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FOOTBALL FOR WASH

**CATCH THE BALL
NOT THE GERM**

Football-based life skills education in primary schools and effects on hygiene behaviour



KEY CHALLENGES & SOLUTIONS SUMMARIZED FOR THE WINS SECTOR

Impact driven: Effects on health take time as behaviour change takes time

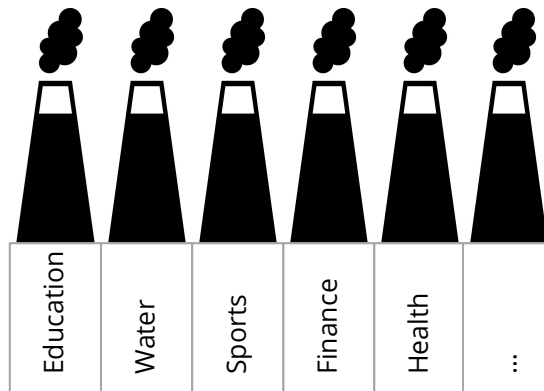
1. CAPEX < > OPEX Financial sustainability challenge

	Education sector	Water sector
National level	O&M of WASH facilities	
County level		Investments in Water and Sanitation (CAPEX)



F4W developed trainings and cost recovery models that give insight and help resolve financing challenges for Operation & Maintenance

2. Fragmented governance Aligning and embedding in public institutions



F4W aligns with governments, NGOs and other stakeholders to embed the approach and stimulate additional investments in sports-based life skills education

3. Challenge to achieve and measure sustainable hygiene behaviour



F4W uses the WorldCoaches methodology and a full community approach to enhance local ownership and expand behaviour change



Football for Water 2.0 Theory of Change

"synergy - the working together of two things to produce an effect greater than the sum of their individual effects"

Impact

Decreased prevalence of WASH related diseases among school children

Long term outcome

Improved enrollment, attendance & performance

Children practice sustainable and good hygienic behavior at school

Functional and well placed WASH and football facilities are in place

Well maintained, managed and financed WASH and football facilities

Girls and boys make daily and proper use of WASH facilities

Intermediate outcomes

Physical WASH facilities including hand washing and soap are in place

Proper management and Operation & Maintenance (O&M) in place for 10 years

Safe football facilities are available

Demonstrated stakeholder (government, school, community, other partners) commitment

Children are organized and connected (peer to peer groups)

Increased knowledge and awareness on good hygienic behavior

Increased motivation to practice good hygienic behavior

Early outcomes

WASH facilities are properly designed and sited at schools in line with standards

Continuous delivery and use of data for insight in functionality and O&M

Sustainable football infrastructure and equipment is in place

Enabling policies and/or supporting MoU with national and regional governments

WASH football and life skills trainings for children are taking place

Regular intra and inter school football competitions are organized

School, Community and Local Governm. are committed to behavior change

Availability of spare parts is assured (local system)

