

Sustainability of Hygiene Education

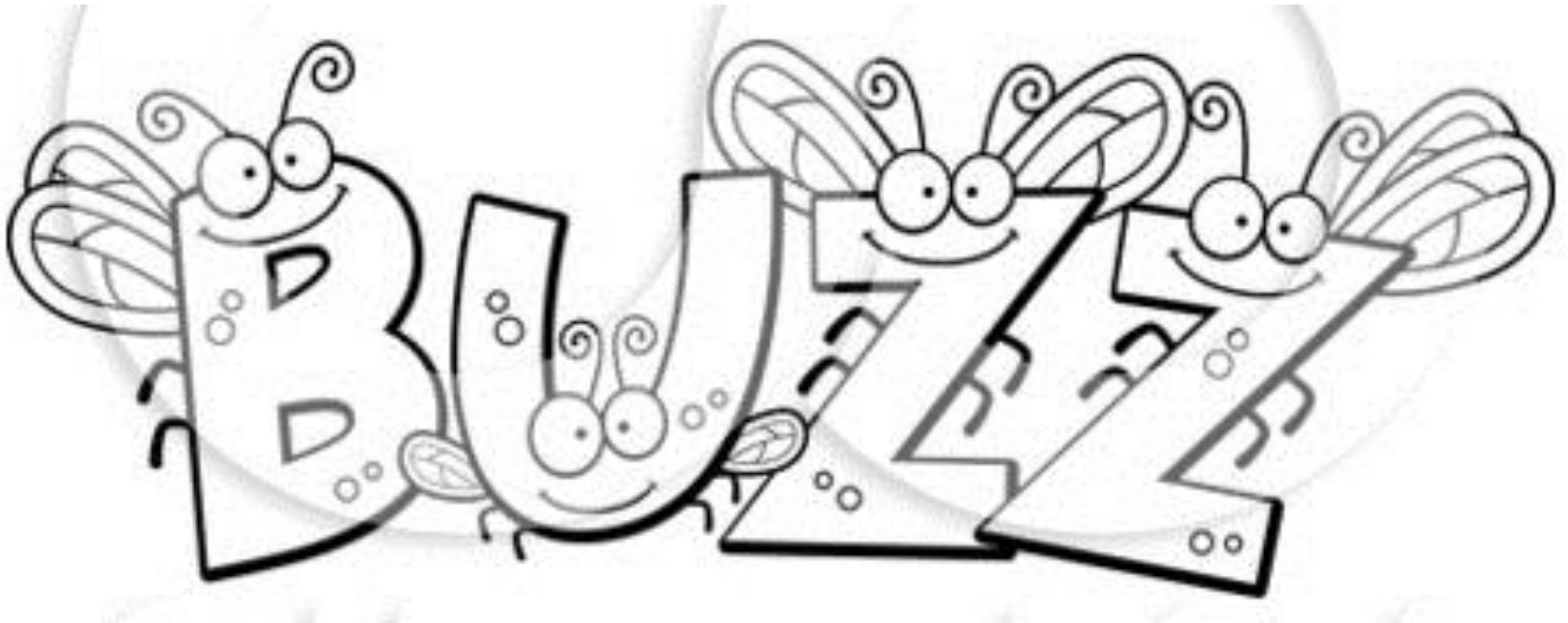
Rotary International, wasrag World Water Summit VIII

Seoul, South Korea

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What the heck is “sustainability”??



Definitions:

“A development program is sustainable when it is able to deliver an appropriate level of benefits for an extended period of time after major financial, managerial, and technical assistance from an external donor is terminated.”

– USAID, 1988

“...health behavior and status improvements, as well as essential project activities, continue after the end of...assistance”

– ASCI-CCCD (African Child Survival Initiative – Combatting Childhood Communicable Diseases) Sustainability Strategy, 1988

Why is it so easy to ignore?



What is Hygiene Education?

Hygiene education means helping [people] to become aware of the links between poor **hygiene** behaviours and disease. It also means encouraging and helping people to improve those behaviours.

