Country: India funded by Netherlands

Project Name: Matching fund initiative GAVI, Unilever and Dutch Ministry of Foreign Affairs

Project Reach: National

Project Time Period: 11/2017 – 03/2020

Project Impact areas: Health;

Project Funding: Matching fund initiative through GAVI; 2.9 million from Dutch Ministry of Foreign Affairs and 2.9 million from Unilever

Project Website: www.lifebuoy.com

Project Description:

Gavi, the Vaccine Alliance and Lifebuoy, Unilever’s leading health soap brand, have engaged in an innovative partnership to protect children under five from illnesses and premature death. By promoting handwashing with soap and immunisation together - two of the most cost-effective child survival interventions - the partnership aims to improve and save many young lives in India.

The three-year partnership will leverage Unilever’s expertise in behaviour change and marketing capability as well as its financial support. It will also draw on Gavi’s health system strengthening investments and Vaccine Alliance networks to deliver behaviour change interventions and promote the benefits of vaccination, handwashing with soap and good hygiene in India. This is expected to have a positive impact on multiple Sustainable Development Goals (SDGs) including good health and well-being (Goal 3) as well as clean water and sanitation (Goal 6). It will also help revitalise global partnerships for sustainable development (Goal 17).

By working collaboratively on this holistic approach to immunisation and handwashing with soap, Gavi’s goal is twofold:

1. To improve people’s knowledge and behaviour of handwashing at key occasions, particularly among pregnant women and parents of children under 5 years of age,
2. To increase knowledge of the benefits of vaccines and overall demand for them, as well as to improve uptake and reduce drop out of routine immunisation.

Program Evaluation:

Unilever and Gavi will measure results of the behaviour change programme with an aim to further scale up the integrated approach.

Lessons Learned:
Public private partnership that combines social marketing of immunization, knowledge on hygiene and sales of a commercial product can reinforce publicly funded activities and increase their impact.