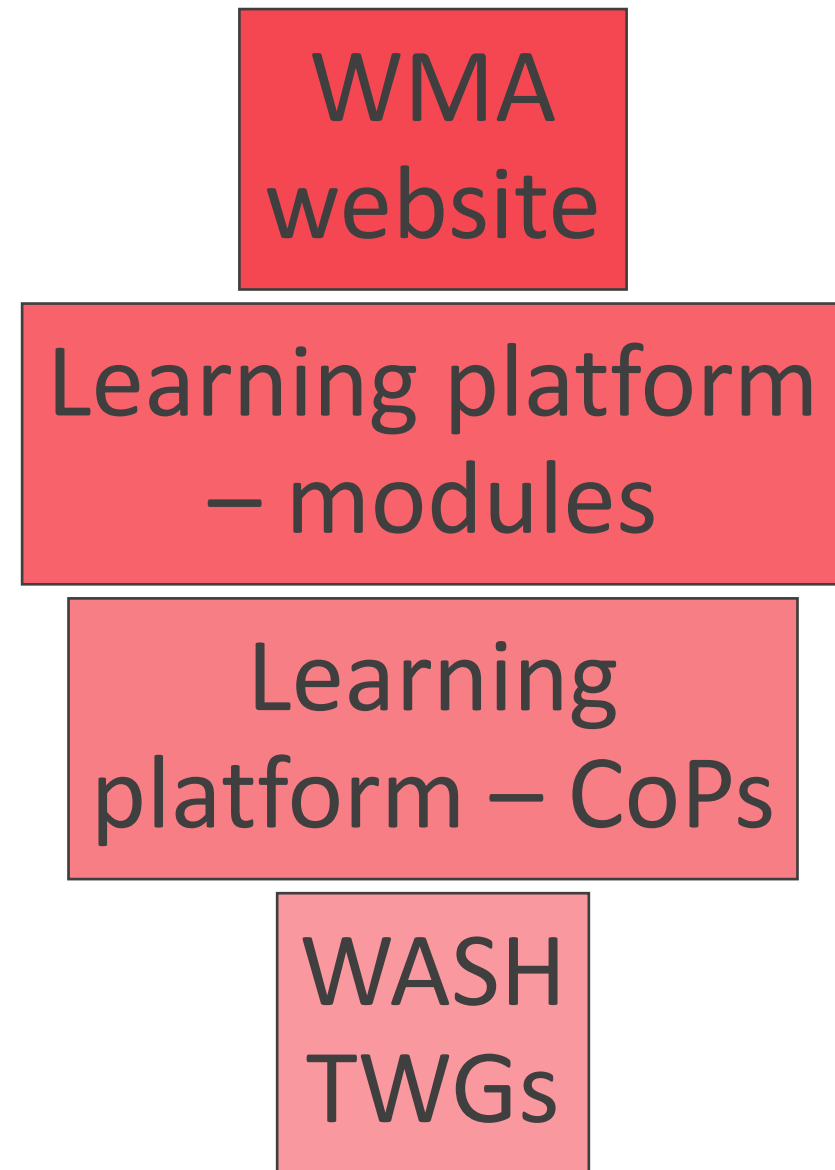




ANALYSIS: User statistics for WMA website and other WASH KM tools/platforms

August 2024

Which questions do we want to answer?



- Who/how many people are members/actively using the different tools? Where are they from?
- Which pages/tools/platforms are most popular?
- Which documents/resources are most often downloaded?
- Which active groups or communities can we tap into or learn from?

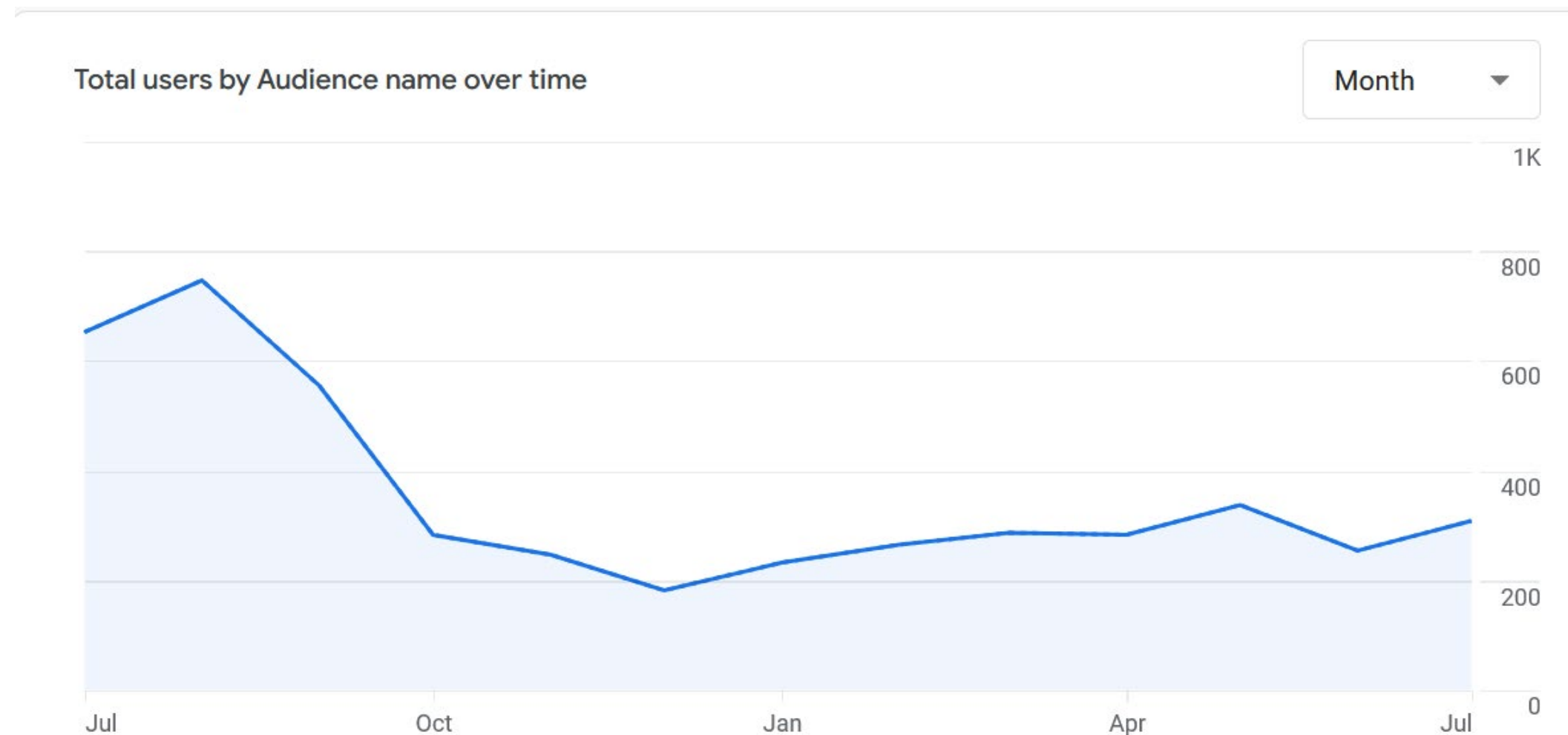
This is not an exhaustive analysis – please let us know if something important is missing or interests you!

WMA website: Number of active users

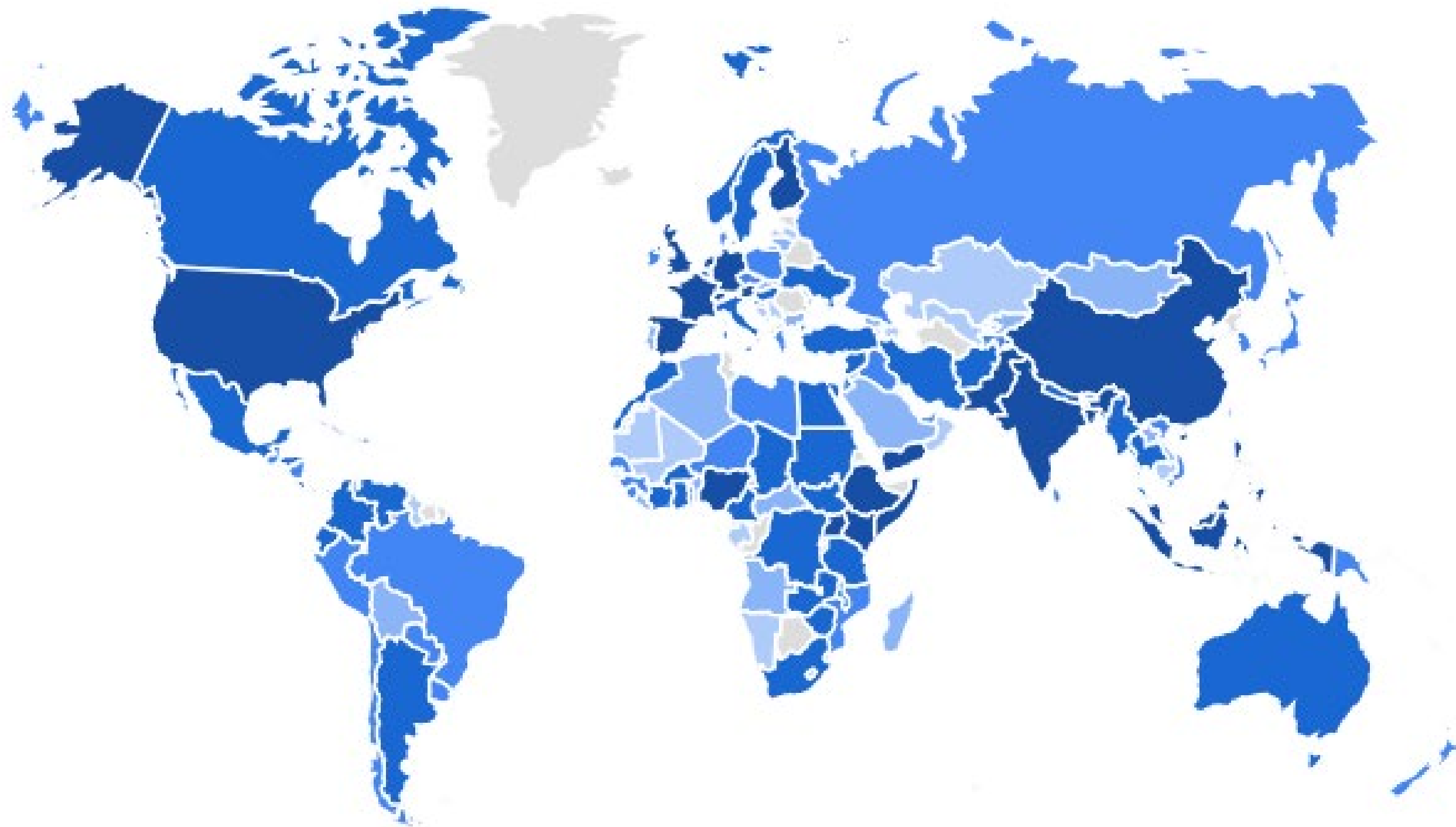


Definition: The number of unique users who initiated sessions on the website.

