Reach Out and Reach Up
A global study on external perceptions of water, sanitation and hygiene

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Heads of Communications

21 November 2023
Perception study

6 target ‘non-WASH’ sectors:

- Economic development,
- Health
- Education
- Humanitarian response
- Human rights
- Climate change
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+ high-level political advisors
7 Key Findings
1. WASH is perceived as a high cost sector
2. The **risks of inaction** can provide a powerful message
3. Sectors often focus on one element of WASH
4. The power of WASH to increase security and help especially vulnerable groups is seen as a key strength
5. Consider **legacy** when engaging high-level decision makers
6. WASH communications should align with political cycles
7. Frame WASH in the context of wider political and global agendas
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