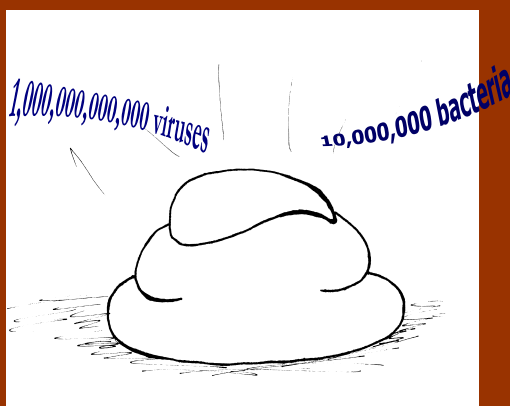
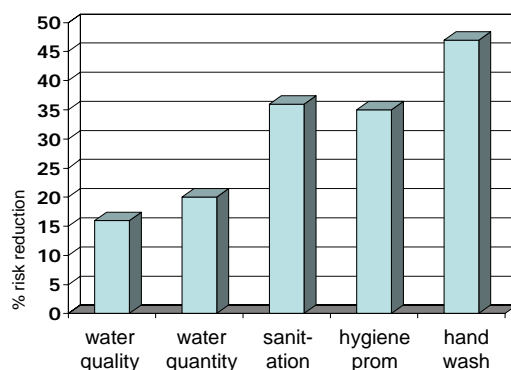


# Hygiene Promotion: Learning from the Private Sector

Valerie Curtis



Interventions vs Diarrhoea



## Why handwashing?

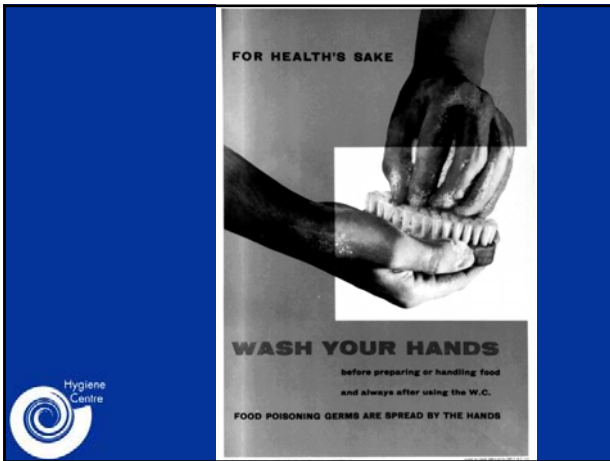
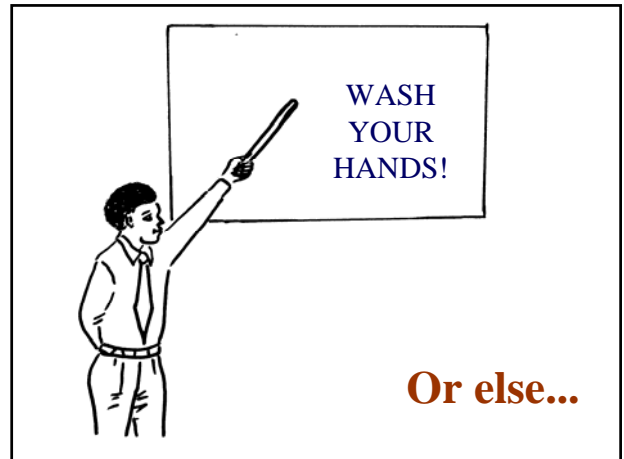
- Reviews suggest that it can prevent 47% of diarrhoeal infection
- And 30% of respiratory tract infection
- Could save over a million lives
- Feasible and cost-effective
- The “do-it-yourself” vaccine



Handwashing  
with soap could  
save over a  
million lives a  
year...

...and prevent  
ARIs, SARS...





To change behaviour you have to understand it:

- marketing
- psychology
- anthropology
- lots of field studies



**Partners:**

World Bank, WSP, Unicef, USAID, WHO, WSSCC  
 LSHTM, AED, CDC

Unilever, P&G, C-P, small-scale producers and MF associations

Govs of Ghana, Peru, Senegal, Nepal, Indonesia, South Africa, Madagascar, Colombia...

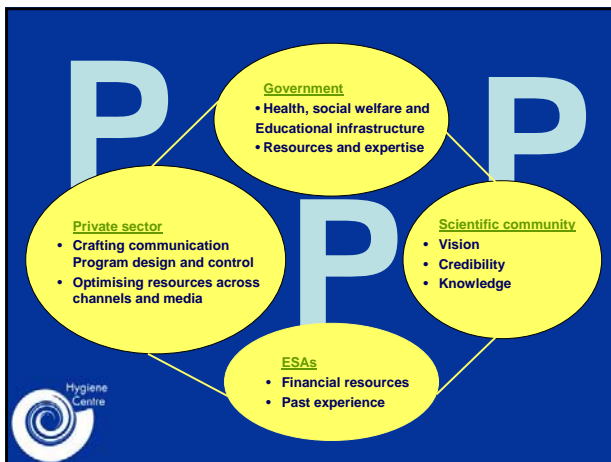
## Benefits to industry:

- Soap volume ↗
- New markets
- Influence
- Motivation
- Good citizenship



## Benefits to public health:

- Infections ↘
- Resources
- Expertise



## The Ghana Public-Private Partnership for Handwashing



## Ghana: the Process

- Consumer research
- Concept development and testing
- Materials development and testing
- Launch and roll-out
- Evaluation
- Relaunch...



