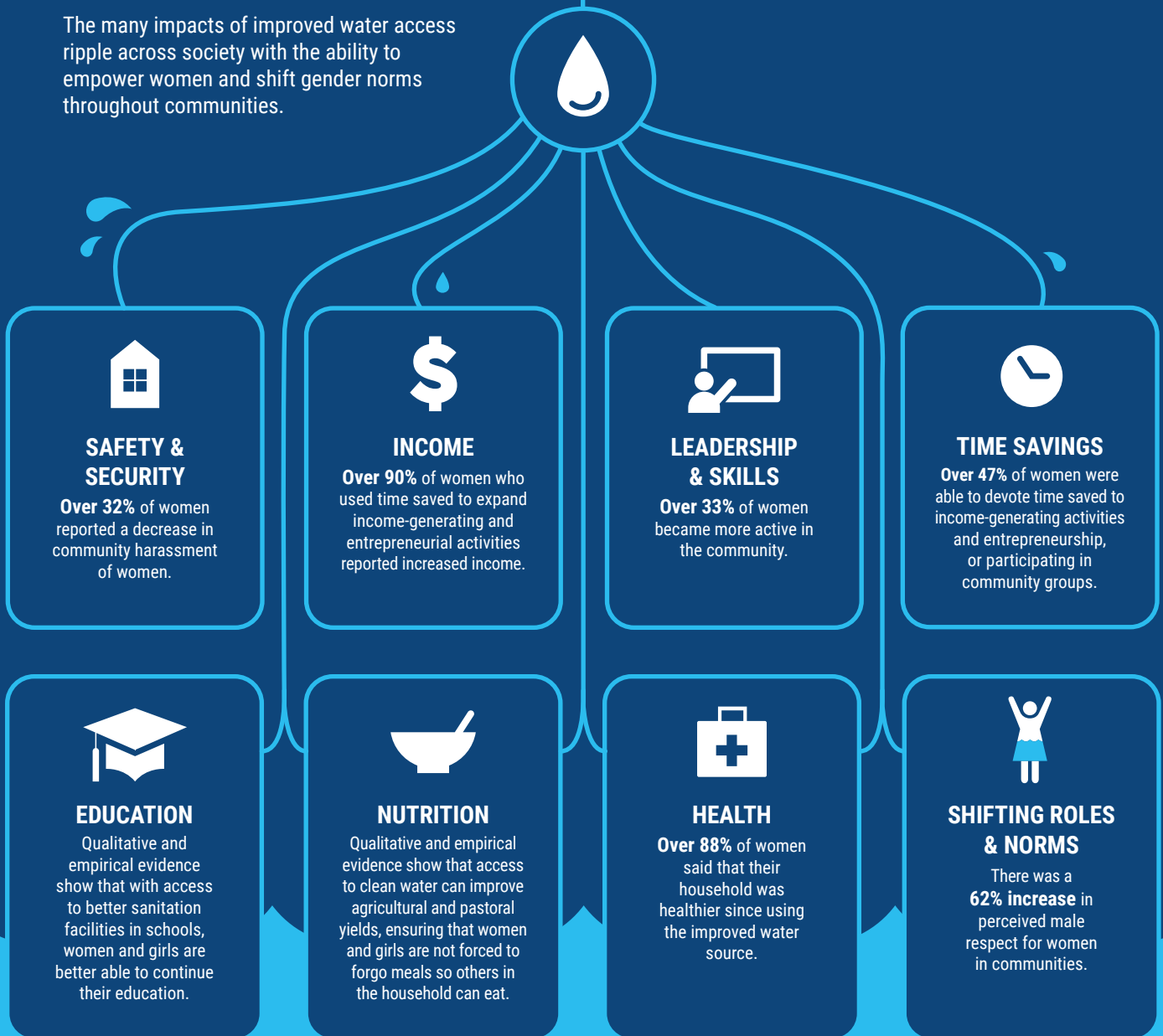


The WOMEN & WATER

RIPPLE EFFECT STUDY

The many impacts of improved water access ripple across society with the ability to empower women and shift gender norms throughout communities.



Learn more by following
@WADApartnership or visiting
us at globalwaters.org/wada.

