

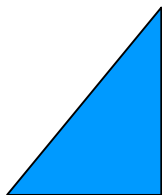


# WaterAid Bangladesh Paper: Hygiene Promotion Guideline

18 December 2005

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WaterAid Bangladesh



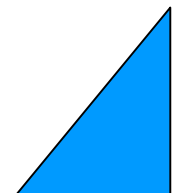
# Project Briefing



- Project Title: Advancing Sustainable Environment Health (ASEH)
- Project Period: July 2003 – Much 2009
- Project Area:

Impl. POs	U. Cities	No. of Slum	Upazila	Unions	Population
15	3-City 1-Municipality	352	31	224	U-808,220 R-4,618,855

- Project Cost: GB Pound 17 Million (DFID-B: 15 and WA: 2)



# Elements of Hygiene Promotion



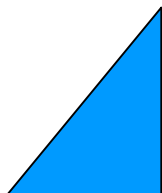
**Purpose:** To provide a framework for promoting sustainable hygiene practices incorporating the ASEH principles and developing a common understanding for hygiene promotion among the ASEH partners.

## Principles of Hygiene Promotion

- Encourage participation
- Start where people are
- Respect community culture and beliefs
- Acknowledge community strengths
- Encourage informed decision taking
- Develop community's capacity to take action

## Levels of Hygiene Promotion

- **Personal hygiene** [including menstrual hygiene]
- **Family hygiene** [including Food hygiene and Solid waste Management]
- **Community hygiene** [including School and public places]



# Hygiene Promotion Strategies:



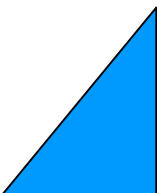
## 1. IPE – SWESHP

**I**ntegrated

**P**articipatory

**E**mpowering

- SAFE WATER
- ENVIRONMENTAL SANITATION
- HYGIENE PROMOTION



# Diagram of IPEA-SWESHP

Integrated, Empowering Participatory  
**Approach** for Communities, Households  
And Individuals

APPROACH  
for promotion  
of  
Use of Safe Water  
Supply, Environmental  
Sanitation and  
Hygiene Behavior  
Changes



