

The Global Public-Private  
Partnership for Handwashing's  
**Handwashing Think Tank**

AfricaSan 2015

Dakar, Senegal

25 May 2015



**Handwashing  
Think Tank**

**AfricaSan**

**2015**



# The Global Public-Private Partnership for Handwashing (PPPHW)





# Introduction

Layla McCay

Global Public-Private Partnership for Handwashing





# Agenda

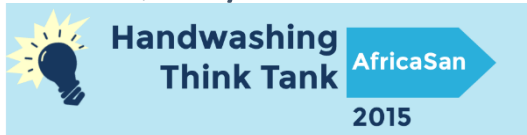
Emotional Motivators – Katie Greenland, LSHTM

Behavioral Settings – OmPrasad Gautam, LSHTM

Yolande Coombes, Water and Sanitation  
Program  
at the World Bank (WSP)

The Science of Habit – David Neal, Catalyst Behavioral Sciences

Q&A / Discussion







# Emotional Motivators

Katie Greenland, London School of Hygiene and Tropical Medicine



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

**Katie Greenland**

**Environmental Health Group**

**London School of Hygiene & Tropical Medicine**

**AfricaSan Conference**

**Monday 25<sup>th</sup> May**

*Think Tank Session*

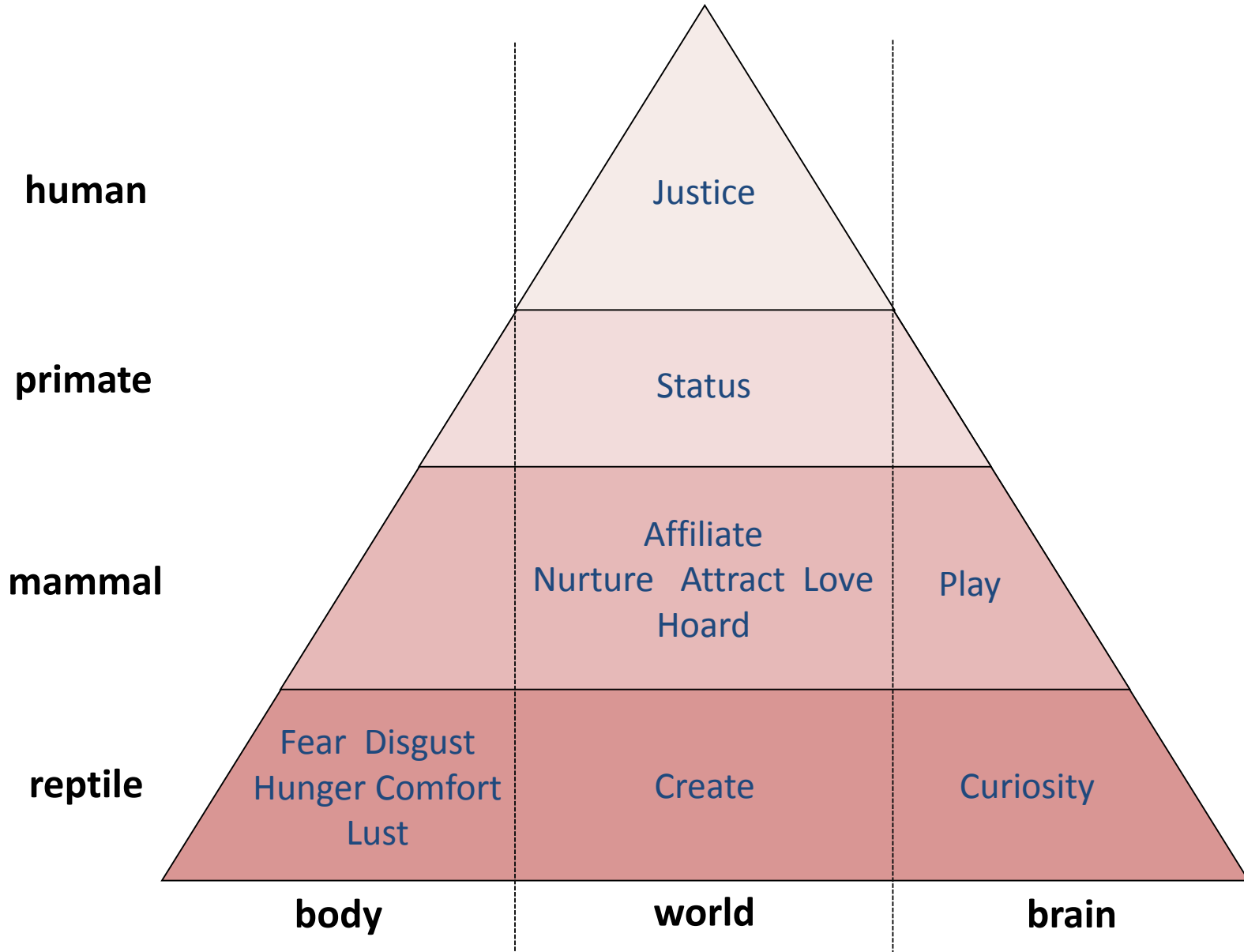
**Improving health worldwide**

**[www.lshtm.ac.uk](http://www.lshtm.ac.uk)**

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HYGIENE  
& TROPICAL  
MEDICINE



# 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



Indonesia

## The Healthy Gossip Movement

Nurture

Disgust



# 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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# Behavioral Settings

OmPrasad Gautam, London School of Hygiene and Tropical Medicine and WaterAid



# Behaviour settings

A big idea in behaviour change (handwashing and food hygiene)



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 **WaterAid**

**Om Prasad Gautam**

**Technical Support Manager – WaterAid (UK)**

**PhD, London School of Hygiene and Tropical Medicine**



# Power of behaviour settings

- Settings are important determinants of behaviour
- Behaviours within particular settings are predictable (Roger Barker 1950, P. Schoggen, RG. Barker, 1989)
- When you know the script of the role being played, you can predict behavior with 90% accuracy. (Schoggen and Barker, 1973)
- The other 10% is learning and individual habit.

