

Designing a Handwashing with Soap Behavior Change Program with Jacqueline Devine.

Learning Objectives

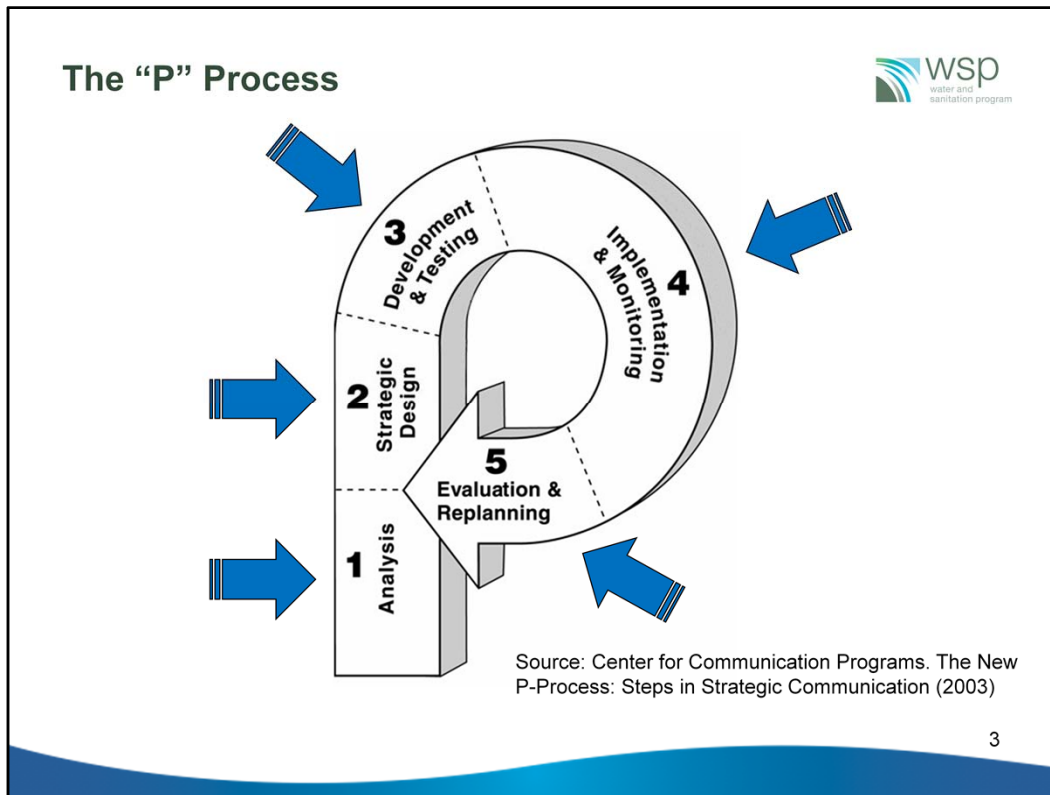


Understand the 5 step process for designing a handwashing with soap behavior change program, drawing on WSP's experience in four countries:

- Peru
- Senegal
- Tanzania
- Vietnam



In this presentation, we'll take a look at the five step process WSP followed to develop a handwashing with soap behavior change program.



This is the five step “ P Process” that is often followed in public health to develop behavior change programs.

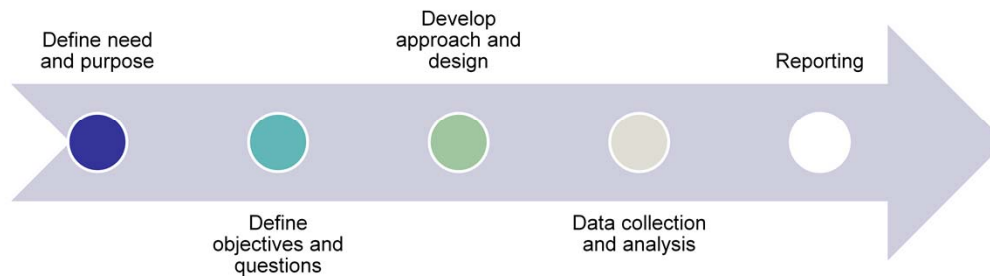
The steps include Analysis, Strategic Design, Development and Testing, Implementation and Monitoring, and Evaluation and Replanning.

