



Save the Children

Nudging Hand-washing:

a unique approach of changing the hand washing behavior of primary school children without conventional hygiene education in Bangladesh

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Handwashing with Soap (HWWS)

**Reduces risk of diarrheal diseases
by 50% and Pneumonia by 25%**

Nudges

Environmental cues/hints/signals that trigger desired behavioral outcomes



Research Question

Key research questions:

- Can nudges-based intervention increase hand washing with soap among children in a low-income setting?
- Can positive behavior change be sustained over time?

Study Design

- **Trained observer at each school, full day of observation**
- **Upon leaving school latrine:**
 - Did the child wash hands?
 - Both hands?
 - Using soap?
- **Used common definition of hand washing (both hands, soap) for analysis**



Nudge Development

- **Identified two schools in rural Bangladesh**
 - Improved water supply, sanitation on site
 - No hygiene education activities in past year
- **Assessed site-specific infrastructure and developed common set of nudges**



Intervention

Infrastructure:

- Dedicated HW station, built at child height



Nudges

- Paths leading from latrines to HW station
- Painting visual cues

Nudges



Nudges

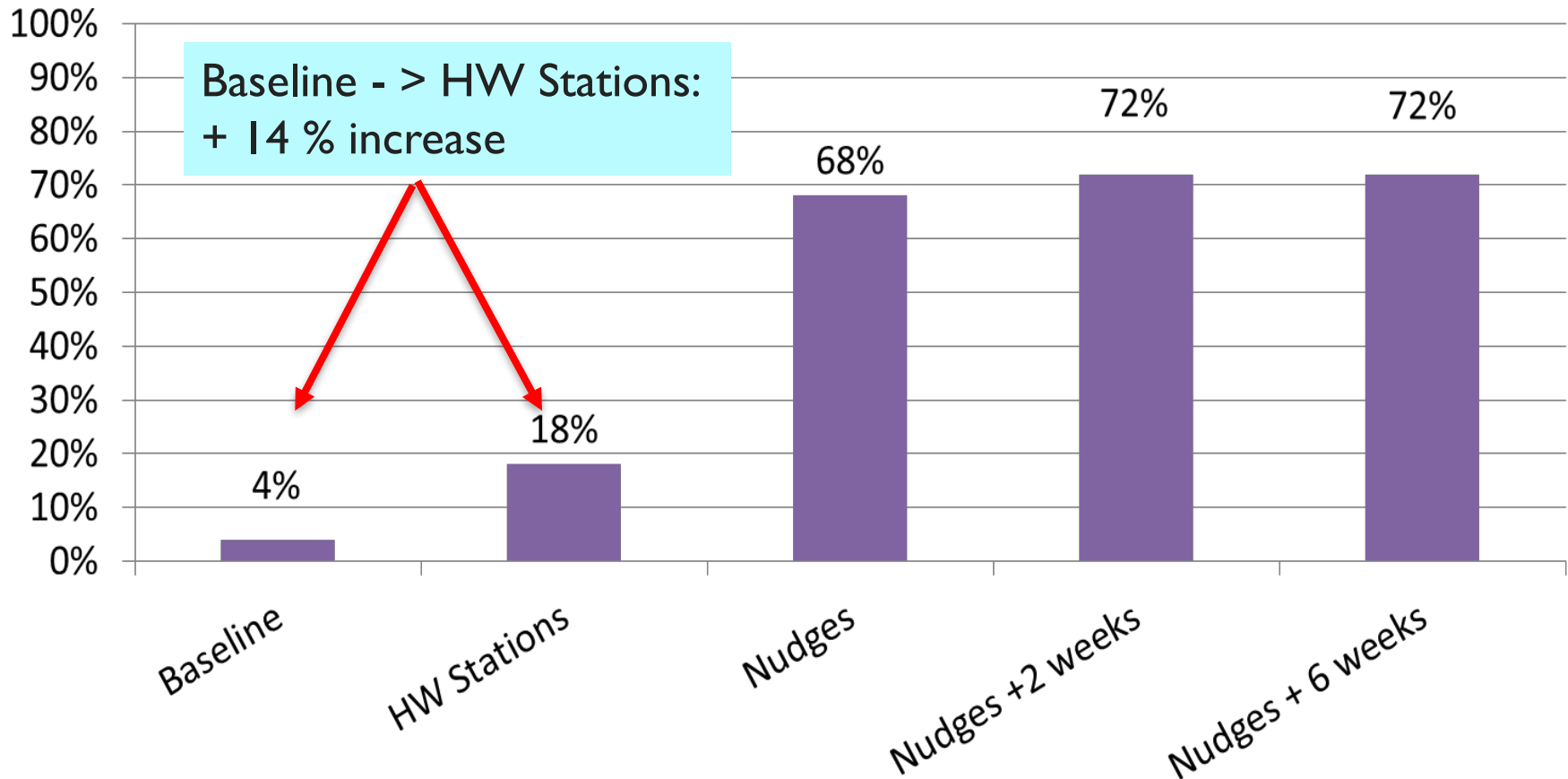


**No messages or
hygiene education**

**No games or other
“fun” activities**

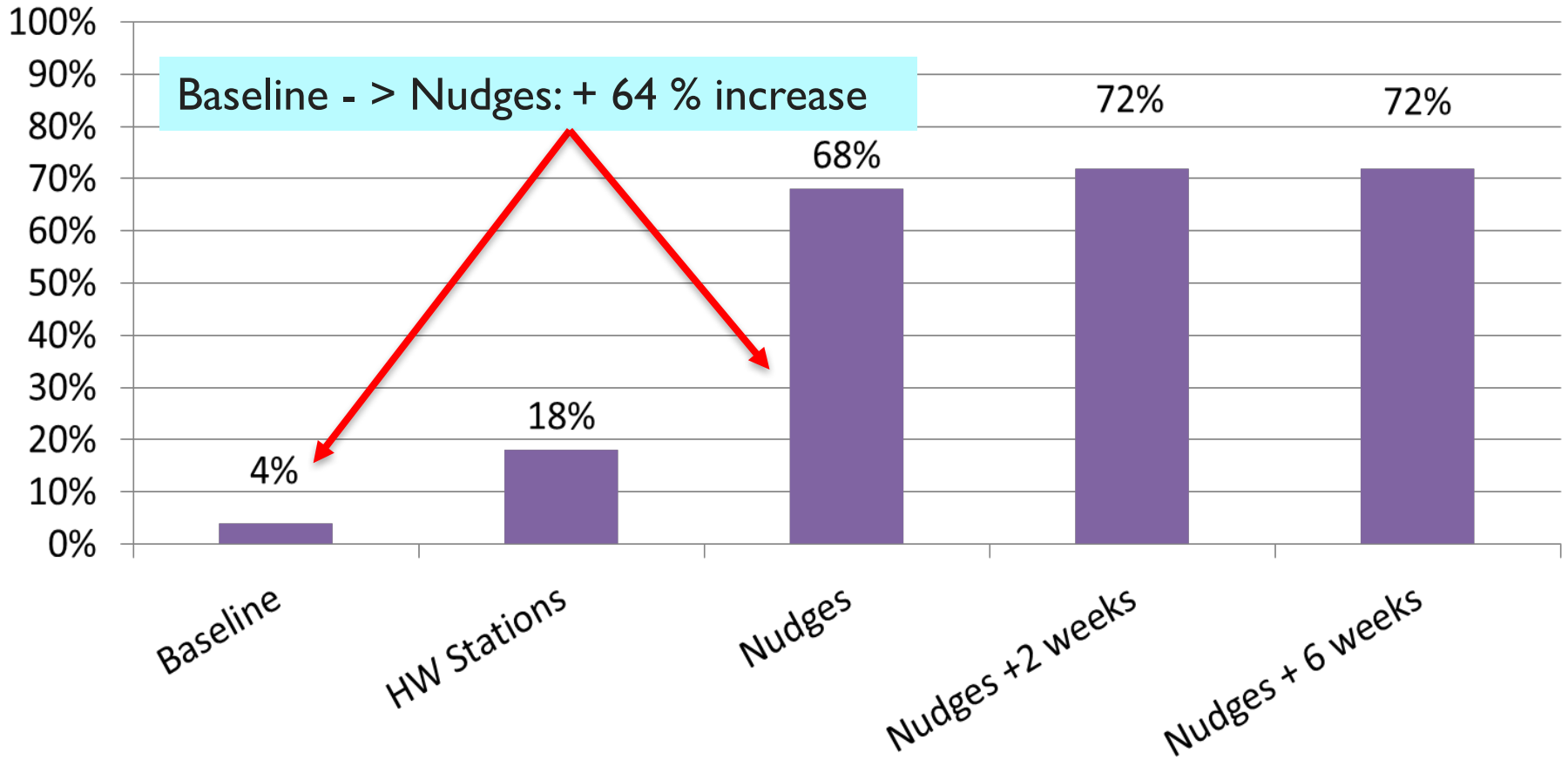
Findings

Percentage of children washing both hands with soap after exiting school latrine (n = 921)



