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 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

Justice

Status

Affiliate  Nurture  Attract  Love  Hoard

Play

Fear  Disgust  Hunger  Comfort  Lust

Create

Curiosity

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
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)
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)

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 Setting
- Physical ‘stage’ the script in peoples heads

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

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)

5. Water treatment

Behavioural settings to improve five key behaviours:

Sequentially targeted 5 behaviours: an example from food hygiene trial

an example from food hygiene trial
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
Developing innovative intervention concept

The physical infrastructure and the objects

Kitchen makeover
- Kitchen demarcation using bunting
- Eye danglers placement
- Hand-washing station
Developing innovative intervention concept

Cluster randomized before and after study with control

Social norms belonging to that settings

• Desire to win clean kitchen competition and declare ‘safe hygiene zone’
• Inspiration to be an ideal mother
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
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
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.
- More than 10 liters of water is the preferred amount of water in both arid and well-watered areas. Water more than 10 liters 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
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.
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
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