

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

Katie Greenland

Environmental Health Group

London School of Hygiene & Tropical Medicine

AfricaSan Conference

Monday 25th May

Think Tank Session

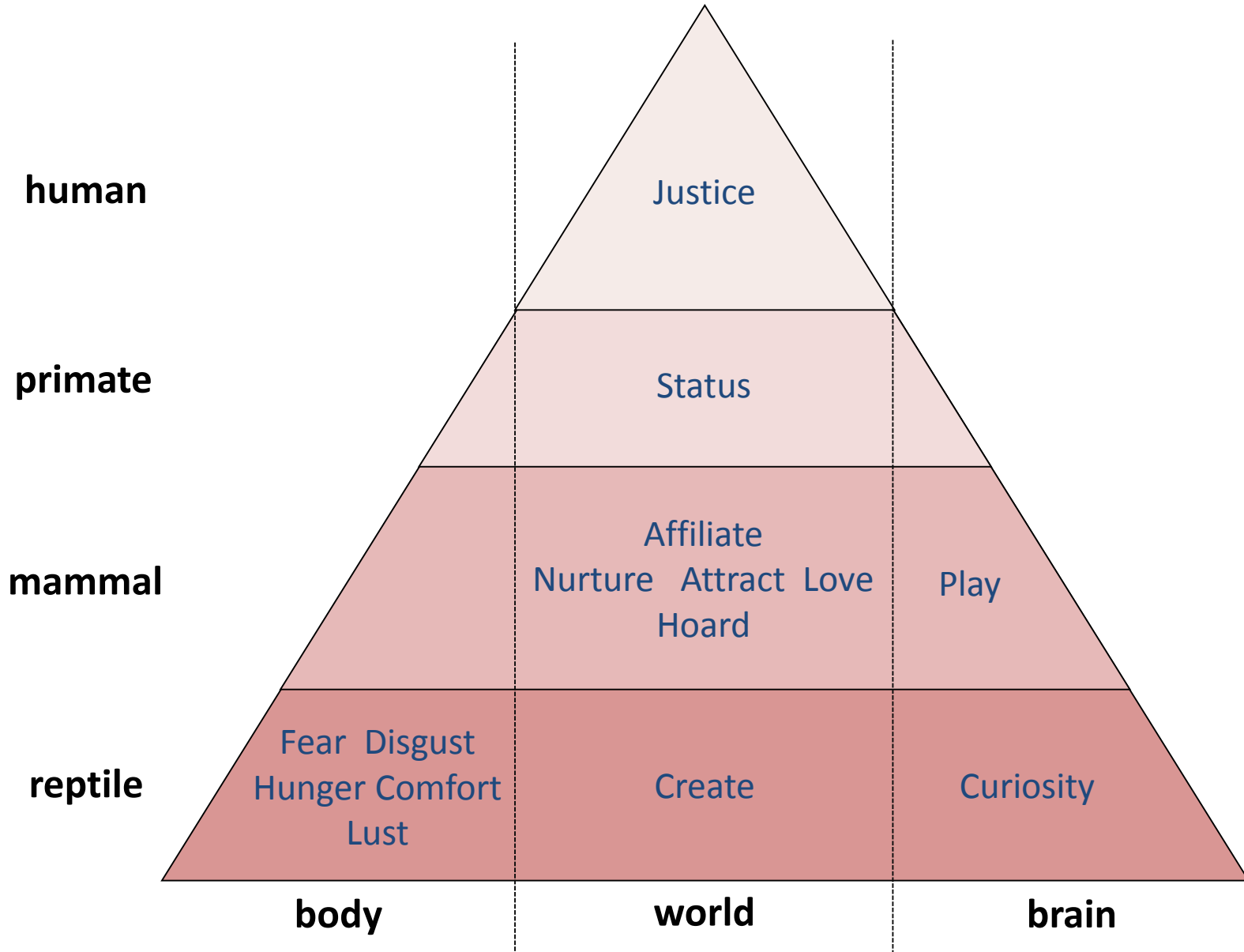
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Human Motives



Motivational Mapping



We are all frightened and run away from dangerous animals and situations.



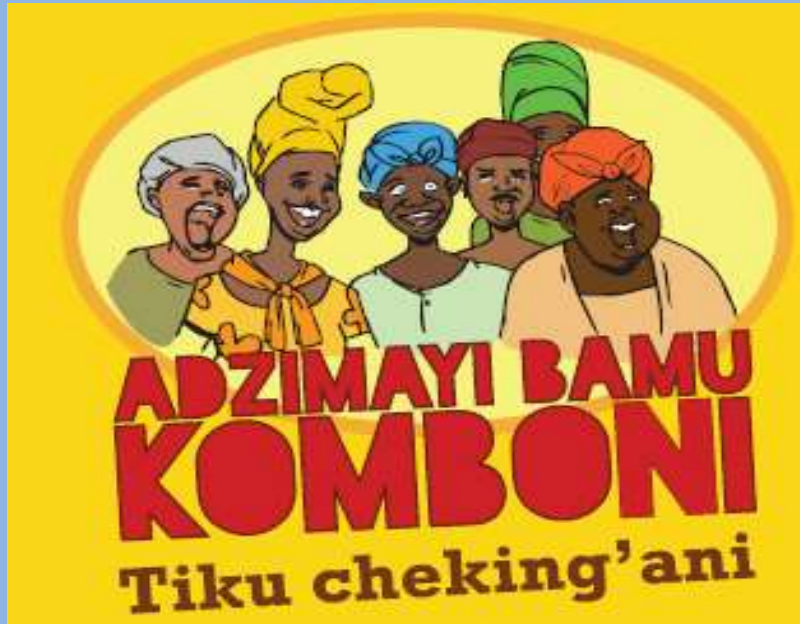
Revolting smelly sticky stuff sickens us.





Developing innovative intervention materials...

Zambia



Affiliation



Disgust



GOT IT WRONG? GET IT RIGHT!

Affiliation

Disgust



Indonesia

The Healthy Gossip Movement

Nurture



The Story of Supermom

India

When you choose handwashing with soap, you choose progress.

Nurture



Status



Disgust



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)

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