



RESULTS: WASH Knowledge Management survey

August 2024

Why did we do this survey?



The survey aimed to:

- Understand the current status of WASH knowledge management in the IFRC and National Societies.
- Collect user feedback to guide the revision/upgrade of the IFRCs WASH website.

Primary target group:

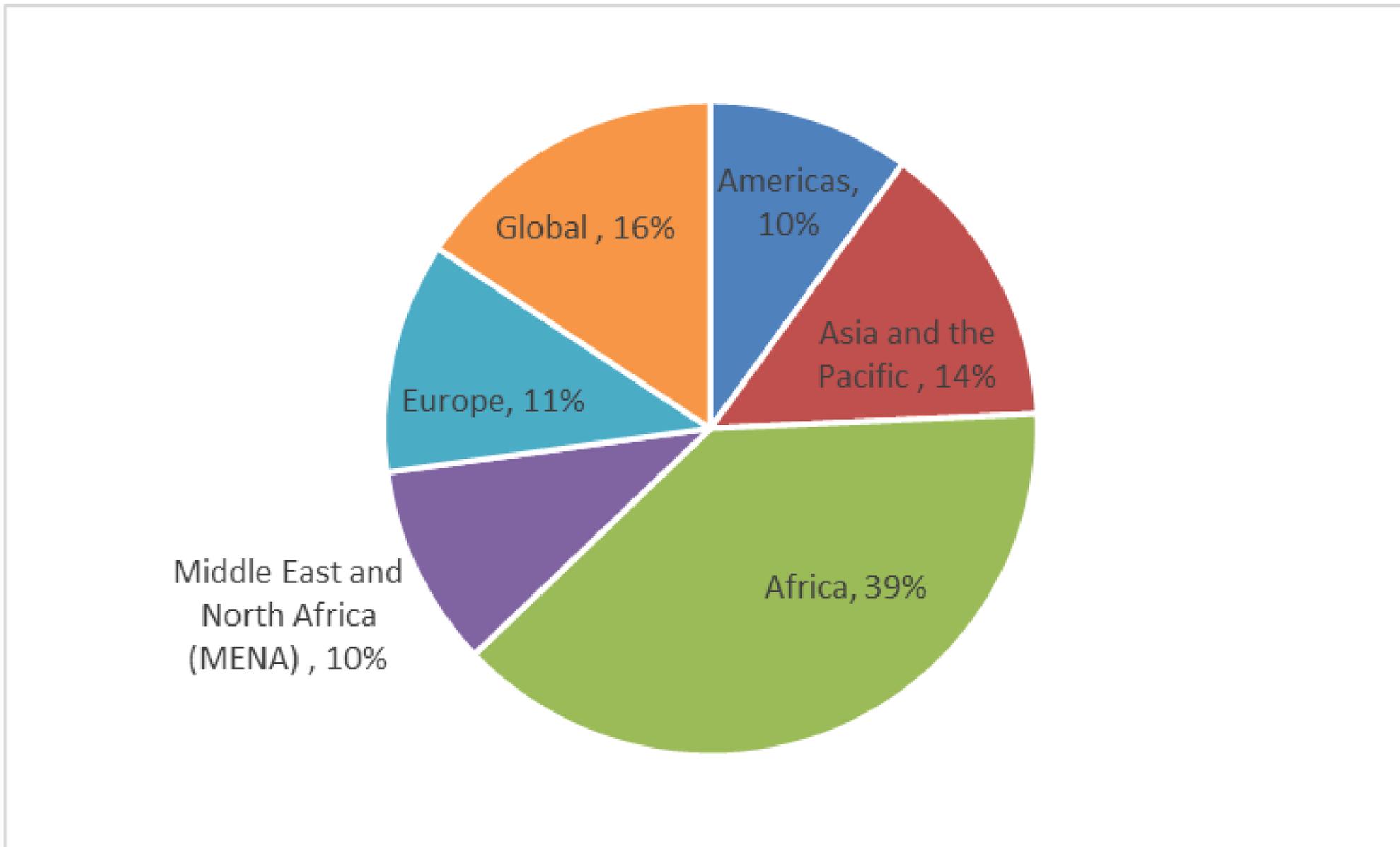
Staff and volunteers of National Societies and IFRC who are involved with or interested in WASH programming, capacity building or emergency preparedness and response.

Methodology



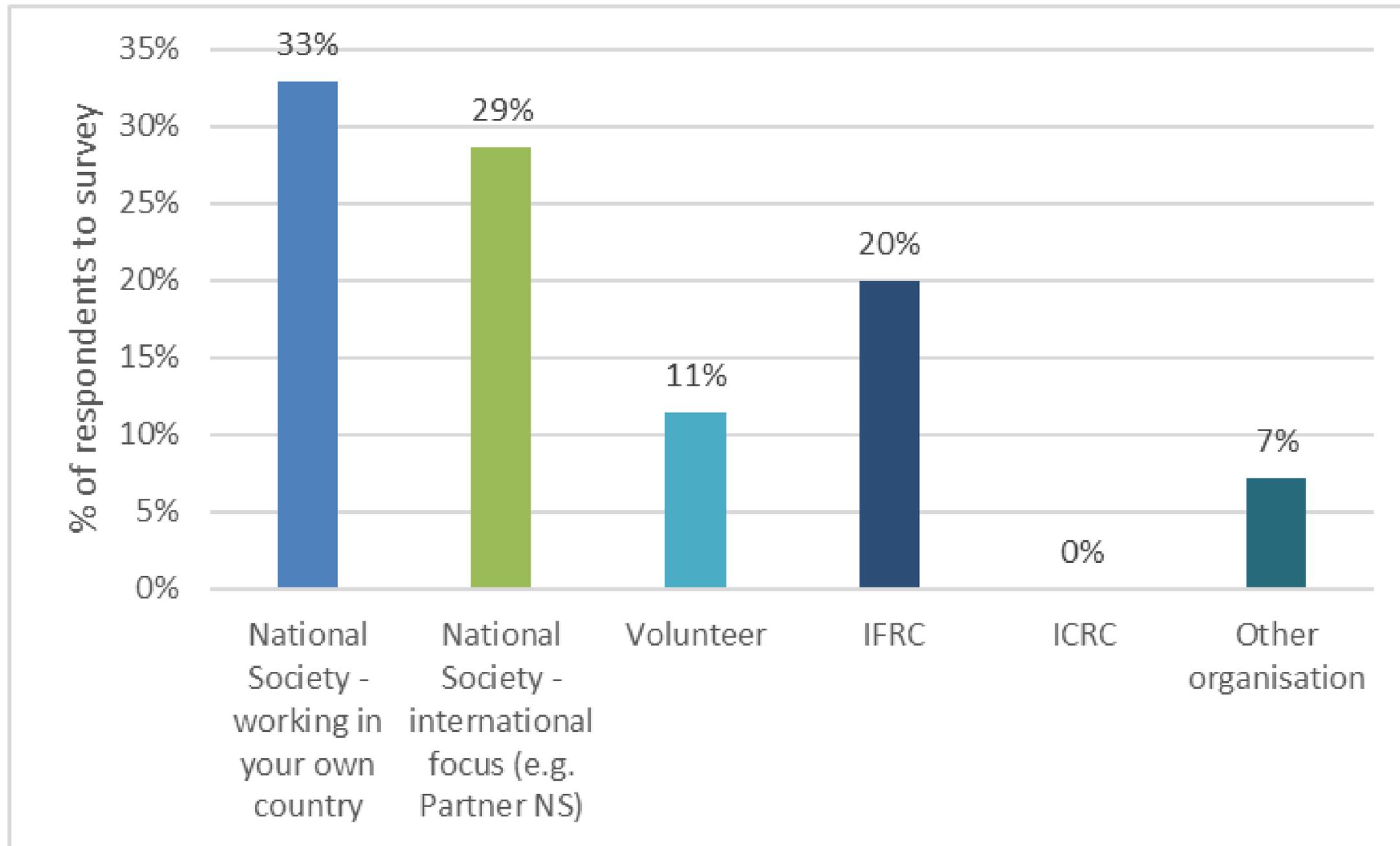
- Online survey using Kobo – English, French, Spanish and Arabic
- Types of questions – mostly multiple choice, some open-ended
- Shared with WASH networks via email/messaging/CoPs
- 4 weeks for data collection in June – July 2024 (2 out of the total 70 responses came outside this period)
- Analysis done in English using Kobo, Excel and Claude.ai (other language responses translated first using DeepL)

Which geographical area/region are you currently working in?



