

## Terms of Reference

### BabyWASH Coalition Advocacy Workstream

#### About the BabyWASH Coalition

The BabyWASH Coalition is a group of organisations focused on increasing integration between water sanitation and hygiene (WASH), early childhood development (ECD), nutrition, and maternal newborn and child health (MNCH) programming, policy-making and funding to improve child well-being in the first 1000 days. We recognise that there are many policy, attitudinal, and funding barriers to integration. Therefore, our aim is to leverage our collective strengths to break down these barriers and to make a strong case for the benefits and necessity of an integrated approach to achieving the SDGs. We will do this through an increased focus on advocacy, the development of integration metrics, and the suggestion of preferred practices for programmatic implementers.

#### Advocacy Workstream

In order to change the mind-set of governments, programme implementers and funders, there needs to be a much larger focus on cross-sectoral collaboration, coordination and integration. Many of the barriers to integration fall into policy, funding or attitudinal categories. Therefore, the coalition will focus on influencing policy makers and funders, including by showcasing preferred practices of integrated programming. A change in the siloed nature of government institutional arrangements, programming and donor funding would allow more intersectoral action to accomplish all relevant and inter-connected SDGs on health, nutrition, education and WASH. A range of influencing strategies and tactics could be implemented by the coalition to achieve this shift towards more integrated cross-sectoral approaches. Depending on the views of those participating in the Advocacy Workstream, this might include deliverables such as:

- 1) Joint influencing of governments, donor agencies, researchers and international institutions
- 2) Producing key messages, policy briefs and reports on behalf of the coalition that articulate a strong case for the benefits and cost-effectiveness of an integrated approach
- 3) Organizing cross-sectoral events, conferences and seminars to bring together decision-makers and practitioners to share examples of effective integrated programming and to encourage political and financial commitments to a more integrated approach
- 4) Using media and social media tactics to target key international and national decision-makers.

## Timeline

The BabyWASH Coalition was created as a 5-year initiative (September 2016-September 2021). Each workstream will create a simple business plan with more specific timeline targets for each deliverable agreed upon by partners. The business plan will be revisited and revised each year in August to make sure it aligns with the Coalition goals and is realistic in scope. Workstreams will meet approximately once per month to move product creation forward and to check in on progress. Workstream members will discuss and vet the deliverables mentioned above and determine how best to start. A defined, final set of deliverables will be started in year one and carried forward, with other deliverables added as needed.