

WASHPAP2030

Water, Sanitation, Hygiene and Pandemic Protection



*One united humanity.
One shared ecosystem.
Stronger together.*



Global Youth Advocacy Toolkit

This advocacy toolkit is a part of the #WASHPAP2030 global advocacy campaign, and can be used by any one, anywhere in the world, including those who did not participate in the debates preceding this! This toolkit provides a framework for advocacy on behalf of a #WASHPAP2030 UN resolution as well as for an ongoing movement to ensure access to clean water, sanitation, health and pandemic preparedness for all.

Join the [Global Youth Coalition](#) and sign the [Pledge of Interdependence](#) to build a dynamic, global youth community capable of leading us through the 21st century.

What is WASHPAP?

COVID-19 is wreaking havoc across the globe and the world's most vulnerable populations are suffering. Three billion people do not have access to basic hand-washing facilities and unprepared public health systems are being overburdened by new Covid-19 cases. Greater investment in safe drinking water, basic sanitation and hygiene, and essential protection from deadly pandemics — WASHPAP — for everyone on Earth is the smartest investment we can make in protecting the planet from this and future pandemics.

But until now, we have lacked a robust strategy and the collective will to make it happen. Achieving universal access to water, sanitation, and hygiene by 2030 (UN Sustainable Development Goals [SDGs] 3 and 6) requires fundamental changes on all levels, requiring us to work collaboratively and urgently to meet these targets. We cannot be safe from a disease that knows no boundaries if water and sanitation are not available to all.

[OneShared.World's report](#) provides a roadmap to get there: [A Challenge to G20 Leaders: Building a Safer World for All by Ensuring Universal Access to Safe Water, Basic Sanitation and Hygiene, and Essential Pandemic Protection by 2030](#).

This campaign for a better future will need the best ideas and committed minds of all governments, civil society organizations, and individuals. It will require a collective consciousness that truly accepts our global interdependence as well as careful planning, adequate funding, and sustained implementation by many actors working together. The pandemic has given us a new and different understanding of our vulnerabilities and has compelled us to grasp the urgency of these issues as they relate to our common humanity. Change is possible. COVID-19 has shown us that our fates are inextricably tied to each other and the planet we share. By building a consciousness and politics reflecting the mutual responsibilities of our interdependence, we can build a better future for all.

Water means life and health for almost every living thing. Our global human community is no different. But access to clean water is far from secured for many people around the world. The COVID-19 pandemic has only highlighted the extreme disparities in access and healthcare we see across the globe. Even in countries we consider "wealthy" or "developed" access to water, sanitation, basic health and pandemic preparedness is far from guaranteed.

Across the world, **3 billion people** don't have basic hand-washing facilities, **2.2 billion people** don't have access to safe drinking water, **4.2 billion people** do not have safely managed sanitation services like toilets or latrines, and over **800,000 children** die each year from unsafe drinking water, inadequate availability of water for hygiene, and lack of access to sanitation.

Almost **3 million people** globally lost their life due to COVID-19, and that does not include the excess deaths from related causes. Contributions to pandemic preparedness, such as investments in health infrastructure and scientific advancements like the Global Virome Project will lead to a better understanding of viral pathogens and an increased ability to prevent or respond to epidemics. This prevents spread to global pandemic conditions. Pandemics like COVID can be prevented, and access to water and sanitation can be provided - it's one small step by each of us, everyday.

A Global Youth Movement

The #WASHPAP2030 initiative is a joint project between [OneShared.World](#) and [Model United Nations Impact](#). It began in March 2021 with a series of Model United Nations debates, conducted across the world and in multiple languages, aimed at negotiating a global, unified, youth-led resolution - a first in the history of the UN! - calling on the United Nations and its member states to develop and adopt tangible policies ensuring WASHPAP for all by 2030.

Ours is a **two-pronged** campaign to ensure:

The passing of a WASHPAP resolution at the UN General Assembly in September 2021;

An ongoing advocacy campaign at every level and sphere of our influence to hold countries accountable for their commitment to WASHPAP for all by 2030.

