Emotional Motivators: A Big Idea in (Handwashing) Behaviour Change

Katie Greenland
Environmental Heath Group
London School of Hygiene & Tropical Medicine

AfricaSan Conference
Monday 25th May

Think Tank Session

Improving health worldwide

www.lshtm.ac.uk
Human Motives

Aunger & Curtis, 2013
Motivational Mapping
We are all frightened and run away from dangerous animals and situations.

Revolting smelly sticky stuff sickens us.
'WELL DONE! YOU ALWAYS KNOW JUST THE RIGHT THING TO DO!'

NOW MY BABY WILL BE HAPPY AND THRIVE!
Developing innovative intervention materials...

Zambia

Affiliation

Disgust
Indonesia

The Healthy Gossip Movement

Affiliation

Nurture

Disgust
The Story of Supermom

When you choose handwashing with soap, you choose progress.

Nurture  Status  Disgust

India
Nigeria

Affiliation/Justice
(Manners)
Final thoughts

Behaviour:
• Is not all cognitive
• Emotional drivers may be important

Behaviour Change needs:
• new approaches to formative research
• powerful levers
• creative capacity

And...

Our interventions need to be rigorously evaluated so that they contribute to better theory and intervention design
LSHTM Colleagues involved in this work

Creative Colleagues
DDB IRIS – Crispen Sachikonye (Zambia)
Centre of Gravity - Balaji Gopalan (India)
GAIN & Playgroup (Indonesia)
StepJump (Nigeria)