

# USING NUDGES TO ENCOURAGE HANDWASHING WITH SOAP

**Nudges** are simple cues that influence people to behave in a certain way. They are one example of a tool for behavior change to encourage handwashing with soap. Handwashing is one of the most effective ways to prevent many common infections, such as diarrheal diseases & pneumonia. Though the evidence base is still emerging, studies do indicate that nudges have potential to improve handwashing practice.

## Elements of nudges



## Examples of effective nudges

- Brightly colored paths painted from toilets to sinks
- Handprints painted on the handwashing station
- Mirrors placed at sinks or handwashing stations
- Signs pointing to sinks installed outside of toilets

## Success Stories

### Splash

In Nepal, handwashing rates rose from 9% to 65% in 25 schools after signs depicting messages that invoked disgust were displayed, foot paths leading to hygiene facilities were painted, and mirrors were installed above sinks.

### Save the Children, University of Oklahoma, University at Buffalo

In Bangladesh, six weeks after introducing nudges in two rural schools, handwashing with soap rates after toilet use increased from 4% to 74%.

### iNudgeyou

Use of hand sanitizer among visitors in a hospital in Denmark increased to 67% when a brightly colored hand sanitizer dispenser, labeled with information on the impact of hand sanitizer, was placed in the hospital.

For more on nudges, read our Frequently Asked Questions brief at:

<https://globalhandwashing.org/faq-using-nudges-to-encourage-handwashing-with-soap>



Learn more at [www.globalhandwashing.org](http://www.globalhandwashing.org)