

Approaches to Developing Handwashing Behavior

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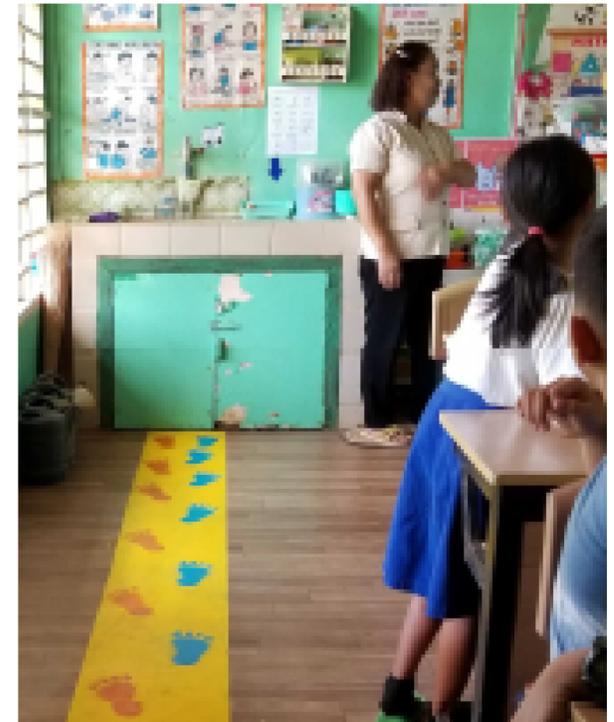
UNICEF Philippines

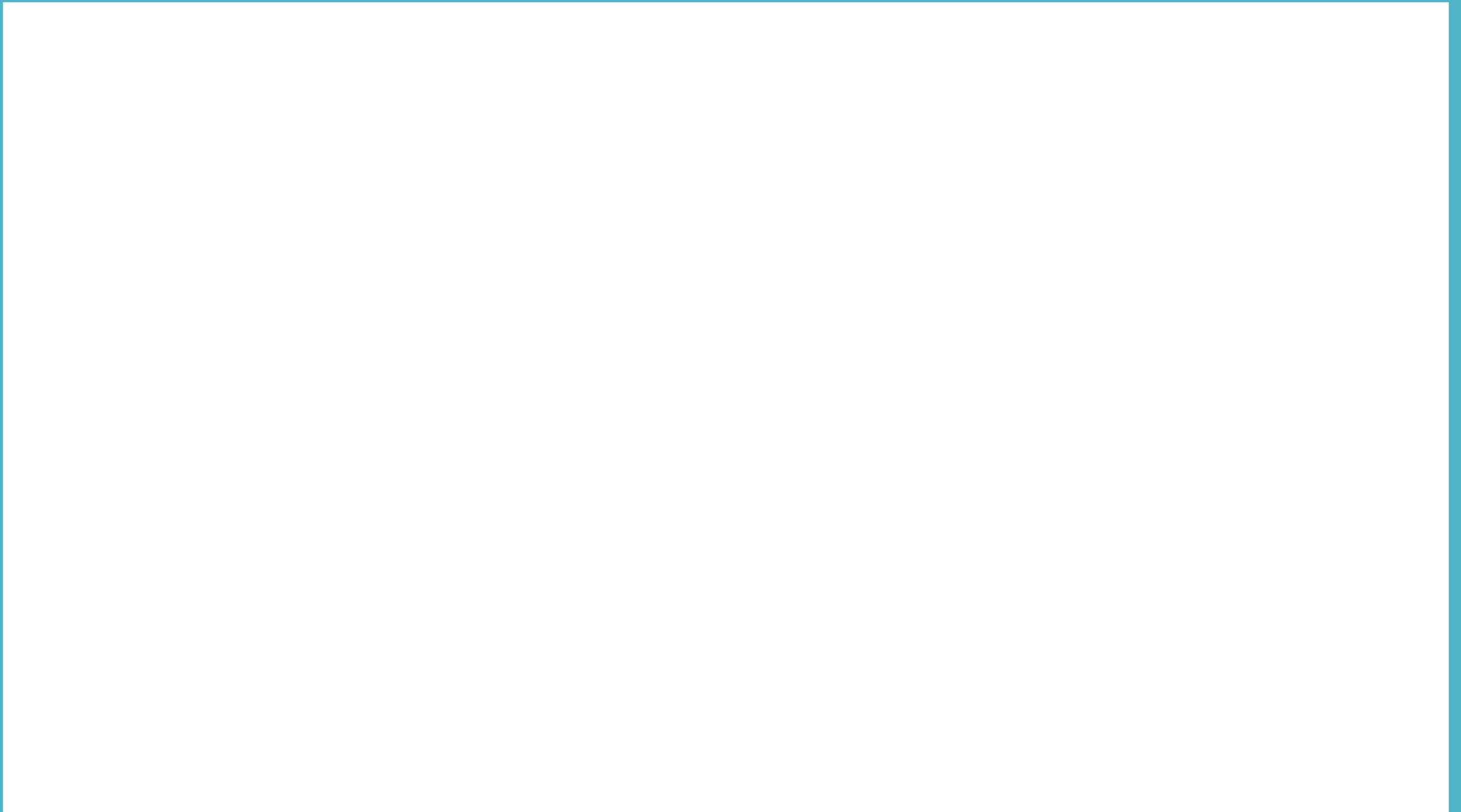


Behavioral Motivations for Independent Handwashing

FACT: Most students know when and how to wash hands, but do not translate into actual practice.