Together we are building a **global, inclusive, youth driven initiative** calling on the next generation of global leaders and activists who want to help shift the direction of our world, from their own communities to the global level.

We are re-writing the vision of the future, because leading the 21st century starts now.

Part I: Immediate Advocacy for a Historic, Youth-led Resolution

The **#WASHPAP2030** resolution we will take to the UN General Assembly in September 2021 will be a historic one because its content and voice will come directly from the youth-led debates and resolutions drafted by young people across the world and curated by Model UN Impact (munimpact.org).

The resolution can be found [here!](#)

Why is it important?

Drafted at the time of an unprecedented global pandemic, an event unforeseen by the UN's original 2030 Agenda and the development of the Sustainable Development Goals, our resolution clearly links the importance of clean water, sanitation, health and hygiene (SDGs 3 and 6) to our ability to fight against, and prevent, pandemics. In addition, in an increasingly interconnected world, our resolution calls for the acknowledgement of the mutual responsibilities that stem from the interdependent nature of our existence and stresses its importance to our survival as a human species.

Just as important, it highlights and amplifies the voice of young people, whose ideas, energy, and commitment hold the key to a sustainable future.

Advocacy Actions:

- Check out the resolution [here!](#) Share this with your friends and family!
- Join one of our advocacy training sessions (free and accessible to all), led by OSW members and leading international development leaders, to see how you can make a difference - locally and globally - wherever you are! The sessions are listed and updated on our [website](#) and social media.
- Email your UN Ambassador stressing the urgency of supporting this historic, youth-led resolution calling on all countries to commit to providing WASHPAP for all by 2030. A sample email can be found in our [Outreach Toolkit](#) and email ID's are listed [here](#).
- Keep the message alive! Get your friends and family involved and be creative and active on Social Media ([here are some ideas](#)). TikTok, Instagram, Twitter, Facebook, etc., can be great advocacy tools! ([Click here for other advocacy ideas](#)).
- WASHPAP is the issue of our times. Stay involved and make a difference!
 - Join our Global Interdependence Coalition and [find your community](#).
 - Ongoing advocacy (see Part II, below)

Part II: Ongoing Advocacy

Advocacy work is a key component of making change and can take many different forms including Instagram Reels, Tweets, TikToks, letters to representatives, attending meetings like town halls or city council meetings, and helping NGOs and other organizations to have greater impact. The most important thing is to **ACT**.

Actions always speak louder than words.



STOP and LISTEN

The best advocacy work is grounded in understanding and community engagement. Although we are aware of the need for WASH-PAP in our society, we are sometimes distanced (both literally and figuratively) from the actual problem. This is why, the first step of advocacy and activism, is an understanding of what we don't know. Identify members of your community affected by the lack of water, sanitation, health and pandemic preparedness and listen and learn with empathy and humility.



IDENTIFY YOUR SPHERE OF INFLUENCE

We all have people in our immediate and intermediate circles who we have the ability to influence or who can help to amplify our voices. Think critically about who you can advocate to/with.

- Personal : This includes people in your immediate surroundings and your everyday life - family, friends, your squad and YOU!
- Community : Your school or university, your neighborhood, your work spaces, you get the drill...
- Local : Where are you local? Who is important to reach in your local city/ town/ government? What NGOs or Foundations are active in your area and who you may be able to partner with?
- National : Leaders in the country you live in, study in, work in or feel connected to in a meaningful way
- International : Who are the UN leaders you can identify and push? Which global NGOs/ international movements are working towards this cause? What other influencers would you like to reach?

Part II: Ongoing Advocacy

Actions always speak louder than words.



BE CLEAR ABOUT YOUR GOALS

What is your objective? How are you going to measure your success? How much time do you have to dedicate to this?



CRAFT YOUR MESSAGE

What's your story? What is a story you want to (and have permission to) tell?

Advocacy is about connecting with people and appealing to their hearts, not only their minds. Why/how these issues affected you and your journey to understanding, caring, acting could be a way to begin this connection but there are many other ways to craft your narrative. The most important thing is that it be genuine, reflect your authentic voice, and demonstrate your commitment to the actions you are undertaking and asking others to undertake with you.

