

# Hygiene Promotion: Aspirations in place of disgust

**FLARE Brisbane**  
**August 1<sup>st</sup> - 4<sup>th</sup> 2017**



**Australian Government**  
**Department of Foreign Affairs and Trade**



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# Hygiene Promotion: Key Messages

- **Washing hands with soap**
- **Using an improved toilet**

**Initial approach was traditional hygiene education through CLTS and PHAST flipcharts and other education material.**

**We wanted a stronger link between hygiene promotion and market demand creation for the community-based sanitation businesses.**

**We devised a hygiene promotion campaign approach based on emerging research on decision-making, and on commercial marketing strategies.**

# 1 Reactive Behaviour

- Reactive behaviour is when we do something without even thinking about it
- Reactive behaviour is usually our habits and beliefs
- Behaviour change is strongest when a new behaviour becomes reactive (normal – just the way we always do things)



## 2 Motivated Behaviour

- Motivated behaviour is when we chose to do something because of what we THINK or FEEL it will do for us
- Many of our motivations are subconscious and can be influenced by things like advertising or a recommendation by a friend



**TopWan**  
Or Produkt blong Klin, Hest, Hagel Family

**I klinim gud  
plet namba blong yu**

**Toelets**  
Salem, Bildem, Sevistem

**Kontaktem Mifala Naoia**  
Blacksand 5953010 Erakor 7710311

**Sanitesen Produkts**  
Wholesale mo Retail

### 3 Executive Behaviour

- Executive behaviour is when we consciously use information to make a decision
- Our brains try not to use executive behaviour too often, it takes a lot of energy!
- Most traditional hygiene education information targets executive behaviour



# How: L&L's approach

For each of these three decision-making domains Live & Learn worked with Change Agents to design hygiene promotion campaigns using marketing concepts of:

- **Priming**
- **Proximity**
- **Availability**

# Priming

- Priming happens in our unconscious thinking
- Priming happens everywhere, every day
- Priming is how we get people to think about something or feel positive about something without them really deciding



# Proximity

- Proximity means how easy is it to get information, a service or product
- Sanitation Parks help with proximity of demonstration toilets and hand-washing facilities
- What motivational material can be placed in common places to share information?





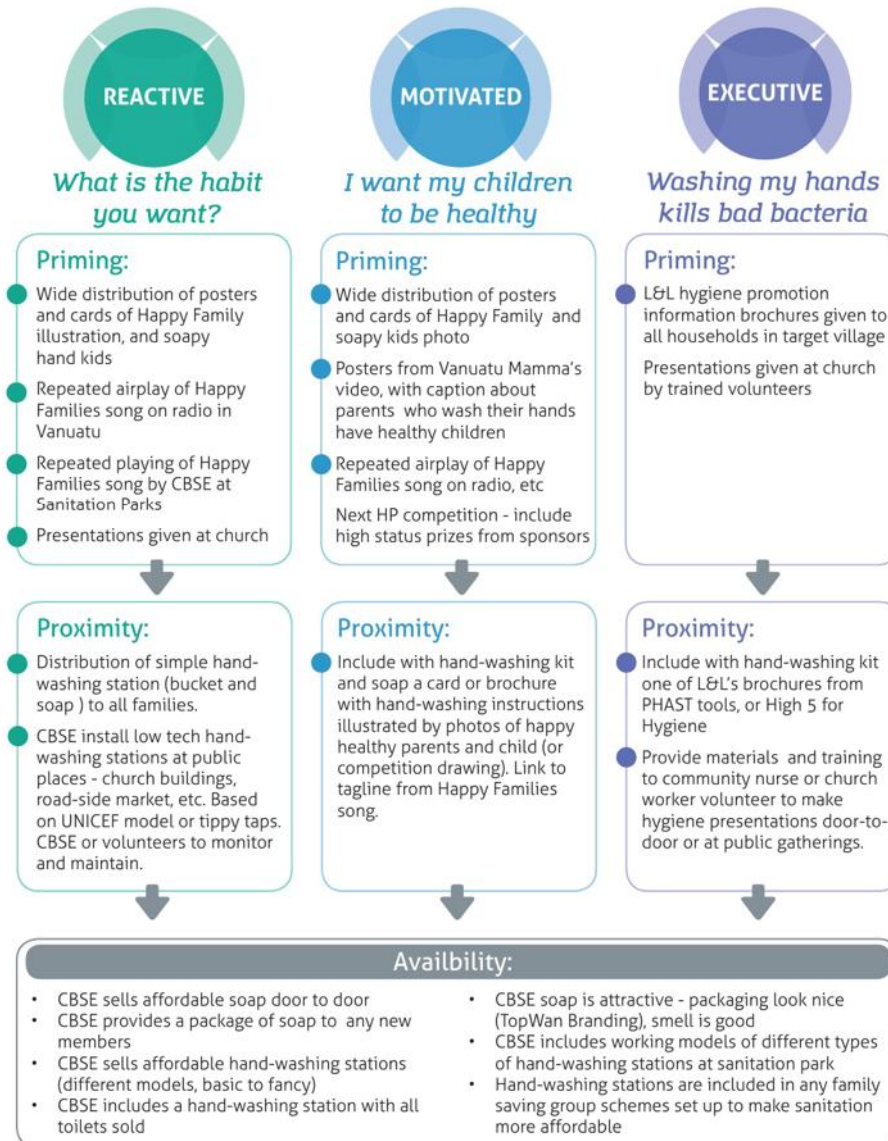
# Availability



- Availability means having access to different options to meet our needs
- For sanitation we need to make products available that meet affordability, housing situation, safety for women
- Availability is where the strongest link is to the products provided or sold by the sanitation enterprise



**GOAL : Increase hand-washing with soap.**





“Gudfala toelet, Klin hans, Hapi Famli”

# Working with Churches

**We have developed special hygiene promotion tools for church volunteers**

**These include targeted Bible Studies on hygiene and sanitation. We have also produced children's stories for sharing in churches that promote the key message**

**All messages shared through churches are positive and aspirational**



# Tips or Lessons Learned

This approach is still being piloted, with monitoring research being conducted in the next few months to assess impact.

We have produced a training manual to guide our field offices and Change Agents in the approach.

We know the Change Agents are sharing the key messages in different ways throughout the target community. We are supplementing this with further messaging through radio, SMS and newspapers.



**The “Western Pacific Sanitation Marketing & Innovation Program” is funded by the Civil Society WASH Fund.**



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