

MOVING HYGIENE IMPROVEMENT TO SCALE (through effective policy making)



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- Effective Hygiene Promotion remains a challenge.
- Innovations in this area are critically required to develop social norms for sustainable changed hygiene behaviors.
- As demonstrated by CLTS /ODF initiative people will only change behavior if they are internally convinced and see direct benefits for the changed behaviors beyond just acquiring knowledge.
- Triggering for ODF may not always be accompanied by triggering hand washing.
- Deliberate triggering for hand washing is often required.
- This will require innovative thinking beyond what we have commonly tried to do before and this has to start with policy guidance.
- As sanitation has trailed behind water, hygiene has trailed behind sanitation.

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- Appropriate tools/ materials required to demonstrate effectiveness of important key hygiene practices such as hand washing with soap among children and adults.
- Encouraging children to become agents of change in their households, among peers and in their communities. Use of such tools like charcoal, boiled eggs, raw pilled cassava etc, for demonstration on handling food before and after hand washing with soap.
- Making hand washing a part of CLTS and SLTS process.
- Use of proxy indicators – such as hand washing facilities with water and soap- not conclusive as does not capture actual hand washing as takes place.

Hand Washing with soap



Some tools for triggering hand washing piloted in Malawi

1. Anal Cleansing materials- demonstration
2. Shit and shake
3. Cassava /egg demonstration
4. Charcoal smearing
5. Smelly hands

to

6. Feaces on babies nappies
7. Scratch and smell
8. Wall contamination
9. Food sharing after defecation etc
10. Dirt under fingernails

Average results after several weeks of triggering and piloting in 2 villages

Current tools	New tools	difference
New hand washing facilities built		
14%	69%	55%
Soap found at hand washing facility		
0%	15%	15%

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- Mobilization of all stakeholders is required including private partners who have demonstrate willingness and active interest in getting involved such as soap manufacturers; plastic bucket manufacturers and social mobilization companies.
- Getting practical involvement of children as change agents and monitors of hygiene compliance among peers, family members and respective communities.
- Agreeing on common indicators most of which will be proxy since the practice of hygiene is mostly individual practice.
- For environmental hygiene establishing and reinforcement of by laws through local authorities especially for public places like market centers and other urban environments important

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- Hygiene has mostly been an appendage of sanitation policy
- Need for elaboration policy direction on hygiene.
- Elaboration of Hygiene Action Plan with clear mile stones and concrete steps and innovative actions beyond traditional awareness creation required with identified players for specific tasks required
- Clear definition of what results to monitor and clear indicators.

Thank you

THE END



Kick out Germs, Wash hands with Soap