



WEBINAR SERIES WATER, SANITATION AND HYGIENE (WASH) IN SCHOOLS



Welcome, we will be starting shortly!
In the meantime, please write in the chat box:
Your name and where you are joining us from



www.winsnetwork.org

Who we are?

Global inter-agency network

Objectives:

- ✓ To harmonize efforts in WinS
- ✓ To support ministries of Education to improve WinS services by aligning efforts among development partners and NGOs

Join as an individual or an organisation. See website for details!

Working streams:

- Advocacy, policy, and system strengthening
- Monitoring and reporting
- Research and evidence-building
- Gender including MHH
- WinS programming
- Knowledge management, capacity development, learning and exchange



Hygiene Behaviour Change on WinS during a Pandemic: influencers, art, and jingles

2nd webinar session:
Chat, Listen, and Exchange series
(Recorded)



Dr. Om Prasad Gautam, PhD, MPH, MA

Public Health Expert and Behaviour Change Scientist

Senior WASH Manager – Hygiene, WaterAid, UK

Dr Om Prasad Gautam (PhD, MPH, MA) is a public health expert and behaviour change scientist with more than 22 years of work and research experiences in Water, Sanitation and Hygiene (WASH), health, behaviour change, child health, immunization, food safety, diseases surveillance and HIV/AIDS programme. Dr Om currently works at WaterAid UK as a Senior WASH Manager – Hygiene (global lead on hygiene behaviour change). He also leads the Behaviour Change Group at the SuSanA Network.

Om holds a PhD degree from London School of Hygiene and Tropical Medicine (LSHTM), UK and two master's degrees, one in Public Health and another in Social Sciences.

Hygiene Behaviour Change for WinS during the COVID-19 Pandemic

Agenda

Time	Title of the Presentation	Representation
9-9:05	Welcome and objectives	Ms Marge, Wins Network
9:05-9:09	Setting the stage: review of the agenda and moderation	Dr Om, WaterAid UK
9:10-9:19	Social Art for Behaviour Change	Ms Sunayana and Ms Priya, One Drop, India
9:20-9:29	Universal language approach for behaviour change	Mr Francis, Viva Con Agua, Uganda
9:30-9:39	Promoting COVID-19 Infection Prevention and Control Measures through Jingle and Dance	Dr. Maria, Department of Education (DepED) Philippines
9:40-9:49	Hygiene response to COVID19 in Urban Schools	Mr Babul Bala, WaterAid Bangladesh
9:50-9:59	Hygiene Behaviour Change Response to COVID19 in Schools	Mr Dejene, WaterAid Ethiopia
10:00-10:10	Promoting Menstrual Health through an Influencer	Sami Pande, GIZ, Nepal
10:10-10:19	Q&A: additional questions if any	
10:19-10:29	Wrap-up and key takeaways	Dr Om, WaterAid UK
10:30-10:45	Closing and debriefing	Ms Marge and Ms Belinda

