

# RAISED HANDS – PEOPLE, CITIES AND WASH.

## EVENT

Evidence, data and strategic insights on engaging citizens for effective priority setting and action on SDG 11 (Cities) and SDG 6 (Water and Sanitation)

## DATE

Tuesday 17 July, 2018  
From 3:00pm to 5:00pm

## VENUE

Millennium Hilton Hotel – Manhattan Conference Room  
East 44th St between 1st and 2nd Ave  
New York, NY

## PURPOSE

Share the informed and engaged societies strategies that have reduced poverty levels by 86% and murder levels by 95% in the city of Medellín, Colombia.

Share UNICEF experience with participatory behavior change strategies to mobilise communities to build their own toilets and stop open defecation that led to increased access to toilets and improved child growth in the Mali context<sup>1</sup> as well as recent findings on the importance of fidelity and adherence for health impacts in WASH in school interventions<sup>2</sup>.

Discuss and debate enhancing the role and contribution of social change, behavior change, informed and engaged societies strategies for more effective and quicker progress towards the Sustainable Development Goals.

1. Pickering, A. J., Djebbari, H., Lopez, C., Coulibaly, M. & Laura Alzua, M. Effect of a community-led sanitation intervention on child diarrhoea and child growth in rural Mali: a cluster-randomised controlled trial. *Lancet Glob. Heal.* 3, e701–e711 (2015)
2. Policy Briefing. A comprehensive WASH in schools intervention reduced pupil diarrhea, and absence only when fidelity was high. (2017).



---

## FOCUS

Accelerated progress towards the Sustainable Development Goals requires: demonstrated impact as the basis for agreeing effective strategies and understanding key challenges; proven initiatives that show a way forward; and the ability to engage people across all populations as key actors (perhaps the key actors) for progress.

---

## CITIES (SDG 11)

Medellín provides an outstanding impact and learning example. The achievements include: 86% reduction in poverty; and, 95% reduction in murders. How this city – people in their barrios, business, civil society, municipal, state and national government policies and programmes – worked in difficult circumstances and a sensitive context to create these achievements is a compelling and instructive story. From his different vantage points – planning the initial strategy, running one of Colombia's largest businesses, strategic planning of transport infrastructure, development planning in some of the most difficult contexts and being active in the Colombian political process, Federico Restrepo brings a unique insight into what worked and why.

## WATER AND SANITATION (SDG 6)

The world made gigantic strides in water and sanitation in the last 25 years. During the MDG period it was estimated that the use of improved drinking water sources rose from 76% to 91%, while the use of improved sanitation facilities rose from 54% to 68%<sup>3</sup>. But even with these gains, there remains unfinished business, it is reported by the WHO and UNICEF that 892 million people still practice open defecation and 844 million people still lack even a basic drinking water service. For the first time, handwashing was being reported, but data was only available from 70 countries and was not too promising, with availability of soap and water as low as 15% in sub-Saharan Africa and at best 76% in Western Asia<sup>4</sup>. Lessons on what worked, what didn't work and the critical role of social and behavior change approaches in UNICEF's Water, Sanitation and Hygiene programmes will be highlighted. How these lessons are shaping UNICEF programming in the strategic plan will be shared through country examples in Mali, Philippines and Guatemala.

## PARTNERSHIPS (SDG 17)

All of this work has taken place through extensive partnerships. The Global Alliance is itself a recent example of partnership building.

---

## HOSTS

---

UNICEF

COLOMBIA MISSION TO THE UNITED NATIONS

Global Alliance for Social and Behaviour Change –  
Informed and Engaged Societies

---

3. Progress on sanitation and drinking water – 2015 update and MDG assessment; Geneva: World Health Organization (WHO) and the United Nations Children's Fund (UNICEF), 2015

4. Progress on drinking water, sanitation and hygiene: 2017 update and SDG baselines. Geneva: World Health Organization (WHO) and the United Nations Children's Fund (UNICEF), 2017.

# RAISED HANDS—

PEOPLE, CITIES AND WASH.

