leads to poverty, because people spend their hard-earned money on medical bills.

I was born and raised in Kamwokya, one of the biggest slums in Kampala, Uganda. It's very congested, and the sanitation conditions have always been poor. Few people have a decent toilet. I grew up seeing people emptying latrines in open drainage channels. And flooding fills up latrines and leads to cholera outbreaks.

All along I have been longing to contribute to changing my community.

I lead a group of volunteers who promote hygiene [with training and support from WaterAid]. We go house-to-house to raise awareness, mainly focusing on how to build, use and empty latrines properly. We also talk about handwashing, especially after using the latrine and before handling food.

Our slogan in the community is: Build it, Use it, Empty it.

I am so proud of my volunteer work. I believe it is the most important work I do. Many people appreciate our efforts because they've learnt the value of safe water, sanitation and good hygiene practices. Many of them are changing. This year we only had one case of cholera, yet in previous years we always had many cases.

Chris, 31, leader of the Weyonje community group

With training from WaterAid, Chris is a man with a mission: to transform his slum community through good hygiene.

"It has always been my dream to see my community transformed. And for our children to grow up in a better world."

See for yourself

Let Chris show you around his slum community [wateraid.org/uk/weyonje](https://www.wateraid.org/uk/weyonje)



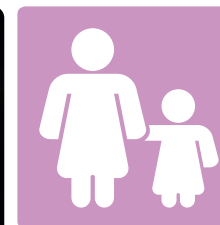
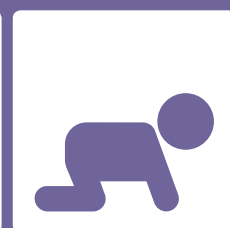


WaterAid/ Ernest Randriamalala

Raoly and her fourth child, born safely after the village received clean water: "Since we got water here it has completely changed our life."



WaterAid/ Ernest Randriamalala



Change that lasts

More than most, Raoly knows the lasting power of clean water. Just a few years ago, her life in Tsarafangitra village, Madagascar, was a struggle.

She spent hours wading long distance to collect water from the river, even when she was pregnant. The dirty water made her children sick. And any spare income went on medicines.

Thanks to supporters like you, this community now has clean water. **It's created an extraordinary ripple effect which will be felt long into the future.**

The first big change? "My children are no longer sick, because the water we drink is clean," Raoly says. "And I've been able to save money by not having to get medicine."

It doesn't stop there. "We have more time to focus on our farming," she adds. "We are able to plant and grow more. Our health has improved. And now we earn money on the side, we could buy a pig."

Now Raoly's children are healthier, they can focus on their studies and help to change this remote village forever.

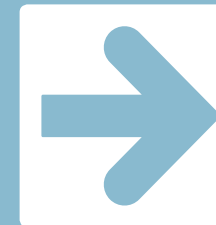
It means Raoly can look to the future with hope: "I would love to see my children becoming a doctor and a teacher, that would make our life even better."

How your lasting support changes lives forever.



WaterAid/Vlad Sokhin

Meet Felisberta da Costa, a 57-year-old grandmother from Vatuvo in Timor-Leste. Every day, she walks for over an hour in unbearable heat, stumbling on rocks to reach a source of dirty water.



Bring your kindness to a remote village

Help us Bring Water

You can help people like Felisberta get clean water for the first time. To bring water, please visit wateraid.org/ca

“Because we have less water, we try to use it for drinking,” Felisberta tells us. “Sometimes the kids don’t bath for days. We also don’t really wash our clothes.” The desperate lack of clean water leaves her grandchildren weak and exposed to the spread of disease.

Felisberta’s rugged island home is also prone to extremes in weather. The long dry season bring thirst and failing crops, while the wet season brings flooding and cyclones. **Her community urgently needs a reliable supply of clean water to cope with disease and severe weather.**

We’ve found the best way to give people clean water is by tapping into unpolluted mountain springs. Gravity delivers water near people’s homes, using pipes designed for extreme weather.

We also install monitoring devices so families can manage their water during the dry season. And we make sure everyone has the soap and hygiene knowledge they need to stay healthy.

These solutions would bring huge changes to Felisberta and her community. She would have no more exhausting trips to collect water and be better prepared for floods. And her grandchildren could stay healthy and focus on their studies.

What’s more, Felisberta’s family could spend their time growing crops and raising livestock, so they can be healthier and stronger – and start to build a better future.

2020 Ride for Refuge



The global pandemic has inspired WaterAid Canada supporters across the country to gather and get active for people in need of clean water, decent toilets and safe hygiene.

WaterAid Canada was a featured charity in the **2020 Ride for Refuge**. This family-friendly fundraiser looked a little different this year, but its purpose remained the same — to support Canadian charities that provide refuge and hope to some of the poorest and most vulnerable people on Earth.

As the seasons changed and the crisp fall air moved in across Canada, WaterAid supporters were inspired to gather a group of friends or family together (in-person or virtually) to participate in fun and inspiring activities. **Teams or individuals chose a fundraising activity suitable to their unique interests and abilities.** From biking, walking, or dancing to baking, or writing, participants fundraised to help bring safe water, decent toilets, and good hygiene to people in need around the world.

We were thrilled to surpass our Ride for Refuge fundraising goal thanks to the wonderful support of donors like you. Your support will help us maintain our COVID-19 response activities, which includes providing information on how to build low-cost hand wash stations, and hygiene campaigns that educate people on when, where and how to wash their hands. If everyone, everywhere had a place to wash their hands with soap and water as often as needed, it would go a long way towards helping contain and prevent the spread of COVID-19.

Art of Change



We're calling on governments to DOUBLE their investment in water and hygiene in response to COVID-19 – and we need your help.


As a WaterAid supporter, you know that handwashing is the first line of defense against coronavirus – yet three billion people aren't able to wash their hands with soap and water at home. This story isn't new, but we've turned to the art world for a bold, fresh way to tell it.

We have invited artists worldwide to create thought-provoking pieces. Their artwork shines a light on the need for action, and shows how water and hygiene are key drivers that create transformative change in peoples lives. We had 285 entries from 44 countries, and our all-star judging panel have shortlisted 12 pieces. Only one art piece will be presented to world leaders – we want you to decide.

We are now inviting you to vote for the most powerful piece. Which artwork will motivate world leaders to listen and act? We will be announcing the winner on Global Handwashing Day (October 15), and we need you to pick your favorite. Together, we can ensure everyone, everywhere has the basics they need to wash their hands, and keep themselves safe and healthy. **Vote for your favorite artwork at art.wateraid.org**

Katie Cegoni from Montreal, Canada is one of the twelve shortlisted artists. She created a piece called 'United as One' and told us "I was inspired by the brief to ignite a message of unity. Like an ocean, we are all connected as people to unite together to combat Covid. Our community now expands past our borders and stretches to all ends of the earth. My message is inviting people to stop and think collectively, that if we can band together and think of others, that we can change the world one day at a time."

Visit art.wateraid.org to view Katie's artwork and vote for your favorite by Saturday October 10.



Thanks to your support, 11-year-old Mariama in Mali can pour sparklingly clean water from a brand-new tap stand. It means she can walk to school for an education rather than walk long distances to fetch water. So thank you again. You're giving people the power to create a brighter future with clean water.

**The
future's
clear**

WaterAid / Basile Ouedraogo

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