Draw inspiration from the advocacy ideas on the next couple pages, and feel free to use your imagination.

No one can contribute to [#WASHPAP2030](#) exactly like you!

Advocacy Ideas

These advocacy ideas are not an exhaustive list, merely meant to help you think about your advocacy plan, and potential elements to include.

Personal Advocacy

Advocacy begins with YOU. What can you bring to the table, and who else needs to be at the table to bring change? Change takes a while, and so identifying the timeline of the kind of change you are working for is also necessary.

- Speak up - Find an audience to convey your message. Speaking with people - one on one or in a group - is a powerful way of sharing ideas. Good speakers inspire people to take action.
- Write - [letters, emails](#), blogs, articles.
- Post - Social media can be incredibly influential. Be creative!
- Take direct action, organize a donation drive/ awareness campaign
 - A strong implementer is someone who likes to get things done, someone who likes to be involved in things and get their hands dirty
- Find others to help - Join an existing organization or initiative focused on WASH and bring the PAP!

Community Advocacy

- Start a school/college/community club that focuses on WASH/PAP access in your community. Existing communities and clubs are excellent spaces to think, act and grow. They foster safe spaces wherein we have access to intellect and information, and collaboration, which then provides a bolster and encouraging push for the advocacy we take on.
 - Guides on how to start a chapter at your school/ college can be found at the bottom of [this page](#).
- Pick up an issue linked to WASH/PAP and dedicate a day to that in your community.
 - This could be as simple as declaring a 'sanitation' day in your neighbourhood, or a forum to discuss pandemic preparedness and what it would mean.
 - Some examples of this could include, but are not limited to, vaccination camps in your neighbourhood, health check ups, school sanitation drives, conducting community workshops and fundraisers for increasing access to clean drinking water.
- Create an awards program and reward change makers in your community.
 - Recognizing and encourage the work of your local heroes.
 - Host an event where change makers in your community are invited to speak about their work and are given their due recognition.
- Identify people in your community who are knowledgeable about these issues due to experience, and invite them to talk.
- Create a local chapter of [GYC](#). If one already exists, join it!

Local Government Advocacy

- [Write/email your local/regional government representatives](#) or, better yet, organize a petition or an email campaign. It can be useful to do research about access to WASH in your community, and arm yourself with facts.
- Build a [social media campaign](#) with friends and others to influence your local leaders.
- Connect with organizations doing the work on the ground. Chances are, you're not the only one thinking about this in your community. Look for non-profit organizations focusing on water, sanitation, or general resource access and get involved!
- Volunteer - It's always a good idea to offer your skills to their team, and be explicit about what you're hoping to accomplish while volunteering.
- Donate - If you can, donations further the organization's work and allow you to support, even when you don't have much time to offer up.

National Advocacy

- [Write/email your national leaders and representatives](#) or, better yet, organize a petition or email campaign This step is similar to writing to local government members, but with a bigger sphere of influence!
- Build or participate in a national social media campaign with friends and others to influence your local leaders.
- Contact the people working in the water, health, and sanitation departments and invite them to have conversations on the WASH/PAP issues. This could be through a webinar, online event, or even in collaboration with a chapter/organization.
- Promote greater access to vaccines across the globe - donation drives are an immediate and effective step to help underserved populations gain access to the vaccine, however writing to your local and national governments, asking them to spread access to underserved countries, to the vaccine, and raw materials required to manufacture vaccines.

