**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**

<table>
<thead>
<tr>
<th>Noticeable</th>
<th>Inclusive</th>
<th>Feasible</th>
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<tbody>
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<td>Nudges should be placed in a visible location or in a user’s path, so that they stand out.</td>
<td>Consider how all users including vulnerable groups will be able to interact with them</td>
<td>Nudges should be actionable, easy to interpret &amp; easy to translate into the desired behavior</td>
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**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