



Handwashing with Soap Toolkit. Monitoring.

## Learning Objectives



- Identify the results chain for handwashing behavior change
- Explore the Senegal case study

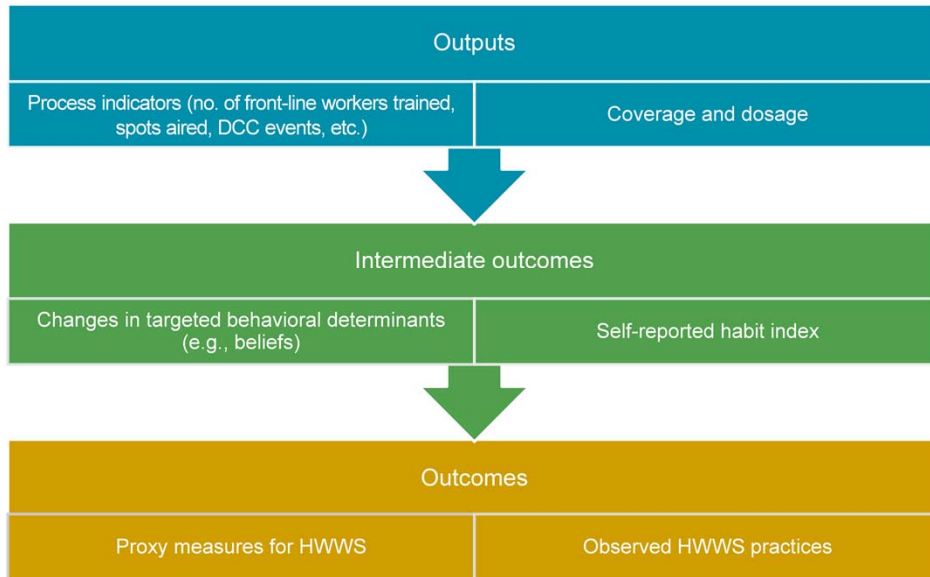


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The learning objectives for this section are to describe a typical results chain for the behavior change component of a handwashing with soap program and illustrate how it was operationalized in Senegal.

Please keep in mind that this module is not meant to make you expert in monitoring and evaluation. Please consult the tools and resources section of this guide for helpful references in this area.

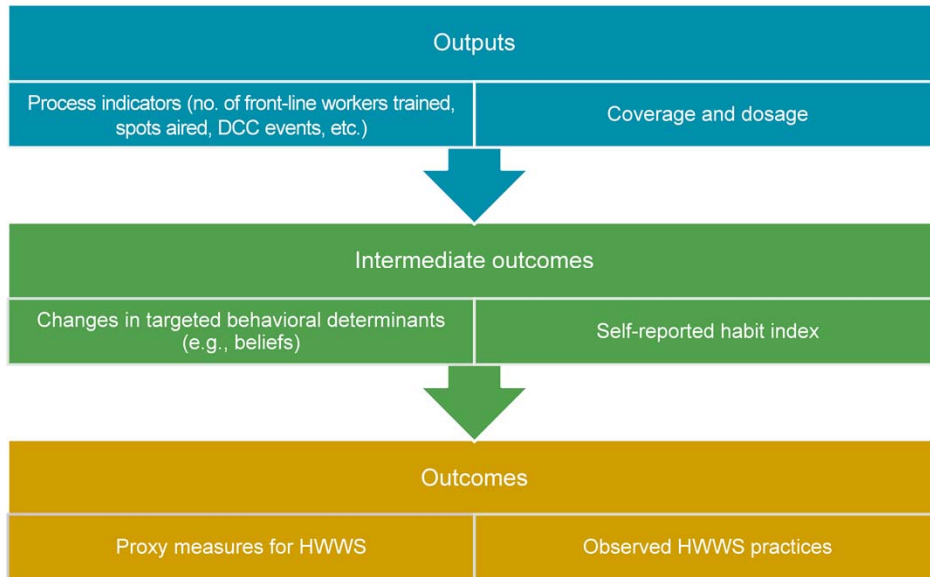
## Results Chain and Indicators



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In a typical handwashing with soap program, behavior change-related outputs are the components you are delivering: front-line workers are trained to deliver interpersonal communication, mass media spots are aired, and direct consumer contact events are conducted.