SOCIAL ART FOR BEHAVIOUR CHANGE IN RAJASTHAN, INDIA

SUNAYANA WADHAWAN
ONE DROP FOUNDATION

Webinar

WATER, SANITATION
AND HYGIENE (WASH) IN
SCHOOLS

21 April 2022

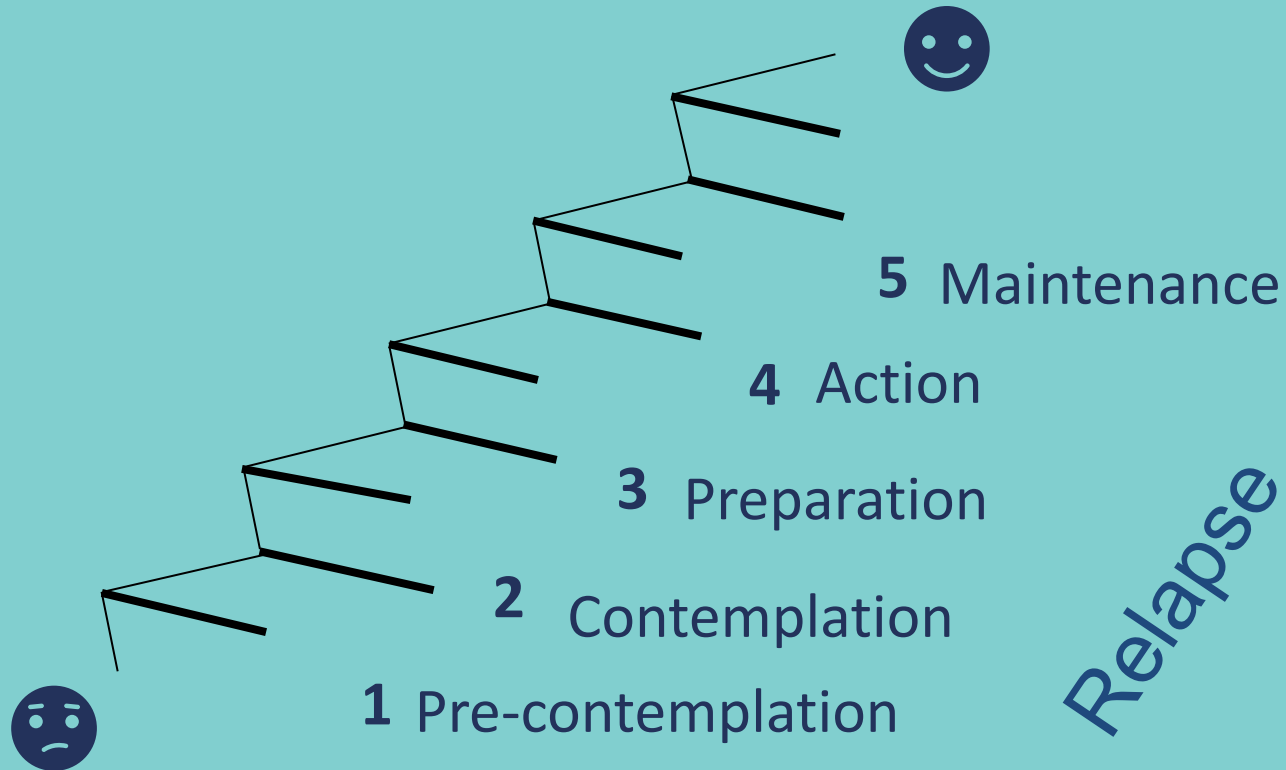


1:10

SOCIAL ART FOR BEHAVIOUR CHANGE APPROACH



STEPS OF BEHAVIOUR CHANGE



STAGES OF SOCIAL ART FOR BEHAVIOUR CHANGE APPROACH



TYPES OF SABC ACTIVITIES

	NAME	TYPE	MAIN OBJECTIVE	TOOLS	TARGET POPULATION
1	INSPIRE!	Community-based intervention	AWARENESS-RAISING EDUCATION	Multi-Disciplinary/ Theater Shows/Films/Radio Series Broad themed, large-scale community wide activities	Community
2	ACTIVATE!	Tailored social art activities tailored to specific WASH behavioral objectives	LEARNING MODELING SKILLS DEVELOPMENT HABITS FOSTERING	Workshops Hygiene corner Targeted Toolkits (MHM) Targeted Theater/Circus/Mime/ Music Activities Co-led Partner Activities (social marketing/awareness campaigns, radio, etc.)	Pupils Adolescents (M&F) WASH committees Priority groups Teachers Influencers Heads of Household (M&F) Community Leaders Entrepreneurs
3	SUSTAIN!	Documentation and media; capacity building of WASH change agents and Social Art Partners Social Art training and Community System Strengthening	FOSTERING MAINTENANCE OF NEW SKILLS AND HABITS ADOPTION/REPLI CATION OF MODELS AND PROCESSES	Books, short films, feature film with outreach toolkit, murals Social Art for BC/MEL Training	Priority groups Women Stakeholders Youth Wash workers Committees Community leaders

SOCIAL ART ENABLES AUDIENCES TO BECOME ACTIVE PARTICIPANTS TO CO-CREATE CHANGE

This can be ensured by involving the priority groups at various steps of developing SABC interventions:

During the design and creation
During the performances
During evaluation



SABC is premised on working with local dialects, culture & context to ensure interventions are inclusive and accessible

STEPS FOR IMPLEMENTING SABC



RAJASTHAN

THEMATIC SHOW ON HANDWASHING WITH SOAP (INSPIRE)

with CENTRE for MICROFINANCE and TATA TRUSTS

BEHAVIOUR: HANDWASHING WITH SOAP AFTER DEFECATION & BEFORE EATING

PRIORITY GROUP: PRIMARY SCHOOL CHILDREN



SABC and COVID APPROPRIATE BEHAVIOURS

PARTICIPATORY AWARENESS CAMPAIGNS IN RAJASTHAN

with Centre for MicroFinance and Tata Trusts

COMMUNITY AWARENESS JINGLES, PUPPET SHOW, STREET PLAY, FOLK SONGS AND FOLK DANCE WERE CREATED BY ARTISTS TO SPREAD AWARENESS ABOUT COVID APPROPRIATE BEHAVIOURS



Children from Garasia community participating in co-creation of awareness campaign in local dialect



EXPLORING DIGITAL ENGAGEMENT THROUGH SABC

Educational games app developed with community feedback and participation towards developing inclusive and interactive digital engagement during Sheohar 2 with Water for People India.



KEY LESSONS

- Art infused with participatory methods leads to active participation, improved awareness & demand for WASH services by local communities
 - Art elicits an emotional response which in turn can change perspectives and behaviours of priority groups – e.g. pride, joy, motivation etc.
- SABC demands promotion of locally-rooted art forms & less privileged artist communities in need of viable platforms
- Engagement of marginalised artists must account for their socio-cultural vulnerabilities – e.g. artists who cannot read or write; transgender artists
- Synergies between relevant stakeholders for the WASH system to function to further galvanise change
- Respectful, dignified & inclusive approach to community participation for behaviour change – paramount

AREAS OF IMPROVEMENT & LONG TERM PLANS

- Greater participation & leadership of women artists in SABC
- Improved evaluation of results & impact of SABC interventions
- Engagement of relevant stakeholders to address social norms that restrict sustained behaviour change
- Greater focus on community engagement in policy making & execution

THANK YOU





VIVA CON AGUA

Universal Languages Approach (ULA)

Francis Mugoya

Kampala, 21.04.2022

THIS... IS... VIVA CON AGUA !!

