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

- 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
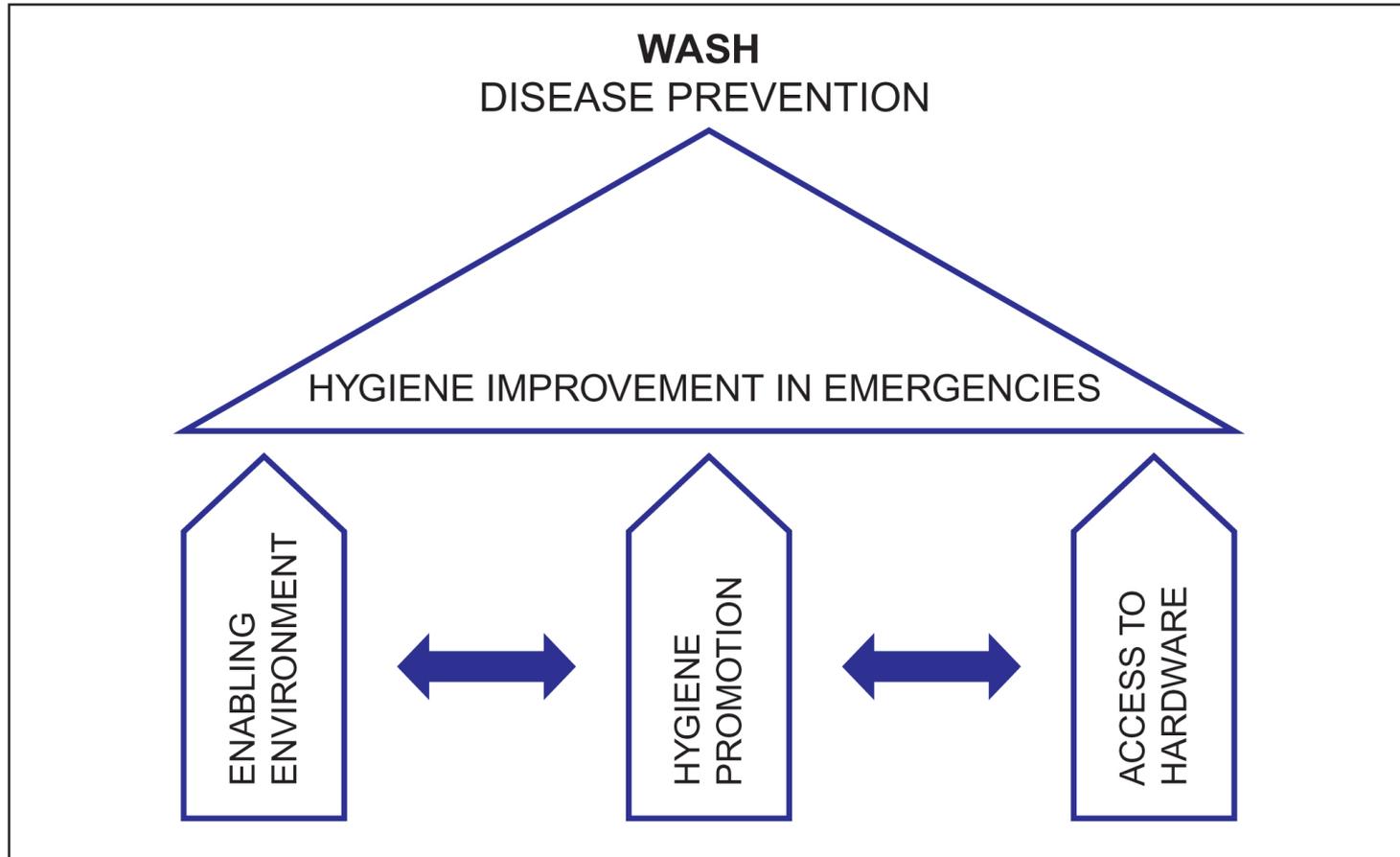
Why do we need Hygiene Promotion?