WSP followed the same steps to:

- Conduct formative research,
- Design the program,
- Develop and test communication concepts, products and materials,
- Implement and monitor, and
- Adjust strategy and planning

Next, let’s take a quick look at these steps. More detailed information is available in the additional presentations and resources included in this module.

P-Step 1: ANALYSIS



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Formative research is the first step because, to change a behavior, you need to understand the factors that influence it. Formative research is the foundation for any effective behavior change program.

Formative research follows a process and includes a set of tools that can be used to help answer questions such as: how often do caretakers wash their hands, is soap always used, if not why? What are the factors that influence handwashing with soap before preparing food? What about after toilet use?

P-Step 1: ANALYSIS



Example of Formative Research (Vietnam)

HWWS Misconceptions:

- *“Handwashing is not linked to diarrhea.”*
- *“Handwashing with water alone is enough to clean hands.”*
- *“Handwashing with soap takes too much time.”*
- *“Changes in the weather causes diarrhea—there’s nothing I can do about it.”*
- *“I simply forget to wash my hands with soap.”*

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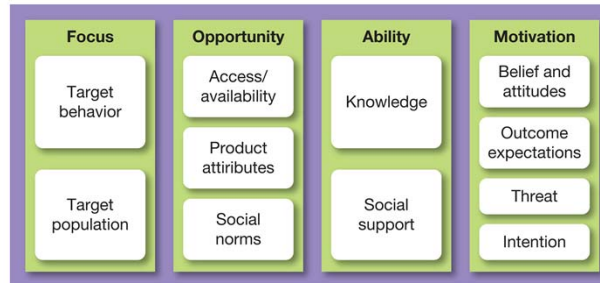
For example, in Vietnam, formative research indicated that many mothers washed their hands with water alone because they did not feel soap was necessary. They also attributed their children’s diarrhea to factors outside their control, such as weather and hence were less motivated to wash their hands with soap.

Based on this research, key communication objectives identified for the strategy were that mothers exposed to the intervention’s behavior change messages would believe that soap is needed for handwashing and that washing their hands with soap can contribute to their children’s well-being.

P-Step 1: ANALYSIS

FOAM framework to guide formative research:

- Understand influencing factors
- Identify additional research needs
- Inform monitoring and evaluation strategies



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WSP developed a conceptual framework to guide formative research and to help explain the factors that influence why mothers wash or do not wash their hands with soap. The framework was also used to identify additional research needs and to inform monitoring and evaluation strategies.

To learn more about the FOAM framework, see the FOAM overview and related documents in this module.

P-Step 2: DESIGN



Grounded in an **advertising agency brief**, which

... tells the agency everything it needs to know to understand what the target audience does, feels, and thinks today—and what you want them to do, think, and feel tomorrow.

- The cornerstone of the campaign
- A key reference document for teams and ad agencies

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The next step—design—was informed by findings from the formative research.

These findings were captured in a document called an *advertising agency brief* or simply the *brief*. The brief, which was prepared by WSP in collaboration with partners and stakeholders, told the advertising agency everything it needed to know to understand what the target audience does, feels, and thinks today—and what we wanted them to do, think, and feel tomorrow, as a result of the intervention.

The brief was the cornerstone of the program and served as the key reference document throughout the process.

P-Step 2: DESIGN



Five-stage program in Tanzania
Each stage focuses on a different element of behavior change



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The design for the program or intervention varied in each country. For example, in Tanzania, the program was designed as a five phase process: Awaken, Inspire, Empower, Amplify, and Sustain.

Phase One, Awaken, aimed at raising mothers' awareness around the importance of handwashing with soap at critical times.