- 💧 Global cosmos, Ugandan chapter
- 💧 Network of people and organisations
- 💧 Positive change through joy
- 💧 All for Water – Water for All



BASIC ASSUMPTIONS

 **Development**

 **Connection**

 **Joy**

 **Potential**



UNIVERSAL LANGUAGES APPROACH (ULA)



💧 **UL4BC**

💧 **Positively changing the world with joy**

💧 **The universal languages**

💧 **Music**

💧 **Arts**

💧 **Sports**



UL4BC ACTIONS



UL4BC
Approach

Activate

people through
the **universal languages** of
music, art and sport.

Connect

people to a wide network of
role models, music, sportsmen and women, and
influencers to
create an aspirational and
empowered mindset.

Inspire

people to participate in
identifying problems
and designing their
own solutions.

Transform

themselves, their household and
their community through a series
of small doable steps that ensure
that progress is **sustained**
over the long term.

MUSIC



🎵 **Concerts**

🎵 **Music projects**

🎵 **Dance 4 WASH**

🎵 **Drama / Theatre**



Maro performs at a WWD concert, Moroto

MUSIC 4 WASH



B-boy Bbosa conducts a D4W workshop, Mbale



ARTS



 **Murals and paintings**

 **Workshops**

 **Exhibitions**

 **WASHeroes**



A handwashing facility in Busega



A toilet facility in Gayaza



SPORTS



⚽ **Football 4 WASH, F4W**

⚽ **Partner: Watoto Wasoka**

⚽ **F4W Cycle**

⚽ **Impact assessment**



FOOTBALL 4 WASH



A F4W session, Karamoja

A F4W challenge/competition, Kampala





Outreach & Impact of the UL4BC



- ◆ **Research: 7x higher in behavioural change e.g., HWWS**
- ◆ **300+ teachers and coaches trained**
- ◆ **50+ schools; over 15,000 kids**
- ◆ **40+ WASH murals by int. artists**
- ◆ **WASHEROES comics**





Next steps...

- ◆ **Impact Demonstration**
- ◆ **Partnerships**
- ◆ **Capacity Building of local partners**





VIVA CON AGUA

All for Water – Water for All

Viva con Agua Uganda | E: kampala@vivaconagua.org | T: +256777541684
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Hygiene Behaviour Change for WinS during the COVID-19 Pandemic

**Title: Promoting COVID-19 Infection Prevention and
Control Measures through Jingle and Dance**

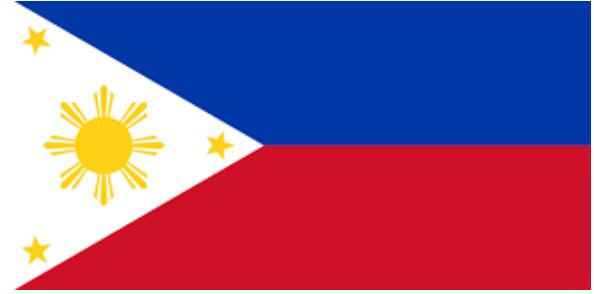
Maria Corazon C. Dumlao
Chief, School Health Division
Department of Education

21 April 2022



Hygiene Behaviour Change: COVID19 response background

- Geography: Philippines
- Target Population: Learners, teachers, school communities
- Focus: COVID-19 infection prevention and control measures



Hygiene Behaviour Change through information campaign

AVAILABLE ASSETS

20-min video on handwashing and COVID-19 infection prevention and control measures for learners

1-minute catchy and danceable opening song/jingle on password campaign

OBJECTIVES

To provide detailed information on COVID-19 IPC and required behavior change in a child-friendly way

To amplify the core and central interventions:
handsfacespacesurface

To underscore handwashing as a crucial component of COVID-19 IPC and DepEd's WASH in Schools program

Online jingle dance competition involving the school community, teachers, and learners

Password Campaign: global movement and center point of hygiene behaviour change strategy

- Complex regulations and requirements are condensed to the password campaign
- Jingle is catchy so that the message sticks to the ear and mind
- The jingle (audio) and the posters (visual) are strongly connected
- Posters strategically placed in the school serve as nudges to trigger the desired behavior



Hygiene innovation during COVID19 response

Implementation:

- **Campaign:**
Hands-Face-Space-Surface
- Platform: Social media - DepEd's Facebook page
- Supported by an official memo from the head of the Office of the Undersecretary for Administration circulated through DepEd subnational offices



Original IPC jingle video

Hygiene innovation during COVID19 response

Results/analytics:

- Video entries received: 500+ entries from 350+ schools (based on certificate application)
- Hashtag use: 2,900 Facebook users for #HandsFaceSpaceSurface
- Reach Statistics (Facebook only):
 - Over 55,000 total views generated on the original IPC jingle video
 - Over 500,000 total views on all the videos/entries submitted
 - Approx. 140,000 total likes on all the videos/entries submitted



One of the most viewed entries with 36,000 views and 3,000 likes/hearts

Hygiene Behaviour Change Response: Learnings

What worked?