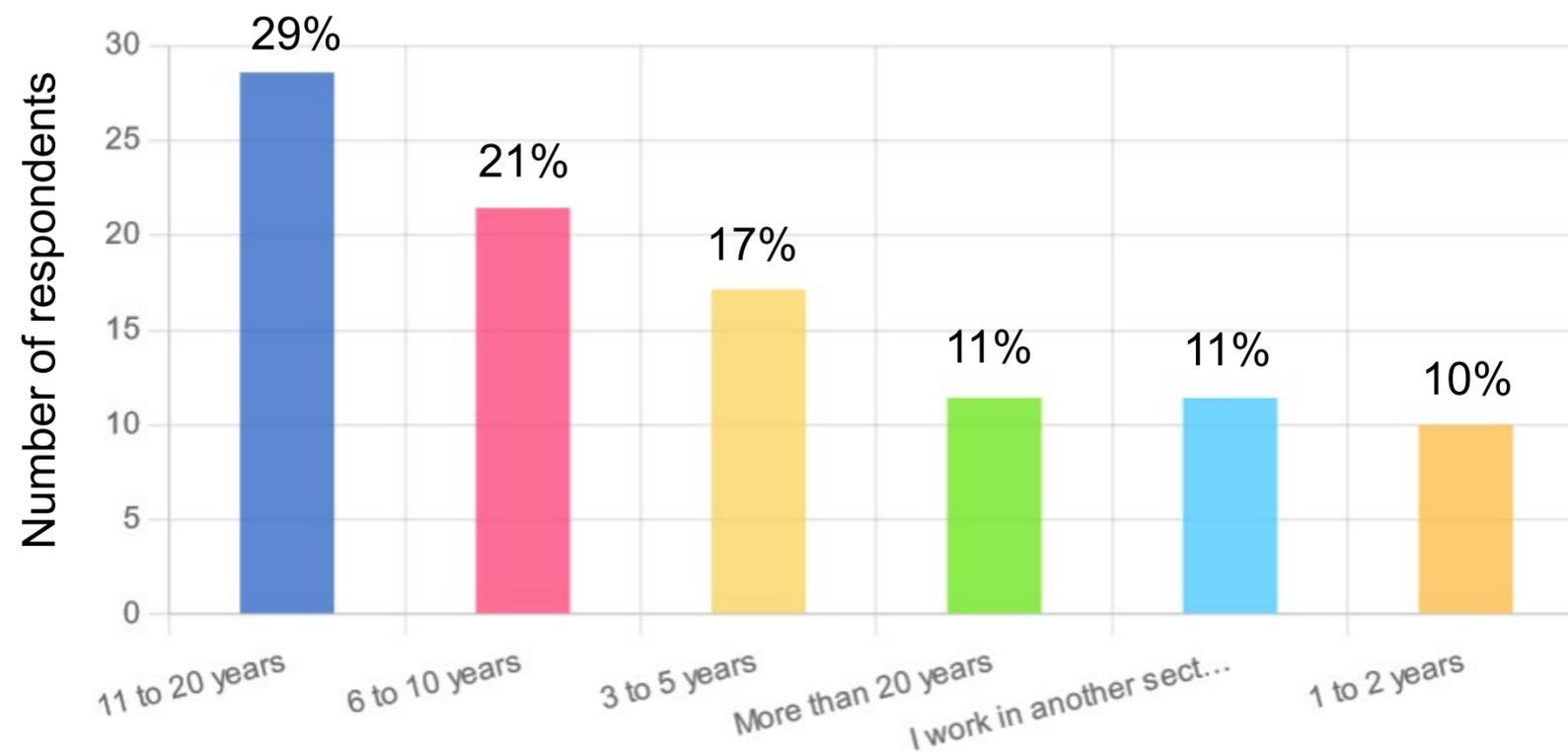
- All regions represented in survey respondents
- Africa region had largest number of respondents (39%, or 27 out of 70)

Which best describes your current organisation?



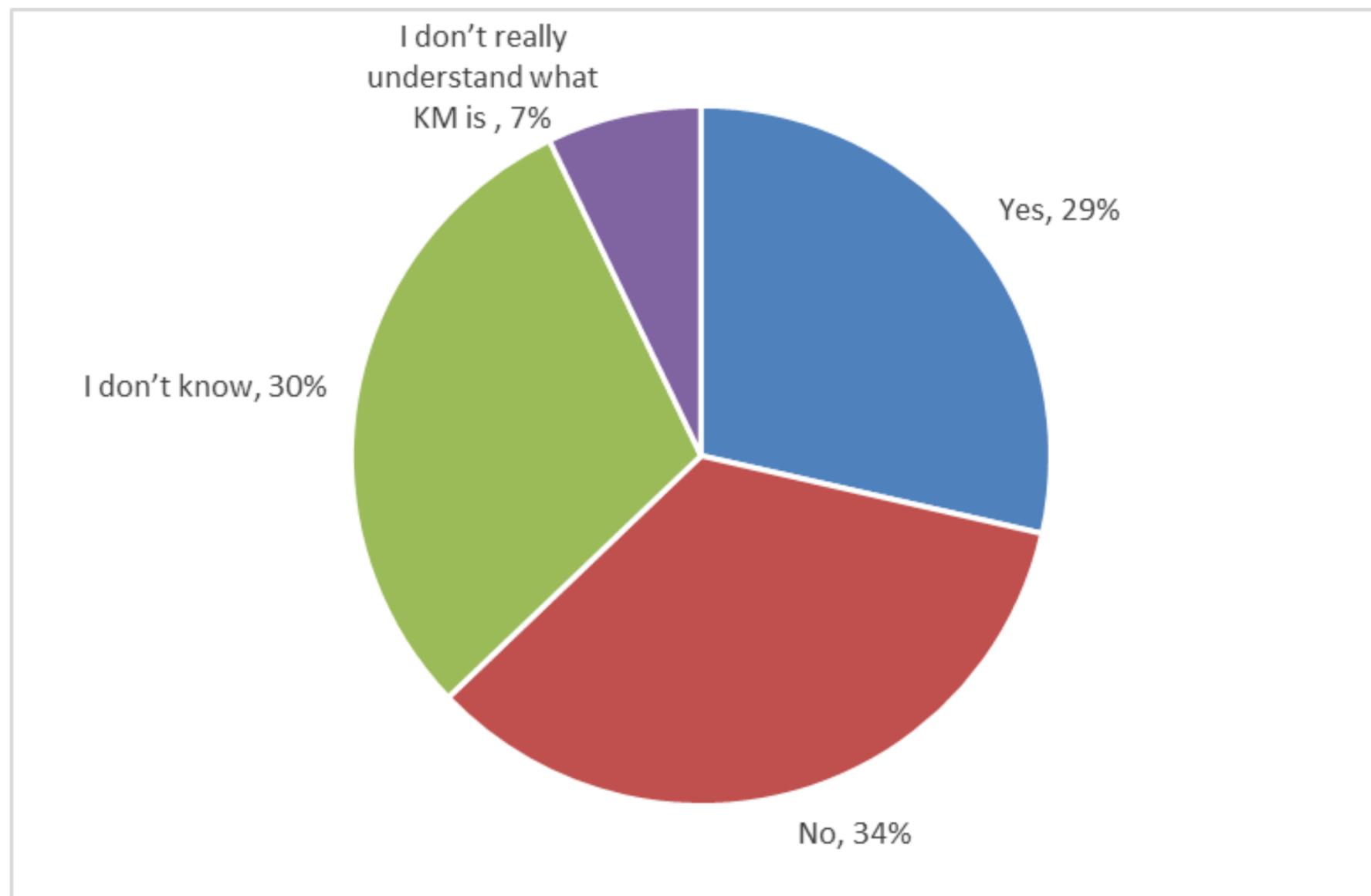
- National Society (either working in their own country or internationally as PNS) accounted for more than 60% of respondents
- 20% of respondents were from IFRC
- Over 80% of respondents were from the primary target group

How many years have you been working with WASH?



