

Fostering the Handwashing With Soap Habit:

Experiences from the HWWS Project and Scaling
Up Rural Sanitation Program

Jacqueline Devine, Senior Social Marketing Specialist
Water and Health Conference, UNC, October 13, 2014



WORLD BANK GROUP
Water

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

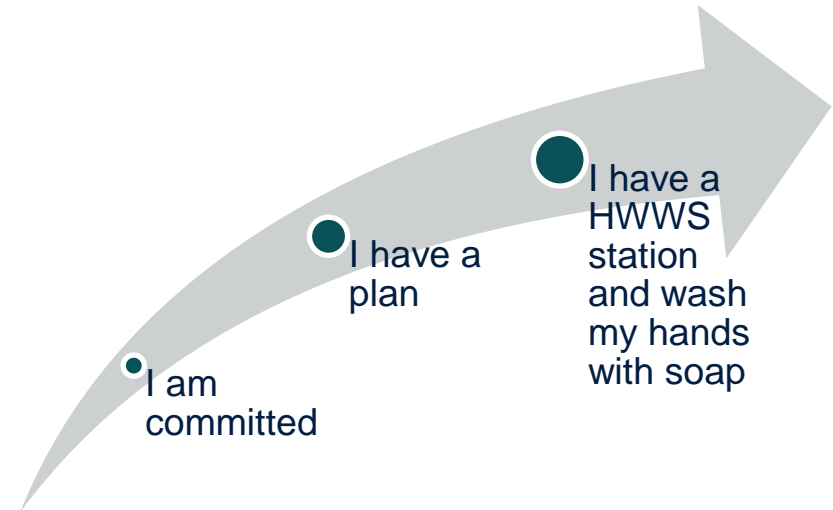


Additional Framework

- Literature review conducted in 2010 (Harbour and Silverman, unpublished) to learn about “behavioral maintenance” highlighted work by Wood, Verplanken and Neal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

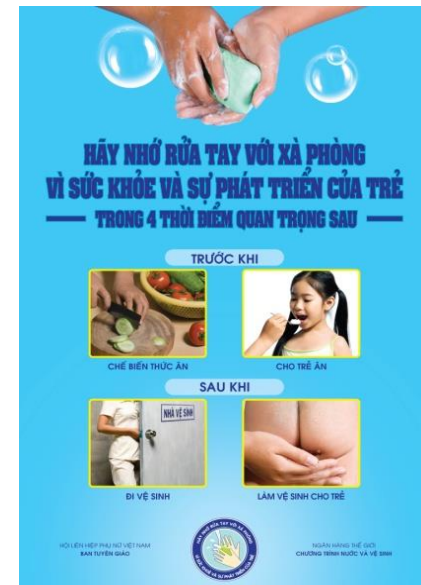
Senegal – Fortifying Intentions

- 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

		Statement N=300	a. Very much agree	b. Agree	c. Disagree	d. Absolutely disagree
	1	You do not feel comfortable when you do not wash hands with soap	13 %	72 %	14 %	1%
	2	Seeing dirt/stain on your hands reminds you to wash hands with soap	14 %	34 %	51 %	1%
	3	You start washing hands before you realize that you are doing it	3% %	28 %	67 %	1%
	4	Washing hands with soap has become your habit	24 %	75 %	1% %	0% %
	5	You have to think about washing your hands with soap	4% %	63 %	32 %	1% %
	6	You often wash your hands with soap	25 %	74 %	1% %	0% %
	7	Washing hands with soap is not your daily routine	1% %	9% %	79 %	11 %
	8	You would find uncomfortable if you don't wash your hands	14 %	77 %	9% %	0% %
	9	Seeing soap after going to the toilet reminds you to wash your hands with soap	11 %	34 %	53 %	3% %
	10	You have started washing your hands with soap over the past one year	8% %	57 %	34 %	0% %
	11	Washing your hands with soap requires effort	4% %	52 %	43 %	1% %
	12	You have been washing your hands with soap for a long time	6% %	66 %	28 %	0% %
	13	You wash your hands with soap without needing to remind yourself	7% %	74 %	18 %	2% %
	14	You have to always remind yourself to wash your hands with soap	5% %	59 %	35 %	1% %

Source: Monitoring Survey 2008

Peru – Easing Access and Stimulating Practice

- Integrated HWWS stations - manufactured or artisanal
- Hygiene corner in classrooms



Kenya – Adding Value



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