# Behaviour setting: Eating a meal



USA



China



Afghanistan



# Change in behavioural setting – a concept

## *Environment*

**Physical Setting**

**Biological Setting**

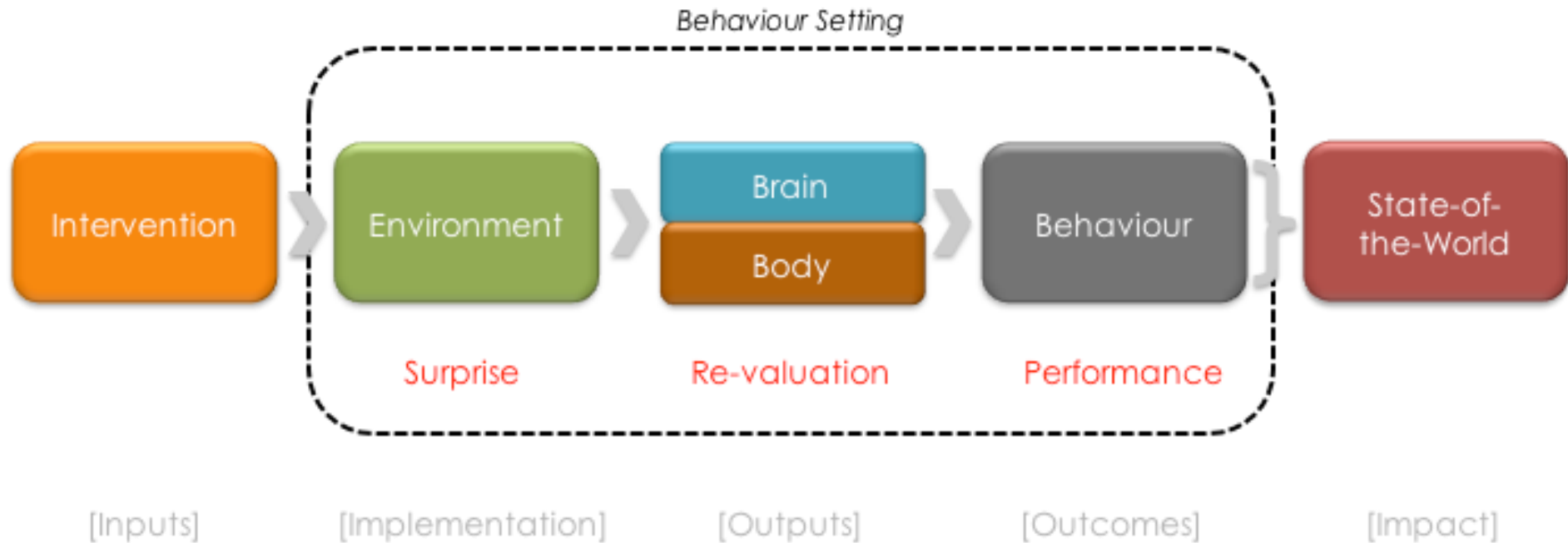
**Social Setting**

**Physical  
'stage' the  
script in  
peoples  
heads**

**Social norms  
of behaviour  
belonging to  
that settings**

**The  
infrastructure  
and the  
objects**

# Change in behavioural setting – theory



Source: Aunger and Curtis, LSHTM

# Setting elements

- **Stage:** the **place and things surrounding** where the setting regularly occurs
- **Props:** the **objects** used to accomplish the behaviour
- **Roles:** the **interacting strategies** used by the cast **of actors** which meet their needs separately and together
- **Routine:** a **learned sequence of behaviours** performed regularly, and typically in the same order, to fulfill a role
- **Script:** an individual's knowledge of a routine – that is, a set of **mental instructions about how to behave** in a particular behaviour setting
- **Norms:** the implicit rules governing role-play in a setting



# Behavioural settings to improve five key behaviours:

an  
example  
from  
food  
hygiene  
trial

5. Water  
treatment



1. Cleanliness of child  
food serving utensils  
using ash/soap



Sequentially  
targeted 5  
behaviours: an  
example from  
food hygiene trial



2. Handwashing with  
soap before feeding  
child (by mother) and  
before eating (by child)



3. Proper storage of cooked  
food in container with tight lid

4. Thorough re-heating  
of leftover/stored food  
(Maintain re-heating temp  
at least at 70°C)



# Challenging kitchen environment to perform 5 behaviours: formative research

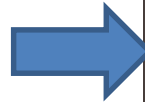




*Cluster randomized before and after study with control*

## Developing innovative intervention concept

The script in  
peoples  
heads



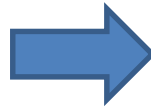
- Community gathering
- Introduced new kitchen settings
- Introduced key behaviours
- New rules in for new setting
- Public commitments



*Cluster randomized before and after study with control*

## Developing innovative intervention concept

The physical infrastructure and the objects



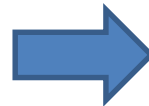
### Kitchen makeover

- Kitchen demarcation using bunting
- Eye dangles placement
- Hand-washing station

*Cluster randomized before and after study with control*

## Developing innovative intervention concept

Social norms  
belonging to  
that settings



- Desire to win clean kitchen competition and declare 'safe hygiene zone'
- Inspiration to be an ideal mother



# Video





# Final thoughts

- Settings dictate how and what behaviours we perform
- Disturbing the current setting can help us to change behaviour
- Understanding of physical, social, and biological environmental settings through formative research, and the application of this understanding to design and implement behaviour change intervention is essential.