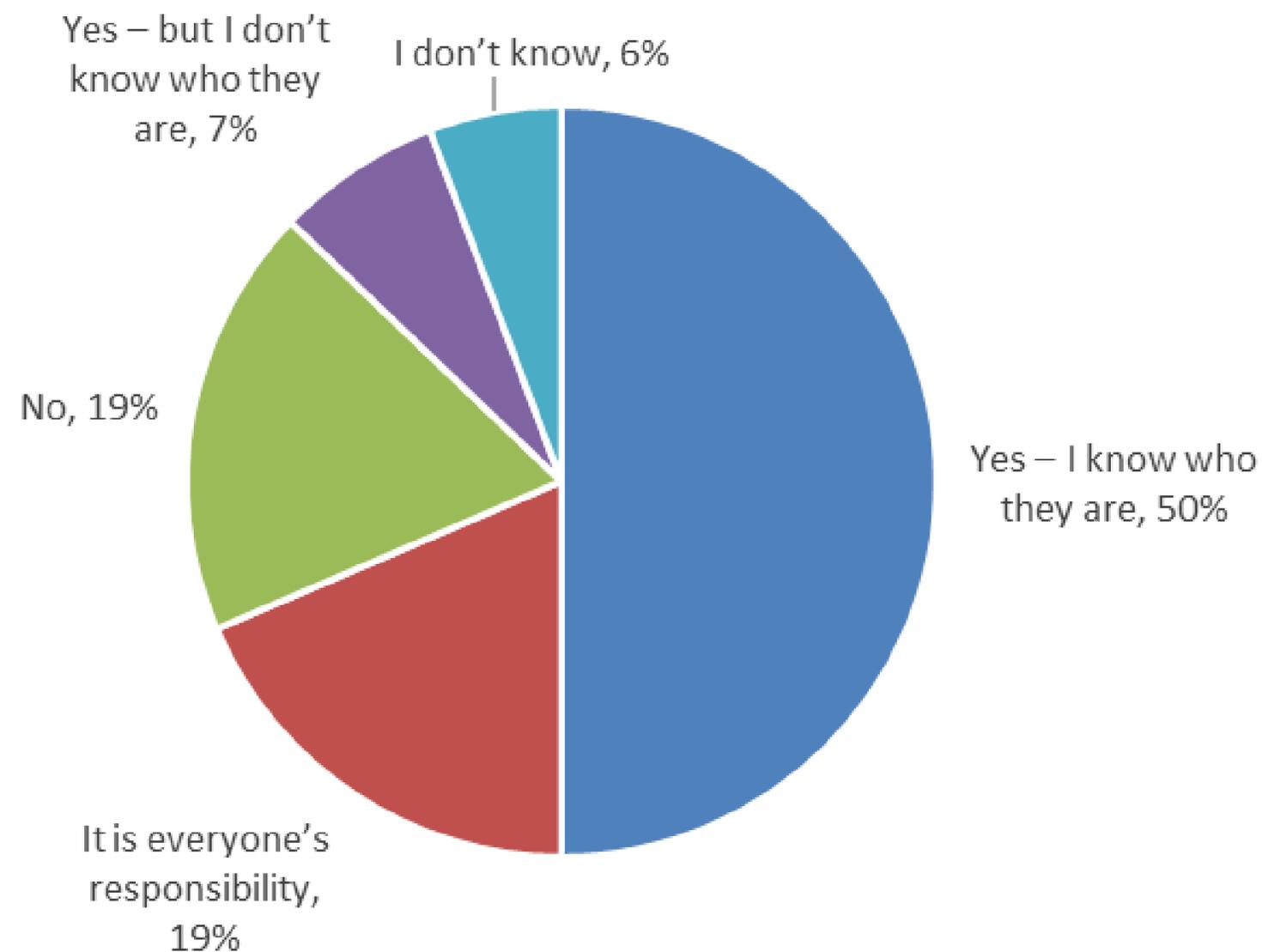
- Wide range of experience in people who answered the survey
- One third of respondents had worked between 11 to 20 years in WASH
- 11% (n=8) had worked more than 20 years in WASH

Does your NS or organisation have a knowledge management strategy or procedure?



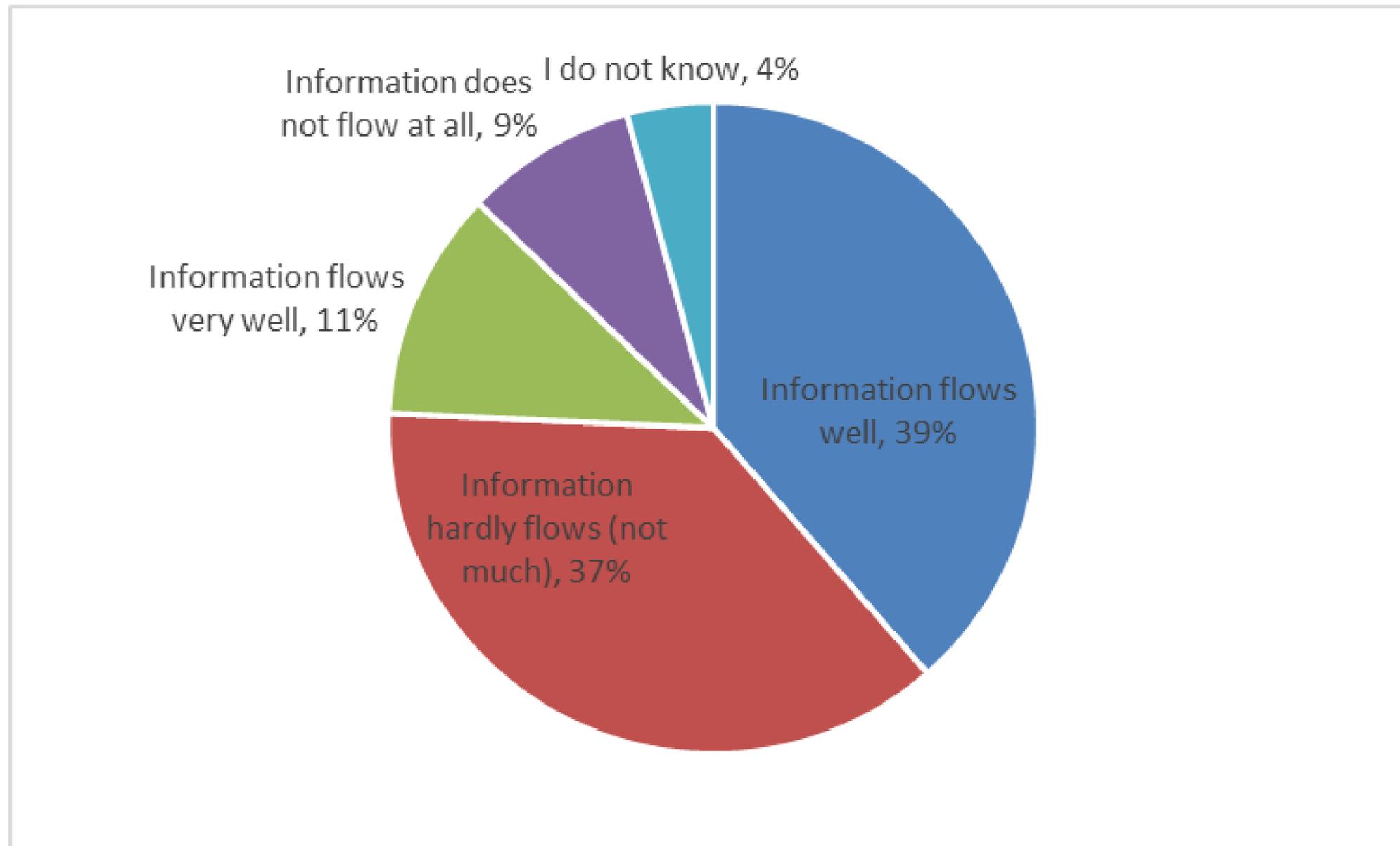
- Approx. one third of respondents have a KM strategy in their NS or organisation
- One third do not have one; and one third don't know
- 7% (n=5) reported not really knowing what KM was all about

Is there someone in your NS or organisation who collects, stores/saves, and shares WASH lessons, case studies, etc. with others?



