



Supportive Environments for Healthy Communities

Issue 13 June 24, 2011 | Focus on Hygiene Behavior

This *WASHplus Weekly* contains 11 recent conference presentations, reports and journal articles that discuss behavior change, hygiene promotion and other topics. It includes presentations on behavior change innovations and measuring behavior change from a May 2011 WASH conference held in Australia. A 2010 paper by Christine Sijbesma presents a state-of-the-art overview of current approaches used for hygiene promotion and aims to help the reader understand the far-ranging benefits and importance of good hygiene practices. Please contact WASHplus if you have additional studies or resources that could be featured in future issues.

CONFERENCE PRESENTATIONS

Water, Sanitation and Hygiene Conference WASH 2011, 16-20th May 2011, Brisbane, Australia – Links to presentations on Behavioral Change and Social Sustainability

- Dr. Val Curtis- [The Importance of Hygiene and Sustaining Behaviour Change \(audio\)](#)
- Dr. Christine Sijbesma, IRC- [Planning Behaviour Change: Chances and Challenges](#)
- Antoinette Kome, et al. - [Anchoring Innovative Behaviour Change Communication in Local Organisations and Contexts](#)
- Muchanyara Jarawaza, (GRM International) -[The Use of Hygiene Index in Measuring Hygiene Behaviour Change in Zimbabwe](#)
- Diane Cousineau, International WaterCentre- [Using FOAMS: A Look at Hygiene Promotion in the Pacific](#)
- [\(More presentations\)](#)

JOURNAL ARTICLES/REPORTS

- **Coming into Its Own: Hygiene Promotion for Development**, 2010. C. Sijbesma. IRC International Water and Sanitation Centre. [\(Link to full-text\)](#)

This paper presents a state-of-the-art overview of current approaches used for hygiene promotion and aims to help the reader understand the far-ranging benefits and importance of good hygiene practices. It describes behaviors, target groups, locations

and timings when hygiene promotion is most crucial and offers a range of approaches to hygiene promotion and a model for designing or assessing these approaches. The paper also examines a selection of good practices, highlighting their strengths and weaknesses and offers a number of conclusions for hygiene promotion in Southeast Asia and the Pacific.

- **Handwashing with Soap: Two Paths to National-Scale Programs: Lessons from the Field: Vietnam and Indonesia**, 2011. Water and Sanitation Program.

[\(Link to full-text\)](#)

This publication describes two Southeast Asian programs that are making handwashing a feature of everyday lives on a national scale: the Handwashing Initiative (HWI) in Vietnam, which has reached nearly two million caretakers of young children and 80,000 students; and the Public-Private Partnership for Handwashing with Soap (PPP-HWWS) in Indonesia, which has contributed to reaching millions of students, mothers, workers, and travelers. The program in Vietnam has concentrated on first gaining an understanding on how people actually behave and then determining how to change that behavior, while the program in Indonesia leverages the reach of the private sector and other partners to scale up handwashing initiatives that were previously researched and already underway.

- **Hygiene Behaviour and Associated Factors among In-School Adolescents in Nine African Countries**, IN: *Int J Behav Med.* 2011 Jun; 18(2):150-9. S. Pengpid.

School of Public Health, University of Limpopo. [\(Link to abstract\)](#) [\(Link to presentation\)](#)

This study examined hygiene behavior and associated factors among 13-15 year old in-school adolescents in nine African countries. It examined the prevalence of and relationship between tooth brushing, hand washing before eating, hand washing after toileting, hand washing with soap and a range of psychosocial factors such as socio-demographic characteristics, health behavior, mental health or well-being and protective factors. Overall, sub-optimal hygiene behavior was reported. The proportions of school children reporting optimal (>once a day) tooth brushing (77.3%) was higher than the proportions reported for washing their hands regularly before meals (62.2%), after toileting (58.4%) and washing their hands with soap (35.0%). In multivariate analysis, health-enhancing behaviors such as daily fruits or vegetable consumption, and protective factors such as caregiver supervision were associated with tooth brushing, hand washing before meals, hand washing after toileting and washing of hands with soap. The cross-national data on hygiene behavior from nine African countries found sub-optimal hygiene behavior. Various determinants of optimal hygiene behavior were identified that can guide programs to improve hygiene behavior of this adolescent population.

- **Persuasion Factors Influencing the Decision to Use Sustainable Household Water Treatment**, IN: *International Journal of Environmental Health Research*,

20(1) 2010. S. Kraemer. [\(Link to full-text\)](#)

Solar water disinfection (SODIS) is a sustainable water treatment method. With the help of the sun and plastic bottles, water is treated and illnesses are prevented. This paper aims to identify the factors influencing SODIS uptake, that is, why someone may become a SODIS user. This uptake decision can be influenced by persuasion. From behaviour theory, variables are recognised which have been proven to influence intention and behaviour and simultaneously can be influenced by persuasion. Structured interviews were conducted in a field study in Zimbabwe. Linear and binary logistic regressions showed that several of the initially proposed persuasion variables have significant influence. Persuasion factors have a stronger influence on the uptake of SODIS use and on intention to use SODIS in the future than on the amount of SODIS water consumed. Ideas are presented for using the effective variables in future SODIS campaigns and campaigns in other fields.

- **Socio-cultural Aspects: The Key to Sustainable WASH Behaviour? A Case Study in Southwest Uganda**, 2010, A. Strand. SLU, Dept. of Urban and Rural Development. ([Link to full-text](#))

This field study examined a WATSAN program in southwest Uganda and looked at both successful and less successful cases of sanitation and hygiene promotion to identify what aspects influence different behaviors and in which way. Methods used included observations, interviews and focus groups. The study concludes with five recommendations. First, keep positive traditional behaviors such as using leaves or ashes for hand washing instead of soap, as many people cannot afford it. Second, tackle poverty to ensure the promoted behavior is implemented. Third, use social norms to promote changed behavior as these are strong motivators. Fourth, use people's own experiences as examples and to make the change relatable. Fifth, use knowledge from within the community involved in the program rather than imposing an outside understanding of behavior improvements needed.

- **Three Kinds of Psychological Determinants for Hand-washing Behaviour in Kenya**, IN: *Social Science & Medicine*, 70(3) February 2010. R. Aunger, London School of Hygiene and Tropical Medicine. ([Link to full-text](#))

This study presents empirical results which substantiate a recent claim that washing hands can be the consequence of different kinds of psychological causes. Such causes can be divided into three kinds of behavior: automatic or habitual responses, motivated or goal-driven behavior to satisfy needs, and cognitive causes which reflect conscious concerns. Empirical results are based on structured observations of hand-washing behavior in 802 nationally representative Kenyan households with children under five, and structured interviews with the primary female caretaker in these households, collected in March 2007.

WASHplus Weeklies will highlight topics such as Urban WASH, Indoor Air Quality, Innovation, Household Water Treatment and Storage, Handwashing, Integration, and more. If you would like to feature your organization's materials in upcoming issues, please send them to Dan Campbell, WASHplus Knowledge Resources Specialist, at dacampbell@aed.org.



About WASHplus - WASHplus, a five-year project funded through USAID's Bureau for Global Health, creates supportive environments for healthy households and communities by delivering high-impact interventions in water, sanitation, hygiene (WASH) and indoor air quality (IAQ). WASHplus uses proven, at-scale interventions to reduce diarrheal diseases and acute respiratory infections, the two top killers of children under five years of age globally. For information, visit www.washplus.org or contact: washplus@aed.org.

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