# Thank you

Stage

Role/  
Script

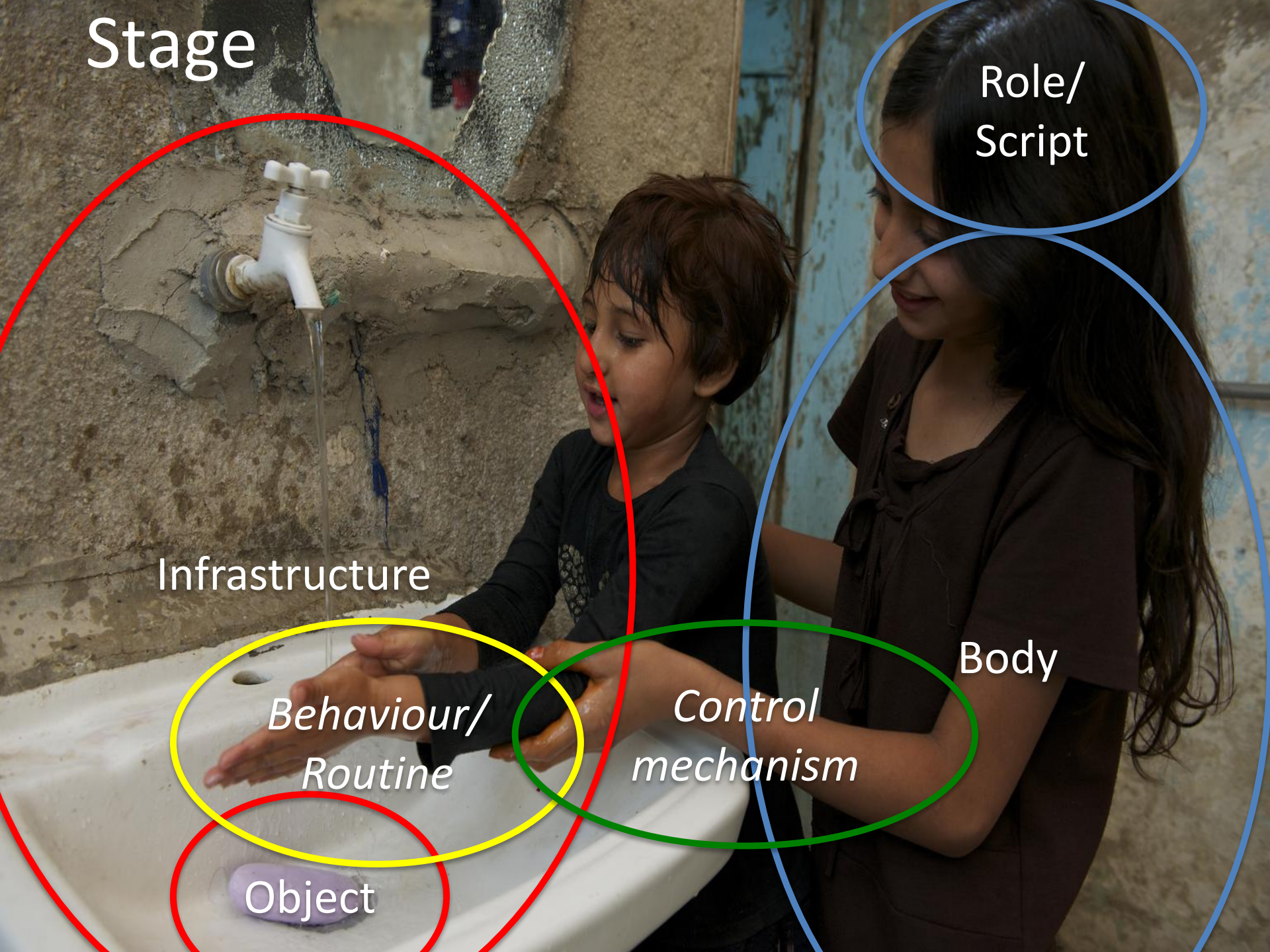
Infrastructure

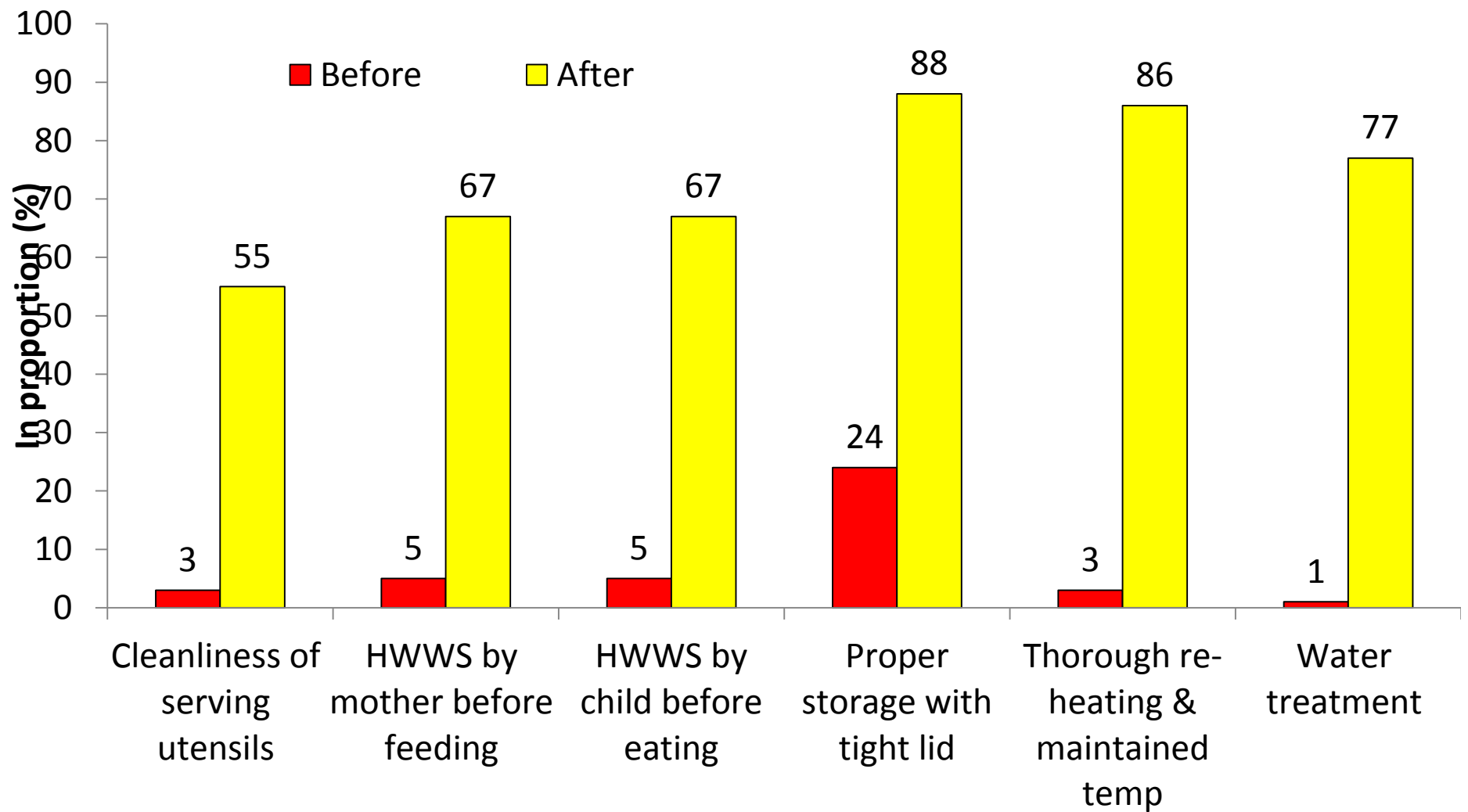
*Behaviour/  
Routine*

*Control  
mechanism*

Body

Object





**Prevalence of key food hygiene behaviours before and after the food hygiene campaign in intervention group (n=120)**

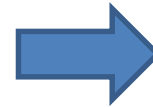


# Developing innovative intervention concept: Cluster randomized before and after study with control

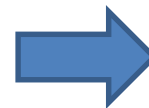
The script  
in peoples  
heads



The physical  
infrastructure  
and the  
objects



Social  
