# Hygiene Promotion: Aspirations in place of disgust FLARE Brisbane August 1st - 4th 2017





# **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)





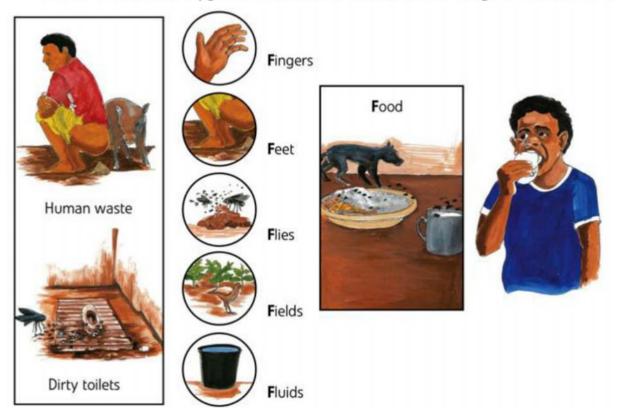
# 2 Motivated Behaviour

- 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



# 3 Executive Behaviour

- Executive behaviour is when we consciously use information to make a decision
- Our brains try not to use executive behaviour to 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 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 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 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.



# What is the habit you want?

### Priming:

- Wide distribution of posters and cards of Happy Family illustration, and soapy hand kids
- Repeated airplay of Happy Families song on radio in Vanuatu
- Repeated playing of Happy Families song by CBSE at Sanitation Parks
- Presentations given at church



## I want my children to be healthy

### Priming:

- Wide distribution of posters and cards of Happy Family and soapy kids photo
- Posters from Vanuatu Mamma's video, with caption about parents who wash their hands have healthy children
- Repeated airplay of Happy Families song on radio, etc

Next HP competition - include high status prizes from sponsors



### Washing my hands kills bad bacteria

### Priming:

 L&L hygiene promotion information brochures given to all households in target village

Presentations given at church by trained volunteers



### Proximity:

- Distribution of simple handwashing station (bucket and soap ) to all families.
- CBSE install low tech handwashing stations at public places - church buildings, road-side market, etc. Based on UNICEF model or tippy taps. CBSE or volunteers to monitor and maintain.



 Include with hand-washing kit and soap a card or brochure with hand-washing instructions illustrated by photos of happy healthy parents and child (or competition drawing). Link to tagline from Happy Families song.



- Include with hand-washing kit one of L&L's brochures from PHAST tools, or High 5 for Hygiene
- Provide materials and training to community nurse or church worker volunteer to make hygiene presentations door-todoor or at public gatherings.



### Availbility:

- CBSE sells affordable soap door to door
- CBSE provides a package of soap to any new members
- CBSE sells affordable hand-washing stations (different models, basic to fancy)
- CBSE includes a hand-washing station with all toilets sold
- CBSE soap is attractive packaging look nice (TopWan Branding), smell is good
- CBSE includes working models of different types of hand-washing stations at sanitation park
- Hand-washing stations are included in any family saving group schemes set up to make sanitation more affordable





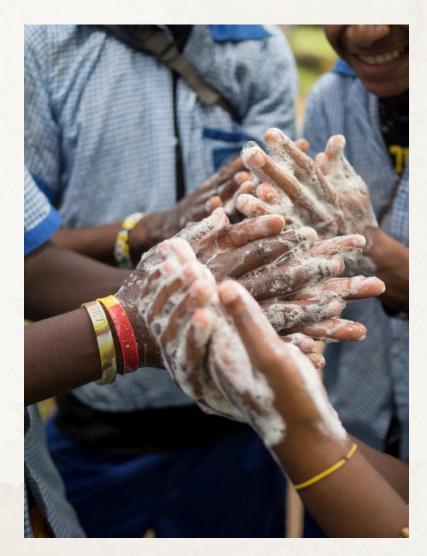
"Gudfala toelet, Klin hans, Hapi Famli"

# **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

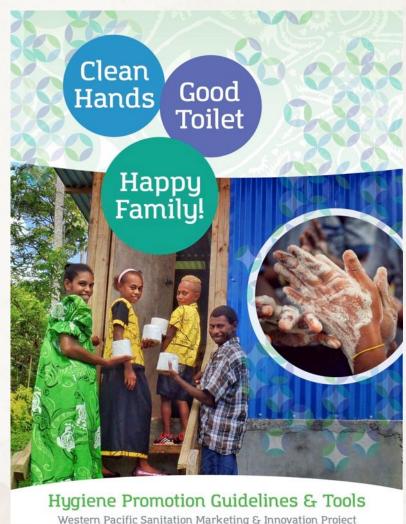


# **Tips or Lessons Learned**

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.



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Ross House, 4th Floor 247–251 Flinders Lane Melbourne 3000, VIC, Australia

livelearn.org