- **4174 active users** (over 12-month period)
- **4075 new users** (**people interacting with site for first time*)
- **Large variation between months** – can range from 200 users / month (Dec 2023) to almost 800 users / month (Aug 2023)
- Overall users seem to drop off around October 2023
- Higher users in European summer months: timing of PNS supported trainings?



WMA website: Location of users



The website reached users in **168 countries** (over a 12-month period)

Top 10 countries had between 100 and 220 users per month

The top 10 countries account for approximately 1/3 of all users

WMA website: Location of users / browser language



Demographic details: Country

Country	Active users	New users
Total	4,163 100% of total	4,075 100% of total
1 Netherlands	223	216
2 Kenya	205	192
3 Finland	185	181
4 France	168	165
5 Germany	130	121
6 Nigeria	125	122
7 United States	123	123
8 India	115	114
9 Spain	113	100
10 Bangladesh	107	103

Returning users by City

CITY	RETURNING USERS
Nairobi	49
Kampala	24
Kuala Lumpur	18
Geneva	17
Addis Ababa	16
Beirut	15
Berlin	15

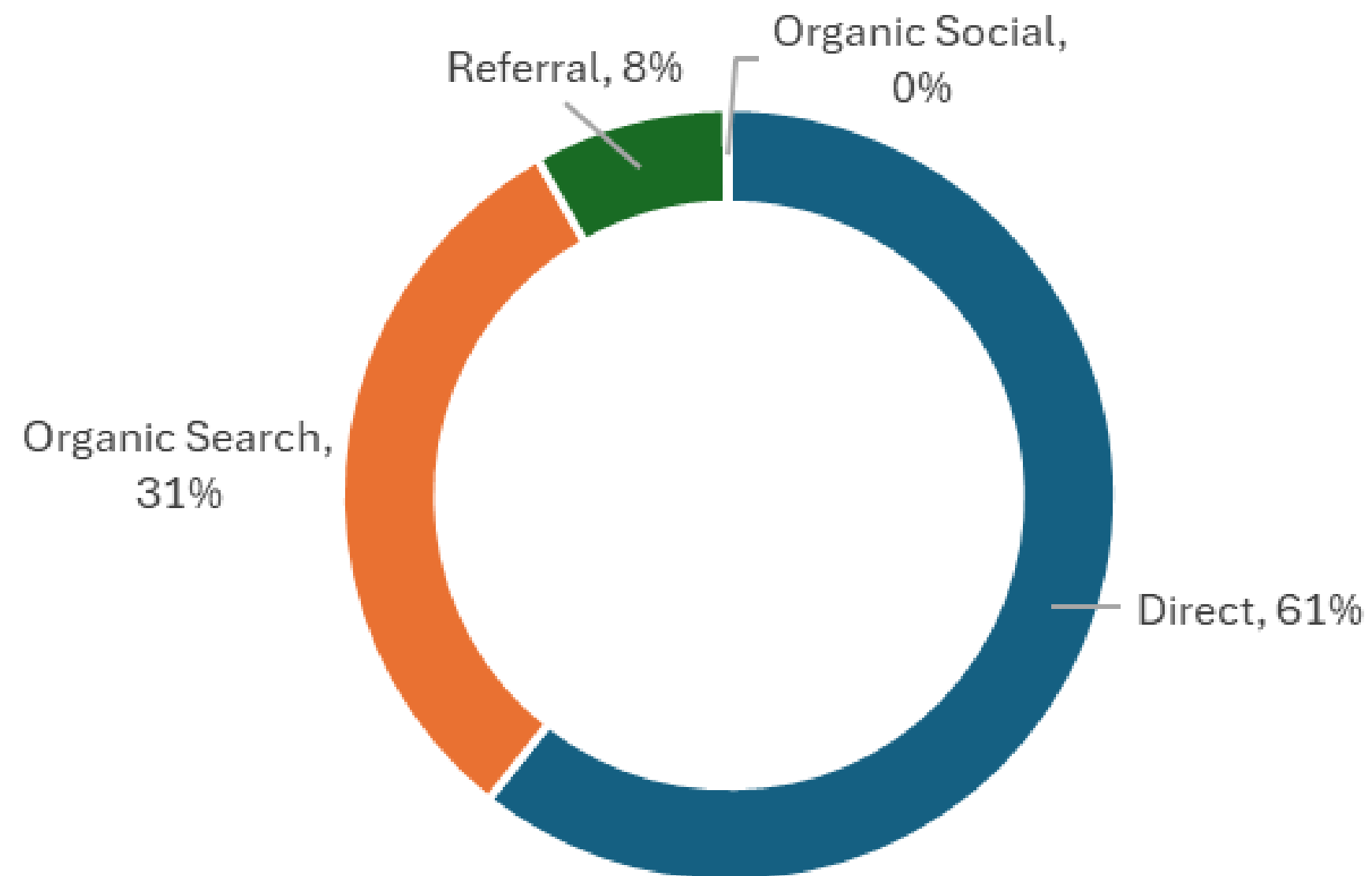
Demographic details: Language

Language	Active users	New users
Total	4,163 100% of total	4,075 100% of total
1 English	3,043	2,900
2 Spanish	377	300
3 French	209	200
4 German	122	100
5 Arabic	82	80
6 Chinese	56	50
7 Italian	39	30
8 Swedish	34	30
9 Indonesian	30	20
10 Russian	22	20

WMA website: How do people get to our site?



"Acquisition by user's session" - Definition: Various methods on how users' access and interact on the website.



- Direct access to the URL (e.g. link) is the most common way to access to the website
- One third of users reach the website through an organic search (e.g. in an internet browser)

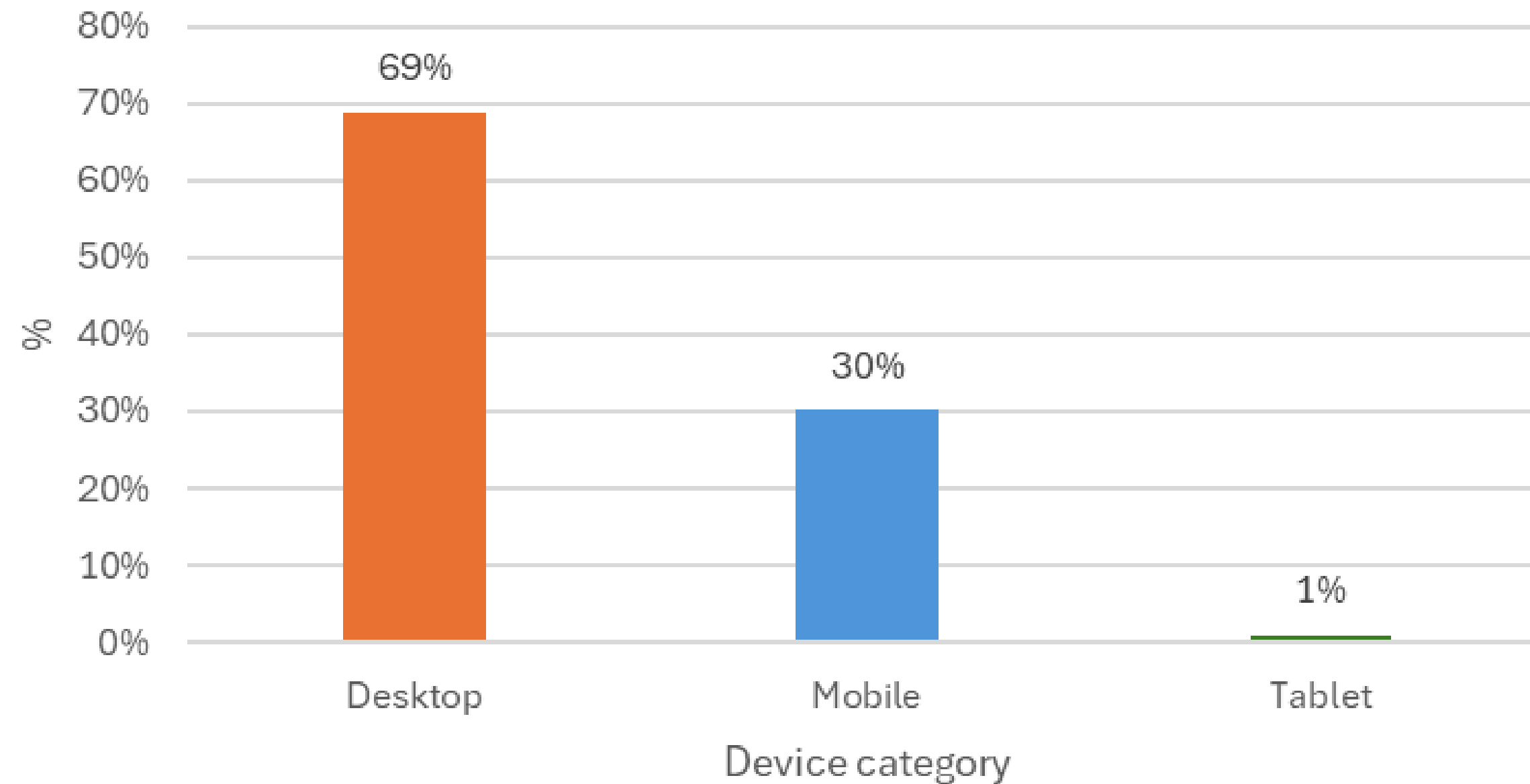
WMA website: Average engagement time

Definition: The time that the web page was in focus, per active user.



