

Annex A. The Convenio

Agreement Between Private Producers of Hand Soap and BASICS/EHP

We, the undersigned, meeting in Guatemala City, on the first day of March of nineteen ninety-six, have studied the health situation in our countries and the project "PROMOTION OF HANDWASHING WITH SOAP IN CENTRAL AMERICA" promoted by BASICS/EHP and concluded that this helps improve health conditions and has an acceptable design.

Based on our study, WE DECLARE our commitment to participate in the project in a joint and collaborative manner. We have agreed to work for at least 2 years and 6 months (Phase I, Initiation of the Self-sustainable process) beginning on this date. Our participation shall be limited to the

statement of Reference Terms, which is included in Appendix No. 1.

Also, we have determined that in order to carry out the project, we shall use the elements of the General Marketing Strategy, which is detailed in Appendix No. 2, "General Marketing Strategy."

Finally, we have established a Task Force. The names of its members and their assigned tasks are shown in Appendix No. 3, "Task Force."

In confirmation of our discussions and decisions, we sign this document, formalizing our commitment to participate.

Appendix 1 of the Agreement

Rules of the Game or Reference Terms

Who should participate in the project?

All institutions whose representative[s] attended the Seminar-Workshop for the Promotion of Handwashing with Soap in Central America project (March 1), plus the representative of Industria Chamorro de Nicaragua, subject to their reconfirmation.

Agreements on the tasks to be carried out jointly:

- Planning and development of the market study
 - Planning and development of generic promotional campaign
1. We agree to develop a generic promotional campaign (institutional) for handwashing with soap that does not benefit one specific brand.
 2. We agree to seek funding (public and private) for production and dissemination of a campaign.
 3. We agree that each company should use the concepts of the generic campaign through the sponsorship of the campaign by product.
 4. We agree to jointly conduct a market study funded by BASICS/EHP.
 5. We agree to disseminate the experience and follow up the Initiative.
 6. The cost for the companies mainly involves launching the campaign (February 1997). It is expected that the cost of the campaign will be reasonable in terms of each company's normal investment in advertising.

Roles and Responsibilities

1. Companies

- Name one representative to the Task Force (commitment to participate, communication link with his company).
- Respect the agreements/rules of the game.
- Share with BASICS/EHP information to help measure the impact of the campaign in a confidential manner.
- Commitment to continue the project in accordance with the general design (2 years and 6 months).

2. BASICS/EHP

Technical role

- Plan, coordinate, and facilitate the activities carried out jointly (including the Task Force).
- Carry out specific technical responsibilities for conducting studies and for the generic communication strategy.

Role with respect to funding

- Market studies
- Development of the generic creative strategy
- Costs of the representatives of BASICS/EHP
- Contribution to the costs of meetings

Support for establishing contacts with the public sector and eventually sources of funding with the objective of reinforcing execution of the generic campaign.

3. Task Force

General role

- Provide guidance, review, and follow-up of the activities that are carried out jointly.

Specific role

- Design the general marketing strategy.
- Establish the work plan.
- Identify the information needed for market studies.
- Review the questionnaire / suggestions on methodology.
- Review / analyze the results of the market study and transfer the results to the communication strategy.
- Establish selection criteria and advise on the research and advertising agencies.
- Review and approve the generic communication strategy.
- Review and approve the generic creative concepts.
- Establish the strategy for involving the public sector.
- Design and review market study no. 2 (similar to no. 1).
- Interpret results in terms of the communication strategy.
- Advise on the dissemination strategy (and active participation).

Methods of carrying out the process:

- Maintain constant communication between BASICS/EHP and other Task Force members via fax and Internet.
- Hold Task Force meetings at critical times (to make decisions) on the work plan.
- The Task Force members are the points of contact for internal and external communication.

Appendix 2 of the Agreement

General Marketing Strategy

Objective

- To encourage the habit of washing hands with soap.
- To expand the market for soap use.