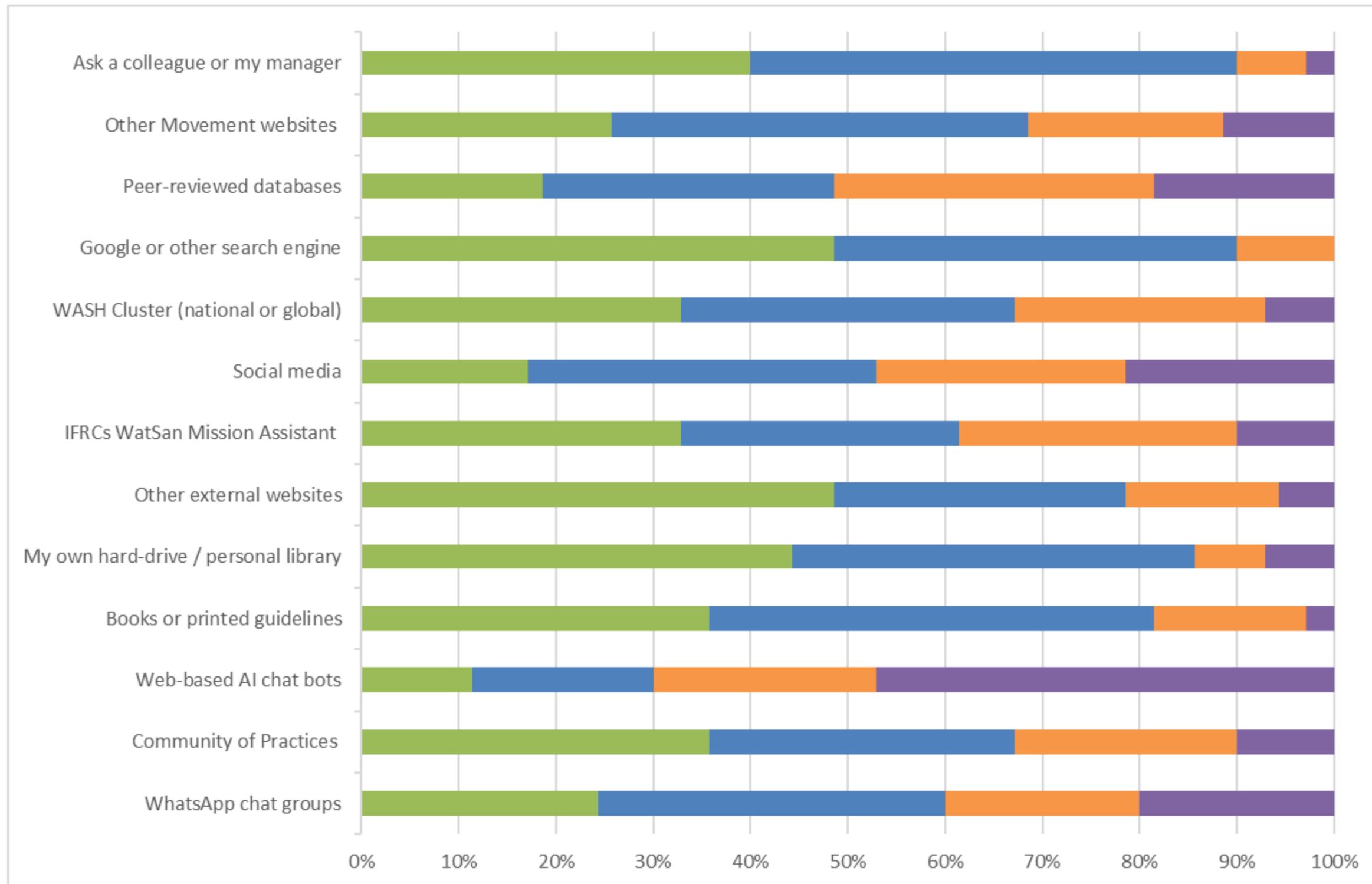
- Half of respondents knew the person who collects, shares WASH lessons etc. in their organisation
- Approx 20% (n=13) did not know, or thought it was everyone's responsibility

How would you rate the flow of WASH information in your NS or organisation?



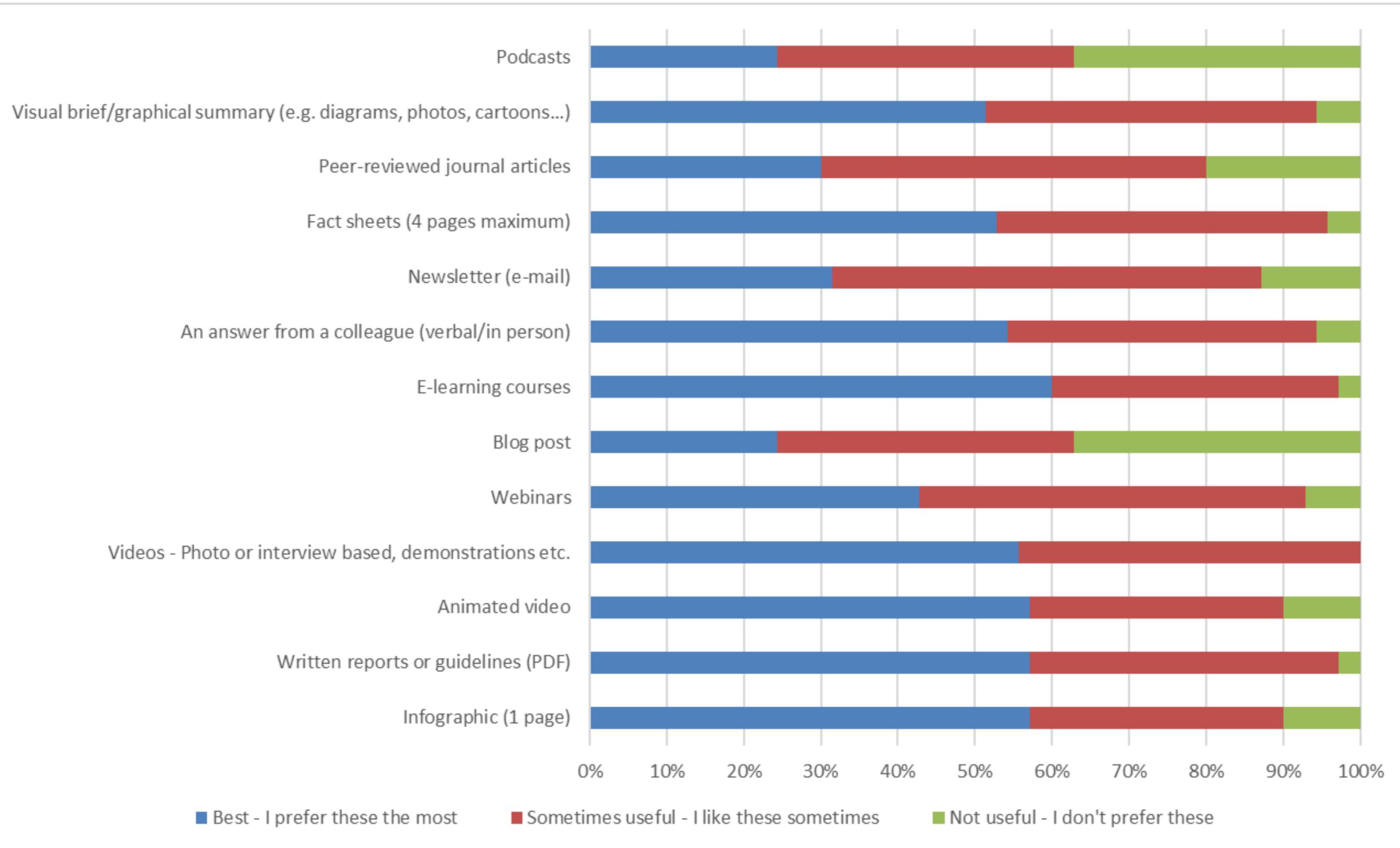
- Wide range of views; no clear trend and very dependent on organisation
- 39% (n=27) said that WASH information flows well
- 37% (n=26) said that WASH information hardly flows

Where do you find the information that you need for your work?