- The engagement time per active user was **2 minutes 03 seconds** on average.
- In other words – people spend 2 minutes on average on the website (reading, clicking, watching videos, downloading content etc.).
- *“Quality over quantity”* – are people taking a longer time to find what they want, or are they enjoying browsing the website?

WMA website: Users by device category

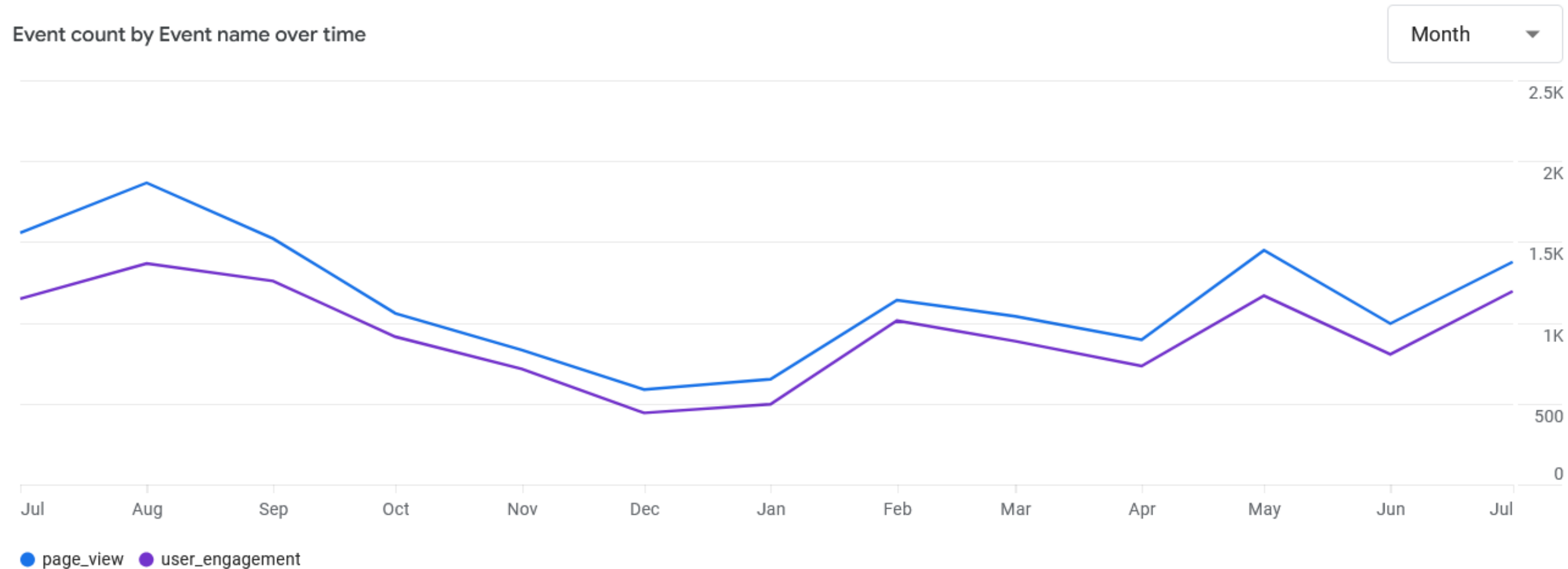


Which type of device do users access WMA with?

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

WMA website: Page views

Definition: The number of web pages the users saw. Repeated views of a single screen or page are counted.



- Views range from 600 to 1800 per month
- Relatively low page views and high engagement – could mean people use a link to get to the WMA, download their resource and don't browse other content much?

- Total of 14,987 page views (over the 12 month period)
- Total of 12,173 user engagement events

WMA website: Top viewed pages



July 2023 to July 24 period.

<input type="checkbox"/>	Page title and screen class ▼ +	↓ Views	Active users
<input type="checkbox"/>	Total	14,987 100% of total	4,163 100% of total
<input type="checkbox"/>	1 Watsan Mission Assistant	4,438	2,251
<input type="checkbox"/>	2 Emergency Hygiene Promotion – Watsan Mission Assistant	962	456
<input type="checkbox"/>	3 Protection Gender and Inclusion (PGI) – Watsan Mission Assistant	870	321
<input type="checkbox"/>	4 Menstrual Hygiene Management – Watsan Mission Assistant	686	374
<input type="checkbox"/>	5 Africa – Watsan Mission Assistant	460	286
<input type="checkbox"/>	6 WASH Diseases – Watsan Mission Assistant	458	339
<input type="checkbox"/>	7 Training Resources – Watsan Mission Assistant	404	271
<input type="checkbox"/>	8 Water – Watsan Mission Assistant	334	179
<input type="checkbox"/>	9 MENA – Watsan Mission Assistant	310	195
<input type="checkbox"/>	10 Asia Pacific – Watsan Mission Assistant	278	171

- Top viewed pages apart from the homepage (<https://watsanmissionassistant.org/>) are
 - Emergency HP
 - PGI
 - MHM
 - Regional pages (Africa, MENA, Asia Pacific...)
 - WASH diseases
 - Training resources

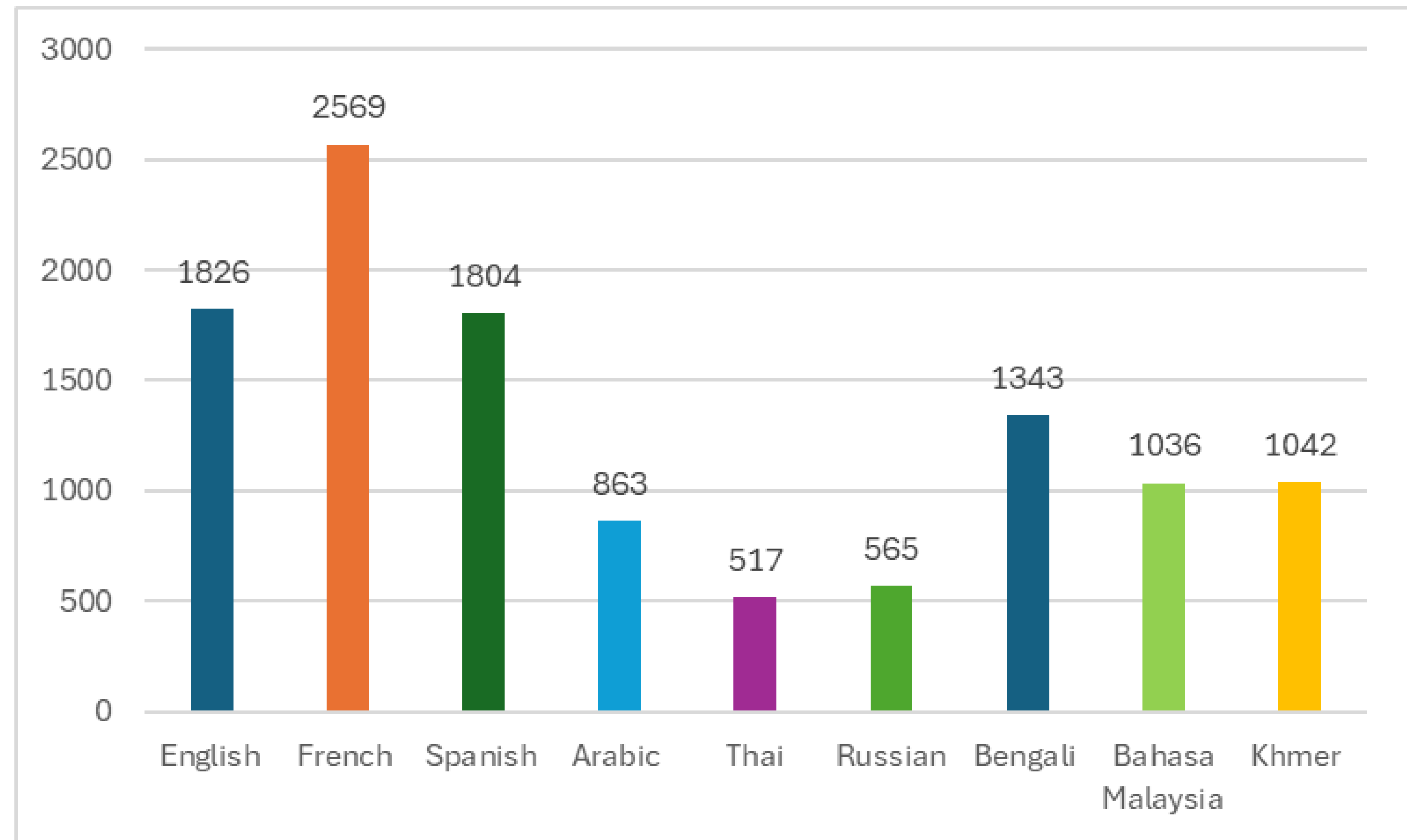
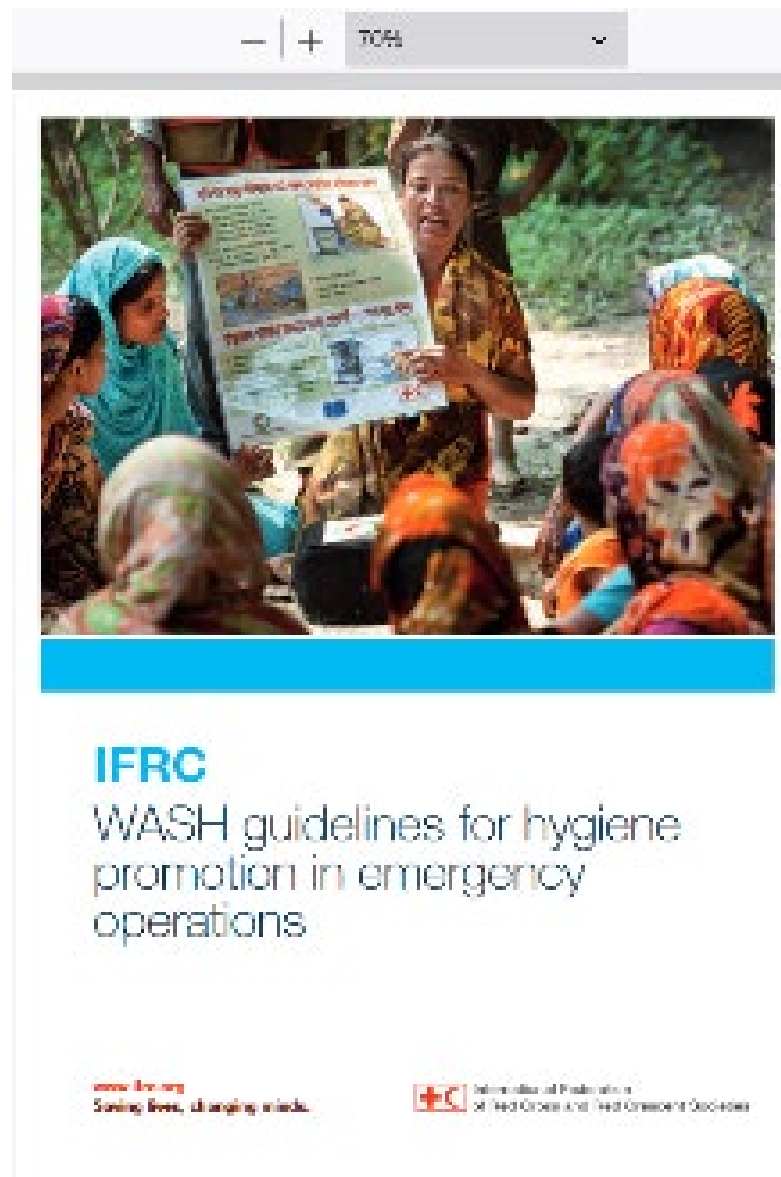
The WMA website – how often are documents downloaded? *(in the last 2.5 years)*



