

# SOME DRIVERS FOR BEHAVIOURAL CHANGE

---

Shaheen Mehtar

Unit for IPC, Fac of Medicine &  
Health Sciences, Stellenbosch Uni,  
Cape Town



## 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?

# RISK ASSESSMENT IN HEALTHCARE

## 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**



# 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



# THE WORK ENVIRONMENT FORCES CHANGE- PENALTIES AND REWARDS

- 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?





# YOUTH AS LEADERS OF CHANGE- WASTE SEGREGATION

- 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

Interim Infection Prevention and Control  
Guidance for Care of Patients with Suspected  
or Confirmed Filovirus Haemorrhagic Fever  
in Health-Care Settings, with Focus on Ebola

September 2014



- 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

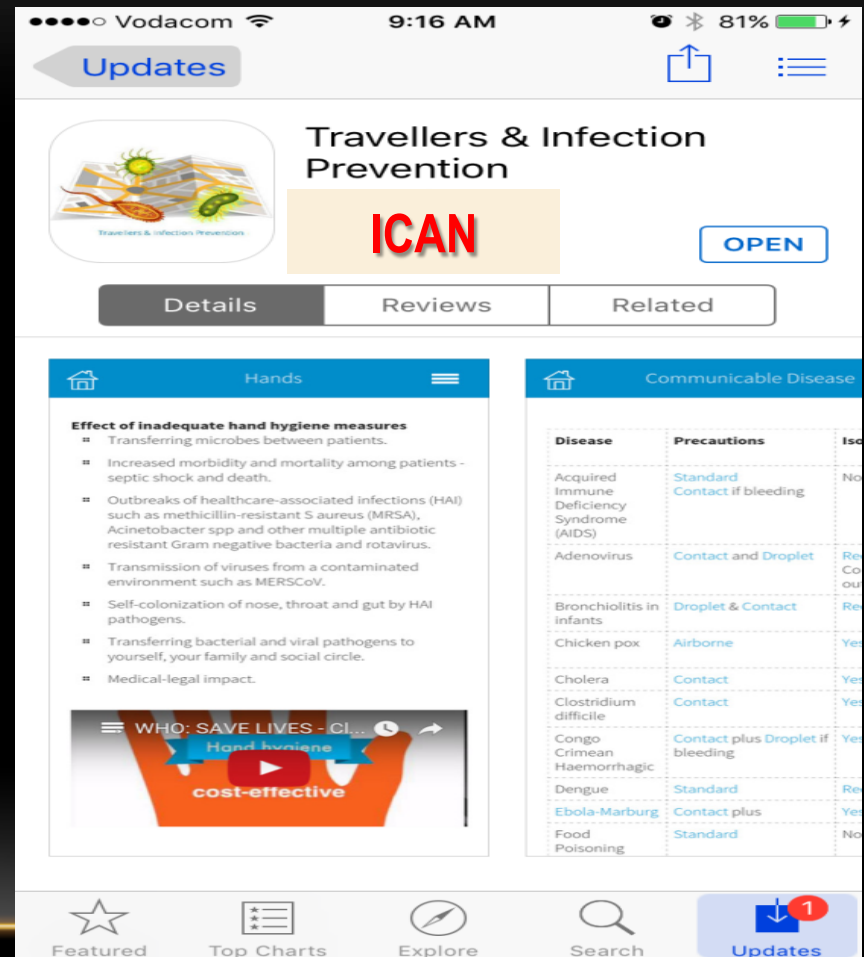


## IMPORTANT PUBLIC HEALTH GUIDELINES FOR THE U. S. REGARDING EBOLA VIRUS DISEASE

- 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 16<sup>th</sup> 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

SUPPLY



WASTE BINS



## 6. PROPER WASTE SEGREGATION

BEFORE



WASH WORKSHOP 2016

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!



**6th Infection Control Africa Network Congress 2016**

Indaba Hotel • Fourways • Johannesburg • South Africa

[www.icanetwork.co.za](http://www.icanetwork.co.za)