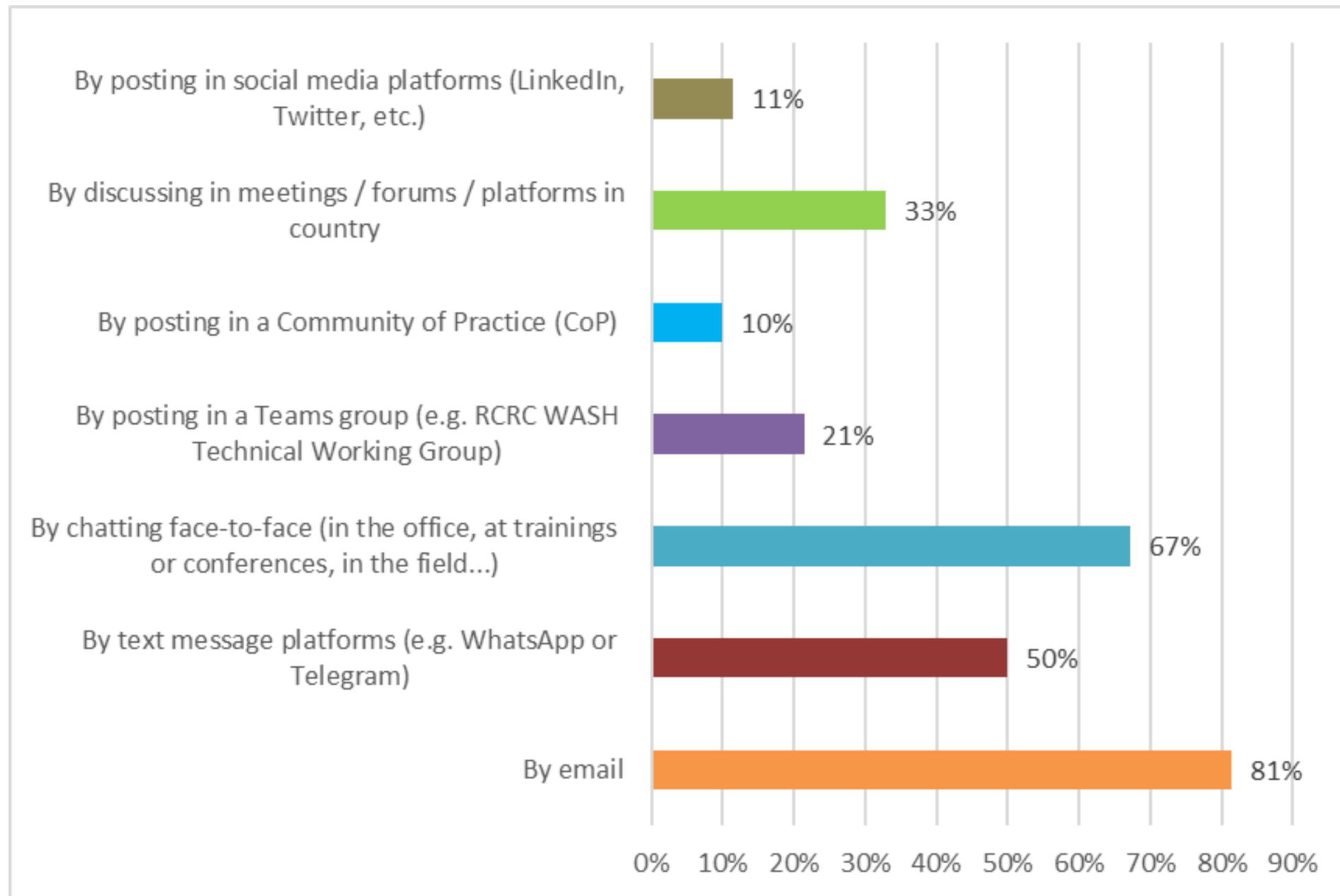
- Sources of information varies significantly across different platforms and resources
- Most frequently used sources of information are colleagues, Google/search engine, websites, personal hard-drive
- Printed materials still have significant number (80%) who use them very often or sometimes
- WhatsApp chat groups and Communities of Practice have significant 'very often' or 'sometimes' users
- 30% of respondents get information from AI chatbots often or sometimes – but 50% never do
- Approx. 50% of respondents use social media to find information (the other 50% use it rarely or not at all)

Which learning products do you prefer or relate to the best?



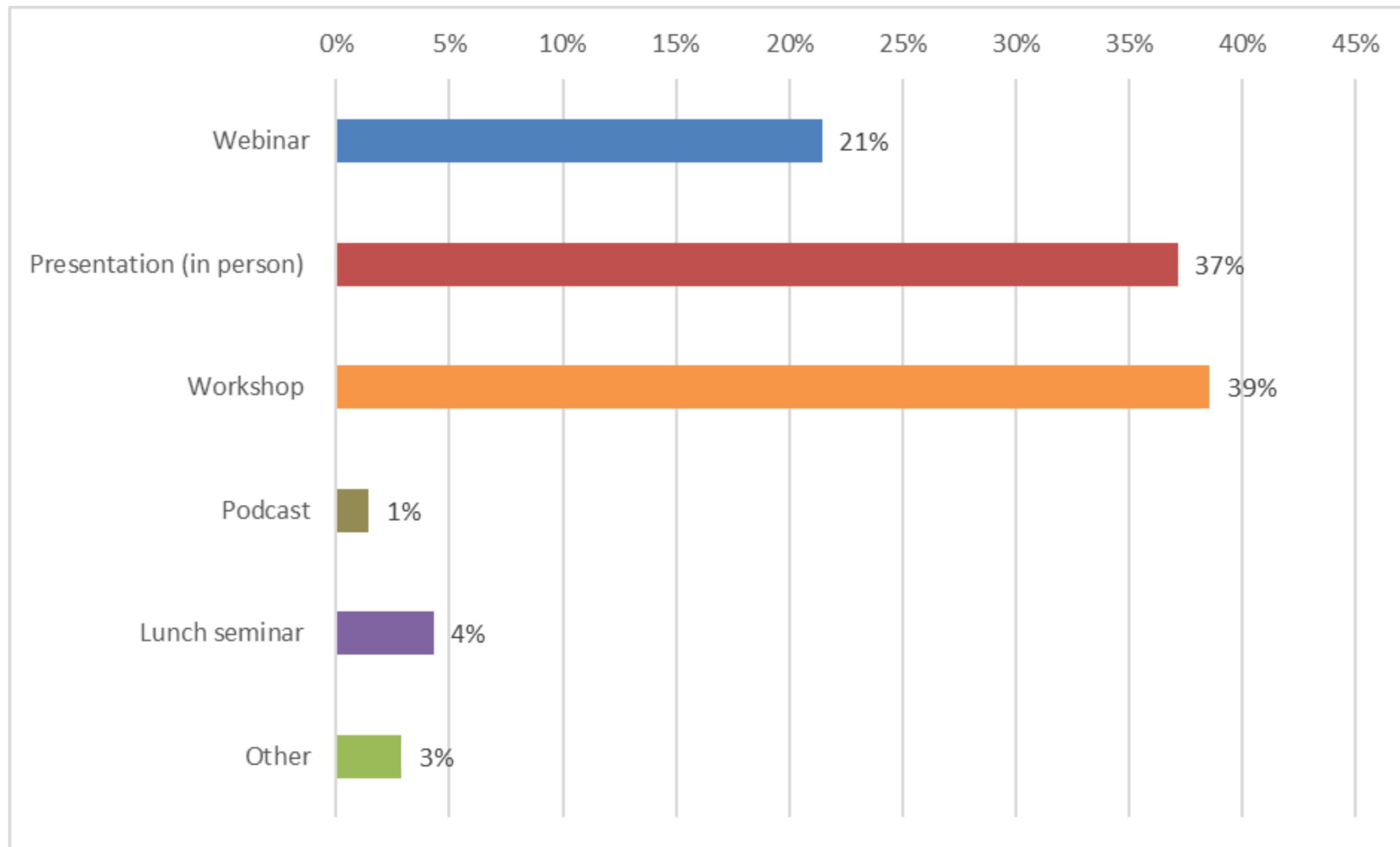
- Responses show a range of preferred learning methods: no one-size fits all approach
- The most preferred learning products are engaging, interactive and practical: videos, e-learning courses, infographics, visual/graphical summaries, answer from a colleague
- Least preferred methods seem to be blog posts, podcasts, peer-reviewed journals. Newsletters and webinars had mixed responses.
- 'Other' responses were largely around learning by doing, peer-to-peer exchange, hands on courses

How do you interact with colleagues, in search of missing information, new ideas, or examples from other countries?



