Fostering the Handwashing With Soap Habit:
Experiences from the HWWS Project and Scaling Up Rural Sanitation Program

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Roadmap

• Context

• Country examples

• Looking ahead
Background

• Handwashing with Soap (HWWS) Project in Vietnam, Tanzania, Senegal and Peru from 2006 – 2011

• HWWS since integrated in Scaling Up Rural Sanitation – notably in Kenya and Uganda
FOAM Behavior Change Framework

• FOAM developed in 2007 to provide a common behavior change framework for global team and inform formative research design

• Formative research studies revealed the importance of easy access to soap and water when needed

• Having a designated place for HWWS was significantly associated with HW in in Senegal and Peru
FOAM Behavior Change Framework

Focus
- Target behavior
- Target population

Opportunity
- Access/availability
- Product attributes
- Social norms

Ability
- Knowledge
- Social support

Motivation
- Beliefs & attitudes
- Outcome expectations
- Threat
- Intention
Additional Framework

- Literature review conducted in 2010 (Harbour and Silverman, unpublished) to learn about “behavioral maintenance” highlighted work by Wood, Verplanken and Neal

- Literature review uncovered need for stable context, cues and implementation intentions

- Mid-course program adjustments made where possible
Senegal – Fortifying Intentions

- Ease of access to soap and water key issue
- Mass media anchored around commitment
- Interpersonal communication aimed at securing commitment and strengthening capacity to make soap and water available for HWWS
Vietnam – Providing Environmental Cues and Practice Opportunities

- Use of human-centered design to develop a HWWS station (evolved into Happy Tap)

- Posters developed to provide environmental cues near food preparation areas and latrines

- Commune events included HWWS practice
## Vietnam – Adapting the Self Report Habit Index

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>1. You do not feel comfortable when you do not wash hands with soap</td>
<td>13%</td>
<td>72%</td>
<td>14%</td>
<td>1%</td>
</tr>
<tr>
<td>2. Seeing dirt/stain on your hands reminds you to wash hands with soap</td>
<td>14%</td>
<td>34%</td>
<td>51%</td>
<td>1%</td>
</tr>
<tr>
<td>3. You start washing hands before you realize that you are doing it</td>
<td>3%</td>
<td>28%</td>
<td>67%</td>
<td>1%</td>
</tr>
<tr>
<td>4. Washing hands with soap has become your habit</td>
<td>24%</td>
<td>75%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>5. You have to think about washing your hands with soap</td>
<td>4%</td>
<td>63%</td>
<td>32%</td>
<td>1%</td>
</tr>
<tr>
<td>6. You often wash your hands with soap</td>
<td>25%</td>
<td>74%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>7. Washing hands with soap is not your daily routine</td>
<td>1%</td>
<td>9%</td>
<td>79%</td>
<td>11%</td>
</tr>
<tr>
<td>8. You would find uncomfortable if you don’t wash your hands</td>
<td>14%</td>
<td>77%</td>
<td>9%</td>
<td>0%</td>
</tr>
<tr>
<td>9. Seeing soap after going to the toilet reminds you to wash your hands</td>
<td>11%</td>
<td>34%</td>
<td>53%</td>
<td>3%</td>
</tr>
<tr>
<td>10. You have started washing your hands with soap over the past one year</td>
<td>8%</td>
<td>57%</td>
<td>34%</td>
<td>0%</td>
</tr>
<tr>
<td>11. You have been washing your hands with soap for a long time</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Washing your hands with soap requires effort</td>
<td>4%</td>
<td></td>
<td></td>
<td>1%</td>
</tr>
<tr>
<td>13. You wash your hands with soap without needing to remind yourself</td>
<td>7%</td>
<td></td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>14. You have to always remind yourself to wash your hands with soap</td>
<td>5%</td>
<td></td>
<td></td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: Monitoring Survey 2008
Peru – Easing Access and Stimulating Practice

- Integrated HWWS stations - manufactured or artisanal
- Hygiene corner in classrooms
Kenya – Adding Value

Mrembo
Looking Ahead

- Opportunity to revisit program design based on “the science of habit”
- Importance of getting the right results chain and target population
- Role of social norms, behavioral standards and regulations unclear
- Need to overcome the challenge of going beyond tippy-taps