

Reach Out and Reach Up

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

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21 November 2023



Perception study

6 target 'non-WASH' sectors:

- Economic development,
- Health
- Education
- Humanitarian response
- Human rights
- Climate change



- 1 Economic Development

Below are the sector's top priorities, and the perceived benefits of improved WASH services for their sector, according to all economic development professionals interviewed for the research.

TOP 3 SECTOR PRIORITIES

- 1. Sustainable economic development
- 2. Financial inclusion
- 3. Access to education and skills development

TOP 3 SECTOR PERCEPTIONS OF WASH BENEFITS

- 1. Improve health of workforce
- 2. Improve workplace conditions
- 3. Improve gender equity and foster women's economic wellbeing

Key take-aways

Economic development professionals

Value robust, mixed data that shows the fiscal benefits of investing in WASH

Are likely to respond to messaging that focuses on the risk of inaction of improving WASH services (the financial costs of inaction, particularly)

View the hygiene element of WASH as relatively less important to their work. Communicators and analysts that explore how improved hygiene practices can increase economic productivity could therefore be an area of opportunity.



"Enhancements in WASH would contribute to a safer work environment, help address employee health issues and improve employee retention whilst increasing overall workforce productivity. Having healthy employees helps avoid operational delays and makes it easier to recruit quality workers locally and abroad."

Economic development professional, Africa

"I would want to see hard data on the relationship between lack of hygiene and certain diseases and how these diseases lead to poor educational outcomes and... poor economic performance."

Economic development professional, Asia

"Clean water is crucial as so many diseases are linked to access to clean water. It is critical for the cycle of life as without decent healthcare, you can't have people working at their best so it's vital for economic development."

Economic development professional, Asia

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+ high-level political advisors



A group of children, including boys and girls, are gathered outdoors in a rural setting. A teal semi-transparent overlay covers the middle of the image. In the bottom left corner, there are decorative graphics: a green teardrop shape and a white circle. The text '7 Key Findings' is centered in white on the teal background.

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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