Pre-existing WASH facilities are rehabilitated

Cost Recovery Planning (CRP) is in place and operational

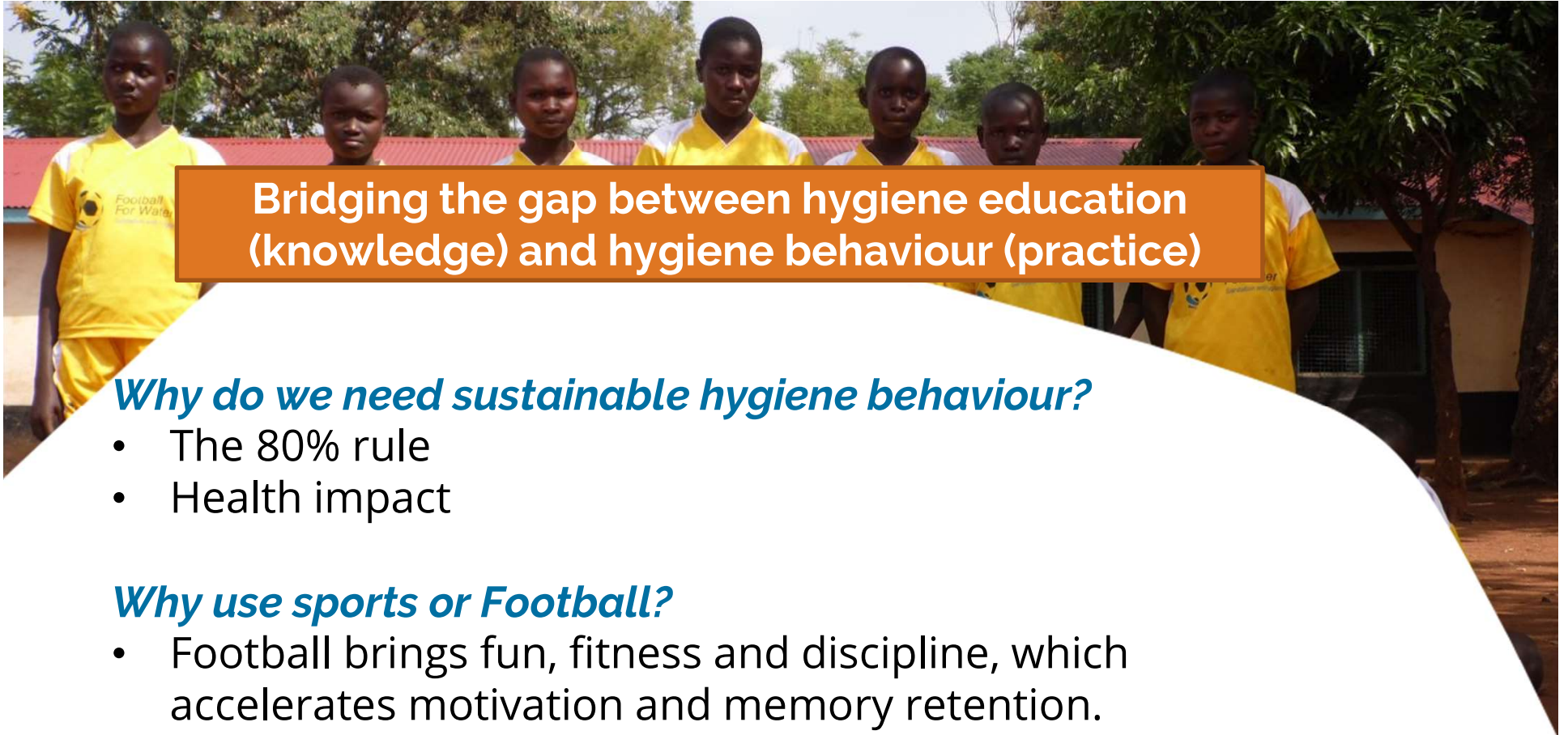
Continuous commitment, ability and willingness to O&M

Actively organized peer to peer groups are in place

Role models demonstrate good hygienic behavior (eg. football player, parent, teacher, peer)

Exposure and communication on WASH behavior





Bridging the gap between hygiene education (knowledge) and hygiene behaviour (practice)

Why do we need sustainable hygiene behaviour?

- The 80% rule
- Health impact

Why use sports or Football?

- Football brings fun, fitness and discipline, which accelerates motivation and memory retention.
- Football helps children to retain new daily habits, like using latrines and washing their hands.
- School children as Game changer – Butterfly effect





Research findings 1

ACCESS TO WASH

- F4Wash schools have significantly better access to improved sanitation and handwashing facilities compared to the control group.
- There is a statistically significant decrease in open defecation in F4WASH schools, compared to the control group.



Research findings 2

GIRL EMPOWERMENT

- Significant increase of girls' attendance, compared to control schools
- The percentage of schools that eliminated absenteeism due to menstruation increased from 12% to 76% in Ghana
- Absenteeism for girls in general decreased by >50% in Kenya
- Menstrual Hygiene Management: Statistically significant better access, use and understanding of MHM facilities at F4Wash schools.





Research findings 3

COMMUNITY OUTREACH

- Decreased reported vandalism and open defecation
- Access to handwashing and sanitation at home increased significantly.

Access to sanitation facilities: Increased from 8 to 56 % (>50% coverage)

Access to handwashing facilities: Increased from 7 to 67% (>50% coverage)

- Greater use of handwashing facilities at home.
- Improved regularity in handwashing with soap among parents and compared to the control group
- Parents are more willing to improve their sanitation facilities at home.

*** Last 3 statistically significant



Research findings 4

BEHAVIOUR CHANGE

- Children participating in F4WASH are more likely to report learnings on hygiene, health and cleanliness at the endline.
- Observed positive behaviour change in pupils was statistically significant for all F4WASH schools on the following indicators:
 - Better hygiene
 - Increased confidence
 - More ambitious
 - Better school performance
 - Improved health.



