



## Why BabyWASH?

BabyWASH is how we describe the integration between water sanitation and hygiene (WASH), early childhood development (ECD), nutrition, and maternal newborn and child health (MNCH) interventions to improve child well-being in the first 1000 days. By working together through integrated BabyWASH interventions, we can end many preventable deaths and:

- Save 31,000 mothers and 420,000 babies each year through more hygienic birth practices. (WHO 2014)
- Reduce the 45% of child deaths each year linked to malnutrition. (WHO 2016)
- Reduce the 50% of malnutrition associated with unsafe water, inadequate sanitation, or insufficient hygiene. (WHO 2008)
- Reduce diarrhoea rates by 30-40% through proven hygiene practices. (WHO 2014)
- Reduce risk of neonatal mortality by 44% by early initiation of breastfeeding. (Lancet 2014)

**“We need to move away from our siloes and bring together health, early childhood development, WASH and nutrition sectors in coalitions like this to make real and significant impact in the area of undernutrition and stunting.”**

—Yael Velleman,

Senior Policy Analyst – Health and Hygiene, WaterAid

## Join the Coalition

This kind of integration can only be successful when individuals and organisations bring together their strengths, experiences and expertise. We must act now, together, to realize the aspirational targets set forth by the Sustainable Development Goals. Please join us and lend your insight to this important effort. There are three different levels of involvement through which you can participate in the Coalition. From least to most involved, they are:

### Community of Practice (CoP) Participant

Any individual or organisation can be involved in the CoP by signing up for the BabyWASH resource newsletter. CoP participants commit to:

- share relevant case studies and research
- regularly attend CoP meetings
- advocate for integration in their circles of influence

### Associate BabyWASH Coalition Participant

Organisations that desire to move BabyWASH forward but can't engage fully in a workstream can be involved as an associate participant. Associate participants commit to:

- designate a lead contact for their organisation
- assist in the review of products created by each of the workstreams
- help secure funding where appropriate

### Core BabyWASH Coalition Participant

Organisations that can commit staff time to material creation in one or more of the workstreams can be involved as a core participant. Core participants agree to:

- attend and engage in workstream meetings
- create and review material
- assist with piloting materials at country level and securing funding where necessary

For more information, contact us at:  
[admin@babywashcoalition.org](mailto:admin@babywashcoalition.org)



**BabyWASH  
Coalition**



Promoting programme integration to improve child health and well-being in the first 1000 days

[babywashcoalition.org](http://babywashcoalition.org)

# History

The BabyWASH Coalition began with the realisation that WASH is often missing from nutrition, ECD, and MNCH programming. There is a growing evidence base on the need for WASH to play a key role in nutrition programming, and emerging evidence on the links between WASH, MNCH and ECD, yet movement towards more integrated programmes has been slow because policy, funding, organisational structures and attitudinal barriers often get in the way.

In December 2015, World Vision and WaterAid convened a meeting to discuss this lack of integration. Representatives from non-governmental organisations, donor agencies, multilaterals and academic institutions sat down to discuss the current evidence and to begin defining the key gaps. The BabyWASH Coalition, focused around sector integration to improve child well-being in the first 1000 days, was established to help fill these defined gaps.

.....  
“This current work in BabyWASH highlights the prioritisation of participating agencies to translate a commitment to multi-stakeholder and multi-sector approaches into action, both in leadership at the global level and multi-sectoral interventions in communities.”

*Miriam Yiannakis,  
Senior Nutrition Policy and Partnerships Advisor,  
World Vision*



## Who Can Be Involved?

We're inviting you to join us as we seek to improve the health and well-being for millions of mothers and under 2 year old children. The Coalition is open to all organisations interested in promoting improved maternal, newborn and young child health outcomes through increased sector integration.

We are especially interested in finding national champions who can advocate for or implement BabyWASH interventions at a local level. Since all organisations have different strengths, the Coalition is designed to work collaboratively between organisations to harness these strengths, allowing us to do much more together than we ever could apart.

## BabyWASH Supports Current Initiatives

The BabyWASH Coalition is in support of the **Every Woman Every Child** global strategy by focusing on newborns, young children and their caretakers in an integrated way.

The BabyWASH Coalition is a response to the **Sustainable Development Goals'** call for more multi-stakeholder partnerships that mobilise and share knowledge.

The BabyWASH Coalition contributes to the strategic objective of the **Partnership for Maternal, Newborn and Child Health (PMNCH)** to increase understanding around inter-sector planning and action.

## Main Coalition Objectives

### 1) Develop and disseminate lessons and guidance for programme integration

Besides being a source of information and case studies of successful integration, the Coalition will create a toolkit for programme implementers on how to successfully integrate BabyWASH interventions into their programming and work collaboratively with other sectors and organisations.

### 2) Define integration metrics

It is impossible to measure the success of integration without proper metrics. The Coalition will use current research and success stories to define the key components and metrics of beneficial integration. Where appropriate, the Coalition will assist in planning pilot programmes to validate metrics.

### 3) Advocate for stronger focus on integrated care in the first 1,000 days of life

The Coalition will use case studies and evidence to advocate for more integration between sectors. Funders and policy-makers will be targeted to minimise current barriers to integration.