- WHO, 1997

Hygiene education: aimed at raising awareness and conveying knowledge of the links between hygiene practices and health

Hygiene promotion: encourage the widespread adoption of safe hygiene practices...focuses on the things that determine changes in behaviour, which may not necessarily be directly related to knowledge of the health consequences of poor hygiene

- WaterAid, 2012

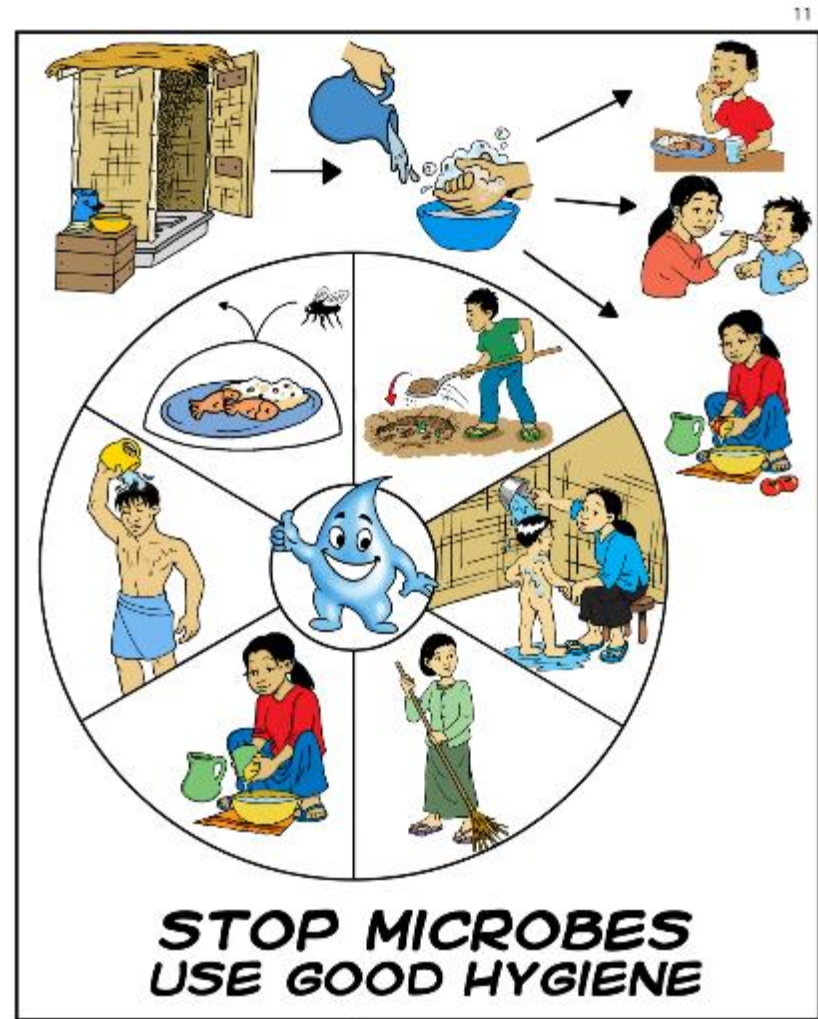
What is the most common Hygiene Education intervention?



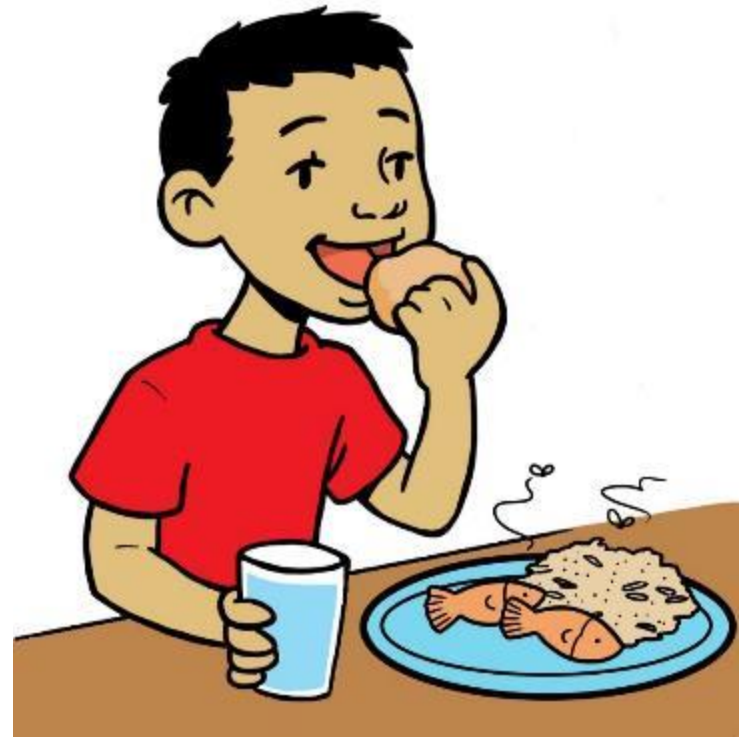
Source: Pacha Soap, 2016

Hygiene is not just handwashing

- Proper storage and handling of food
- Proper disposal of rubbish
- Personal hygiene, including bathing, washing hair and brushing teeth
- Clean household and surroundings
- Safe disposal of excreta, including from infants
- Proper disposal of wastewater