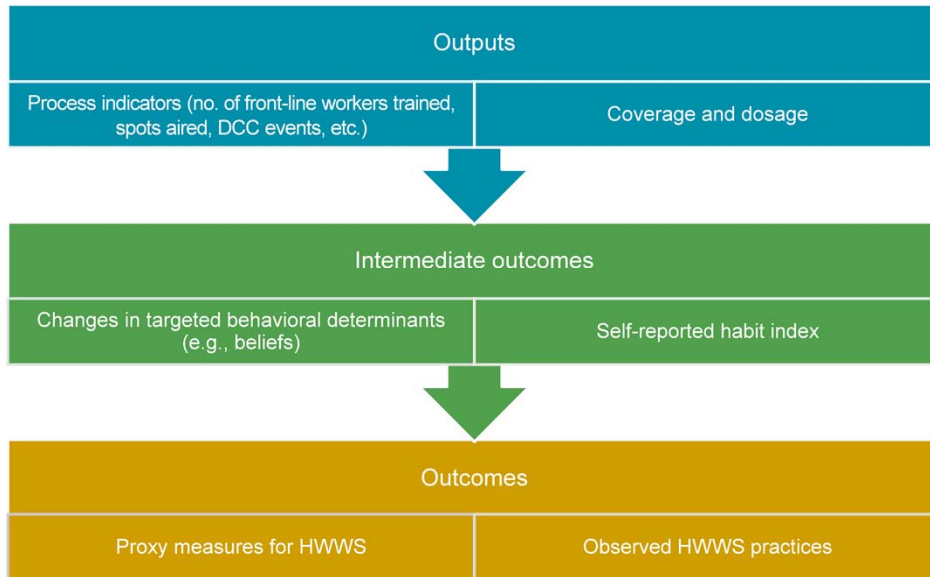
## Results Chain and Indicators



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Process indicators tracked through your management information system will help you monitor whether activities are being implemented as planned. You can also track your outputs by measuring the percentage of your target audience reached through the activities, which is known as your program coverage, as well as dosage, which is the frequency with which your audience has been exposed to your messages/activities. Conducting periodic surveys will allow you to gauge coverage and dosage.

## Results Chain and Indicators



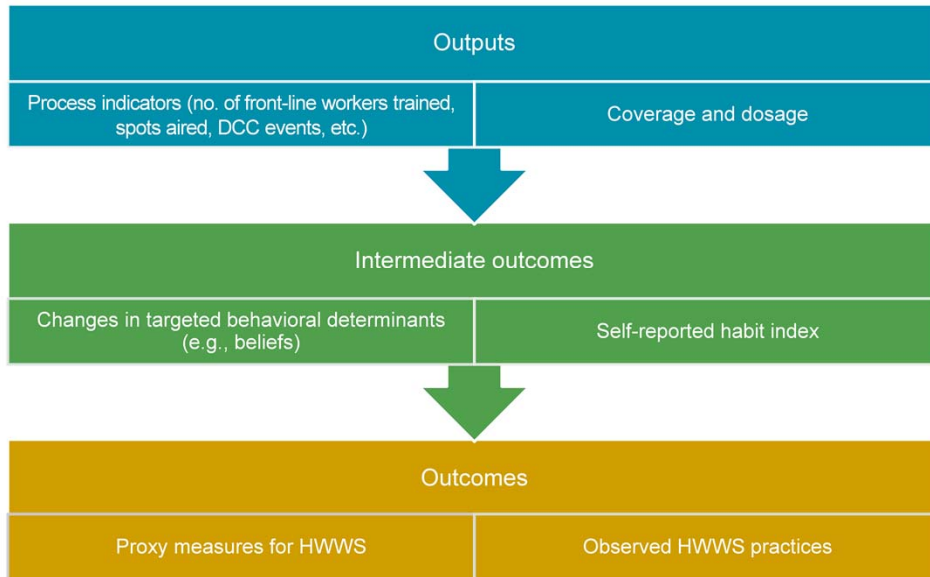
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If your program is being delivered as planned and is generating the needed coverage and dosage, you should in theory be on your way to seeing improvements in handwashing with soap which is the ultimate outcome you want.

However, measuring handwashing with soap behavior often requires observation, whether of the practice itself or the presence of a handwashing station with soap and water, for example.

See Tools and Resources for greater guidance on how to measure handwashing with soap behavior.

## Results Chain and Indicators



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Useful intermediate outcomes to track are behavioral determinants.

If your program, for example, is designed to dispel myths around soap and handwashing, then tracking changes in beliefs is a way to assess if your program is working and likely to stimulate handwashing with soap. Measuring behavioral determinants through surveys can be challenging, so be sure to consult the working paper on this topic in tools and resources.

## Senegal



- Robust MIS to capture process indicators, including
  - Output from forms
  - Reports on TV spots
- Summary reports used to track progress and make contracting decisions



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So let's take a sneak peak at Senegal to see what its monitoring program looked like.

The team developed a management information system, or MIS, to capture the process indicators. Community-based organizations overseeing the outreach workers were trained on how to complete forms and all outputs were regularly entered into a database. A third-party agency was also contracted to monitor TV spots aired and key information from their reports was entered into the database.

Monthly summary reports allowed the team to track progress against targets and help them decide whether contracts of implementing agencies could be extended, depending on performance.

## Senegal



- Robust MIS
- Field supervision and spot checks
- Monthly meetings with agencies



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In addition to the MIS, the team carried out regular field supervision and conducted spot checks. Monthly meetings were held with the ad agency and the community-based organizations to discuss any issues and progress based on MIS reports.

As a result of these meetings, a special learning event was organized to further discuss reports that men were feeling frustrated from being left out of household discussions. The program subsequently revised its mass media and interpersonal communication to strengthen its involvement of men in ensuring handwashing with soap at home.



## Senegal



- Robust MIS
- Field supervision and spot checks
- Monthly meetings with agencies
- Doer/non-doer studies



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The intention was to monitor changes of behavioral determinants through two rounds of doer/non-doer studies.

Unfortunately, our first round was not useful in establishing a baseline due to a learning curve. The studies were nonetheless helpful in identifying which determinants are correlated with handwashing with soap in Senegal and narrowing the focus of our behavior change intervention.

Please see Tools and Resources for our learning note on the MIS in Senegal.



## **Presentation completed!**

### **See website for:**

- [PDF of this Presentation](#)
- [Key Terms](#)
- [Keep In Mind](#)
- [Related Handwashing Tools and Resources](#)

This completes this section of the module. To learn more, please see Key Terms and tips to Keep in Mind, and additional tools and resources related to handwashing.