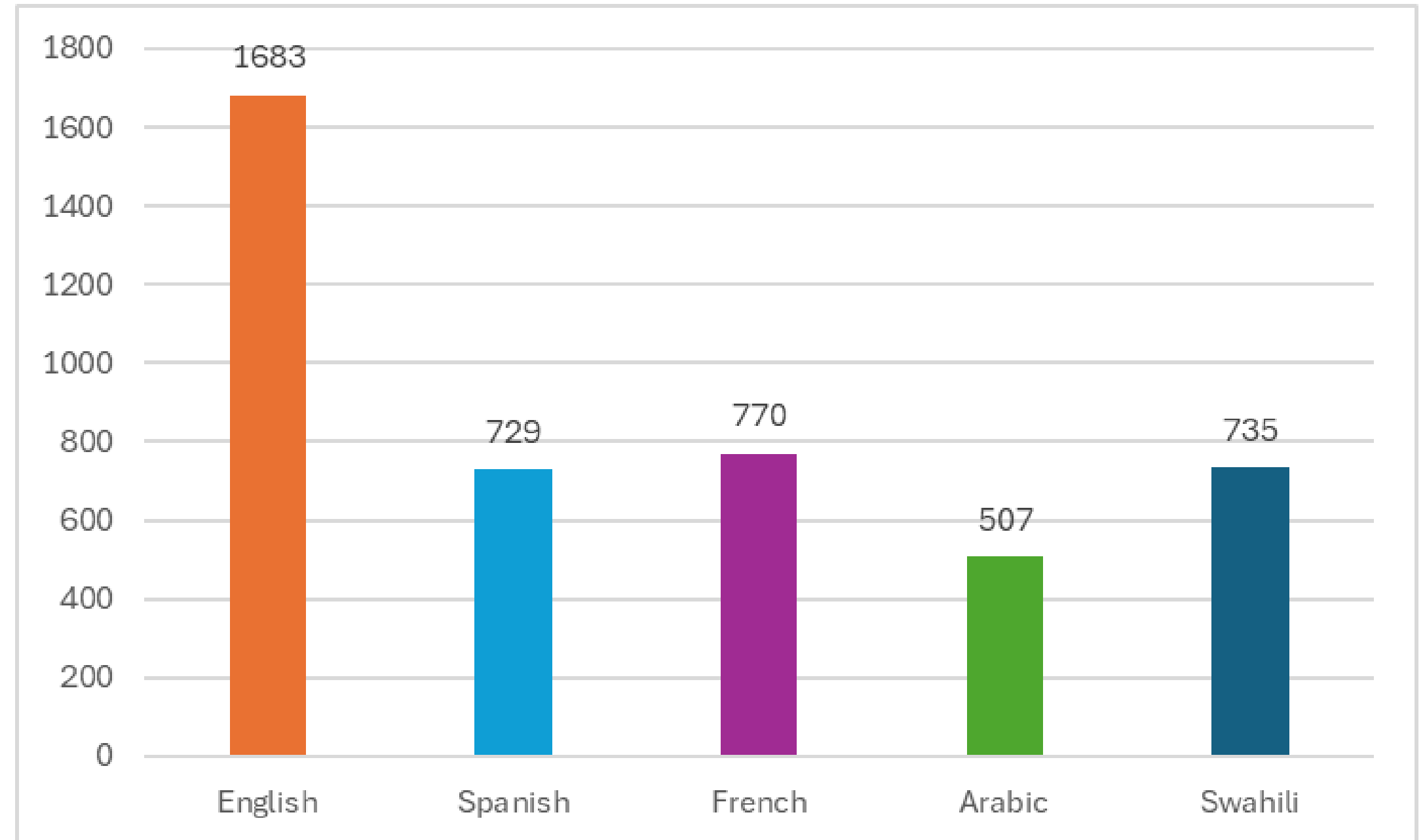
Name	Number of downloads
Monitoring and Evaluation in a nutshell_IFRC_M&E_2007 - M and E guide - Revised version Final Draft (IFRC).pdf	6926
LogicalframeworkmatrixforWatsan_Oxfam_Planning_20xx - logical20framework20matrix20for20watsan20oxfam.doc	4870
WaterLifting_Skat_Water_2000 - water-lifting-skat-1.pdf	4097
LogicalFrameworkforSanitation_BritishRC_Planning_20xx - logical20framework20for20sanitation20british20rc.doc	3456
Cleaning and disinfection of pipelines_Water_20xx - 2-27-fs_cleaning_pipes.pdf	3451
CommunityBasedSurveillanceIndonesiaCaseStudy_WashDiseases_IFRC_2021_Bahasa - CaseStudy_Indonesia_CommunityBasedSurveill	2694
ifrc-wash-guidelines-for-hygiene-promotion-in-emergency-operations_a5_fr-final-lr - ifrc-wash-guidelines-for-hygiene-promotion-in-emer	2569
Addressingmenstrualhygienemanagementneeds_IFRC_MentsrualHygieneManagement_2019_English - mhm-guidelines-v7.pdf	2391
Householdwatertreatmentandsafestorageinemergencies_Water_IFRC_20XX_Kiswahili - ifrc-hwts-manual-kiswahili.pdf	2268
WatsanLogicalFramework_DfiD_Planning_20xx - watsan-logical-framework-dfid.pdf	2137
Addressingmenstrualhygienemanagementneeds_IFRC_MentsrualHygieneManagement_2019_Spanish - 20210417_MHM-Guidelines_SP.p	2071
WaterandSanitationPolicy_Home_IFRC_2010 - watsan-policy-english-2010.pdf	1999
WaterandSanitationPolicy_Home_IFRC_2010_French - watsan-policy-fr.pdf	1874
IFRC WASH guidelines for hygiene promotion in emergency operations (English) - 1319400-ifrc-wash-guidelines-for-hygiene-promotion-in-	1826
ifrc-wash-guidelines-for-hygiene-promotion-in-emergency-operations_a5_sp-final-digital - ifrc-wash-guidelines-for-hygiene-promotion-in-	1804
ifrc-hwts-manual-spanish.pdf - ifrc-hwts-manual-spanish.pdf	1785
ManualfortheAssessmentofHealth and Humanitarian Emergencies_Assessment_MSf_2002 - 5-msf-health-assessment.pdf	1741
PGlinWASHGuidanceNote_IFRC_2021_English - 20220610_IFRC_Wash_PGI Guidance note_EN.pdf	1683
SimplePitLatrines_Sanitation_English - fs_simplepitlatrine.pdf	1668
WaterandSanitationPolicy_Home_IFRC_2010_Arabic - watsan-policy-arabic-last-version.pdf	1660
What does cash mean for wash outcomes_IFRC_2021_Spanish - Qué significa utilizar programas de Transferencia Monetaria (PTM) para la	1653
PARTICIPATORY RANKING METHODOLOGY_Assessment_ColumbiaUniversity_2013 - ager-participatory-ranking-manual-v3-oct-2013.pdf	1548
FOCUSGROUPDISCUSSIONGUIDEASSESSMENT_MenstrualHygieneManagement_IFRC_English - tool-1_focus-group-discussion-guide-as	1544
Global_MHM_Case_Study_Compilation_IFRC_French_2020 - 20221030_CaseStudies_ONLINE_FR.pdf	1501



