Hygiene Behaviour Change in UNICEF WASH Programmes: Progress and Challenges

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19 January 2012
Hygiene Promotion

The planned, systematic attempt to enable people to take action to prevent or mitigate water, sanitation, and hygiene related diseases, and a practical way to facilitate community participation and accountability.
Traditionally.......more Hygiene Education than Hygiene Promotion

• Focused on increasing knowledge, providing standardized information rather than changing behavior
• Messages often negative and focused strictly on the avoidance of illness as a motivator
• Standardized messages: not based on any in-depth knowledge of the local situation
• Messages “educated” the audience on a very wide range of health related subjects
• One time education sessions
To improved approaches...

- Target a small number of risk practices
- Target specific audiences (school children and caregivers)
- Identify the motives for changed behavior – not just health messages. Positive and fun.
- Highly participatory methods, adaptable to local context
- *But still* ....difficult for sustained behavior change *at scale*
- Need for changing social norms
Main focus of Hygiene Promotion

Hand Washing with Soap is the most effective intervention

Source: Fewtrell et al. 2005
Handwashing with soap – the greatest self administered vaccine?

- Can reduce Diarrhoea rates by up to 44%
- Can reduce Acute Respiratory Infections by up to 25%
- When practised by mothers and birth attendants, can reduce neonatal mortality rates by 44%
- Daily HWWS in school reduces days of absence by 27% (Philippines)
Global Handwashing Day
15 October

• 2008 - the International Year of Sanitation declared by the UN General Assembly – also first Global Handwashing Day

• GHD has been echoing and reinforcing the call for improved hygiene practices worldwide

• GHD is supported by the Public-Private Partnership for Handwashing with Soap (PPPHW)
Global Handwashing Day
15 October

- In 2010: more than 80 countries had GHD activities
- 500 million persons reach by HW messages (media)
- 42 million reached directly through community hygiene promoters
- From one-day event to long-term HWWS programmes
- In 2011: 1 million schools
GHD impact on HWWS Programming

Number of countries with behaviour change programmes which include HWWS

Source: UNICEF annual reports 2010 (out of 138 countries reporting)
National HWWS Programs & Mainstreaming Efforts

- Sierra Leone – HWWS as part of a larger sanitation marketing programme
- Handwashing stations in schools
- Regional SOPO efforts in Africa (Kenya, Malawi, Zambia)
- HWWS communications as part of national diarrhoea strategies
- HWWS as a daily ritual/social norm in schools (India, Philippines)
Major goals of handwashing promotion programmes

- **Advocacy:** Influence public policy and resource-allocation decisions
- **Education:** Increase knowledge of benefits of using soap for handwashing and critical times for handwashing
- **Behaviour Change:** Build up and sustain good handwashing practice and form handwashing habits
- **Health Impact:** Improve child health by preventing diarrhoea and respiratory illness
In Latin America ..... 

- Inclusion of Hygiene promotion in WASH in Schools: ESCASAL in Honduras or IEAS in Nicaragua
- Creation of new partnership to increase HWWS programming: FOCARD (Central America and Dominican Republic)
- Involvement of stakeholders in GHD across the region
Hygiene Promotion in Emergencies:

- a practical way to facilitate community participation and accountability
- way to ensure appropriate design, use and maintenance of facilities

In 2009, global tools were finalized including:
- Hygiene Promotion Orientation Package
- Training materials aimed at Community Mobilisers and Hygiene Promoters
- A Visual Aids Library
Hygiene Promotion in Haiti

Earthquake response

• Coordination of messages and activities through HP group (camps focus)
• Building capacities of Hygiene promoters using global tools
• Focus on HWWS, use and maintenance of latrines, safe water (transport and storage)

Cholera response

• Adapt messages and extend activities to rural areas (national focus)
• Train 4500 new Hygiene promoters using religious leaders, government and NGO networks
• Focus on HWWS, water treatment (chlorine products) and use of ORS
## Global Handwashing Day in Haiti

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
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<tbody>
<tr>
<td>Organizations participating</td>
<td>77</td>
<td>150</td>
</tr>
<tr>
<td>Persons washing their hands</td>
<td>186,000</td>
<td>229,670</td>
</tr>
<tr>
<td>during GHD activities</td>
<td></td>
<td></td>
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<tr>
<td>Schools involved</td>
<td>160</td>
<td>978</td>
</tr>
<tr>
<td>Rural communities involved</td>
<td>62</td>
<td>417</td>
</tr>
<tr>
<td>Health centres</td>
<td>4</td>
<td>68</td>
</tr>
</tbody>
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Source: UNICEF Haiti 2011
Challenges and Opportunities

• Supporting country capacity building for improved HWWS programming, specifically on monitoring and effective messaging
• Inter-sectoral collaboration and integration of HWWS into broader health, sanitation and education programming especially in school
• Working in partnership to leverage strengths, increase coherence of messages, effectiveness and reach
• Understanding the role that children can play as messengers in different contexts
Thank You!