Transmission of infectious disease
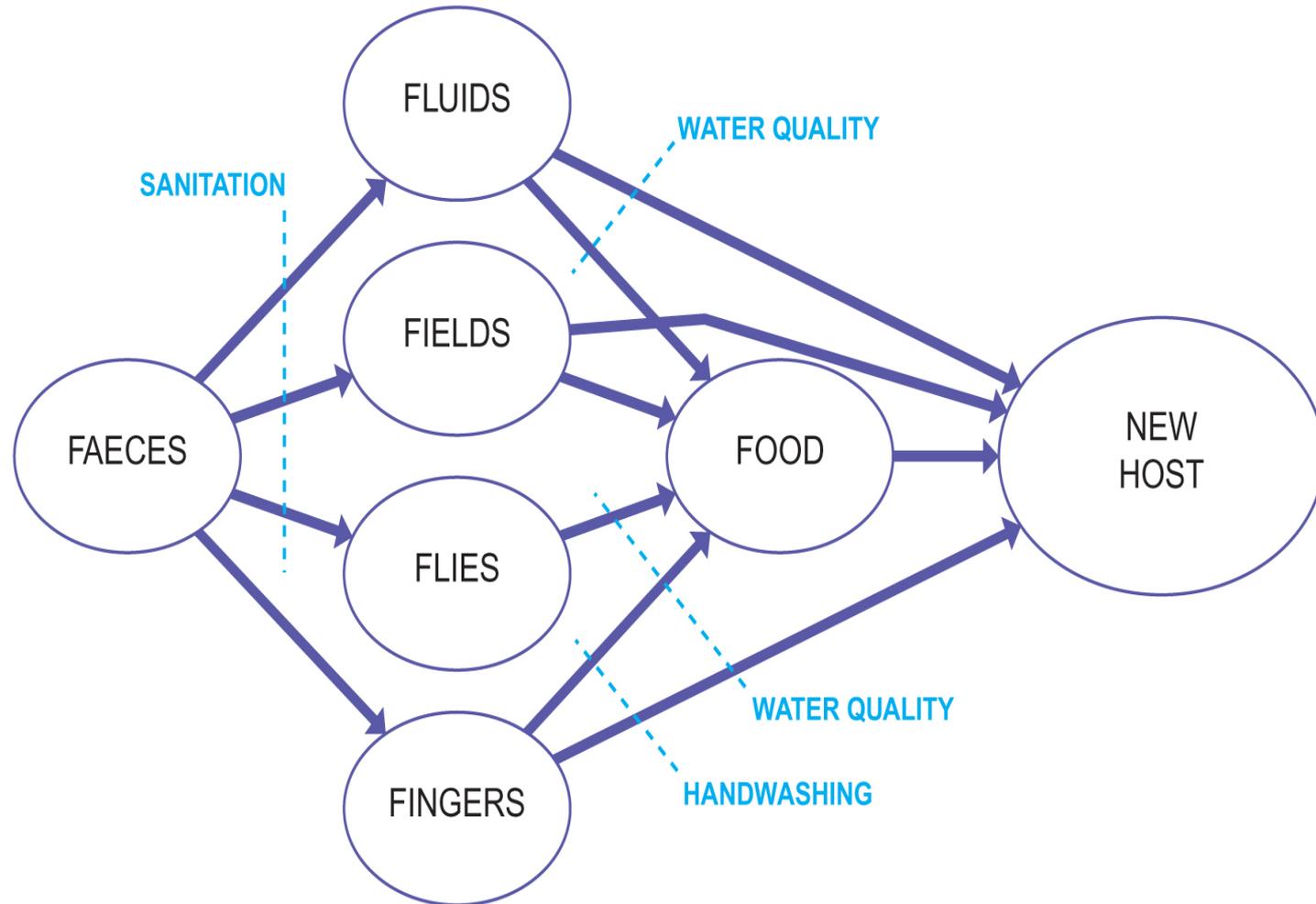
Other Benefits of Hygiene Promotion
1. Optimal use of facilities