The WMA website – how often are documents downloaded? *(in the last 2.5 years)*



The WMA website – how often are documents downloaded? *(in the last 2.5 years)*

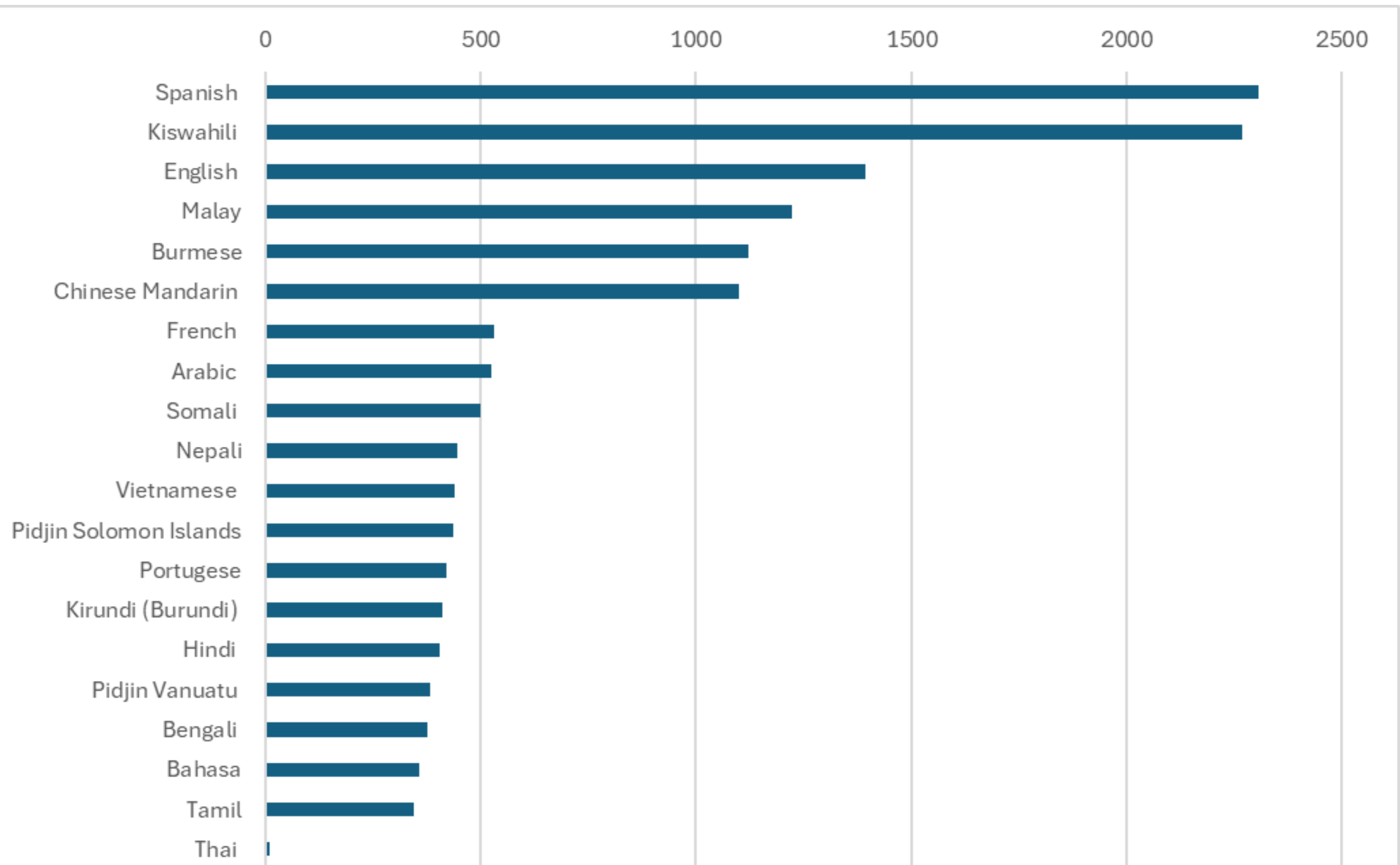


The WMA website – how often are documents downloaded? *(in the last 2.5 years)*



Household water treatment and safe storage in emergencies

A field manual for Red Cross/Red Crescent personnel and volunteers



The WMA website – how often are documents downloaded? *(in the last 2.5 years)*



Incontinence is an often hidden and neglected issue. There is growing interest within the Red Cross Red Crescent (RCRC) in supporting people with incontinence, both in emergency contexts and long-term programming. This fact sheet outlines in plain, non-medical language what incontinence is, key impacts and practical needs of people who experience incontinence.

Although primarily for water, sanitation and hygiene (WASH) staff, this fact sheet can be useful for others and includes information on who is involved and key responsibilities of different sectors, as well as actions to take to support people with incontinence.

What is incontinence, and who can experience it?

Incontinence is where a person is not able to hold onto (or control) their urine (pee) or faeces (poo), or both¹.

The type and severity of incontinence can vary significantly from person to person – ranging from managing occasional leakage and smells, to a constant flow of urine or faeces. Incontinence can be conscious (when the person knows it is happening) or unconscious (when they don't know it is happening). In some cases, incontinence can lead to frequent urinary infections, bladder complications and bed sores – that can become life-threatening if not properly managed². For more information see the [Incontinence: We Need to Talk About resource](#) (IDS, 2020).

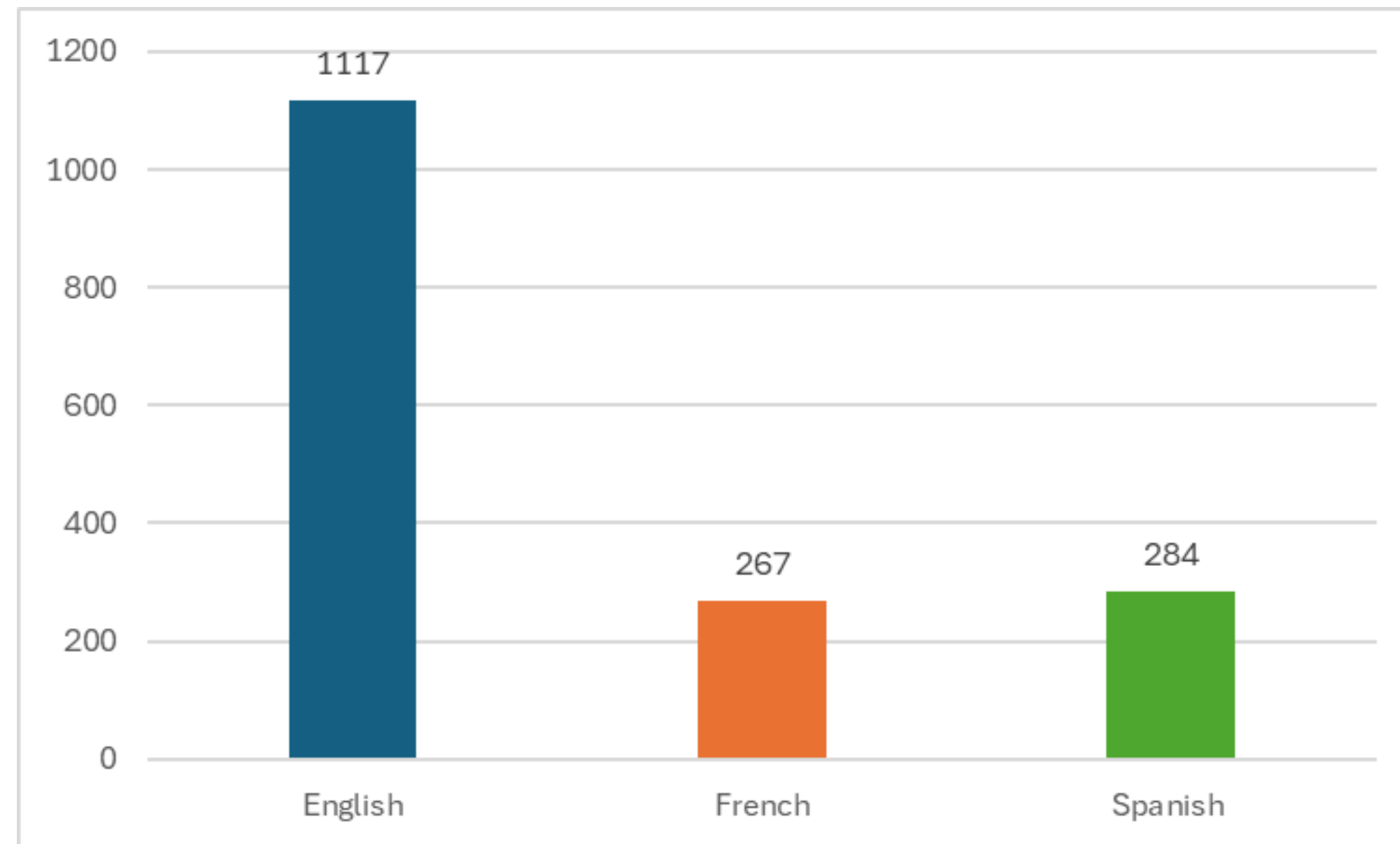
Incontinence is a complex issue, which is largely hidden and can have significant impacts on quality of life, personal dignity and physical and mental health. Prevalence may seem low, as many people will keep it a secret, however recent studies estimate that 29% of women who have given birth and between 1–39% of men have some type of urine incontinence, and around 30% of people with disabilities experienced both urinary and faecal incontinence³.

A wide range of people may live with incontinence, including⁴:

- older people,
- adults and children with physical disabilities and/or learning difficulties,
- women and adolescent girls who are pregnant or who have given birth (including those with complications including long or obstructed labour, prolapse or fistula),
- children and adults who have experienced highly stressful situations, such as conflict or disasters, and develop incontinence or night-time bed-wetting,
- people who have suffered from a sexual assault,
- people with certain medical conditions (e.g. enlarged prostate, diabetes, uterus prolapse), illnesses (such as stroke) or who have had an operation (e.g. removal of the prostate).

For some people incontinence is temporary, for others it may start and continue, and others have lifelong incontinence.

¹ Summary guidance: Supporting people with incontinence in humanitarian and low- and middle-income contexts (LMICs), 2019, Informal email group of professionals interested in incontinence in low- and middle-income countries (LMICs) <https://wash.leeds.ac.uk/wp-content/uploads/sites/45/2019/09/Fourpager_August_2019_Version_1.pdf>.
² Netherlands Red Cross Think paper on Incontinence (draft, 2022).
³ Claire Rosato-South, Devi A. Barrington, Amrita Naitikha Shukla, and others, Incontinence: We Need to Talk About Leaks, 26 October 2020 <<https://doi.org/10.1098/SLH.2020.005>>.
⁴ Sphere Association (2018). The Sphere Handbook: Humanitarian Charter and Minimum Standards in Humanitarian Response, 4th ed. Geneva, Switzerland: Sphere Association <<https://handbook.spherestandards.org/en/sphere/>>.