---

## OPENING REMARKS

---

### EMBAJADOR FRANCISCO GONZÁLEZ

Deputy Permanent Representative of Colombia to the UN

### TED CHAIBAN

Director of Programmes – UNICEF New York

---

## KEYNOTE SPEAKERS

---

### MR. FEDERICO RESTREPO

#### MEDELLIN, COLOMBIA

Formerly Director of Planning for City of Medellín (2004-2007) and CEO of the Empresas Publicas de Medellín -EPM (2008-2011). He is presently manager of the Autopistas de La Prosperidad (road infrastructure project) for the Government of Colombia; Director of the Integral Development Plan for the Urabá Zone, in the Caribbean coast of Colombia; and adviser for the replication of the experience of the economic and social transformation of Medellín, Antioquia and in other regions of Colombia and Latin America political process. Federico Restrepo brings a unique insight into what worked and why.

---

### MICHAEL EMERSON GNILO -

#### WATER AND SANITATION SPECIALIST, UNICEF NEW YORK

A WASH specialist based in NYHQ and responsible for supporting UNICEF's water, sanitation and hygiene programmes globally. Specifically, he supports country offices on Community Approaches to Total Sanitation. A psychologist and medical doctor by training, he has previously worked for WHO, Medecins Sans Frontieres, and the academe. He has been working with UNICEF for 8 years across the areas of WASH, Health, Nutrition and Communication for Development with a specific focus on systems building, community engagement, social and behavior change communication.

---

## OTHER CONTRIBUTORS

Sohini Battacharya (Breakthrough), James Deane (BBC Media Action), Lisa Hilmi (CORE Group) and Doug Storey (Johns Hopkins University Center for Communication Programs).

---

## AUDIENCE/PARTICIPANTS

The event is open to anyone within governments, the UN community, the civil society and foundation sectors with an interest in learning effective ways to transform cities (SDG 11) and improve water and sanitation status (SDG 6) through social change, behavior change, informed and engaged societies.

---

## REGISTRATION LINK

To register please **click here**. Go to REGISTER then click CHECKOUT and complete the simple form.\*

\*PLEASE NOTE THAT THIS EVENT IS **OPEN TO ALL**. IT IS NOT NECESSARY TO BE REGISTERED FOR THE HIGH LEVEL POLITICAL FORUM.



# AGENDA

## RAISED HANDS

### PEOPLE, CITIES AND WASH.

**TUESDAY JULY 17TH, 2018**

Open presentation  
03:00pm - 05:00 pm



#### **WELCOME AND OPENING REMARKS**

Embajador Francisco González (Deputy Permanent Representative of Colombia to the UN) and Ted Chaiban (Director of Programmes – UNICEF New York)

#### **OUTLINE OF EVENT AND OVERALL FACILITATION**

Warren Feek (The Communication Initiative)

#### **KEYNOTE ADDRESS 1: FEDERICO RESTREPO**

*Engaged societies and public spaces - the ongoing transformation of Medellín through communication and community engagement – How?*

#### **QUESTIONS, DEBATE AND DISCUSSION**

Facilitator: James Deane (BBC Media Action)

#### **KEYNOTE ADDRESS 2: MICHAEL EMERSON GNILO**

*Social change and behavior change in water and sanitation: Progress and Challenges.*

#### **QUESTIONS, DEBATE AND DISCUSSION**

Facilitator: Rafael Obregon (UNICEF)

#### **STRATEGIC CONCLUSIONS FROM THE PRESENTATIONS AND DIALOGUE THAT ENSUED**

Facilitator: Doug Storey (Johns Hopkins University Center for Communication Programs)

#### **INTRODUCTION TO THE GLOBAL ALLIANCE FOR SOCIAL AND BEHAVIOUR CHANGE – INFORMED AND ENGAGED SOCIETIES**

Sohini Battacharya (Breakthrough) and Rafael Obregon (UNICEF)

#### **CLARIFICATION QUESTIONS**

Facilitator: Lisa Hilmi (CORE Group)

#### **CLOSING AND THANK YOU**

Embajador Francisco González (Deputy Permanent Representative of Colombia to the UN) and Ted Chaiban (Director of Programmes – UNICEF New York)