- 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
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
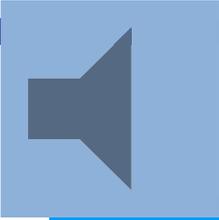
Hygiene Promotion is not just about message dissemination and behaviour change
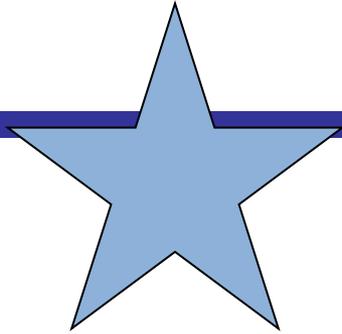
Effective Hygiene Promotion emphasises:

action and dialogue

Components of Hygiene Promotion
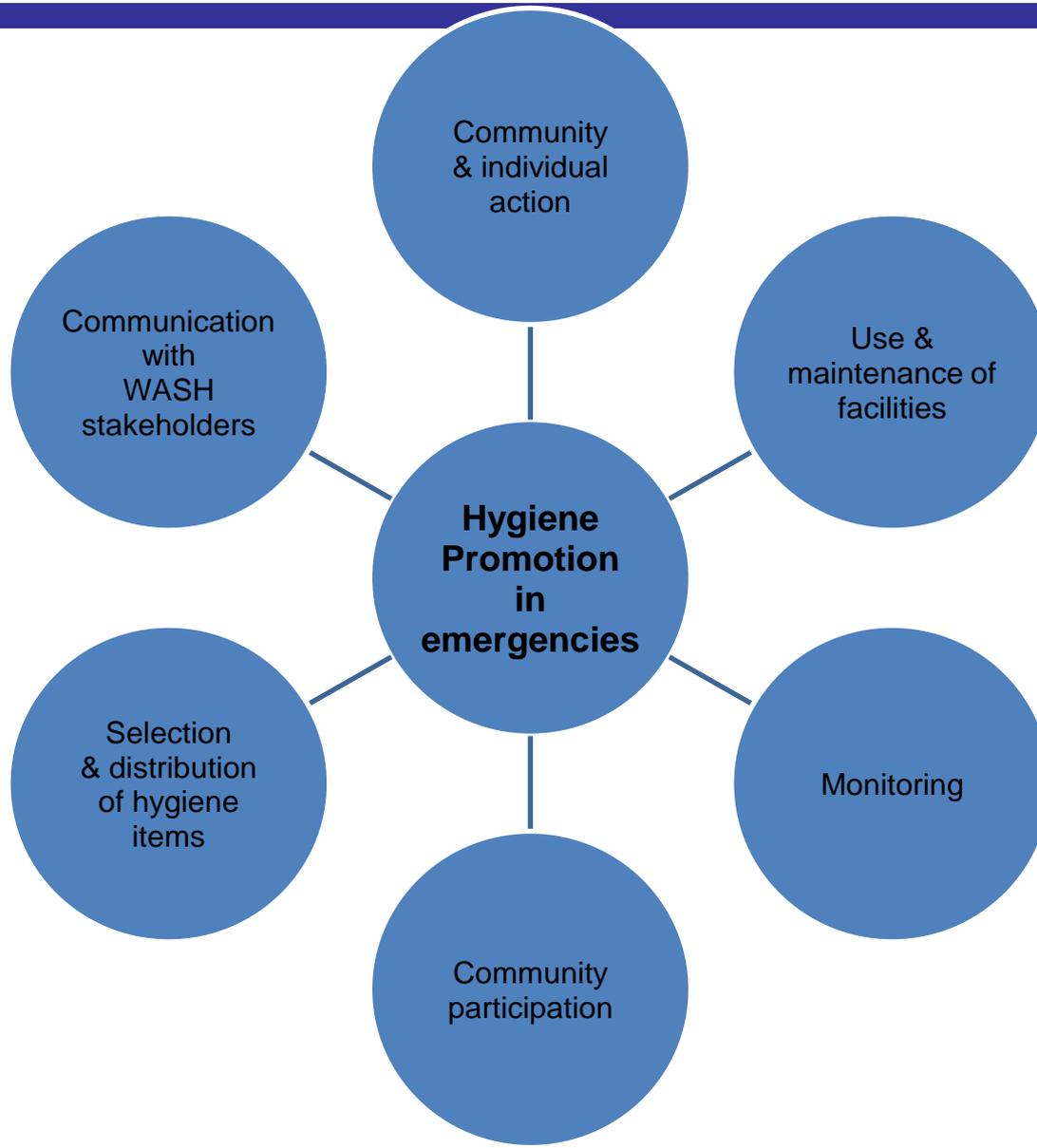
Priority Behaviours