The WMA website – how often are documents downloaded? *(in the last 2.5 years)*



MHM Focus group discussion guide: No. of downloads	
English	1544
French	476
Spanish	538
Arabic	488



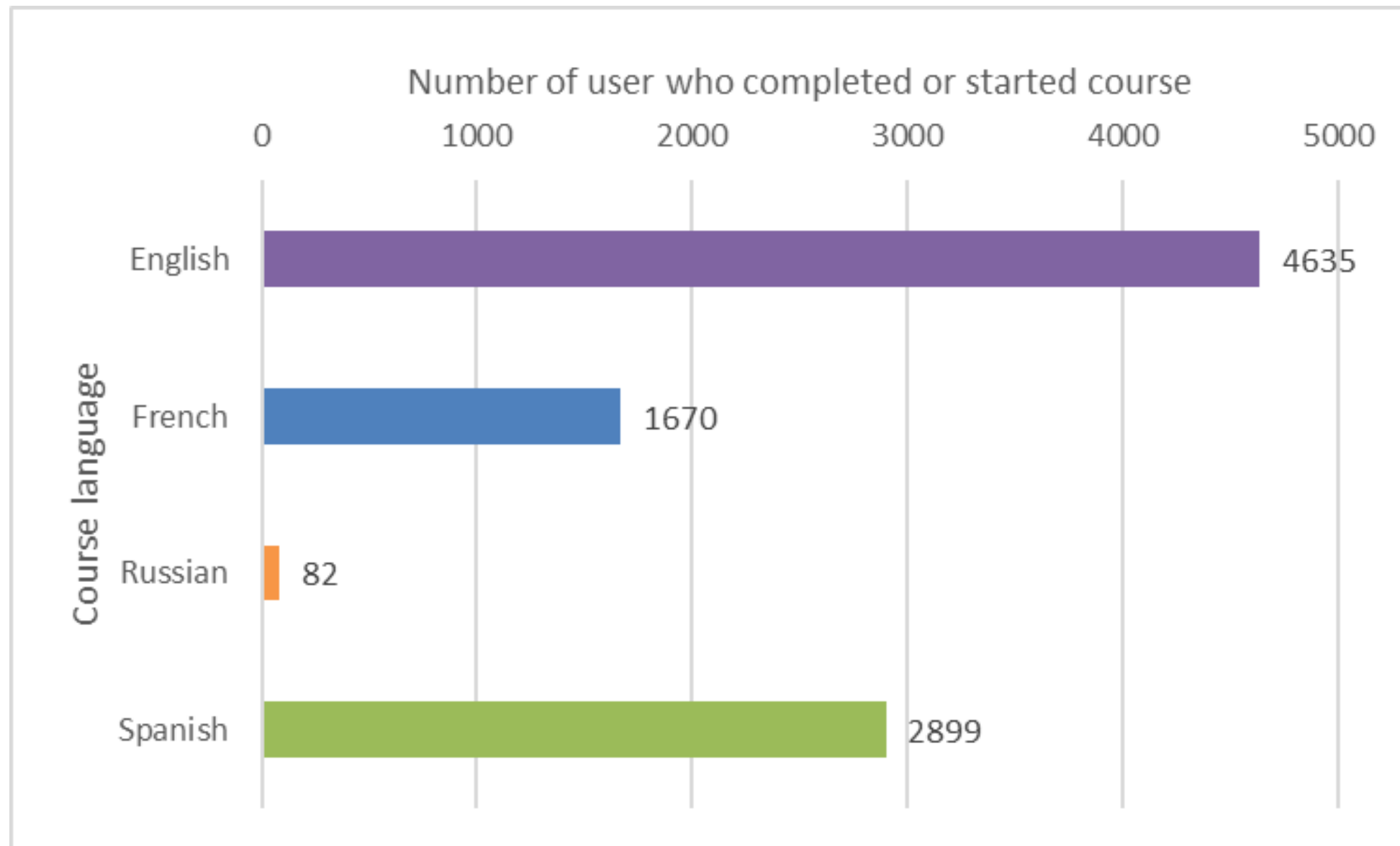
Similar for other MHM and HP tools – e.g. Checklist for latrines, post-distribution survey etc.

IFRCs Learning Platform – online modules



The 8 steps for HP in Emergencies

- **6550** people have **completed** the course (**since Jan 2019*):



ONLINE COURSE

The 8 Steps for Hygiene Promotion in Emergencies (English)

Last updated 31/03/2022 Duration 30 minutes 82

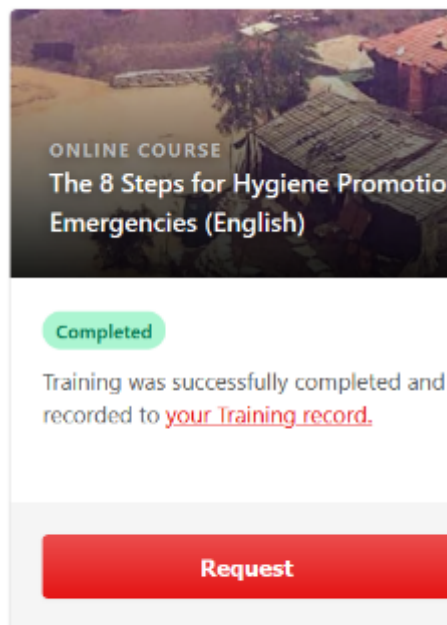
Details

You will get familiar with IFRC WASH guidelines for hygiene promotion in emergency operations.

[Show more](#)

Ratings and reviews

4.7
 82 reviews



IFRCs Learning Platform – online modules



WASH in Emergencies - 20 mins Surge video:

- **7234 people have completed**
- 3924 people have started (but not completed)
- 4216 have registered (but not started)

(English language only)

ONLINE COURSE

WASH in Emergencies

Last updated 31/03/2022 Duration 20 minutes ★★★★★ 148

Details

What is WASH? Which are the key concepts and principles in WASH emergency response? What are the tools and different resources available to carry out the response? How do we work and engage with other sectors?

In this 20-minute course, you are invited to watch the Surge Series episode on WASH in emergencies, which will answer these questions. Finally, do a self-check on these topics and explore WASH resources.

[Show more](#)



IFRCs Learning Platform – online modules



The Induction to the Global Task Force on Cholera Control (GTFCC) and Country Support Platform (CSP) (*since 2021):

Completed	609 users
Started	756 users
Registered	189 users

ONLINE COURSE

Induction to the Global Task Force on Cholera Control (GTFCC) and Country Support Platform (CSP)

Last updated 31/03/2022 Duration 1 hour ★★★★★ 43

Details

Cholera is an acute diarrhoeal disease that disproportionately affects communities lacking access to clean water and sanitation and that do not have adequate access to health care. The **Global Task**



Started

Launch

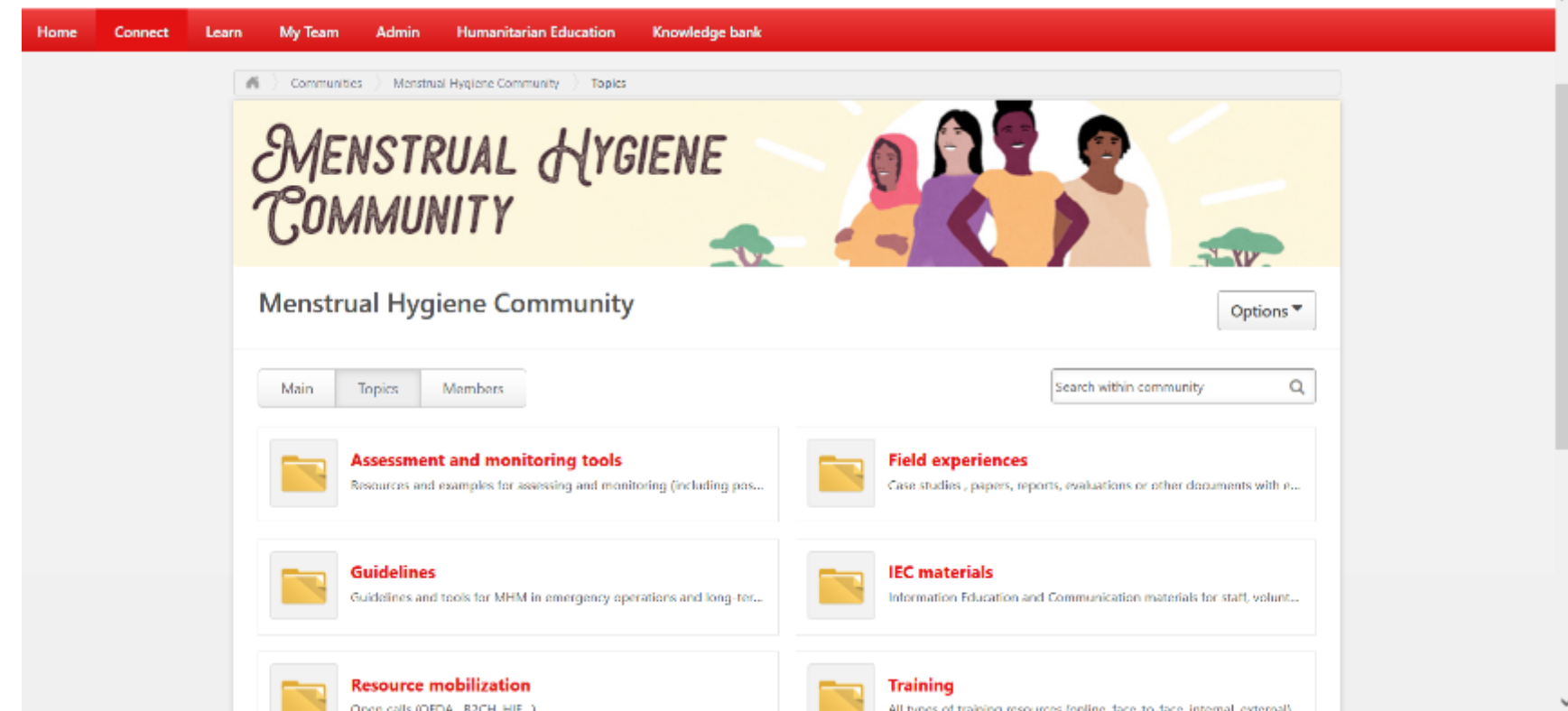


IFRCs Learning Platform – Communities of Practice (CoPs)