- Using the existing system and channel of the Department of Education/MoE
- Banking on the school's competitive spirit
- Riding the wave of Tiktok's popularity in the country
- Using the school community themselves as advocates

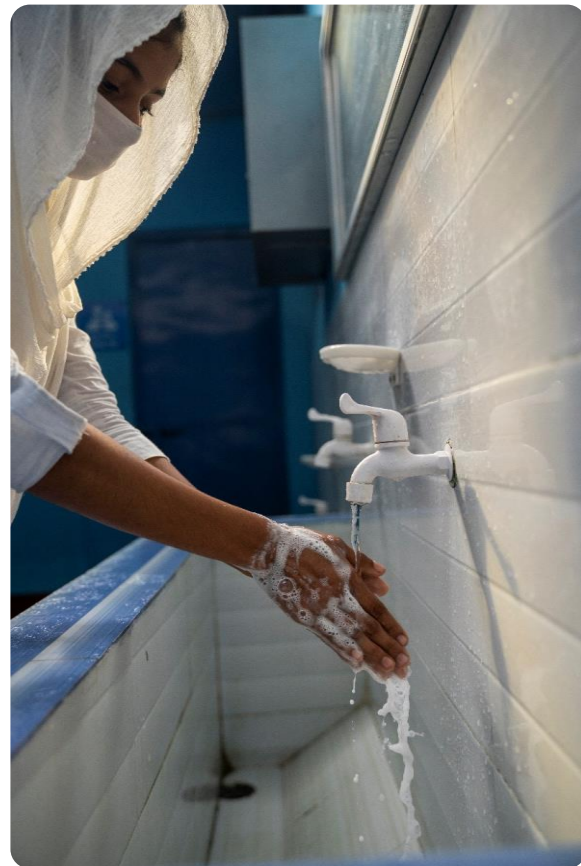
What could be further improved?

- From the outset, establish the mechanism for tracking and acknowledging submitted entries.
- Consider using multiple platforms (e.g., Facebook, Tiktok, YouTube) for maximum reach.
- Consider the platform's features and limitations (e.g., Facebook's hide like count) as you develop the mechanics.

Hygiene Behaviour Change for
WinS: During COVID19 Pandemic

Key Learnings and Reflections from Bangladesh

Babul Bala
Programme Manager- Urban WASH
WaterAid Bangladesh



Hygiene Behaviour Change: COVID19 response background

The school closure in Bangladesh has been one of the longest in the world. Students had to stay home and attend virtual classes for almost 18 months, which naturally, took its toll on education and learning that engagement in schools had to offer.

As part of COVID19 response, WaterAid Bangladesh expanded its support to:

04 City Corporations

03 Municipalities

14 Districts

323 Schools

184,662 Students



Hygiene Behaviour Change: COVID19 response approach



In Bangladesh, we use BCD approach and follow ABCDE steps in all of our projects since 2017. However, to provide rapid support during COVID19 pandemic, we had to adapt our strategy depending on the pandemic situation.



Rapid assessment was done to inform the ongoing response to COVID19 and focus on specific emotions.

Hygiene innovation during COVID19 response

The following activities were implemented to respond WinS during pre & post COVID19 response:

- Developed promotional package / visual illustrators on BCC to promote COVID-19 preventive behaviours at school premises through a creative process?
- Aired promotional assets via local cable and BTV and Parliament TV channels.
- Community radio was used to broadcast key benefits of practicing COVID19 behaviours to hard-to-reach rural areas
- Addressed inclusion by developing assets with sign language
- Miking at community level on COVID19
- Back to school campaign



Hygiene innovation during COVID19 response (cont.)

Multiple exposure of students through assets to encourage behaviours through national TV (BTV), YouTube and Facebook channels that had number of reaches and engagements:

steps such as always wearing a mask, especially when going outside - we can stay safe and keep our community safe. Together we can fight the corona surge. Please maintain the health guidelines and wear your masks properly by covering your mouth and nose!

*This particular video also aired on BTV.

আপনি যদি করোনা ভাইরাসবিহীন পৃথিবী চান তবে এখনই মাস্ক পরুন। করোনার বিরুদ্ধে লড়াই করতে, সর্বদা মাস্ক পরে থাকা নিশ্চিত করতে হবে, যেনো নিজে সুরক্ষিত থাকা যায় এবং অন্য কে সুরক্ষিত রাখা যায়।

* এই বিশেষ ভিডিওটি বিটিভিতেও প্রচারিত হয়েছে।

#WearAMask #WashYourHands #DoYourPart #StopTheSpread
#WaterAid #Covid19 #FightCoronaUnited #HandHygieneForAll



We partnered with Parliament TV who ran secondary online classes and produced BCC materials.

Social distancing can slow down the outbreak of coronavirus. By keeping 3 to 6 feet distant in gatherings, the spread can be prevented along with following other good practices like handwashing and wearing masks.

সামাজিক দূরত্বের লক্ষ্য হচ্ছে জনগণের মধ্যে সংক্রমণের সম্ভাবনা কমিয়ে এনে করোনাবাইরাসের প্রকোপ নিয়ন্ত্রণ করা। যে কোন সমাবেশে একে অন্যের কাছ থেকে অন্তত ৩ থেকে ৬ ফুট দূরত্ব বজায় রাখার এটি একটি জনস্বাস্থ্যসম্মত চর্চা, যা জনসংখ্যার একটি বড় অংশকে করোনাবাইরাসে আক্রান্ত হওয়া থেকে বাঁচাতে পারে। তাই দয়া করে দূরত্ব বজায় রাখুন, মাস্ক পরুন। নিজের এবং আপনার পরিবারের সকলের জন্য নিরাপদ থাকুন।

#WearAMask #WashYourHands #DoYourPart #StopTheSpread
#WaterAid #Covid19 #FightCoronaUnited #HandHygieneForAll



Hygiene innovation during COVID19 response (cont.)