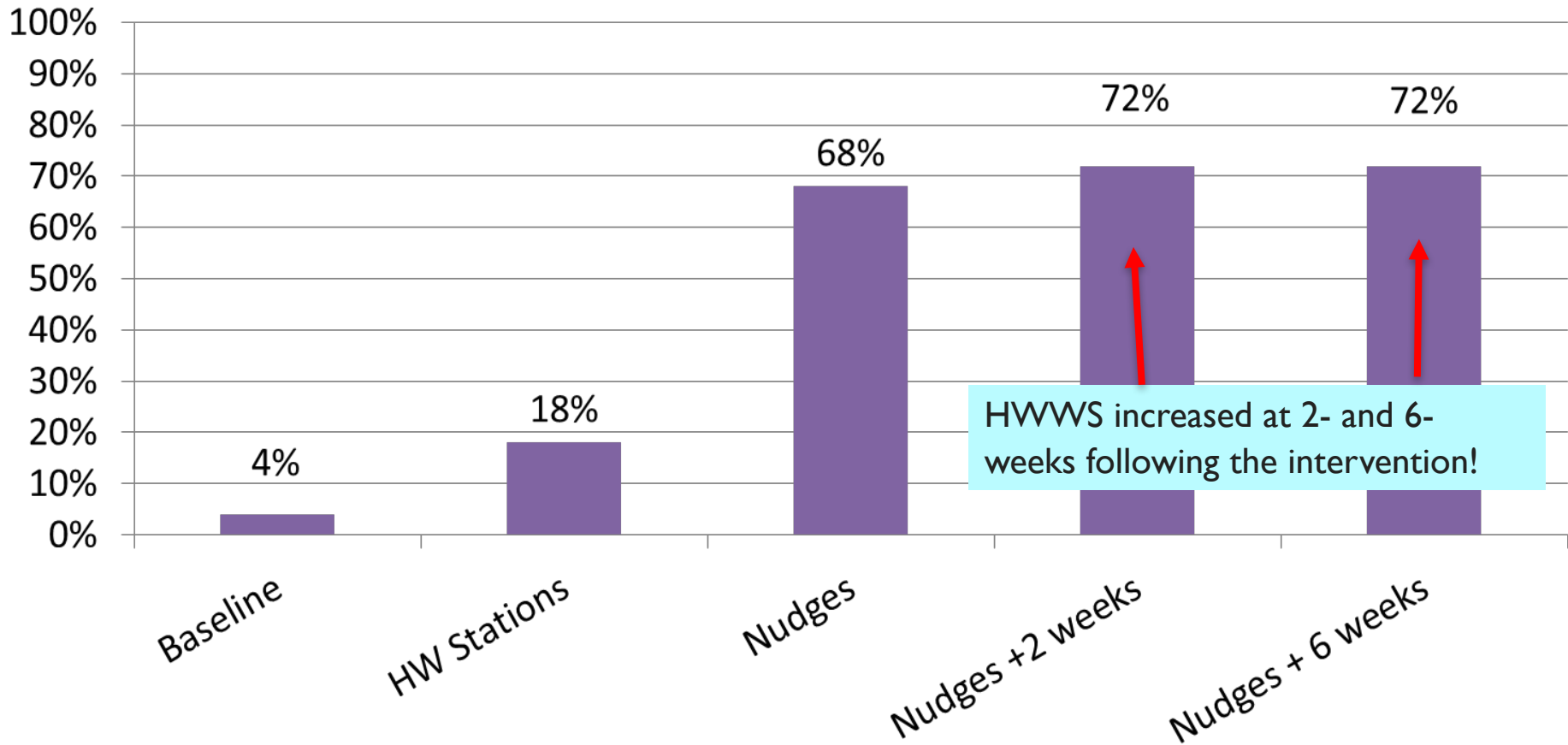
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Results

Total intervention cost: \$161 USD / school

- Bulk of cost associated with HW station
- No training required
- All materials from local markets
- Compare to \$206 for hygiene education program

Sustainability?

- HW rates remained high at 2- and 6- week mark

THANK YOU



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Full Manuscripts

Dreibelbis R, Kroeger A, Hossain K, Venkatesh M, Ram PK

“Behavior Change Without Behavior Change Communication: nudging handwashing among primary school students in Bangladesh”

International Journal of Environmental Research and Public Health. 2016. 13(1), 129

Available at: <http://www.mdpi.com/1660-4601/13/1/129/htm>

Video available:

<https://www.youtube.com/watch?v=eeuNEG5CTUo&feature=youtu.be>