## Consumer Research

- Habits
- Target audiences
- Motives
- Channels of communication
- National samples using quantitative and qualitative approaches, eg structured observation and behaviour trials



## Handwash Motivation

### Drivers:

- Disgust
- Nurture
- Social Acceptance
- *Habit*

**Key barrier:** Lack of sensory cues of contamination

**Key insight:** hands washed with water not soap



**Disgust 2b**

**People do not respect dirty people. I do not want to spoil my good name so I always wash my hands with soap especially after using the latrine.**

**NEATNESS 2**

**I enjoy school most when everyone likes me. I always remember to wash my hands with soap so everyone can like me.**

[Ghana PPP Ads\Ghana TV ADS\AVSEQ01.avi](#)

## Reach

- 71% of women heard of *Hororo Wonsa*
- 69% of total knew the song, of these:
  - 78% from TV
  - 45% radio
  - 30% children
  - 11% from friends



## Need to research kids

- Not just mini-adults
- Peers increasingly important
- What 's cool? What turns them on?
- Test and test approaches
- Professional job
- Learn from industry

**For truly clean hands**  
always wash with soap

## Need products



## What have we learnt from industry?

- Consumer focus
- Pragmatic approach: what works?
- Campaigns
  - Single unifying idea
  - Single change
  - Industrial strength marketing
- Marketing mix: optimisation
- Marketing skills are key



To change behaviour you have to understand it!!

Industry has processes and capacity (and a duty) to help



## Observed HW Rates

- 2% of Mothers washed hands with soap after cleaning child's behind
- 4% of Mothers washed hands with soap after defaecation



## Ghana Truly Clean

- **OBJECTIVE:** triple the rate of handwashing with soap by mothers and children after contact with faeces and before contact with food
- **Reach 80% of target audience over 2 years via:**
  - mass media
  - direct community contact
  - school, health and community infrastructure



## Quanta of activities

- Launch Sept 2003
- Mass media from Dec 2003
  - 2 x TV ads in 3 languages on 3 TV stations (mothers & children) 5x a day for 6m
  - 2 x radio ads 5x day for 6 m (mothers)
- 132 billboards
- Posters, schools, communities
- 132 DCC events in 12 districts
- Launches held in all regions April-July 2004



## Phase 1 evaluation

- July-August 2004
- National representative survey, peri-urban and rural
- 497 mothers
- 407 kids, 204 men
- 24 in-depth interviews
- Cf Baseline survey Sept 2002, 406 women



## Word of Mouth

- 53% from friends
- 40% from husband
- 35% from children

TV watching is communal (96%) many reported discussing the ad.  
Qualitative work suggests WoM is fundamental to 'domestication' of message.



## Nag factor

- *"I told my mother and father, my uncles and aunts and my sisters and brothers."*
- (Child – Bekwai)



## Recall

- Fufu ad strongest (85% of watchers described it)
- Ludo ad (13%)
- Key message WHWS (86%), others things on hands, or WH
- Higher recall for multiple exposures
- After defecation (94%)
- Before eating (82%)



## TV recall

- *"For me, I knew that you wash your hands after using the toilet, but the idea that you add soap to wash your hands after using the toilet, I only learnt about that only recently since they started showing the television advert. That's when I learnt that after using the toilet even if you wash your hands there is still dirt on your hands unless you use soap"*
- (Mothers FGD – Bekwai)



## Radio recall

- “They said even after using the toilet, wash your hands with soap, they said there are many things on our hands our eyes can’t see, so we should wash our hands with soap anytime we use the toilet. The children too after playing and before eating, we should wash their hands because there are many things on our hands we can’t see”
- (Mothers FGD – Axim)



## Impact on HW

- Reported HWWS after defecation
  - Baseline 76%
  - Evaluation 89% (up 13%)
- Before eating
  - Baseline 14%
  - Evaluation 55% (up 41%)
- Fewer report HWWS after eating



## Impact on others

- 80% saw behaviour change in spouse
- 81% saw behaviour change in children



## Impact by channel

- Claimed behaviour change
  - Events 78% of attenders
  - Radio 63% of recallers
  - TV 58% of recallers
- Over 50% of those reporting no behaviour change said they were already WHWS



## Of the entire sample

- Reported behaviour change by channel
  - TV 32%
  - Radio 30%
  - Events 17%\*



\*over-sampled



## Preliminary conclusions

- Enormously promising
- Something has happened in society
- But has behaviour changed?
- Would be worth evaluating behaviour change sooner



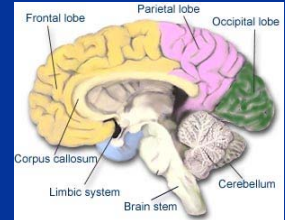
## Issues

- Keeping track of the message
- Tightening content
- Barriers: wastage, facilities in schools, smell, chemicals in soap
- Child targeting
- Schools marketing package
- Need for district marketing package
- Branding?
- Relative cost-effectiveness of channels



## What have we learnt from brain science?

- Role of the emotions
- Need for surprise
- Habit change requires strong rewards



## Changing behaviour

Understanding motivation is central to Health Promotion:

- Why might people want new behaviours?
- Consumer perspective
- Skill of the marketer
- Ancient animal drives are more important than we like to think!