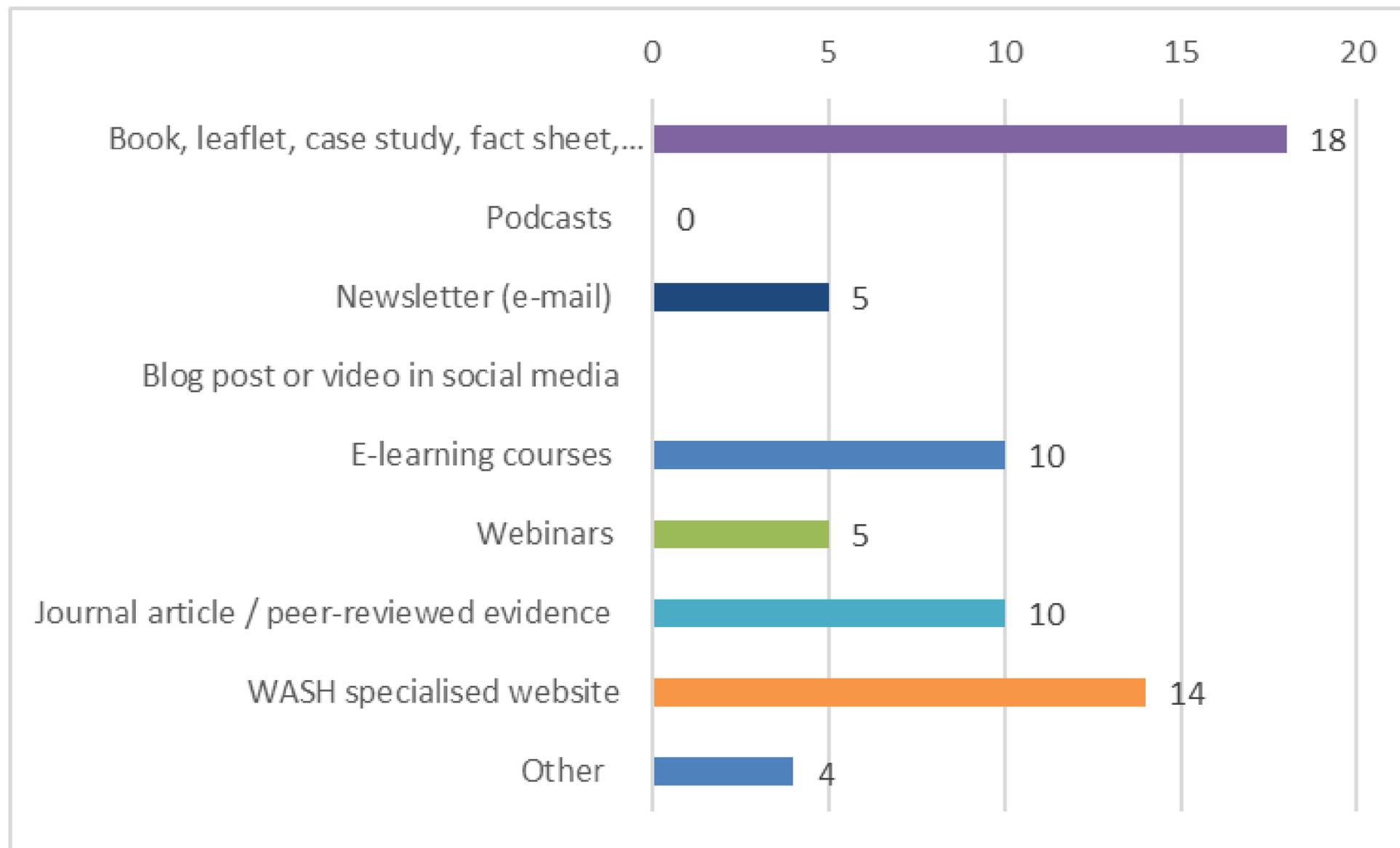
- Email is the most popular method of interaction (81% of respondents)
- Two thirds (67%) of respondents interact face-to-face
- Half (50%) use messaging platforms like WhatsApp or Telegram
- Least used methods of interaction were posting in a CoP or on social media
- ‘Other’ ways mentioned include: online forums/meetings, in-person meetings/conferences, and phone calls or email from colleagues or friends

In the last 12 months, have you been involved in dissemination of results/challenges/lessons from WASH activities?



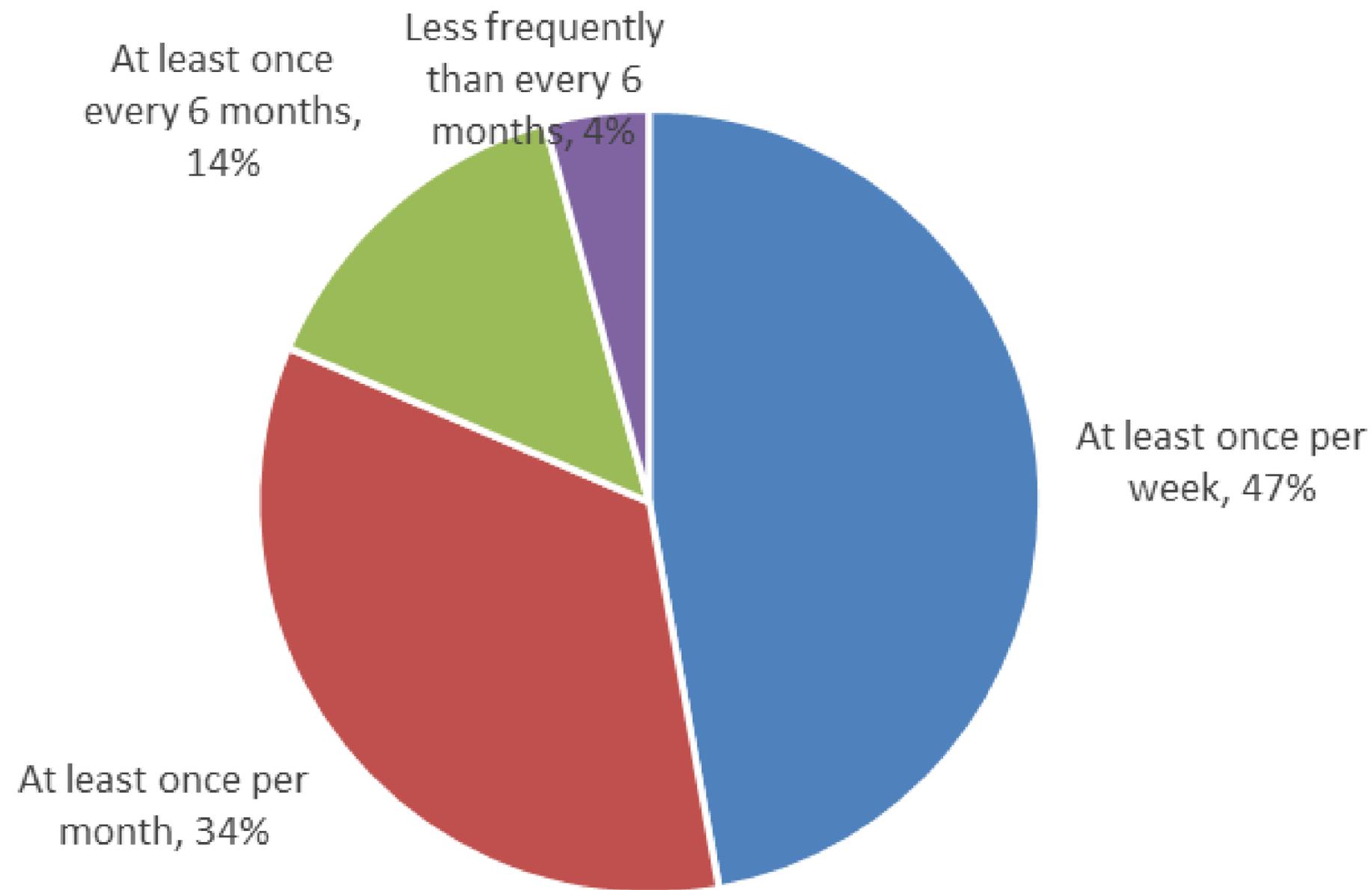
- 64% of respondents said they had been involved in dissemination – one third (30%) had not.
- Most common types of dissemination events were workshops, in-person presentations and webinars.
- ‘Other’ included email, discussion in literature club, personal interview

In the last 12 months, have you applied a new idea, concept, approach, or technology within your NS or organisation?