norms  
belonging to  
that settings








# Behavioral Settings

Yolande Coombes, The Water and Sanitation Programme at the World Bank



The background of the slide is a light gray gradient. It is decorated with numerous water droplets of various sizes, some of which are partially cut off by the edges of the frame. The droplets are rendered with soft shadows and highlights, giving them a three-dimensional appearance.

# INNOVATIONS IN HANDWASHING STATIONS IN KENYA

YOLANDE COOMBES AND JAYNIE WHINNERY

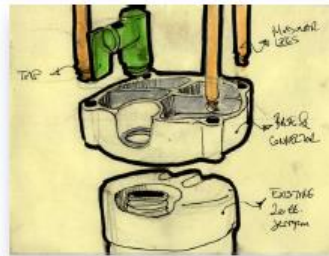
WSP AND IPA





### **KEY INSIGHTS**

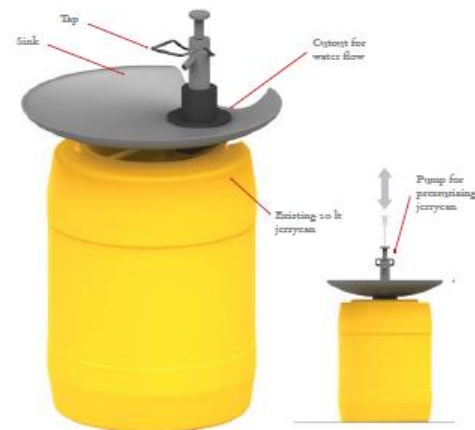
- ▶ Strong triggering develops distorted impression. A lot of people are aware of handwashing but they do not have the behavior.
- ▶ 10 It is the preferred amount of water in both arid and well-watered areas. Water more than 10 It was seen as too much investment.
- ▶ Most common soap type is bar soap.
- ▶ There is a lack of soap use. It is saved for clothes and dishes instead of handwashing.
- ▶ Physical conditions are tough in the rural areas. A solution should be simple & sturdy.
- ▶ Preferred sales channels are local markets & community health centers.