Later stages were designed to empower mothers and to amplify messages previously communicated. To this end, the program aimed to strengthen social support for mothers washing their hands with soap and to provide them with skills to build enabling products such as Tippy-taps.

In its final stage, the program aimed to sustain improvements in handwashing practices by providing reminders and cues.

P-Step 3: DEVELOPMENT & TESTING



Mikono
Yenye
Farhari



Ashante
Mama

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The next step in the process was to develop and test communication concepts, products and materials.

For example, in Tanzania, research showed that mothers are the central pillar of homes, and that, without their helping hands, the house will fall. There was an opportunity to tap into this role and associate it with handwashing with soap. “*Mikono Yenye Farhari*” or “Hands to be Proud of” in Swahili was based on this idea.

Testing then showed that mothers felt overburdened—they had too much to do, in too little time. “*Ahsante Mama*” or “Thank You Mom,” was developed to strengthen social support for mothers by thanking them for all the things they do for their homes and family, including handwashing with soap.

P-Step 4: IMPLEMENTATION & MONITORING



Integrated, multimedia campaigns that included:

- Mass media
- Direct consumer contact (DCC)
- Interpersonal communication (IPC)



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The following step focused on how the program was delivered through communication channels and partner organizations and how outputs were monitored.

WSP's implementation strategy focused on using integrated, multiple channels, typically, through mass media, direct consumer contact, and interpersonal communication.

Different channels have different strengths. Mass media may be more appropriate for transmitting knowledge, but interpersonal communication is often a more effective channel to build skills or counter misconceptions.

Channel selection was also based on media usage or reach, and country-specific opportunities. For example, radio attracts a large audience in Tanzania, while television has a strong reach in Vietnam.

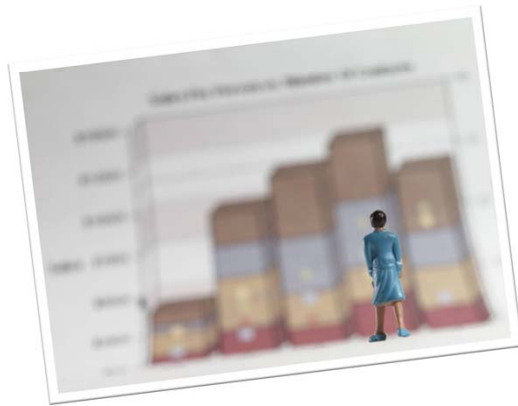
In Peru, private sector partners helped expand the program's reach through corporate social responsibility initiatives. In Vietnam, the massive, grass-roots Women's Union emerged as an instrumental partner and channel.

P-Step 4: IMPLEMENTATION & MONITORING



Management Information System (MIS):

- Monitor activity implementation
- Track outputs (program coverage, exposure, etc.)



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A management information system, or MIS, can help monitor whether activities are being implemented as planned. It can also track outputs such as program coverage, and the frequency at which the target audience is exposed to messages and activities.

P-Step 4: IMPLEMENTATION & MONITORING



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In Senegal, for example, the program initially targeted only mothers. But monitoring showed that men, as heads of household, also wanted to be included. As a result, frontline workers received training to involve men and the mass media was revised to include men in the call to action.

For more information on “Monitoring”, please see the presentation on Monitoring and related resources included in this module.

P-Step 5: EVALUATION & REPLANNING



Strategy adjustments based on experience and monitoring information, e.g.:

- Improving access to soap and water
- Enabling product component added



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The fifth step was to adjust the strategy and planning as needed, based on experience in the field and monitoring information.

For example, based on monitoring, WSP determined that improving access to soap and water was important to address in addition to behavior change communications.

As a result, WSP added an enabling product component to increase access to soap and water when and where needed.

For more information, please see the presentation on Enabling Products and related resources included in this module.

Presentation completed!



See website for:

- [PDF of this Presentation](#)
- [Key Terms](#)
- [Keep In Mind](#)
- [Related Handwashing Tools and Resources](#)

This completes the presentation. You'll find key terms, tips to keep in mind, and additional tools and resources within this module.