

WASH Campaign

October 3, 2020

In News

WASH is the collective term for Water, Sanitation and Hygiene. Due to their interdependent nature, these three core issues are grouped together to represent a growing sector. While each a separate field of work, each is dependent on the presence of the other. For example, without toilets, water sources become contaminated; without clean water, basic hygiene practices are not possible.

More About WASH Campaign

- The WASH campaign is an effort by the **Water Supply and Sanitation Collaborative Council** to mobilize political support and action around the world to ensure an end to this suffering. Particular **emphasis will be placed on setting a global sanitation target**, without which health for all cannot be achieved.
- Mandated by a **UN resolution in 1990** to maintain the momentum of the **International Drinking Water and Sanitation Decade**, the mission of the WSSCC is to accelerate the achievement of sustainable water, sanitation and waste management services to all people, with special attention to the unserved poor, by enhancing collaboration among developing countries and external support agencies and through concerted action programmes.
- At its **fifth Global Forum in November 2000**, the **Council's blueprint for action, the Iguacu Action Programme** was unanimously agreed upon by all the members.
- Introduced by the WSSCC at the **International Conference on Freshwater in Bonn, Germany in December 2001**, the **WASH campaign** is a concerted global advocacy effort by

members and partners of the Collaborative Council to **place sanitation, hygiene and water firmly on the political agenda.**

- The campaign has been successfully used by UN organizations and donor agencies such as UNICEF, WHO and USAID among others, in implementing health, water and environmental sanitation programmes in the developing world.
- The **WSSCC Secretariat in Geneva, Switzerland** will provide the overall management and coordination of the global WASH campaign.

Key Themes of the Campaign

- Water, sanitation and hygiene can save lives.
- Women and children come first.
- Reforms are critical to improving water and sanitation services for the poor.
- Water, hygiene and sanitation are entry points for poverty alleviation.

Campaign Approaches

- Mobilizing communities and promoting people centered approaches.
- Building partnerships across sectors and disciplines.
- Promoting management and institutional reform.
- Collecting science based information and sharing experiences.
- Working with informed and responsible media.