SOME DRIVERS FOR BEHAVIOURAL CHANGE

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RISK (THREAT) BECOME REAL?

- Recognising risk to self, family or loved ones as a reality (*me and mine*)
- This risk is perceived as greater than risk to others (patients?)
- What can I get away with even if I know better?
Evaluating risk in a given situation is based on:

- Knowledge IPC
  - Evidence based
  - Fear based
  - Rumour based
- Infrastructure available (WASH provision)
- Application of safe practice- (PPE)
TAKING RESPONSIBILITY FOR ONE’S ACTIONS;

Related to accountability
What happens if

- I do not do what I have to? (*personal*)
- I do not do what society demands of me? (*social*)
- My organisation expects more of me? (*output*)
DRIVERS FOR CHANGE- REWARD

• Link between output and financial reward is tangible
  • Get paid to work
  • Will only work for as long as one is paid
  • Will perform as required if there are penalties for not doing your job!

• *Per diem* distorts healthcare delivery in Africa (World Bank Report, 2015)

• Permanent posts- no need to improve performance
In the absence of knowledge (empowerment) or evidence, information and therefore behaviour becomes distorted and mistakes are made
EMPOWERMENT IS PIVOTAL!

- Education and evidence based training.
- Give reasons for why certain activities are done.
- How?
  - Face to face teaching
  - Demonstrate? – visual
  - Discussion? Is it allowed
  - Debate?
  - Modify?
First recycling programmes started with children who came home and educated parents.
COMMUNITY INVOLVEMENT

• The community was not included in containing EVD.

• There is indigenous knowledge which is not used.

• Learn from the community and include them as part of the solution.

She is part of the AMS- IPC programme!

This traditional healer is part of an advisory board for a rural area. She takes the information back to the community.

• She is powerful; the community trusts her.
WHO INTERIM IPC GUIDANCE FOR EVD

- General guidelines for containment of Ebola
- Produced rapidly!
- Widely circulated
- Adapted by ICAN
DOES THE WRITTEN WORD CHANGE BEHAVIOUR?

• Too much written instruction including guidelines
• Language barriers
• WORD FATIGUE!
• Talking and discussing helps to convince the audience

IMPORTANT PUBLIC HEALTH GUIDELINES FOR THE U.S. REGARDING EBOLA VIRUS DISEASE

1) Stay home if you are sick
2) Wash your hands regularly
3) Do not eat fruit bats
4) Do not fondle the dead
5) Do not kill healthcare workers
MAKE IT EXCITING!

- Immediate access to evidence based information.
- Use technology effectively
- Use smartphones!
LINK BETWEEN OUTCOME AND PERSONAL REWARD - INTANGIBLES

- Personal satisfaction
- Feel good
- Recognition by peers
EXAMPLE of Applying knowledge

CONNAUGHT HOSPITAL
SIERRA LEONE

BY CHRISTINE KALLON
Background: Infection Prevention Control (IPC)

- The IPC Unit was fully operational on the 16th March 2015
- Office space furnished by the Hospital Management of Connaught Hospital
- Working in partnership with Kings
- Hospital bed capacity of 279
- Total staff 1200
CHALLENGES

- Health care workers adherence to IPC practices
- Sustaining supply of biohazard and general waste bags
- Irregular supply of liquid soap.
- Insufficient copies of in patient screening forms
- Insufficient supply of gloves from central medical stores
IPC IMPLEMENTATION
1. DECONGESTION OF WARDS

Before

After
2. SHARPS SAFETY

Before

After
3. INCREASED HAND WASHING STATIONS
4. **SUPPLY OF WASTE BINS IN ALL UNITS**

- Supply for wards
- Supply for the entrances
5. WEEKLY SUPPLY OF BIOHAZARD BAGS
6. PROPER WASTE SEGREGATION

BEFORE

AFTER
CONCLUSION

- The main drivers for change are empowerment and education.
- Understanding the science behind the activity
- This knowledge can help to modify to activities to some extent even in the absence of infrastructure
- Use all the available facilities to teach and improve knowledge
- Think of innovative ways of transferring knowledge!
Thank you!