Module 9. Hygiene Promotion

*Ministry of Health Liberia:*

*Division of Environmental & Occupational Health*

WASH & EH Package – Early recovery & Resilience Building from EVD outbreak
Objectives

- Define Hygiene promotion.
- Identify the components of hygiene promotion.
- Describe the benefits of hygiene promotion.
- Understand the preparation and dissemination of hygiene promotion messages.
Learning Outcomes

By the end of the session the participants will be able to:

- define hygiene promotion
- Identify the components of hygiene promotion
- Explain the benefits of hygiene promotion
- Prepare and disseminate a hygiene promotion message
Hygiene promotion is the **planned, systematic** attempt to **enable** people to take **action** to prevent or mitigate water, sanitation, and hygiene related diseases.

It can also provide a practical way to facilitate community participation and accountability in health care facilities.

It involves ensuring that **optimal use** is made of the water, sanitation, and hygiene enabling facilities that are provided in the HCF.
Hygiene Improvement Framework

WASH
DISEASE PREVENTION

HYGIENE IMPROVEMENT IN EMERGENCIES

ENABLING ENVIRONMENT

HYGIENE PROMOTION

ACCESS TO HARDWARE
Why do we need Hygiene Promotion?
Transmission of infectious disease
Other Benefits of Hygiene Promotion
1. Optimal use of facilities

- Facilities may not be used or may be used in a way that was not intended
- Discussions with users can ensure the best possible design of facilities
- Systems that ensure the cleanliness and maintenance of facilities need to be set up
Other benefits of Hygiene Promotion
2. To support participation and accountability
Other benefits of Hygiene Promotion

3. To monitor the acceptability of facilities and impact on health
Hygiene Promotion
Liberia National Standard

- All facilities and resources provided reflect the vulnerabilities, needs, and preferences of the affected population.

- Users are involved in the management and maintenance of hygiene facilities where appropriate.
Team integration

- Team goals and objectives
- Joint work problem identification, planning and systematic sharing of information
- Joint field visits and training where possible
- Shared monitoring and reporting systems
- Joint interagency meetings
Hygiene Promotion is not just about message dissemination and behaviour change
Effective Hygiene Promotion emphasises:

action and dialogue
Components of Hygiene Promotion

- Community & individual action
- Use & maintenance of facilities
- Communication with WASH stakeholders
- Selection & distribution of hygiene items
- Monitoring
- Community participation
Priority Behaviours

The priority focus of Hygiene Promotion in a health care facility is the infection, prevention and control through:

– The safe handling, transport and disposal of healthcare waste
– Effective hand washing practices
– Toilet use and maintenance
– Reducing drinking water contamination
### Developing communication plan of action

Identify audiences, risks and opportunities

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<th>Risks/Barriers</th>
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Developing the Communication plan of action
Articulate key interventions and indicators

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Some Basic Communication Approaches

- Social marketing
- IEC (Information, Education, Dissemination)
- BCC (Behavior Change Communication)-peer education
- Participatory communication-CHDC
- Edu-tainment
- Community mobilization-Town criers
- Advocacy –Town chiefs
- Capacity building
Communication Approaches

Health Talk
Effective messages fill the gap between:

What the audience knows

and

What the audience should know
• Audience?
• Action?
• Why do it?

If you love your child---
Please get your child immunized
It is healthy for your child
Audience?  
Action?  
Why do it?

Love seat.

Until your child is at least eight years old or over 4-feet 9-inches tall, use a real love seat—a booster seat or child safety seat. A booster seat is needed once your child has outgrown his or her safety seat.

A booster seat raises a child up so the seat belt fits, preventing the child from being thrown from the car in a crash.

To learn more, go to www.tuckleupandencourage.org.

Parents protecting children with child safety seats.
Selecting Channels and Media

Media and channels (one-way, two-way)

- Mass media
- Print Media
- Traditional media
- ICT
- Training
- IPC
Choice of Channels Determined by:

- How people receive information
- Which channel has influence on selected audience(s)
- Which channel or outlet do people trust
- Impact of the channel(s) on behavior

Cannot just Throw Information into the Void
Communication methods

Games

Mapping

Drama

Home visiting

Pocket chart voting

Discussion groups

Three-pile sorting
## Developing the Communication plan of action
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Participation and Accountability
Participation Ladder

- Empowerment
- Partnership
- Involvement
- Consultation
- Information
Activities to promote participation

- Listen to staff, patients, carers, men and women separately and analyse their different perspectives and needs

- Identify those who might be vulnerable (e.g. women, young children, elderly, those with disabilities, or minority or excluded groups) and ensure access to WASH facilities, information, and education

- Feed back information to those affected (e.g. from surveys or meetings)

- When possible, allow people to set their own objectives for action and to determine the success of the intervention
Improving Accountability

- Facilitating participation

- Monitoring intervention – including satisfaction and acceptability and impact on health

- Link between those affected and other actors
In small groups consider what you can do in this context to ensure:

1. that staff, patients, carers and visitors participate in the WASH activities

2. that WASH initiatives are accountable to the stakeholders of a HCF
Practical accountability

- Feed back concerns of the affected community and advocate for these to be addressed
- Ensure patients, staff and carers are aware of their rights and entitlements
- Ensure monitoring system is in place and that it is used to inform future activities
- Monitor satisfaction and participation


Appleton, Brian; Sijbesma, Christine (2005): „Hygiene Promotion: Thematic Overview Paper“ . IRC

End