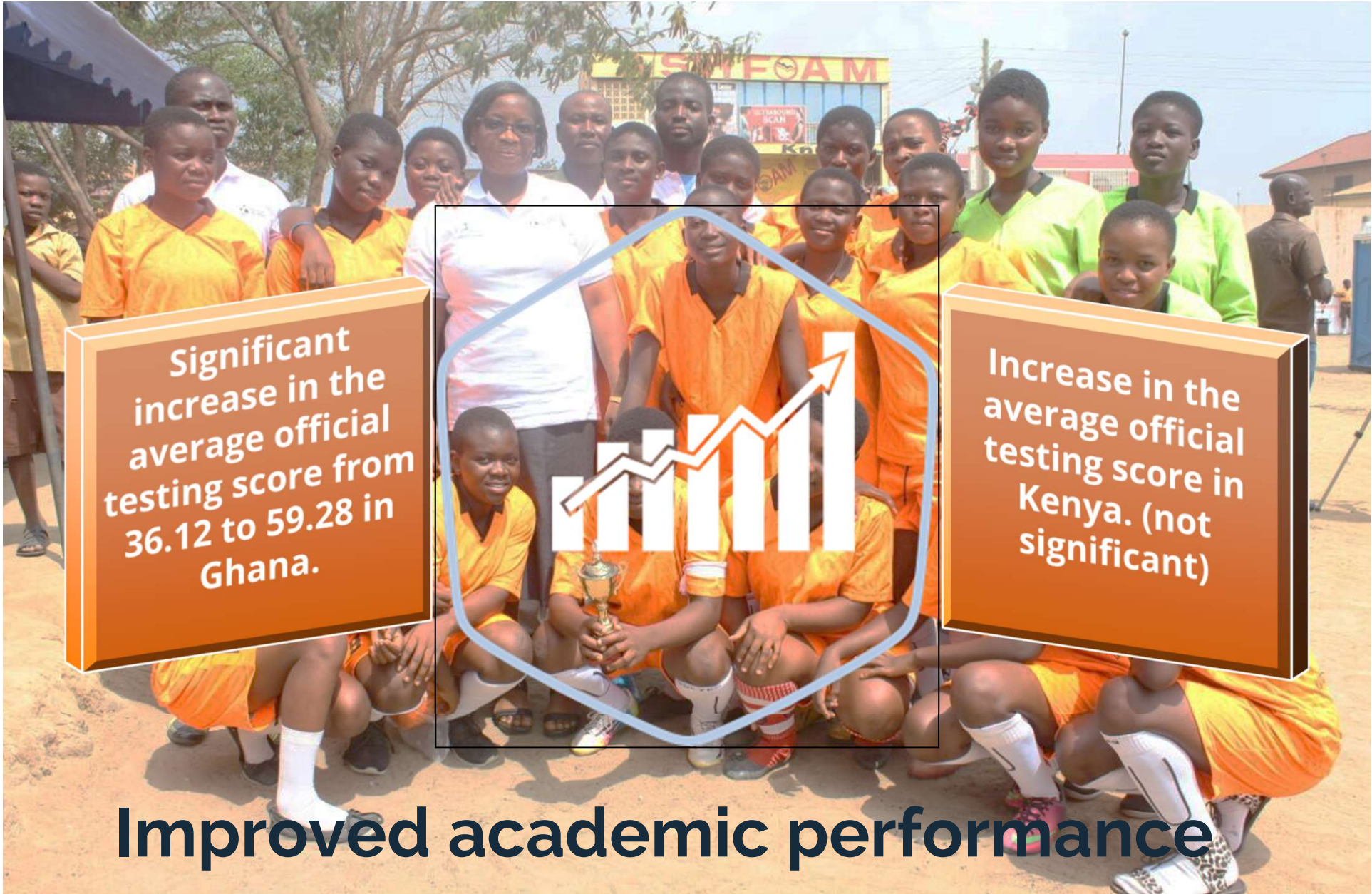
Research findings 5

IMPACT ON HEALTH

Compared to control group:

- Reduction of diarrhoea cases was statistically significant for children participating in F4WASH
- Reduction of cases of cough, cold and influenza in the previous month.





Significant increase in the average official testing score from 36.12 to 59.28 in Ghana.

Increase in the average official testing score in Kenya. (not significant)

Improved academic performance



In summary

- Sports-based life skills education contributes to bridging the gap between hygiene education and behaviour change.
- Football for Wash schools outperform other schools in terms of:
 - Health
 - Hygiene behaviour
 - Community outreach
 - Menstrual Hygiene Management
 - Attendance, motivation and performance
- This leads to improved health and school performance.

To realise actual health impact, increased investment in financial and institutional sustainability, hygiene and Life Skills education and sports is a necessity.