Some BCC materials developed and promoted during the pandemic for schools which had number of exposures:



NABOLOK



Sweden
Sverige



WaterAid

করোনা প্রতিরোধে স্বাস্থ্যকর অভ্যাস গড়ি, স্কুলের পরিবেশ সুন্দর রাখি

 <p>স্কুলে ঢোলকর সময় অন্ততঃ ২০ সেকেন্ড পরস্পর হাত সাবান নিতে হবে</p>	 <p>স্কুলে সবদায়মই মাস্ক পরে থাকবে</p>	 <p>নিরাপদ দূরত্ব (অন্ততঃ ৩ ফুট) বজায় রেখে ক্লাসে বসবে</p>	 <p>অশ্রিষ্কার হাতে মাকে হাত ধোবে না</p>	 <p>যেখানে সেখানে কক্ষ ও খুব ফেলবে না। হাত নিয়ে চোখ, নাক ও মুখ স্পর্শ করবে না</p>
 <p>ভিটিন হাওয়ার আগে ও পরে সাবান নিতে দু'হাত হাত তুলে করে ধোবে</p>	 <p>হাঁচি/কাশির সময় চিস্যু/কাপড়/হাত নিতে নাক-মুখ ঢেকে রাখবে</p>	 <p>ব্যবহৃত চিস্যু চাকনাখুঁক পায়ে ফেলবে এবং দ্রুত সাবান দিয়ে হাত ধুতে নেবে</p>	 <p>একসাথে অনেকজন সমবেত হবে না বা হাত দেবেনাও না</p>	 <p>হাঁচি/কাশি আক্রান্ত ব্যক্তির সংস্পর্শ এড়িয়ে চলবে</p>



হাঁচি-কাশি দেওয়ার
সময়ও নিয়ম মানুন।



জাতীয় স্বাস্থ্য সেবা বুরো


করোনাভাইরাস-এর
ছড়িয়ে যাওয়া রোধ করুন।

#FightCoronaUnited










করোনা প্রতিরোধে খাবার পানি নিরাপদ রাখার উপায়



১. খাবার পানি পরিষ্কার জায়গায় রাখুন।
২. খাবার পানি পরিষ্কার জায়গায় রাখুন।
৩. খাবার পানি পরিষ্কার জায়গায় রাখুন।
৪. খাবার পানি পরিষ্কার জায়গায় রাখুন।
৫. খাবার পানি পরিষ্কার জায়গায় রাখুন।
৬. খাবার পানি পরিষ্কার জায়গায় রাখুন।
৭. খাবার পানি পরিষ্কার জায়গায় রাখুন।
৮. খাবার পানি পরিষ্কার জায়গায় রাখুন।
৯. খাবার পানি পরিষ্কার জায়গায় রাখুন।
১০. খাবার পানি পরিষ্কার জায়গায় রাখুন।

#FightCoronaUnited



জাতীয় স্বাস্থ্য সেবা বুরো



COVID-19
সংক্রমণের
এ-দিনগুলোতে
যতটা সম্ভব
পরস্পর থেকে
দূরত্ব বজায় রাখুন
(অন্ততঃ ৩ ফুট)

#FightCoronaUnited





সঠিকভাবে হাত ধোয়ার ধাপসমূহ

১. দু'হাত পানি নিয়ে ডিঙিতে ধিন
২. তুলে ধরে দু'হাত সাবান বেধে ধিন
৩. দু'হাত ঘষে তলোকাতে ফেরা তৈরি করুন
৪. দু'হাতের আঙ্গুলের ফাকে ফাকে তুলে ধরুন
৫. দু'হাতের কব্জাগুলি পরিষ্কার করুন
৬. দু'হাতের তালু ও বৈধ তলোকাতে পরিষ্কার করুন
৭. পরিষ্কার পানি নিয়ে হাত ধুয়ে ধিন
৮. হাতের তালু নিয়ে হাতের তালু তলোকাতে পরিষ্কার করুন
৯. হাতের তালু নিয়ে হাতের তালু তলোকাতে পরিষ্কার করুন
১০. হাতের তালু নিয়ে হাতের তালু তলোকাতে পরিষ্কার করুন

#FightCoronaUnited





Hygiene innovation during COVID19 response (cont.)



Installation of group handwashing devices in 134 school entrances were created access to handwashing of all the students

Hygiene Behaviour Change Response: Learnings



Key learnings for replication:

- Behaviour reinforcement through mass media followed by face to face promotion is key.
- Constant reminder of key behaviours through multiple channel is essential.
- Misinformation on what to do and what not to do was a hindrance that we were able to overcome.
- Ensuring hygienic use of school WASH facilities is key as the facility is shared, and the number of users is quite high to avoid any cross-contamination.
- Promotion together with facility and products are essential for school settings.

Areas to focus for long term sustainability:

- Following up on certain back-to-school activities by engaging the education authorities.
- Hygiene behaviour change promotional campaign even during pandemic should focus on behaviour change which requires consistent reinforcement.



Thank you

Hygiene Behaviour Change for WinS: During COVID19 Pandemic

**Title: Hygiene Behaviour Change for WinS: During
COVID19 Pandemic in School.**

Dejene Tagesse (BSc,MPH)
Sanitation and Hygiene Specialist
WaterAid Ethiopia.