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

Socio Ecological Model
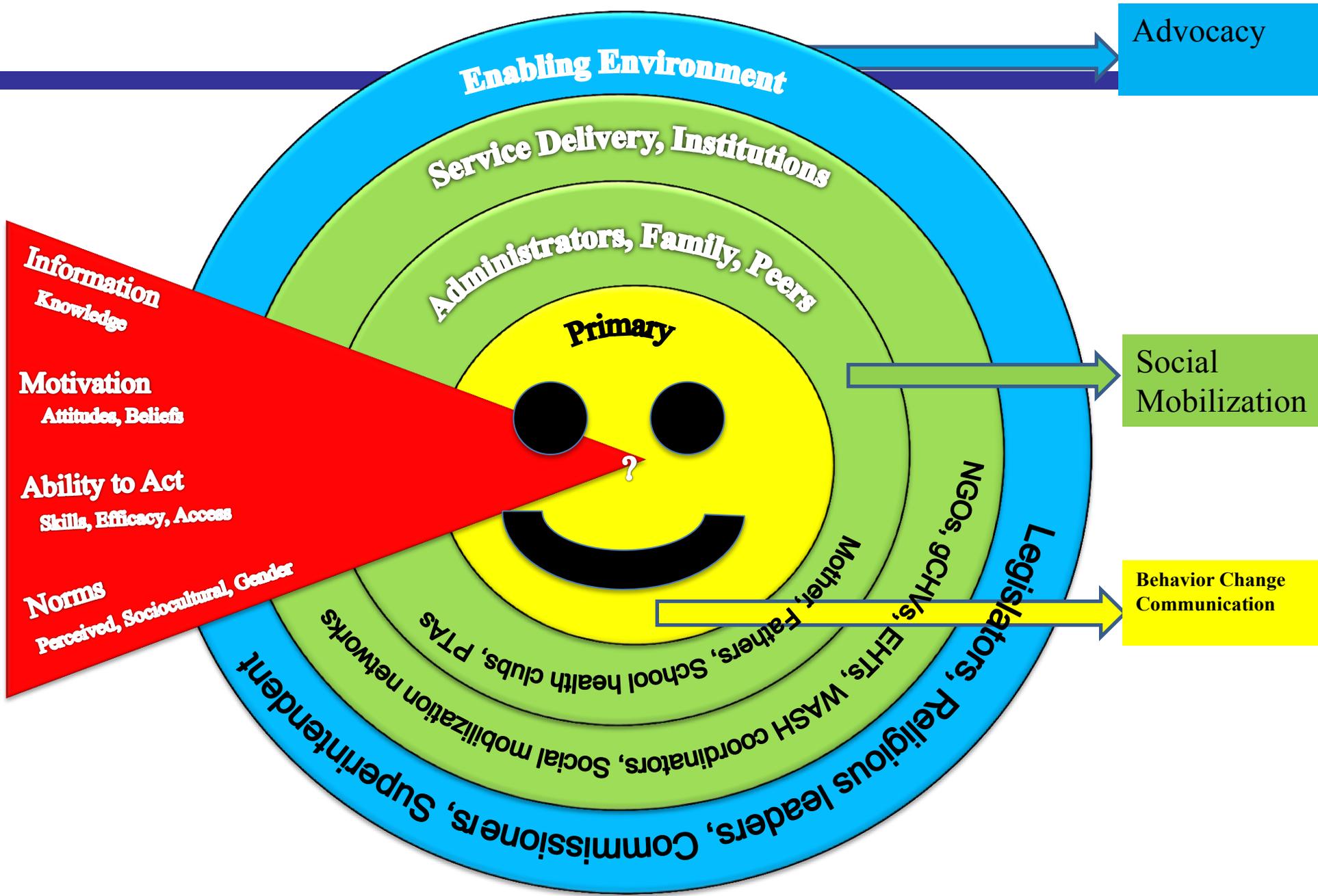
Developing communication plan of action
Identify audiences, risks and opportunities