- ❑ Need: Behavioral triggers for handwashing practice
- ❓ Hi-Five for Hygiene and Sanitation Research and Development Project
 - From knowledge to emotion - disgust and affiliation as motivators
 - But pupils tend to be distracted and forget
- ❓ Nudges Intervention Project – visual/physical cues to prompt handwashing at the critical moment of decision to wash hands
- ❖ Approaches and tools are not stand-alone.
- ❖ Access to nearby handwashing facilities with soap is a requisite.





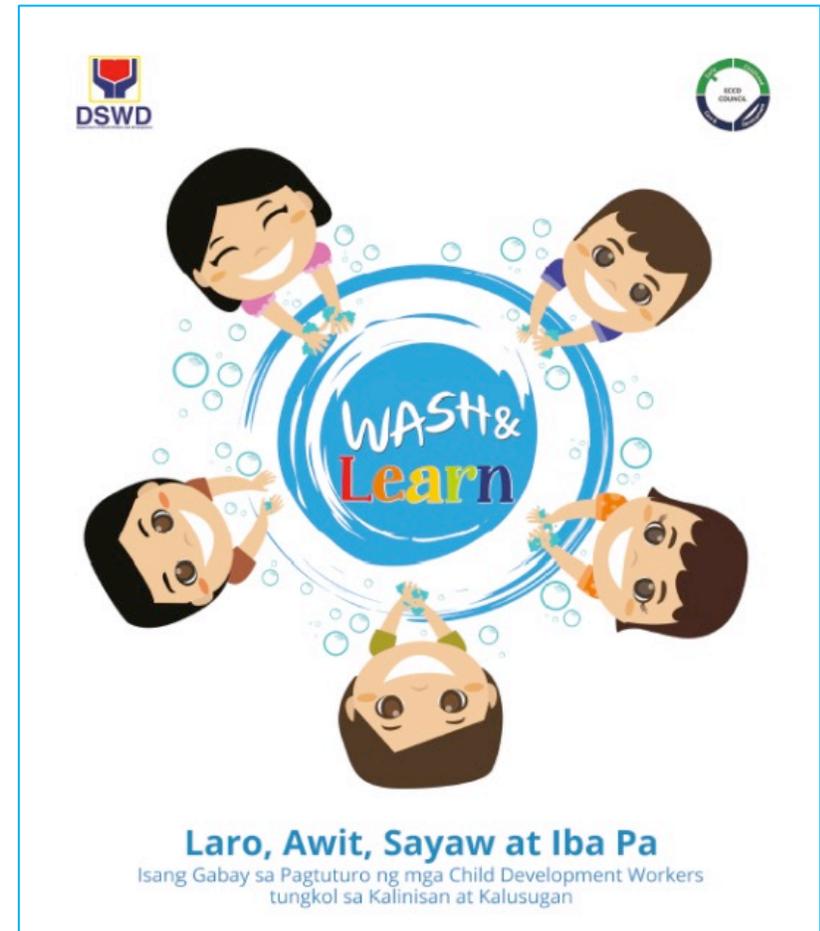
Creative Ways to Promote Handwashing

- ❑ Making and installing Nudges at Home
- ❑ Telling stories evoking disgust for germs and need for handwashing with soap and water
- ❑ Experiments demonstrating how germs react to soap
 - Glitter Experiment:
<https://www.youtube.com/watch?v=L4I1UKI5Dg0>
 - Pepper Experiment
<https://washem-assets-prod.s3.eu-west-2.amazonaws.com/video/activity-videos/ACT10.mp4>



Creative Ways to Promote Handwashing

- ❑ **WASH and Learn Guidebook for Early Learners** - activities such as asking children to draw circles or identify circle objects and relating these to creating bubbles when handwashing
- ❑ ***Goodbye Dumi, Hello Healthy Campaign*** – song and dance on proper handwashing



National Handwashing Campaign

- Developed with partners from DOH, DepEd, WHO and UNICEF as part of COVID-19 response in communities
- Uses behavioral nudges to remind people to **wash their hands with soap during critical moments** wherever they may be in the community - public markets, government offices, health centers, places of worship, malls, or transport terminals



Campaign Components

Public Handwashing Facilities

Behavioral Nudges

Community Activations



Pedal-operated handwashing facilities with soap and a guide for proper handwashing



Signages placed near handwashing facilities in public places



- Partnerships with LGUs, community groups, private sector
- Caravans with jingles
- Turnover of facilities to LGUs
- Alcohol and portable taps distribution

Wash O'Clock Campaign Materials

Scan the QR code or visit the link to download jingle and print materials:

<https://bit.ly/WashOClockCampaignMaterials>

Email: ghdpilipinas@gmail.com

Facebook: [@washoclockph](#)

Tiktok: [@washoclockph](#)



But none of these approaches will be optimally effective if there is no opportunity for all children to practice handwashing.

Hygiene Behavior Change Model: Group Approach to Hygiene Promotion

Skills-based approach

- Learning by doing
- Repetition = routine

Social norm setting - peer expectation

- *Gaya-gaya*
- Group motivation
- *FUN!*

Efficiency – upholds importance and doability of hygiene practice

- Organized and time-economical
- Optimal use of supplies and facilities



Resources

Watch videos on creative ways to teach handwashing on DepED FB page and the Oplan Kalusugan sa DepED (OKD) FB page :

<https://www.facebook.com/DepartmentOfEducation.PH/videos/802035097034871/>

<https://www.facebook.com/DepartmentOfEducation.PH/videos/919090235161644/>

More resources and videos from:

Knowledge Map: WinS and Coronavirus

<https://globalhandwashing.org/wp-content/uploads/2020/04/COVID19-Knowledge-Map.pdf>



Wash'Em

IMPROVING HANDWASHING
PROGRAMS IN HUMANITARIAN CRISES

Thank you!