21 April 2022



Hygiene Behaviour Change: COVID19 response background

- **Target areas:** National ,Addis Ababa City, Oromia and Amhara regions
- **Target groups:**men,women,children, elderly and people with disabilities
- Target reach number:20m mass media(20m) and community based 68,000
- **Focus on** hygiene behaviour change, WASH sector coordination, installation of HWFs including supply of hygiene products.
- Delivered through mass communication followed by community based intervention, WASH sector coordination, hygiene product distribution for those that are in need and installation of **184 semi-permanent** and **12 permanent type** of hand washing facilities in public areas, HCFs and **schools(#75)**.
- **Focus behaviours:** **Five key** behaviours to prevent COVID-19

Hygiene Behaviour Change: COVID19 response approach

5. Evaluation: Ongoing monitoring/reporting, MTRA, final evaluation and learnings

Rapid application of Behaviour Centred Design (BCD) approach - **ABCDE**

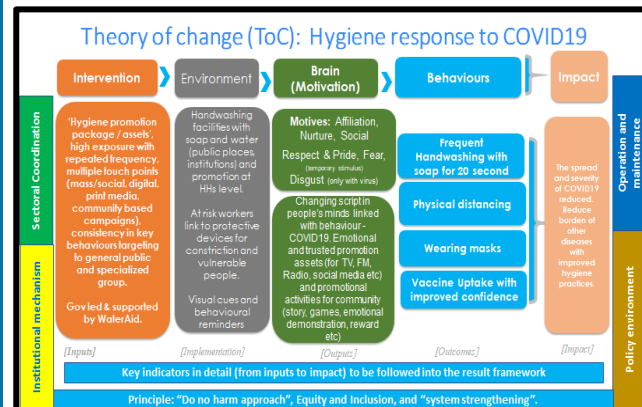
1 & 2. Assess and Build: Contextual analysis, defined design principles, target behaviours, ToC, identified motives, barriers, delivery channels.

4. Delivery / implementation:

Repeated exposure using mass, digital, social media and non contact methods, installed hand washing facilities, ramp up community based campaign, and strengthen sector coordination

3. Creative process:

Reviewed and re-designed comprehensive package (quick mass media assets, community package, HWFs design)



Hygiene innovation during COVID19 response

Implementation:F2F

- Context-specific communication content / assets in local languages reflecting target population(**Schools**) - delivered through multiple mass media touch points.
- Refresher training provided to hygiene promoters (health extension workers and schoolteachers, partner staff and key Govt staff) to build their capacity and deliver hygiene session in various **Schools**. Hygiene package provided.
- Face to Face communication using health extension workers, following the mass-media, had greater reach, intensity and influence on school community to change behaviours.
- Activities: emotional demonstration of **hand washing** with water and soap, Hygiene **Chitchat** using images of 'bad and good' behaviours (handwashing, wearing/not wearing mask), **Role play** – to encourage them all to pay attention and participate where need be were among the activities used school hygiene sessions.
- Multiple exposure reassurance through interaction using key materials including nudes / cues and can reached to most school community.
- Built Gov/local capacity to reinforce behaviours.
- Implemented COVID19 sensitive community campaign.



Hygiene innovation during COVID19 response

- Implementation: **HWFs**
- During implementation, all COVID-19 safety measures were followed to minimise cross transmission of COVID-19.
- We provided hands-free stations(#70) initially to respond the high demand from government schools following school re-opening.
- From hand contact free tap stands shifted to building / rehabilitating traditional and permanent facilities following the growing evidence that there is limited risk of cross-contamination.
- We work closely with school WASHCo and teachers on daily O&M of HWFs.
- Visual cues/nudges was posted on the handwashing facilities to reinforce key behaviours.



Hygiene innovation during COVID19 response

Results / effectiveness:

- Following school re-opening in the country there was high demand of HWFs and we have responded.
- MTRA and final assessment and learning report indicates that the provision of HWFs especially in schools coupled with hygiene behavioural campaign did add value to the country-level COVID-19 response.

Hygiene Behaviour Change Response: Learnings

What have we learned and where things need to be improved



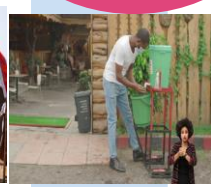
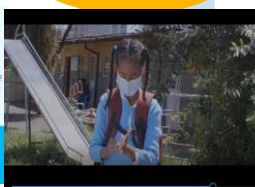
Science and evidence based campaign

Higher reach and exposure using multiple mass media assets is a key

HWFs: pre-design inclusive permanent technology is key

Focus on inclusivity and sustainability

Coordination ,partnership and integration is key,



Target disease sensitive behaviours ,rapid application of BCD ,creative process is must, emotional(using motives) attractive and context specific intervention design possible in emergencies.

Higher reach with repeated frequency using multiple mass media assets .Trust-use of celebrities, influencers branding is important. Diversity of assets are important while targeting multiple target groups.

The design of handwashing facility should be standby Important to install semi-permanent / permanent type facilities
Focus on long term sustainability: inclusiv creative designs with O&M plans
All HWFs should be frequently monitored

Be international to use E&I framework since start. Use existing campaign if available ,mass media followed by community intervention has strength. Integration lead for sustainability. promotion, HWFs, products, cues/nudges has to go together

Coordination with government sector is very vital for large scale HBC programme /campaign .Cross sectoral coordination is vital to reduce duplication of efforts .Private partnership important for facility innovation .Integration at scale is also important.