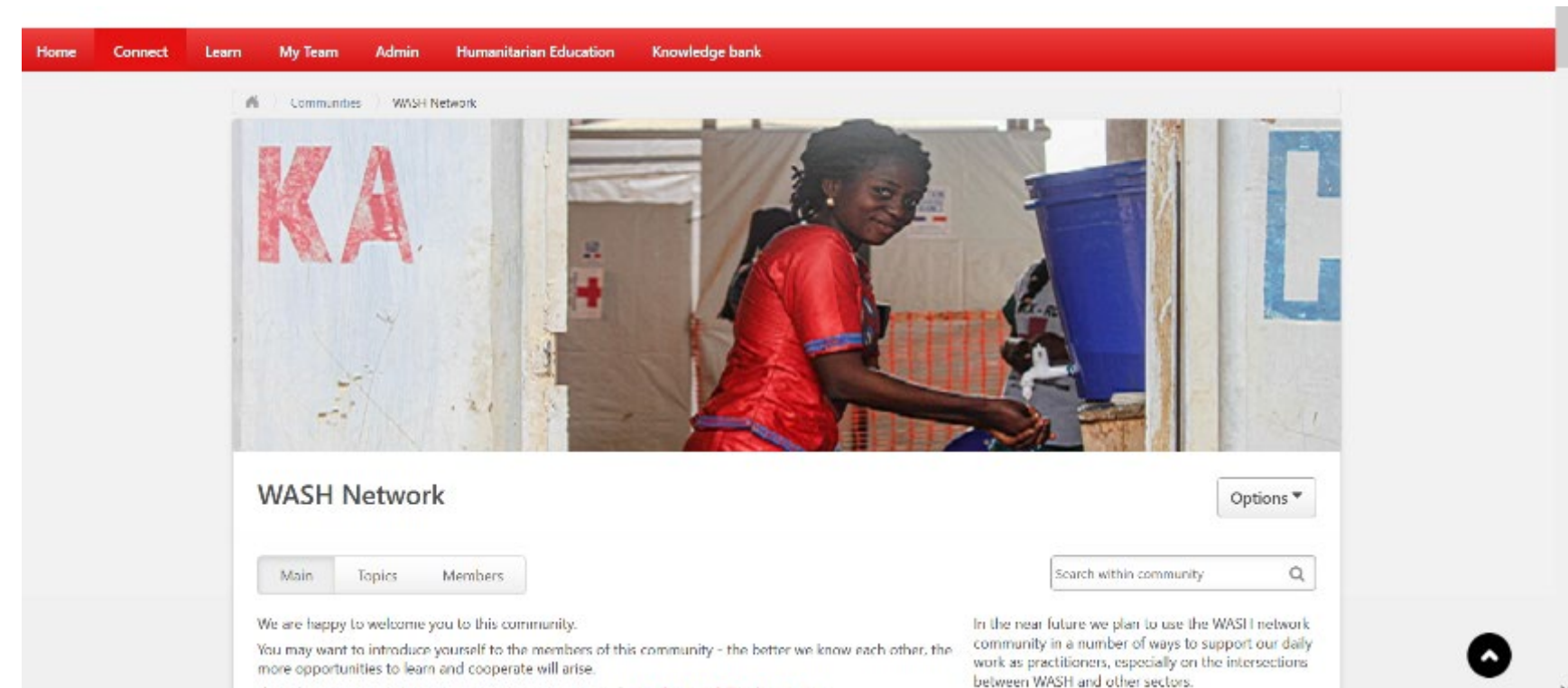
Menstrual Hygiene CoP:

- 659 members
- 169 posts (since 2018)



WASH Network:

- 1913 members
- 200 posts (since 2020)



IFRCs Learning Platform – other material



How many people have access the MHM videos and IFRCs MHM Guide? (*since 2019)

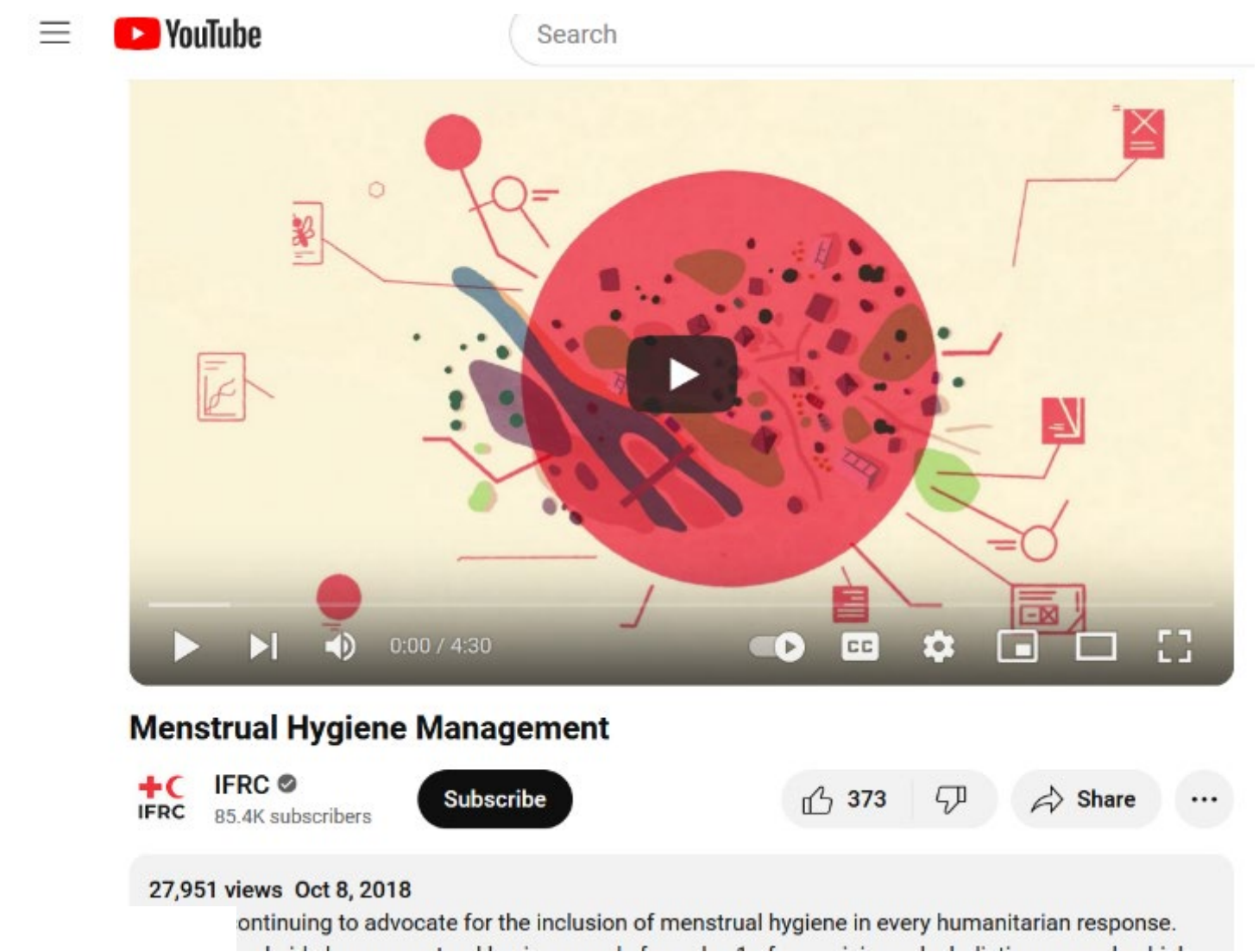
MHM video (English)	996
MHM video (Spanish)	804
MHM video (French)	330
MHM video (Arabic)	226
Opened the MHM Guide and Tools	522

A screenshot of the IFRC Learning Platform interface. The top navigation bar is red with the IFRC Learning Platform logo on the left and search and menu icons on the right. The main content area is titled "MATERIAL" and "Menstrual Hygiene Management". Below the title, it says "Last updated 31/03/2022" and "Duration 5 minutes". There is a "Details" section with text about IFRC's advocacy and a video player. The video player is a Mozilla Firefox window showing a YouTube video titled "Menstrual Hygiene Management" with the URL "https://www.youtube.com/watch?v=kd_gR_S-rGw". The video player has a red "Mark as complete" button. The video content shows a stylized illustration of a person with a large red circle representing a menstrual cycle.