+ ve CHANGE IN  
ACCESS TO  
SAFE WATER

+ ve CHANGE IN  
SANITATION  
ENVIRONMENT

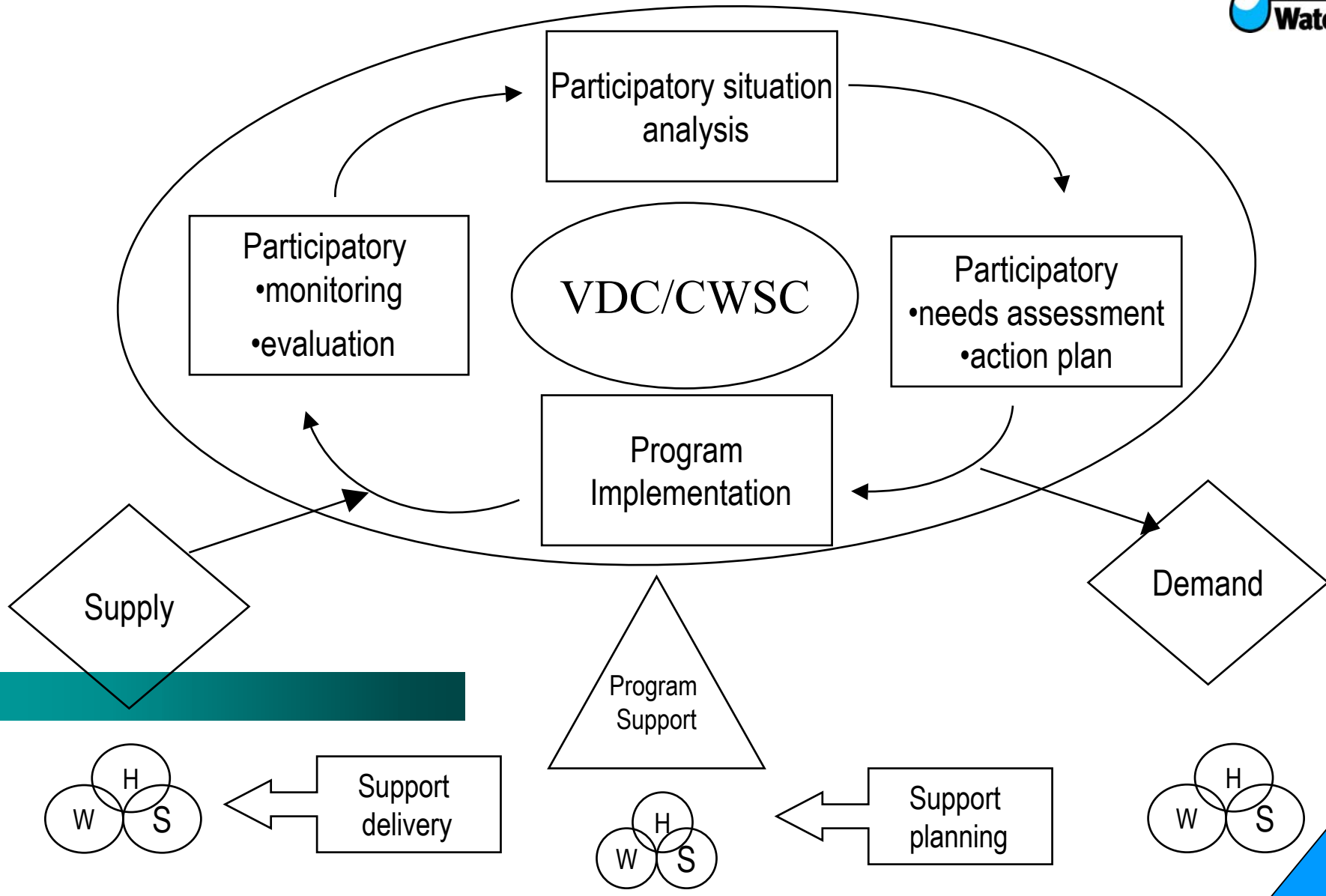
+ ve CHANGE IN  
HYGIENE  
BEHAVIOR

Participatory Hygiene  
**Promotion Tools** for Adults  
And Children

Participatory **Training** of  
Trainers and Community  
Health Promoters



# STEPS OF IPEA-SWESHP

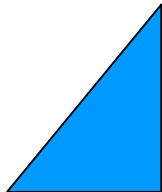


# STEPS OF IPEA-SWESHP



The process given below aims to achieve this with the community:

- **Step-I**      **Community situation analysis**
- **Step-II**     **Identify high risk practices**
- **Step-III**    **Identify audience who carry out high risk practices**
  
- **Step-IV**     **Identify best practices which enhance safe hygiene practices in the community**
  
- **Step-V**      **Message positioning for critical awareness building towards safe hygiene practices**
  
- **Step-VI**     **Identify and select effective communication strategies**
- **Step-VII**    **Developing audience specific supportive materials for disseminating messages**
- **Step-VIII**   **Strong facilitation followed by development of action plan**
- **Step-IX**     **Initiate a mechanism for participatory assessment of safe hygiene behaviors**



# Baseline Status on Hygiene Promotion

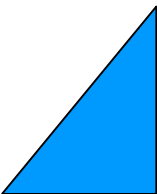


Sl.	U- Context (knowledge-data)	U-Context (Practice-Observed)
1.	83-94% aware of the need for Hand Washing (HW) with soap or ash using toilet and 75-90% practicing it	<ul style="list-style-type: none"> <li>•HW after defecation-61% water only, 21% soap, 18% soil/ash</li> <li>•(Observation –out of 33 cases)</li> </ul>
2.	74-91% aware of using soap before meals	HW before meal- 28% with soap, 45% water only, 27% without washing
	R- Context (knowledge-data)	R-Context (Practice-observed )
1	82% F and 83% Male aware of the need for Hand Washing(HW) with soap or ash using toilet	<ul style="list-style-type: none"> <li>•HW after defecation 39% water only, 28% with soap and 33% ash</li> <li>(Out of 69-cases)</li> </ul>
2	*56% F and 63% Male aware of using soap before meals	<ul style="list-style-type: none"> <li>•HW before meal-70% water, 4% with soap etc.</li> <li>(Out of 114 cases )</li> </ul>
<p><b>(Current Practice)</b> Data only from two rural partners area reports. Total cumulative hygiene promotion beneficiary since January 2005 = 74,313 so:- 47% of these are washing hands with agent after defecation, - 35% are washing hands with agent before eating</p>		

# Lessons Learnt



- Top-down Hygiene Promotion (HP) method is not effective and sustainable
- Uniform HP packages do not necessarily suit and fit with local contexts and cultures
- Participatory community monitoring on HP is essential



# Recommendation



- Hygiene Promotion Messages should be developed jointly with and by the Community
- Messages should be prioritized based on local knowledge and practices
- Menstrual issues should be incorporated in the HP Packages
- Children should be considered as critical agent for HP
- HP packages should delivered through interactive (two-way) means