Identify audiences	Risks/Barriers	Opportunities
Primary-		
Secondary		
Tertiary		

Developing the Communication plan of action
Articulate key interventions and indicators

Audiences	Communication objective	Approaches	Messages	Channels	Activities
Primary					
Secondary					
Tertiary					

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

Designing Effective Messages:
the Audience & the Content

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?
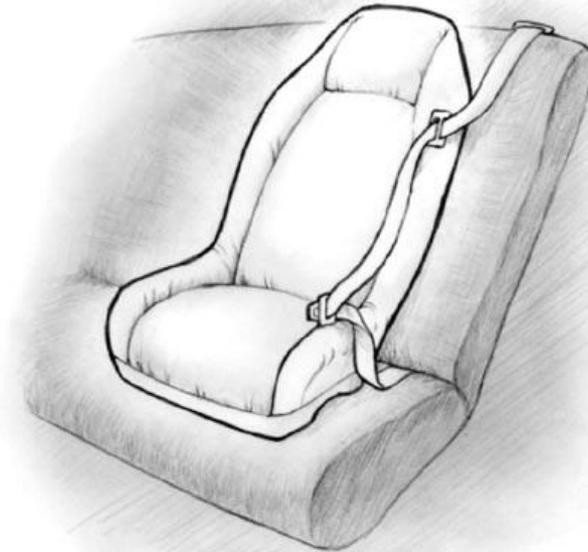
Love seat.

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.buckleupamerica.org.

Parents protecting children with child safety seats.

4 STEPS FOR KIDS
INFANT   TODDLER   BOOSTER   SEAT BELT

NHTSA
People Saving People

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

Home visiting

Drama

Discussion groups
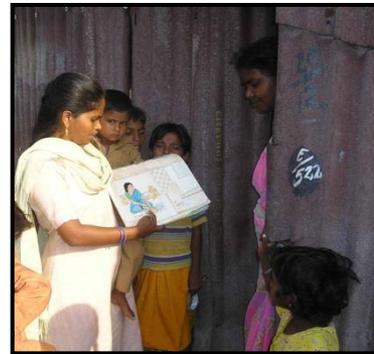
Three-pile sorting
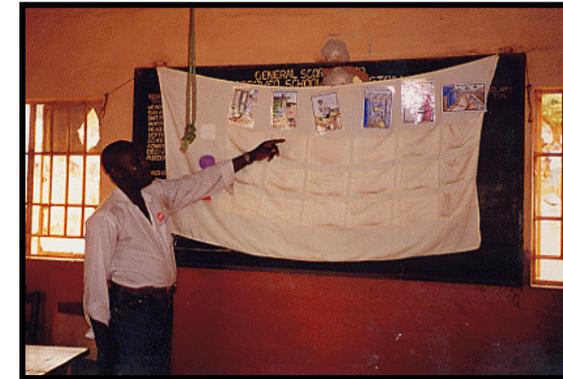
Pocket chart voting

Developing the Communication plan of action
Articulate key interventions and indicators

Audiences	Communication objective	Approaches	Messages	Channels	Activities
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# Participation and Accountability

Participation Ladder

Empowerment

Partnership

Involvement

Consultation

Information
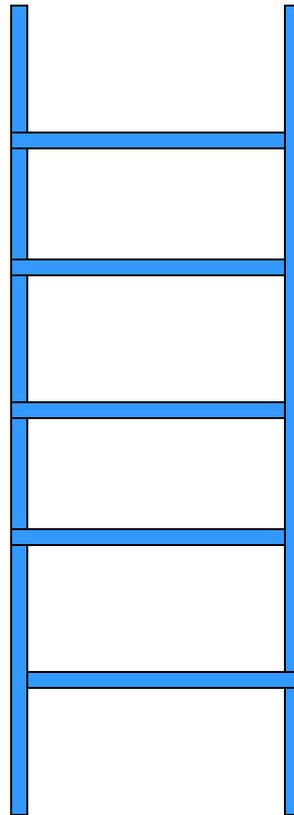
Activities to promote participation

- 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 stake holders 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

References

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