- 46% responded 'Yes' (they had applied something new) and 40% responded 'No'
- Of those who had, the most common ways to first learn about the new idea were case studies/fact sheet/books and WASH websites – followed by e-learning courses and journal articles.

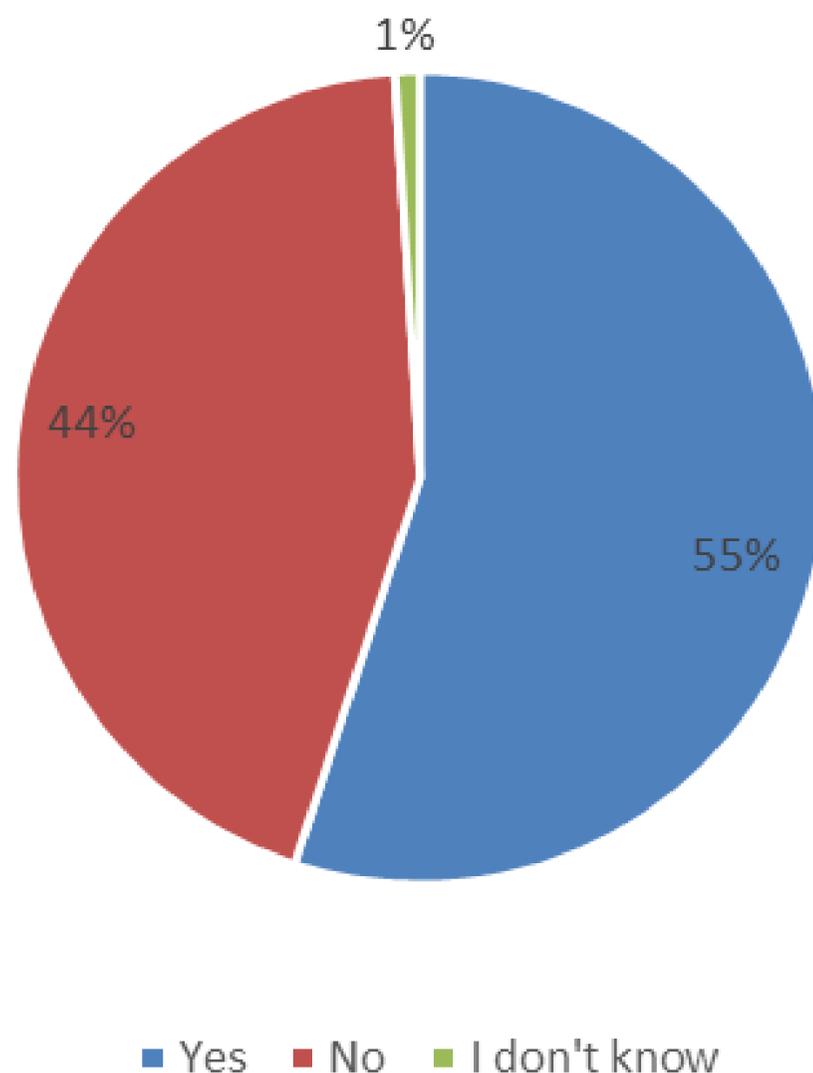
How often do you search online for WASH resources to support your work?



- Half of respondents (47%) search online at least once per week for WASH resources
- 34% reported only searching online at least once per month
- 3 respondents search less than every 6 months (?)

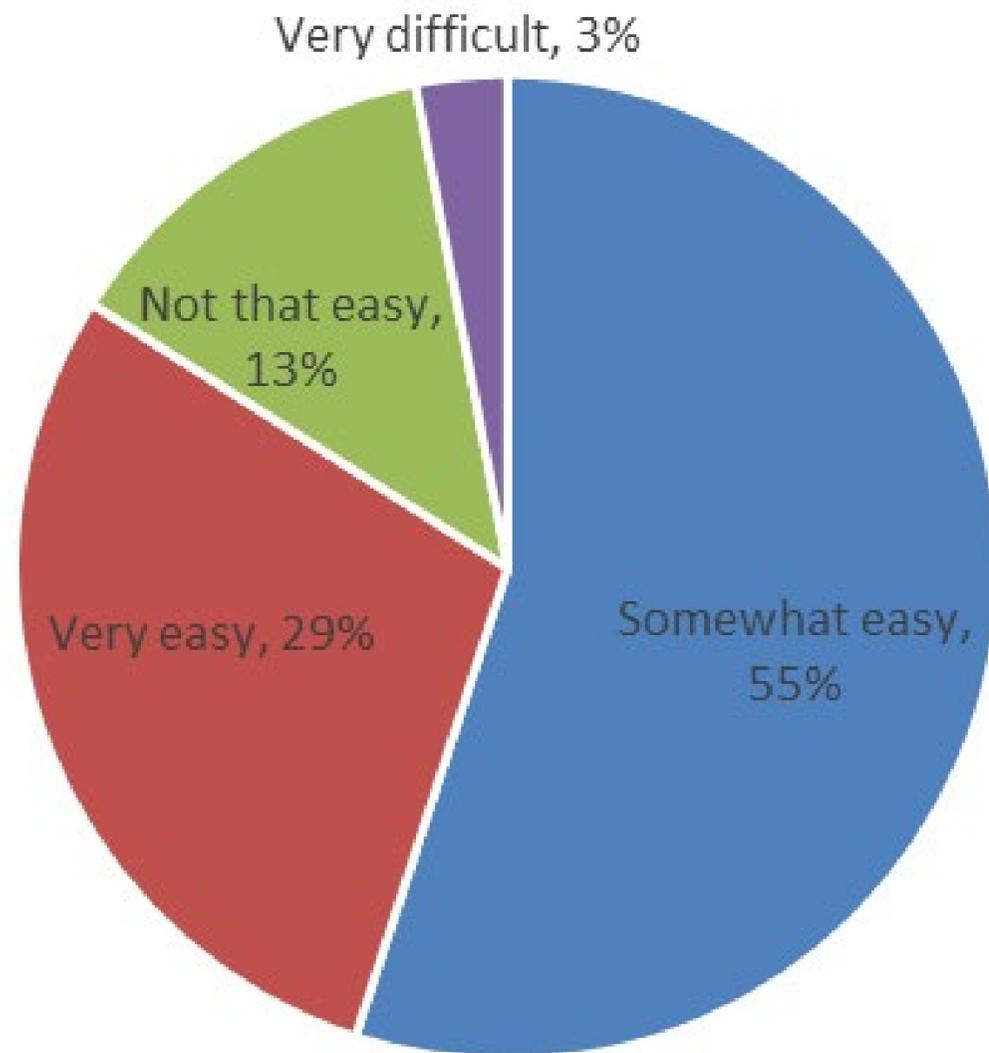
Have you used the Watsan Mission Assistant website before, or downloaded resources from it?

Note that the question included a link to the website.



- 55% of respondents had used the WMA before
- 44% had not used the WMA before

How easy was it to find the information you were looking for (on the WMA)?



- Of those who had used WMA before, the majority (55%) said it was somewhat easy to find information
- 16% reported it was not easy or very difficult to find information

What made it difficult to find what you were looking for?



- **Confusing structure:** Content is not organised intuitively, with overlapping categories (e.g., emergency vs. development) and inconsistent placement of resources (e.g., trainings under personnel rather than subjects).
- **Navigation difficulties:** Challenging to locate information due to the complex menu structure and unclear distinctions between different sections.
- **Content presentation:** The layout, featuring numerous large thumbnails for the same resource in different languages, makes it difficult for users to quickly scan and find relevant information.

What did you like most of the website?



- **Comprehensive resource collection:** Users appreciated having a wide range of RCRC WASH resources in one place, including strategies, posters, case studies, and fact sheets.
- **Practical and context-specific content:** The website is valued for its field-oriented information, lessons learned from National Societies, and documents adapted to different contexts.
- **Adaptation:** Users like resources available in multiple languages and in various formats (e.g., interactive reports, presentation slides).

Have you ever recommended the website to anyone?