Hygiene Behaviour Change for WinS: During COVID19 Pandemic

Promoting Menstrual Health through an influencer

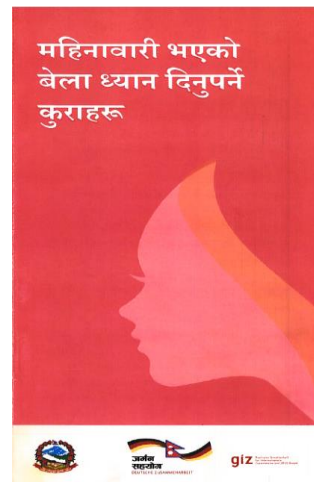
Sami Pande and Tabea Seiz
Advisors-GIZ Support to the Health Sector Strategy
Nepal

21 April 2022

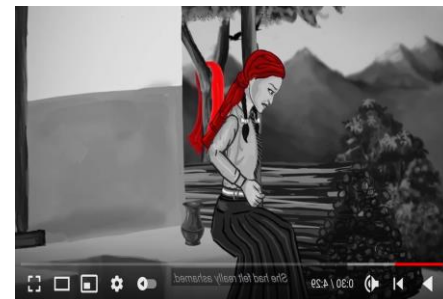


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Hygiene Behaviour Change: COVID19 response background

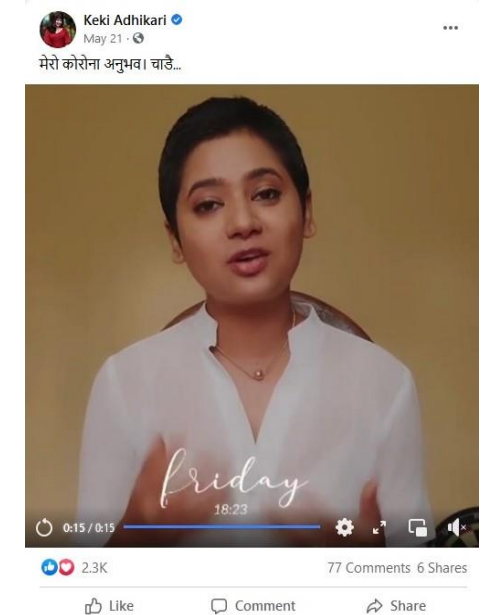
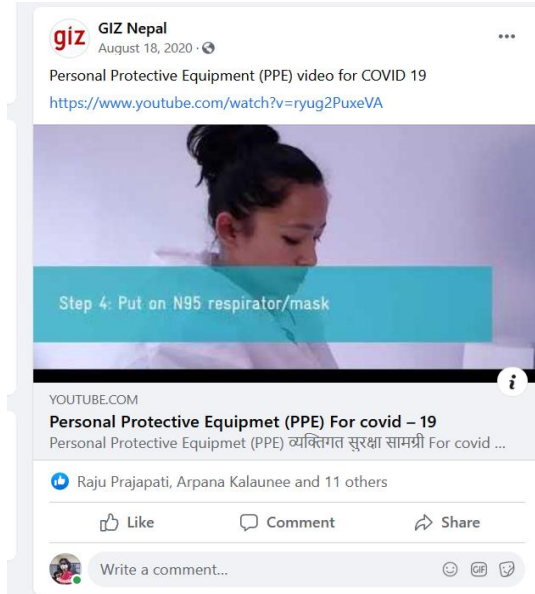


- Several Information, Education and Communication (IEC) materials (videos, apps, flyers) developed targeting adolescents, but little outreach
- How to increase the outreach among adolescent in rural and urban setting ?



Hygiene Behaviour Change: COVID19 response approach

Influencer might be the solution...



Hygiene Behaviour Change: COVID19 response approach

Approach: Keki Adhikari as Goodwill Ambassador for Menstrual Health, 2020-2021



Keki Adhikari

Page · 1M like this



Hygiene innovation during COVID19 response

Role of Goodwill Ambassador for Menstrual Health

Disseminate Menstrual Health related materials through different social media accounts

Advocate the topic/them among members of the public, policy makers, decision-makers and other stakeholders.

Make public appearances, public service announcements and video news releases, participate in press conferences and interviews.



Result/Effectiveness



Financial
Investment:
**EUR
28,000**



Number of times people
reached:
nearly 2 million



Views: over **500 K**



Reactions: **30 K**



Big outreach through
the documentary:
300 K views

Hygiene Behaviour Change Response: Learnings

What have we learned and where things need to be improved



Key learnings (keep maximum 5 points) for replication:

1. Right Person:

- ✓ Should have good image and popular among target group
- ✓ Intrinsic motivation is essential. Financial incentive is extrinsic and should not be the driving force to be Goodwill Ambassador