## Twiga; The giraffe

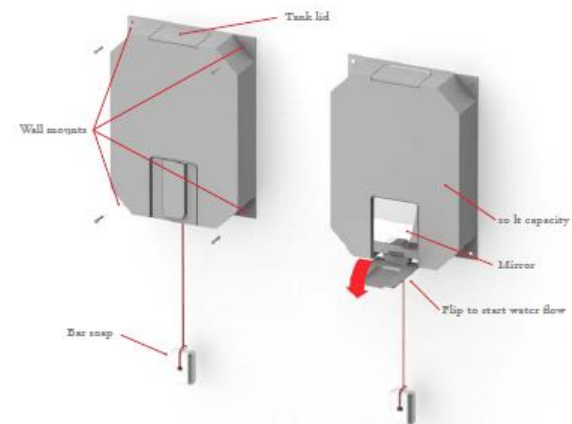


## *Karai;* The basin





## ***Mrembo;*** The beautiful one





*People focused*



*Aspirational*



*Value adding functions*

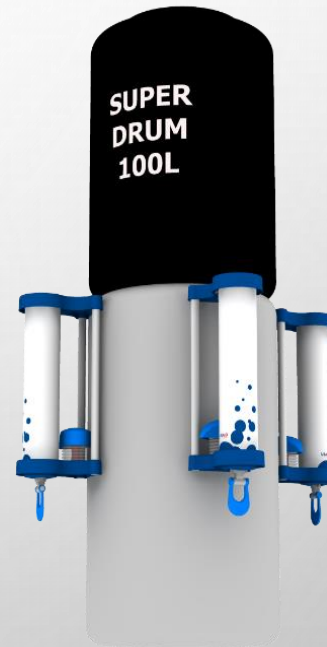




# INNOVATIONS FOR CONVENIENCE: POVU POA HANDWASHING STATIONS

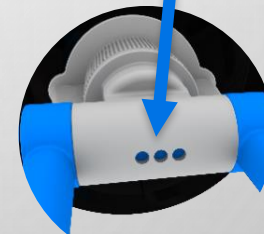
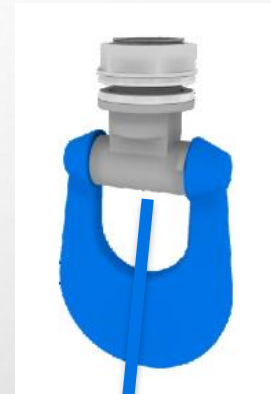
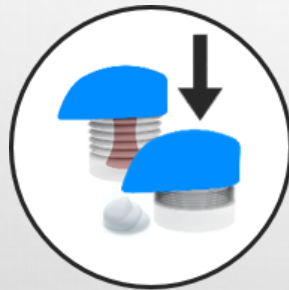
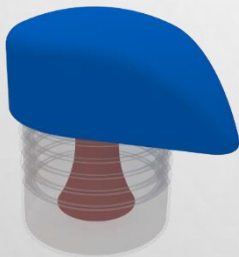


MULTIPLE NOVEL CONFIGURATIONS ARE BEING PILOTED  
IN HOUSEHOLD AND INSTITUTIONAL SETTINGS IN PERI-  
URBAN AREAS OF KISUMU, KENYA



## INNOVATIONS FOR EFFICIENCY: SOAP FOAMER AND WATER- SAVING TAP

- FUN-TO-USE, COST-EFFECTIVE FOAM
  - 100+ HAND-WASHES FROM ONLY 5 GRAMS OF SOAP
- SWING TAP IS EASY TO USE, HYGIENIC, AND CONSERVES WATER
  - USES UP TO 76% LESS WATER THAN TRADITIONAL METHODS



Contact: Jaynie Whinnery, Senior Research Associate

[jwhinnery@poverty-action.org](mailto:jwhinnery@poverty-action.org)



# The Science of Habit

David Neal, Catalyst Behavioral Sciences







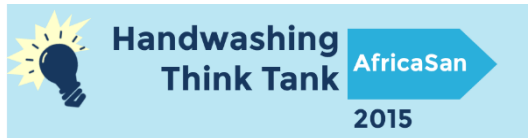
Questions & reflections on applying these big ideas in your setting



# What are YOUR three big ideas?

- What should we be thinking about next?
- What innovative approaches have you seen?
- What are the barriers to universal handwashing where you live and work?
- What extra research, information or resources would be helpful?

**Tell us YOUR 3 Big Ideas to help get more people washing their hands in your town, region, or country**



# Don't Miss...

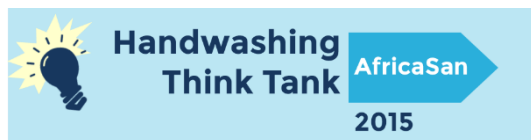
## **Moving Hygiene Improvement to Scale**

Wednesday 27 May from 9-10:30 AM

Room B05/06

What is the current state of hygiene globally? How can we scale up hygiene through program design, partnerships, integration, and policymaking?

To answer these questions, we will examine how Unilever's handwashing program is achieving scale; how a food hygiene intervention in Mali was scaled up to other countries; lessons from integrating handwashing into education/nutrition policy, and the opportunities presented by the Sustainable Development Goals (SDGs) for helping move hygiene implementation to scale.





# Thank you!

The Global Public-Private Partnership for Handwashing

[www.globalhandwashing.org](http://www.globalhandwashing.org)

Layla McCay

[lmccay@phi360.org](mailto:lmccay@phi360.org)



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