Strategy/direction

- Principal segment socioeconomic level D and below
- All members of the family (men, women, and children)
- Investigate behavior in connection with handwashing with soap

Critical path

- | | |
|--|---------------------------|
| 1) Written confirmation of the agreement | March 15, 1996 |
| 2) Market research No. 1 | March – July 1996 |
| 3) Evaluation of study results | August 1996 |
| 4) Determination of communication strategy | |
| Presentation of other participants | September – December 1996 |
| 5) Execution – production of campaign material | January 1997 |
| 6) Launch | February 1997 |
| 7) Market research No. 2 | March 1998 |
| 8) Evaluation of results | June 1998 |
| 9) Determination of long-term strategy | July 1998 |

Geographic dimension

All countries in Central America can participate in a coordinated manner.

Coordinating companies by country

GUATEMALA	– Colgate Palmolive / La Popular
EL SALVADOR	– Unisola / Unilever
HONDURAS	– Corporación Créssida
NICARAGUA	– (Chamorro) / Colgate Palmolive
COSTA RICA	– Punto Rojo

Total time of the process

March 1996 – July 1998

Method

- It is preferable to conduct the market research with a company that has regional coverage in Central America.
- The launching of the campaign will be simultaneous.

Appendix 3 of the Agreement

Task Force in Connection with the Agreement

Composition

One representative of each company, one representative of BASICS, and one representative of EHP

Who constitutes the task force?

Ricardo Mejía-Aoun/ Colgate Palmolive – Guatemala

Arnoldo del Valle / Fábrica La Popular – Guatemala

Rafael Chinchilla / Corporación Créssida – Honduras

Viviane Dechamps / Unisola – El Salvador

Federico Quezada / Punto Rojo - Costa Rica

(Representative of Industria Chamorro – Nicaragua)

Massee Bateman / EHP

Camille Saadé / BASICS

Coordinators

Massee Bateman and Camille Saadé

Meetings at critical points

1. Approval of market study questionnaire: The meeting will be held in May or June of 1996. The questionnaire should be sent out before the meeting. The next meeting will be held in Honduras (Tegucigalpa).
2. Evaluation of results: August 1996
3. Establishment of objectives and creative strategy: October 1996
4. Approval of messages, material, and coordination of launch, development of meeting plan for 1997-98: November 1996

Preferred time for meetings: Friday, first two weeks of the month. Provide (at least) two weeks notice.

Draft

Information for Marketing Research

Objectives

1. Establish the profile of the target consumer for a campaign in connection with handwashing with soap.
2. Establish a reference point for handwashing behaviors in the target population.

Characteristics of the sample to be chosen

- Country-wide, in each of the five Central American countries (there may be a regional level under each country)
- Urban and rural
- Class D and below
- Families with small and school-age children

Required Information

1. Socio-demographic characteristics
 - Family structure
 - Level of income
 - Education/children in school
 - Occupation of husband and wife
 - Language spoken at home
2. Living conditions
 - Availability of water (inside or outside the house and how far away)
 - Source of water
 - Storage of water and type of container
 - Electricity
 - Radio or television
 - Latrines or places for defecation
3. Behavior and attitudes towards handwashing
 - Perceived relationship between cleanliness and health
 - Handwashing techniques:
 - Demonstration of six elements: use of water, two hands, soap or other material, rinsing, washing, drying
 - Availability of soap: type, kind
 - Place for handwashing
 - Specific uses of soap
 - Frequency of handwashing
 - Number of times per day
 - At critical times
 - Handwashing behavior of other family members
 - Demonstration with children
 - Number of times
 - Reasons for washing hands
 - Reasons for not washing hands
 - Which other family members wash their hands with soap
 - Impact
 - Presence of diarrhea in children under five in the last two weeks (total number of days)

4. Soap for any use
 - Source for obtaining soap
 - Kind of soap used
 - Where to buy soap
 - Decision-making for buying soap: who buys the soap, who decides
 - Weekly usage of soap
 - Cost
 - Obstacles to obtaining soap
5. Soap for handwashing
 - Preferences with respect to soap for handwashing: size, color, appearance, cost, presentation
 - Reasons for not using soap
6. Information on handwashing
 - Source of information
 - Preferred methods
 - Influences