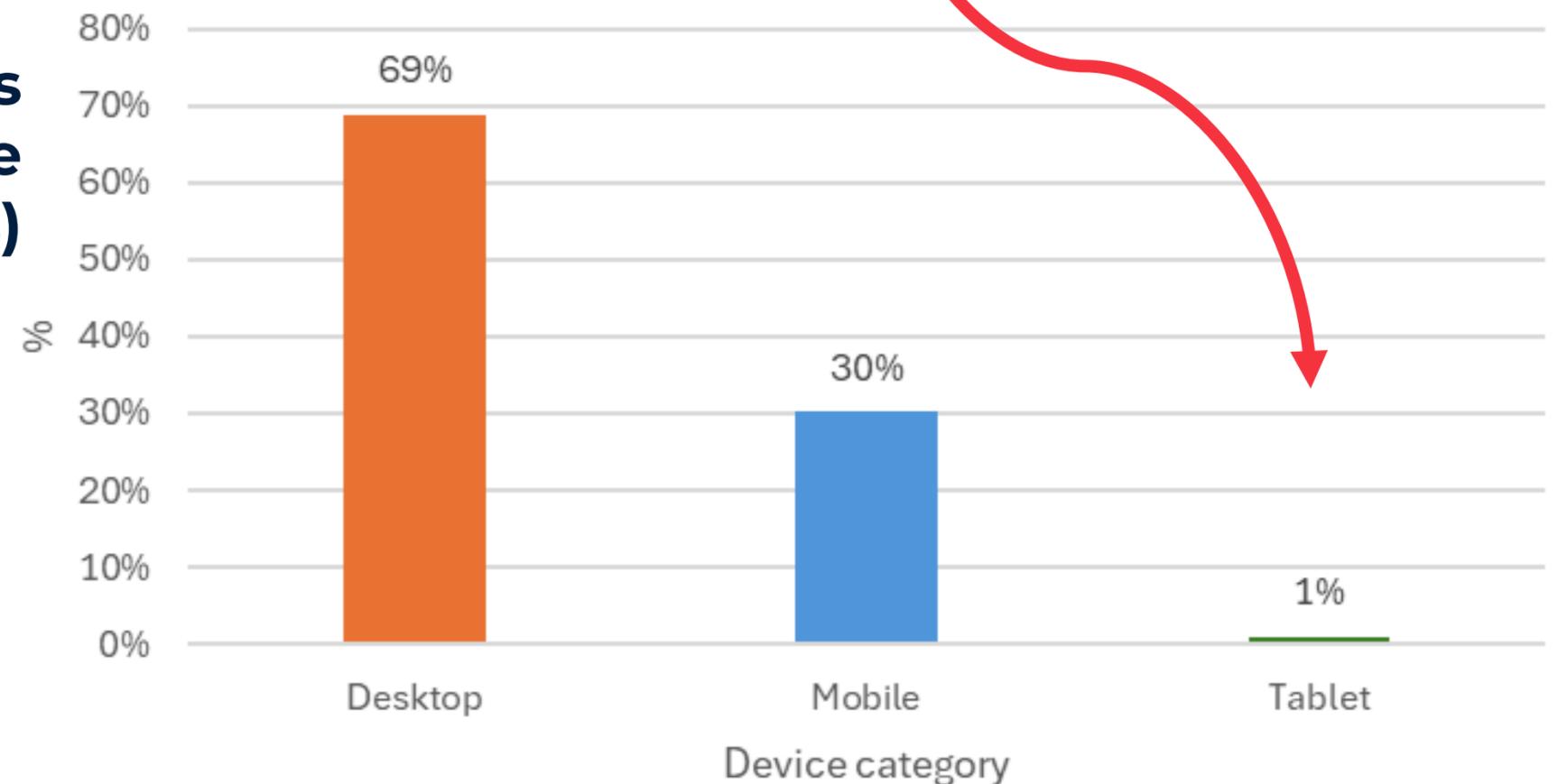
- The majority (89%) of respondents who had used WMA before, had also recommended the website to someone else.
- 5% of respondents had not recommended to anyone else and 5% could not remember / did not know.

Have you ever tried to get to the website from...

...your mobile phone?	Yes = 37%
...from your tablet?	Yes = 29%

Which type of device do users access WMA with? (Google Analytics)

Desktops are the most common devices to access the website (**69%**) followed by **mobiles** (**30%**)



What additional features would add value to the website?



- **Improved search and organization:** Implement a robust search function, enable content filtering by various criteria (e.g. geography, language, sub-sector, disaster phase), and introduce multi-label tagging for resources.
- **Enhanced content and interactivity:** Add e-learning courses, video galleries, webinar repositories, and tools for practitioner exchanges.
- **User-friendly features:** Introduce auto-translation, highlight new materials, ensure content is concise and up-to-date, and integrate social media connections.

Which tools or materials are you missing, or think should be updated/revised?



- **Content expansion and organization:** Revise the website structure. Highlight new documents, add external links, and include more materials on specific topics like WASH in climate adaptation, urban WASH, and WASH with PGI.
- **Improved database functionality:** Create a shared, searchable database, with flexibility for NS to contribute. Include regional training materials in various languages and resources from non-WASH ERU PNS.
- **Practical and editable resources:** More infographics, BoQs, basic training materials for volunteers, and specific resources on topics like WASH in healthcare facilities, solid waste management etc.

WASH or MHM community of practice (on IFRCs Learning Platform).



“Have you used it?” [67 responses]

- 19% said they are active users; 44 % responded ‘no’ they have not used it
- 26% said they had used the CoP previously but not anymore

“How would you rate it?” [31 responses]

- 39% thought the CoP was ‘very good’ for peer exchange, sharing etc.
- 32% rated the CoP as ‘okay’

What would you suggest to improve the community of practice?



- **Contextualization:** Promote traditional knowledge and consider power dynamics.
- **Engagement:** Reinvigorate community WASH teams and increase awareness sessions.
- **Connection:** Encourage more personal, face-to-face contact among members.
- **Integration:** Align with the new competence network platform, ensuring equal access for all competency networks.

Limitations of the survey



- Not a huge number of respondents (70 in total, even less for website and CoP specific questions). Are the results representative (and do we need them to be)?
- Short collection time (3.5 to 4 weeks)
- Some questions with too complicated wording (translations difficult?)
- Not that much detailed qualitative feedback provided in open questions – however this has been complemented by interviews/conversations/feedback during trainings

Next steps – wash.ifrc.org



- Key features for updated website developed and revised site map under development
- Work underway with IT company
- New (beta) version online by end 2024
- Troubleshooting and iterative improvements in Q1 2025 – expand other KM platforms such as IFRC Communities, ?

- Choice of website language (En, Fr, Sp, Ar)
- Search function - by region, language, type, topic
- Possibility to share resources (need to then be curated, checked etc. and uploaded by IFRC team – access/support from Regional WASH advisors?)
- ChatPDF chatbot embedded - "What can I help you with today?" and then option to contact
- Back/home button on each page
- Linking to other IFRC resources – Go Platform, Learning Platform, YouTube playlist, etc. etc.



For more information contact:

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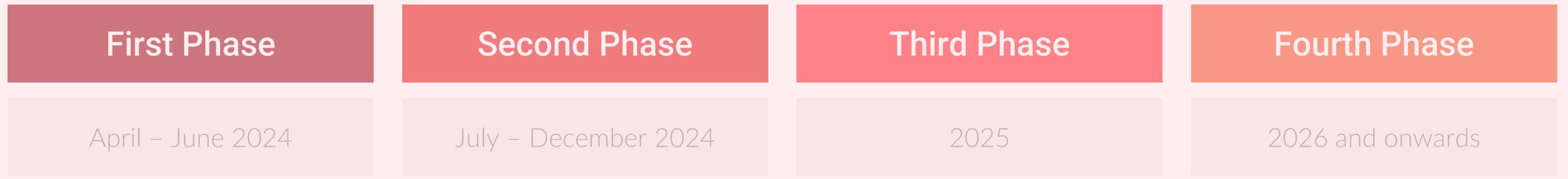
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Proposed timeline



Assessment/ analysis

What does KM for WASH look like today? Where are we going? Collect data and user feedback from key stakeholders to understand current snapshot of WASH KM, and to guide upgrade of the website. Preliminary work with web designer.

Website upgrade

Focus on upgrading functionality and user experience of the IFRCs WASH website – as the main tool/hub for sharing and collaboration.

Add functions; improve KM mechanisms

Add important functionalities to the website (based on user feedback). Strengthen IFRC and NS mechanisms for creating, collecting, sharing and storing WASH information.

Work toward institutionalizing WASH KM

KM for WASH becomes part of standard procedures, roles, responsibilities etc.