2. Getting to know each other

3. Briefing about the campaign is imperative

4. Know their interest and involve in the planning



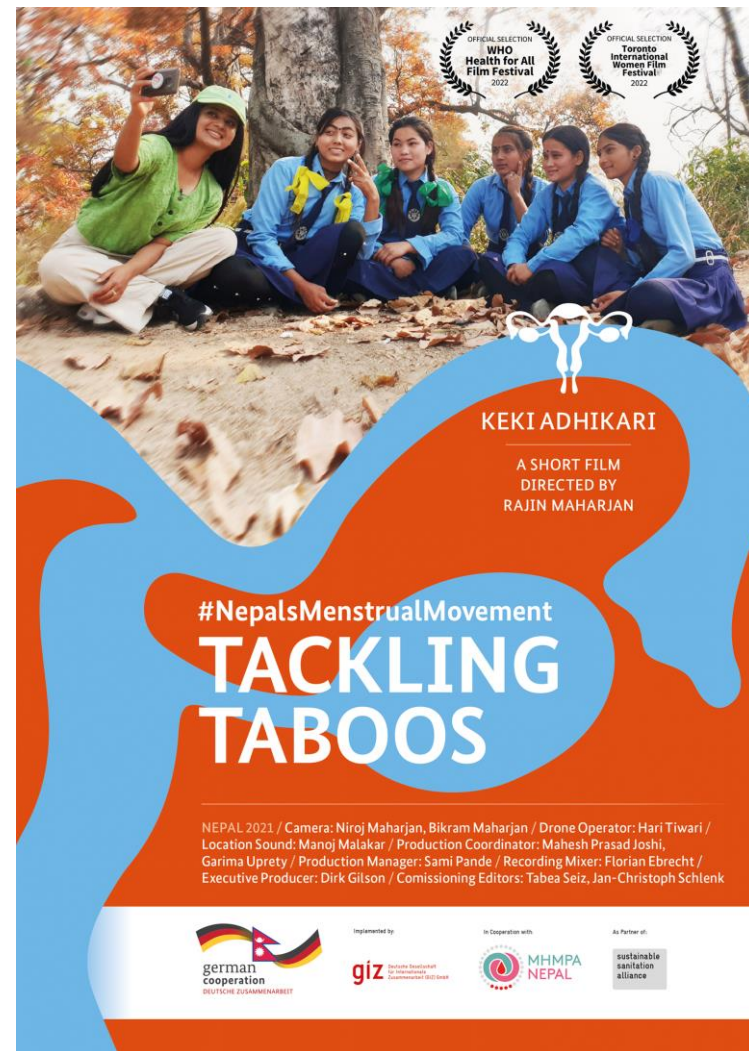
Plan for improvement / areas to focus for long term sustainability:

1. Choosing right person is most important

2. Exposure visit is important



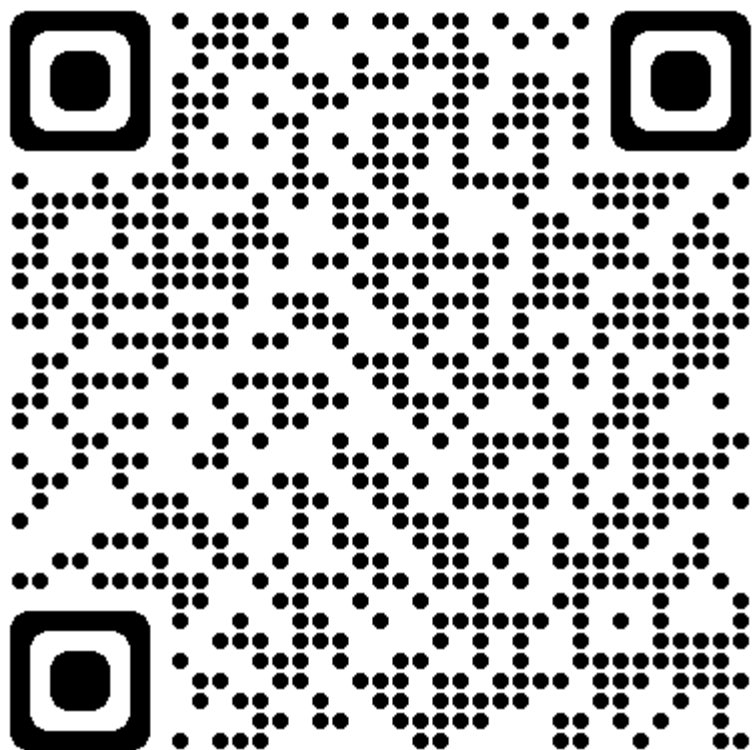
THANK YOU



Six key learnings as takeaways

- Hygiene behaviour change intervention in school should be evidence based, focus only key target behaviours and context specific.
- Hygiene behaviour change intervention should be engaging and attractive using appropriate activities through multiple touch points. Arts, sports, music/jingle, celebrities can be used to make intervention fun, attractive, engaging and reduce campaign fatigue. Any group activities should be COVID19 sensitive.
- Hygiene promotion using emotional assets / package through mass media (TV, Radio), digital and social media (Facebook, TikTok etc) followed by face to face intervention (community/school based) has greater strength to reinforce behaviours and possibly to sustain change.
- Provision of inclusive permanent handwashing facilities with soap and water including cues / nudges with it's O&M mechanism together with hygiene promotion in schools can contribute to country level COVID19 prevention and alter behaviours.
- While dealing with COVID19 diseases burden in schools, it is also important to address other critical behaviours such as Menstrual Health and Hygiene where this is still an issue. Local celebrities (goodwill ambassador) can be instrumental in promoting such issues in local context.

Give us your feedback, please?



What more would you like to learn or discuss in the webinar series?

<https://forms.gle/bRyy8jL5kHhS2TQ69>



ABOUT THE WinS NETWORK WEBINARS

As a global inter-agency network aiming to harmonize efforts and promote alignment among MoE and partners, the WinS (WASH in Schools) Network is hosting a monthly webinar series. Each month, a designated topic will be presented and discussed among sector experts, stakeholders, project implementers and representatives from Ministry of Education. These webinars are designed to be informative and interactive, as they form a core part of the network's mission to 'foster a global community of practice on WinS to harmonise strategies for supporting governments around the world to plan, finance, implement and monitor integrated, inclusive, and sustainable WinS programmes.'

Thank you for joining today!