IFRC YouTube channel

MHM videos:

- **#NOMORELIMITS, PERIOD!** - 9,800 views
- **Menstrual hygiene management** - 27,951 views



YouTube Search

Menstrual Hygiene Management

IFRC 85.4K subscribers

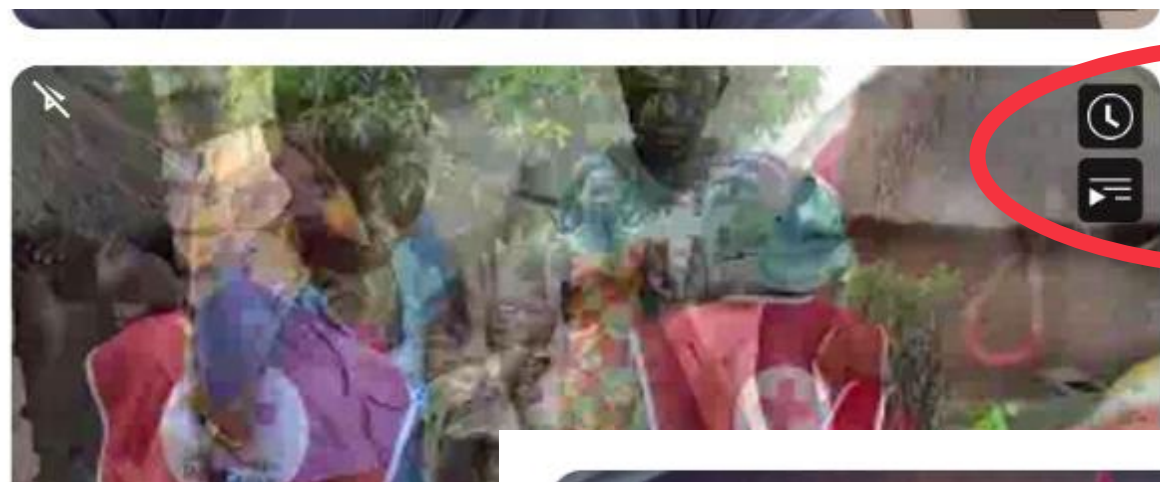
Subscribe

373 likes

Share

27,951 views Oct 8, 2018

continuing to advocate for the inclusion of menstrual hygiene in every humanitarian response.




Bringing safe and clean water to homes in rural South Sudan

31K views • 6 years ago

IFRC IFRC

Water and sanitation is a basic human right for all. Yet, water scarcity affects more than 40 per cent of the population (UN ...)



Indaba: Participatory Video Monitoring (Women) on a WASH project in Berau, Indonesia

277 views • 5 years ago

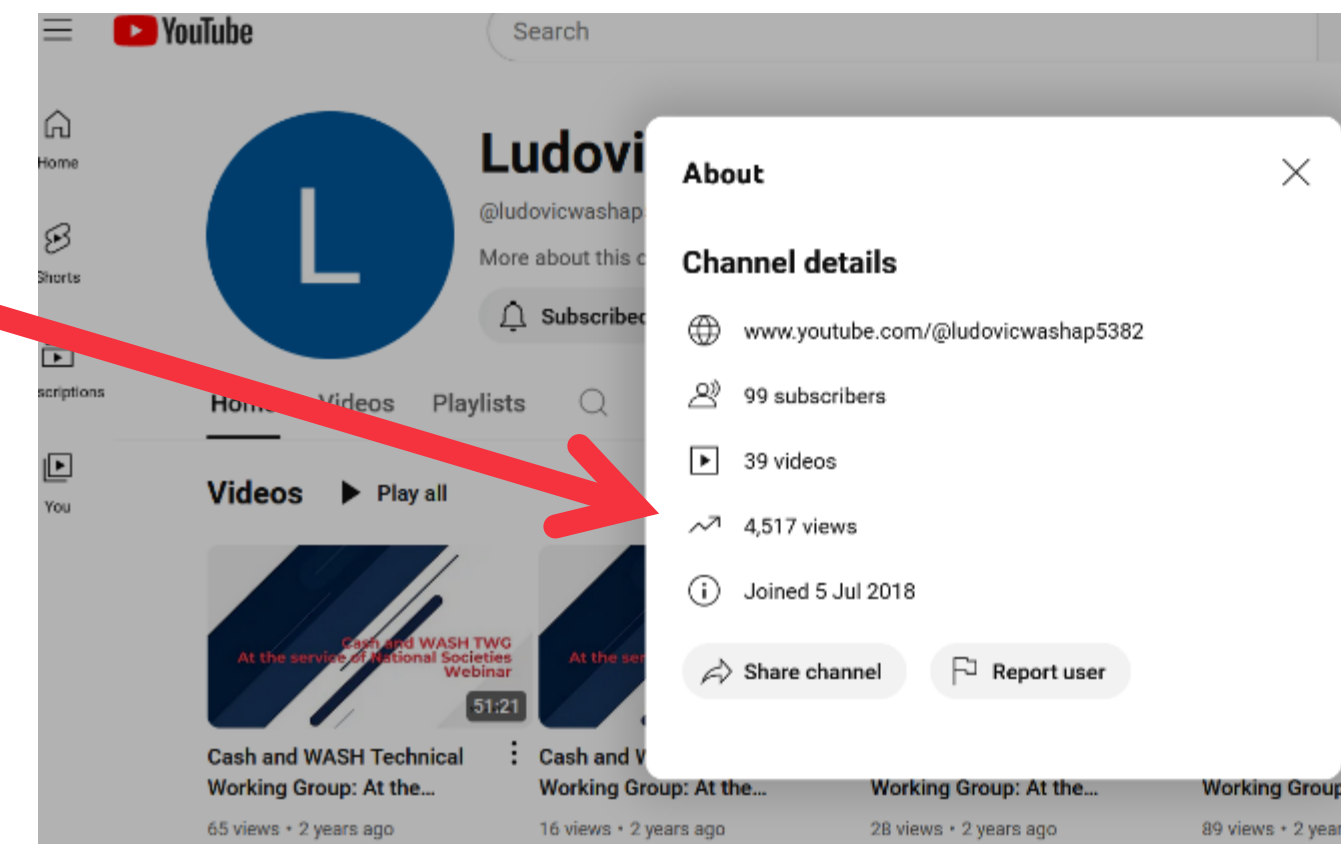
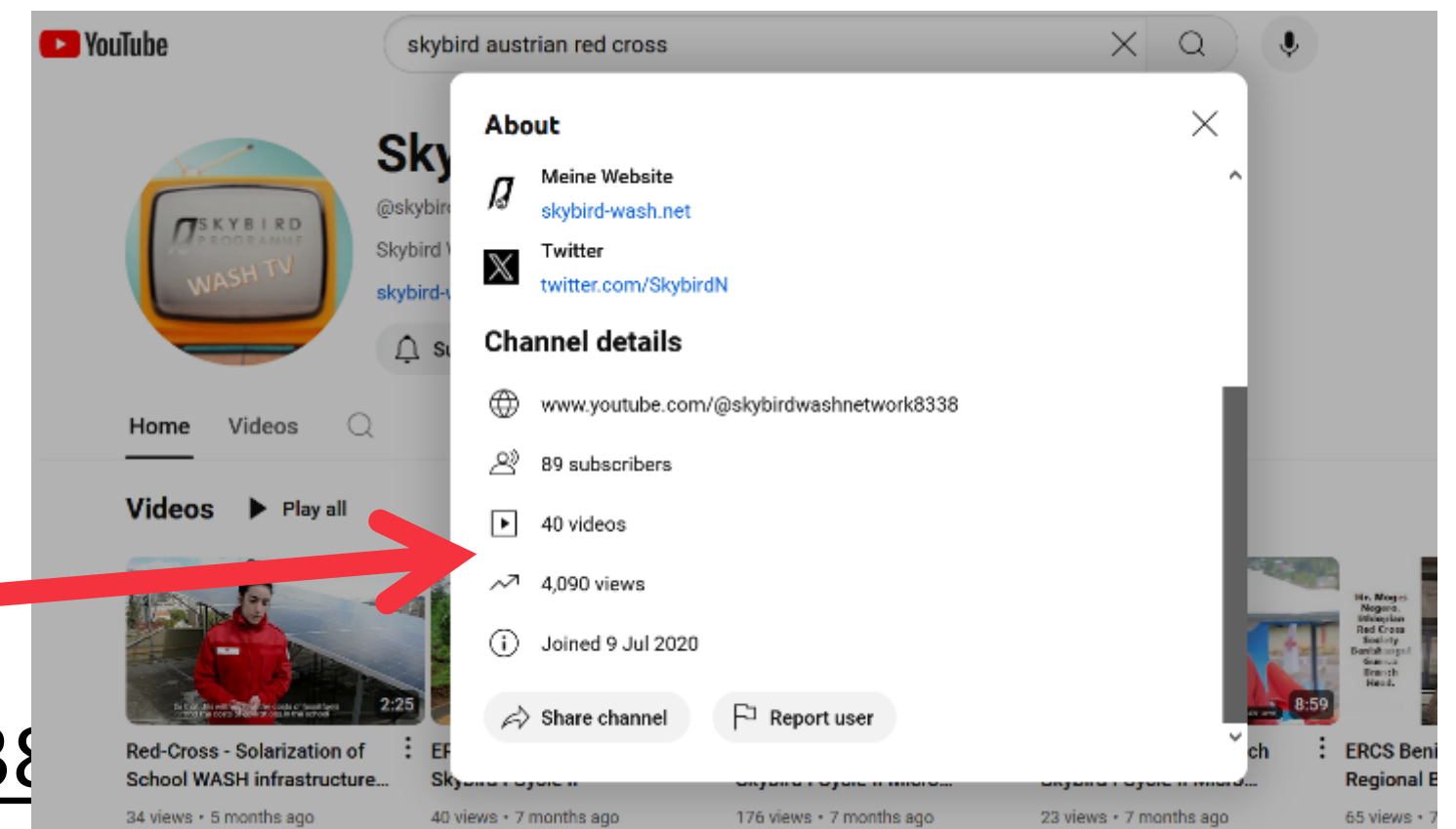
IFRC IFRC

Women from the community of Tumbit Melayu feedback on the water, sanitation and hygiene promotion (WASH)

5 moments The people of Tumbit Melayu village work in palm oil plantation, look for Agar Wo...

Other? (RCRC managed or related)

- **YouTube channels**
 - **Skybird WASH Network**
(www.youtube.com/@skybirdwashnetwork8338)
 - **LudovicAP WASH**
(www.youtube.com/@ludovicwashap5382)
- **LinkedIn**
- **Regional or topic specific WhatsApp groups?**



RCRC WASH related Technical Working Groups



Active:

- **ERU working group**
- **CASH and WASH (website)**
- **Cholera**
- **WASH and PGI (Teams)**

Currently inactive with plans to revamp:

- **HP**
- **WASH and Climate**



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Alexandra Machado
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ANALYSIS of WMA website

August 2024