International/Global

- Sign the [Pledge of Interdependence](#) and interact with OSW's global community engaged in leading social change and ensuring WASH/PAP as a basic human right.
- Join another organization with global reach and be an active participant in their campaign.
- Join online communities and discussion forums where you can have these conversations. One Shared.World, MUN Impact, The Youth Assembly, AFS, etc are some examples.
- Create original content, write, post, become an influencer around which others can come together. This takes time and commitment.
- Engage on social media with other influencers, researchers, leaders speaking about these issues. (Follow, like, and repost)

[Letter templates, social media content, and other resources you can use to spread the word can be found here.](#)

Our Team

Expert Committee Chair



Lucia Ferreira was a partner at Russell Reynolds Associates in London, New York and Paris advising global nonprofit organizations on CEO and Board search, assessment, and composition. Previously, she led the firm's Global Markets and Private Equity Practice in EMEA, Chaired Russell Reynolds' Learning and Development Committee and was a Member of the firm's Global Executive Committee. Prior to executive search, she was in the Corporate Finance Department of Smith, Barney, Harris Upham & Co., Inc., in New York and London. Lucia received her BA in economics and political science from Yale University and her MBA from Columbia Business School. A dual national of Brazil and the United Kingdom, she is fluent in Portuguese, English, French and Spanish. Lucia serves on the Board of the National Book Foundation and is a member of the Economic Club of New York.

Expert Committee Coordinator



Izzi Henig is an undergraduate at Yale University. Izzi competes on the Yale Varsity Swimming & Diving team. They are a team member at the Coalition for Green Capital, working with the Communications team as well as assisting in web design and advocacy. Izzi works as a Communication and Consent Educator on campus, cultivating a more positive social climate on campus. Previously, they interned at CitySeed, Inc. in New Haven, CT and worked with the environmental non-profit Green Foothills in San Mateo County as a Community Advocacy and Leadership student. Izzi is a Project Coordinator with One Shared World.

They are working towards their BS in Earth & Planetary Science, with an added Computer Science certificate.

Expert Committee Coordinator



Shagun Sethi is a Manager for Environmental Social Governance Advisory at Pontoka. She has a Masters in Global Affairs from Columbia University, where she studied on a merit fellowship. Prior to that, she studied Political Science and Sociology at The University of Delhi. She is a Leading Cities Research Fellow, where she published her research on [gender biases in urban design](#). Shagun has international experience as a researcher and consultant on social impact and development projects. Shagun is passionate about women's rights and has her own non-profit initiative in India entitled 'Be A Man', aimed at creating curricula and curating fundraising programs to fight gender inequality in the subcontinent. She was also invited to give a TedX talk about gender. She is the Director of Global Leadership at One Shared World and has been recognized on India's A list for her work in Global Leadership and Development.

Our Team

Contributor



Annie Pforzheimer is a retired career diplomat from the U.S. Department of State, Annie is a Senior Non-Resident Associate at CSIS, a member of the Council on Foreign Relations, and a public commentator on foreign policy. She was the Acting Deputy Assistant Secretary of State for Afghanistan and Deputy Chief of Mission in Kabul, one of the largest U.S. embassies in the world. Her thirty-year diplomatic career focused on security, rule of law, and human rights policy, and included working in the National Security Council on Central American migration. She was the Director of the \$700 million security assistance program in Mexico and the lead human rights officer in Turkey and South Africa. Ms. Pforzheimer received the State Department's 2001 recognition for human rights reporting, as well as numerous Honor Awards. She is a graduate of Harvard University and the National Defense University, and speaks Spanish.

Contributor



Jamie Metzl is a leading technology and geopolitical expert. A science fiction novelist, faculty member of Singularity University Exponential Medicine, and Senior Fellow of the Atlantic Council, he was appointed in 2019 to the World Health Organization expert advisory committee on human genome editing. Jamie previously served in the U.S. National Security Council, State Department, and Senate Foreign Relations Committee and with the United Nations in Cambodia. Jamie appears regularly on national and international media discussing global issues and his syndicated columns and other writing are featured in publications around the world. He is the author of a history of the Cambodian genocide, the historical novel *The Depths of the Sea*, and the genetics sci-fi thrillers *Genesis Code* and *Eternal Sonata*, and the recent bestseller, *Hacking Darwin: Genetic Engineering and the Future of Humanity*. An avid ironman triathlete and ultramarathoner, Jamie holds a Ph.D. from Oxford, a law degree from Harvard Law School, and is a graduate of Brown University