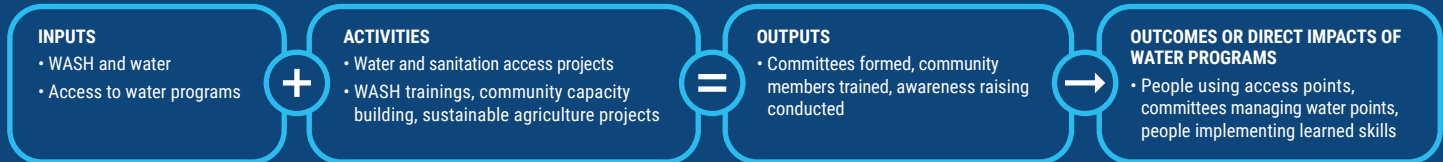
**"When women do better, countries do better,
communities do better, and families do better."**

—USAID Administrator Mark Green

The WOMEN & WATER

RIPPLE EFFECT STUDY

Theory of Change (Direct Impacts)



There is a global connection between women and water.

Yet little research exists that fully explores the impact of women's access to safe water, sanitation, and hygiene (WASH)—especially through the lens of economic development.

In 2018, the Water and Development Alliance (WADA) partnered with Ipsos to develop a framework for understanding the many ways improved access to WASH can impact women, their families, and communities.

Pathways to Empowerment—deemed “Ripple Effects”—were identified, which capture the various ways access to water impacts women across the developing world.

Women are essential to global development.

Empowered, educated women—free from the constraints of societal and cultural barriers that traditionally hinder them—are an essential cornerstone to global development and community well-being.

The Ripple Effect Study, undertaken by WADA and Ipsos, illuminates the critical and holistic ways in which improving access to water can empower women and provide rippling, cascading, positive effects.

Pathways: From Direct Impacts to Empowerment

PATHWAY	→	WOMEN & WATER	→	EMPOWERMENT
HEALTH		Access to WASH and water is linked to improved reproductive health and personal hygiene, decreased gender-based violence, household cleanliness, and reduced disease risk.		Improved household health and water access increases personal confidence and enables women to spend more time on income generation, education, housework, rest and leisure, and participating in the community.
INCOME		Lower water costs, water-related trainings, and time savings create opportunities for women to save money and seek income-generating activities and entrepreneurship.		Income generation and greater control of assets improve decision-making power within the household and lead to confidence, respect, and the potential for a shift in gender roles.
NUTRITION		Women and girls can be most affected by negative coping mechanisms during food shortages. A stable food supply from improved irrigation technologies has a disproportionately positive effect on their nutrition.		Food security and nutrition is closely linked to health. Improved nutrition enables women to spend more time pursuing education and other economically empowering activities.
SAFETY & SECURITY		Women and girls collecting water often face safety and harassment issues when water or sanitation sources are not placed thoughtfully within the community.		Lower risk of harassment and violence improves freedom of movement, which supports participation in education, employment, and leadership roles. Lower stress and fear increase women's ability or willingness to participate in the community and improve self-confidence.
EDUCATION		Adequate WASH access in school improves student health and supports menstrual hygiene management. This increases attendance, attainment, and achievement of girls in school.		Educated girls have better job prospects and a greater capacity to generate income, which can improve their decision-making power in the household and community.
LEADERSHIP & SKILLS		Including women and girls in WASH interventions, such as water users associations, leads to skills development, leadership opportunities, and enhances their role and voice in important elements of the intervention.		Leadership in the intervention strengthens women's power within their households and community, and weakens taboos against women's control over resources.
TIME SAVINGS		Close proximity to water resources reduces time spent on water collection by women and girls, who are often responsible for collecting water.		Saved time can be spent on various activities, including education, income generation and entrepreneurship, rest and leisure, and community participation. This can lead to increased income, self-efficacy, confidence, and leadership.
SHIFTING ROLES & NORMS		The pathways and impacts combined challenge traditional gender norms and support a cultural shift towards an enabling environment for women's economic empowerment. <div> <div>62% INCREASE</div> <div>in perceived male respect for women in communities</div> </div> <div> <div>37% OF WOMEN</div> <div>report they have taken on new household decision-making responsibilities, either solely or jointly with their spouse</div> </div>		