Annex B. Persons Interviewed

<i>Name of the Contact</i>	<i>Company</i>	<i>Date of the Interview</i>
Soap Companies		
Ileana Quiros	Colgate-Palmolive, Costa Rica	04-06-01
Arnoldo Del Valle	La Popular, Guatemala	04-06-01
Jorge Mario Lopez	La Popular, Guatemala	04-04-01
Gregory Hawener	Unisola/Unilever, El Salvador	05-02-01
Public Sector		
Lcda. Almeda Aguilar	Ministerio Salud, Guatemala	04-06-01
International Organizations		
Jorge Mario Molina	UNICEF, Guatemala	04-17-01
Stan Terrell	USAID, Guatemala	03-27-01
Dra. Patricia Quinteros	BASICS II, El Salvador	04-17-01
Baudilio López	USAID, Guatemala	04-17-01
Dra. Lucrecia Mendez	CARE, Guatemala	04-05-01

Annex C. Statistical Calculations for Estimates of the Health Impact of the Handwashing Initiative in Guatemala

	Code	Formula	
Total No. Children under five in Guatemala, 2000			1,845,317
Proportion of Children under five in SE levels D and E			0.8521
Total No. Children under 5 in Guatemala in SE Level D and E	NUM		1,572,395
Proportion with Diarrhea by Step 1996 (Figure 8)			
1996 Inadequate	96DD1		0.21
1996 Intermediate	96DD2		0.15
1996 Optimal	96DD3		0.07
Proportion with Diarrhea by Step 1999 (Figure 8)			
1999 Inadequate	99DD1		0.11
1999 Intermediate	99DD2		0.07
1999 Optimal	99DD3		0.06
Population Proportion by Step 1996 (Figure 7)			
1996 Inadequate	96POP1		0.78
1996 Intermediate	96POP2		0.19
1996 Optimal	96POP3		0.03
Population Proportion by Step 1999 (Figure 7)			
1999 Inadequate	99POP1		0.68
1999 Intermediate	99POP2		0.25
1999 Optimal	99POP3		0.07
Total No. DD cases, 2 weeks, Hi season, 1996 POP proportions	A	$NUM((96DD1*96POP1)+(96DD2*96POP2)+(96DD3*96POP3))$	305,674
Total No. DD cases, 2 weeks, Hi season, 1999 POP proportions	B	$NUM((96DD1*99POP1)+(96DD2*99POP2)+(96DD3*99POP3))$	291,207
Total No. DD cases, 2 weeks, Low season, 1996 POP proportions	A'	$NUM((99DD1*96POP1)+(99DD2*96POP2)+(99DD3*96POP3))$	158,655
Total No. DD cases, 2 weeks, Low season, 1999 POP proportions	B'	$NUM((99DD1*99POP1)+(99DD2*99POP2)+(99DD3*99POP3))$	151,736
Total No. Diarrhea cases avoided 2 weeks, Hi season		(A-B)	14,466
Total No. Diarrhea cases avoided 2 weeks, Low season		(A'-B')	6,919
Proportion of Diarrhea cases avoided 2 weeks, High season		(A-B)/A	0.0473
Proportion of Diarrhea cases avoided 2 weeks, Low season		(A'-B')/A'	0.0436
Mean proportion of Diarrhea Cases prevented, High and Low Seasons	PREVENT	$((A-B)/A)+(A'-B')/A'$	0.0455
Total No. Cases per year (@ 4.5 per child under five years of age, SE D&E)		$NUM*4.5$	7,075,776
Total No. of days of Diarrhea days per year (@ mean 4 days per incident case)		$(NUM*4.5)*4$	28,303,103
Reduction in number of cases per year		$(NUM*4.5)*PREVENT$	321,709
Reduction in number of days of diarrhea per year		$((NUM*4.5)*4)*PREVENT$	1,286,838

Note: The model for calculating the effect of changes in handwashing behavior on diarrhea rates was developed specifically for this activity. It is based on changes in population proportions along behavioral steps and the proportion of children with diarrhea at each step. As the population moves up the "handwashing steps" from baseline to final survey, a higher proportion of the population is in the steps associated with lower rates of diarrhea. These translate into an estimated 4.365 reduction in diarrhea using the 1999 associations between diarrhea prevalence and handwashing steps (low diarrhea season) and a 4.73 percent reduction in diarrhea using the 1996 associations between diarrhea prevalence and handwashing steps (high diarrhea season) for an overall average of a 4.5 percent reduction in diarrhea from 1996 to 1999.



 **BASICS II**

EHP
ENVIRONMENTAL HEALTH PROJECT

unicef 
United Nations Children's Fund

