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WASH AT SCALE

HYGIENE IMPROVEMENT PROJECT (HIP) — ETHIOPIA



CHALLENGE

When HIP began in Ethiopia's Amhara Region, nearly 80 percent of the population lived in rural areas where sanitation and hygiene-related behaviors were not common. For an estimated 64 percent of the population, open defecation was the norm and handwashing was infrequent. Health issues related to poor sanitation and hygiene, including intestinal parasites, diarrhea, and eye and skin diseases, were prevalent.

APPROACH

HIP employed an at-scale approach in Ethiopia predicated upon the principle of multiples. The project promoted improved hygiene behavior by working on multiple levels, engaging multiple players, and stressing multiple behaviors through multiple interventions. HIP used the Hygiene Improvement Framework to focus on three elements that catalyze and sustain hygiene and sanitation improvement: Access to hardware; an enabling environment that includes facilitating policy platforms and competent institutions; and behavior change.

HIP worked with the World Bank Water and Sanitation Program to leverage the Ethiopian Ministry of Health's implementation of the newly endorsed National Hygiene and Sanitation Strategy and collaborated with 19 stakeholder groups. The partners pioneered the Learning by Doing approach and developed the small doable actions approach to make significant improvements through simple, inexpensive, easily implemented actions. HIP also worked in schools and pioneered integrating WASH and HIV/AIDS.

HIP

LOCATION: Ethiopia
DURATION: 2004-2010
FUNDING: \$1.9 million
IMPLEMENTING PARTNER: FHI 360 (Formerly AED)

IMPACT

- More than 5.8 million people in the region were reached by hygiene and sanitation promotion.
- Nearly 3.8 million people stopped the practice of open defecation and now use a basic pit latrine.
- Soap use rose from 51 percent to 56 percent and the use of other cleansing agents rose from 55 percent to 60 percent.
- Of 152 woredas (districts) in the region, 90 received some sanitation and hygiene support.
- The percentage of respondents using cleansing agents at critical junctures of diarrheal disease increased from 21 percent to 47 percent.