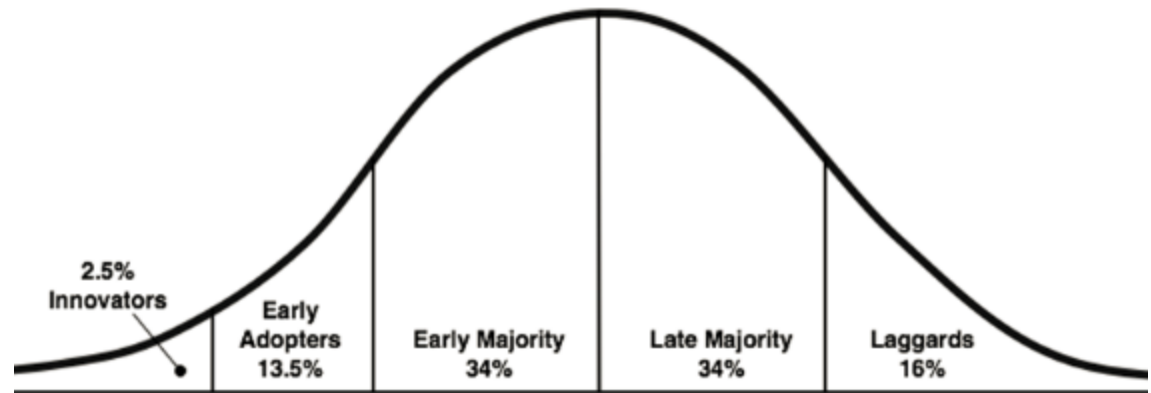
Why is it important?



Why is it so easy to ignore?



Knowing \neq Doing



Source: Everett Rogers, Diffusion of Innovations, 1962

Behaviour Change Theories

- **Health Belief Model;** U.S. Public Health Service, 1950s
- **Diffusion of Innovation;** Rogers, E., 1962
- **Theory of Reasoned Action;** Fishbein, M. & Ajzen, I., 1975
- **Transtheoretical Model of Behaviour Change or “Stages of Change”;** Prochaska, J.O., Diclemente C.D., 1986
- **Technology Acceptance Model;** Davis, F. D., 1989
- **Theory of Planned Behaviour;** Ajzen, I., 1991
- **Knowledge Attitude Practice Model**
- **Ideation model;** Kincaid, D.L. & Figueroa, M.E., 2005
- **Planned, Motivated and Habitual Hygiene Model;** Curtis, V.A., Danquah, L.O., Aunger, R.V., 2009
- **SaniFOAM Framework;** Devine, J., 2009
- **Risk, Attitude, Norm, Ability, Self-regulation (RANAS) Model;** Mosler, HJ, 2012
- **Integrated Behavioural Model for WASH (IBM-WASH);** Dreibelbis, R., et al, 2013



Handwashing Using “Nudge Theory”

“Every day around 150 children are washing hands with soap after using toilet.”

“Hand washing rates remained high at 2- and 6-week mark. Suggests that impact on behavior extends beyond novelty factor.”

Source: Save the Children Bangladesh, 2016

What to do?



Use what you have!

Community Agents

- Community Health Promotors
- Community Health Advocates
- Community Educators
- Community Development Facilitators
- Community Mobilizer
- Community Water Clubs
- Community Organizers
- Agents Communautaires
- Health Extension Workers
- Female Community Health Volunteers
- Promotores de Salud
- Village Development Committees
- Village Health Support Groups
- Water User Groups
- Self Help Groups

What about sustainability?

- Find ways to make hygiene convenient and easy to incorporate into daily life
- Ensure people are experiencing and recognizing the benefits of the new practices
- Ensure that any hardware needed is available (eg. Handwashing station, soap, toothbrushes, shovels for rubbish pit)
- Eliminate any barriers that may prevent people from practicing new behaviours
- Implement ongoing monitoring of hygiene education and adjust strategies as necessary
- Perform end-of-project evaluations (CAWST recommends at least 3-months, 6-months, 1-yr)
- Build monitoring and evaluation into initial project costs



Upper 424, Aviation Rd. NE
Calgary, AB T2E 8H6, Canada



+1.403.243.3285, ext. 260



lbunzenmeyer@cawst.org



www.cawst.org

THANK YOU!

