

HYGIENE BEHAVIOUR CHANGE & COVID-19

Hygiene Compendium: Menu Of Activities



First Phase: Urgent response

Second Phase: Long term
change



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WaterAid's Response to COVID19

Tackling COVID-19, the disease caused by the coronavirus requires a comprehensive package. As leading experts in water, sanitation and hygiene (WASH), WaterAid is playing a vital role in preventing the spread of COVID-19, by focusing on one of our key areas of expertise – **hygiene behaviour change** as the first line of defence for COVID-19. We are taking a phased approach that responds to the dynamic nature of coronavirus transmission and the diverse needs of the countries we are targeting. We are proactively scaling-up our hygiene promotion work through government led mechanisms using a 'do no harm' approach. The first phase of response primarily focuses on promoting 5 key hygiene behaviours related to COVID-19 including handwashing with soap, maintaining physical/social distancing, respiratory hygiene and surface hygiene in all 26 countries in South Asia, Africa and Latin America. Details can be accessed by visiting the [WaterAid website](#).

Using our do no harm, gender sensitive, inclusive hygiene behaviour change approach and also maintaining social / physical distancing, we are currently promoting key hygiene behaviours using social, digital and mass media channels including non-contact methods (first phase response). We are also installing contactless (hand's free) handwashing facilities in public locations. In our second phase, we will support our government-led hygiene behaviour change campaigns for sustained behaviour change, while continuing to promote the wider mass media campaign. Hygiene response actions are being implemented in strong partnerships with national governments and civil society organizations in the countries. This document has been created for internal use to assist our County Programmes in designing a robust hygiene behaviour change mass media campaign with practical examples, assets, resources and information. *WaterAid holds the rights to use all the materials. Any agencies outside WaterAid using these materials should offer credit to WA.*



To protect yourself and your family from the Coronavirus, keep a distance of **2 metres** from others.

2 metres = 200 cm = 6 feet 7 inches



WaterAid About a length of a cow



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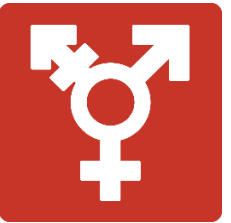


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Phased approach to hygiene behaviour change – COVID-19 response

Phase I

Phase II



Mass Media
Digital Media
Social Media
Other non-contact methods
Handwashing facilities

Phase I activities
+
Ramp up existing hygiene
behaviour change
campaigns & community
activities (following
guidance)

Target group: *Primary:* general public (women, men, children) with special attention to elderly, most marginalised, socially excluded, and people with underlying medical conditions. *Secondary:* healthcare staff, school students, factory workers, CSO, social leaders (as change agents)

Primary Outcomes: general public will be aware about the importance of hygiene linked to COVID-19 and start practicing key hygiene behaviours which will contribute in preventing spread of COVID-19

Phase I Response



SUMMARY OF DESIGN PRINCIPLES – Phase I

Hygiene Promotion dos and don'ts

Communications strategy to support CP behaviour change work

Multiple exposure and repeated frequency

We want to **change the script** in people's minds to help ensure that **key behaviours** will be practiced. And Installed handwashing facilities with cues and nudges to disturb the settings.

Each touch point and additional repetition should reinforce the **key behaviours** in response to COVID-19.

Aim to promote **multiple times**, in key / prime time / popular locations depending on what activity and tools you select from the menu of possible hygiene promotion activities.

Change the settings with the placement of hygiene facilities with visual cues / nudges / reminders.

Length: 3 to 4 months

Delivery channels: Mass media, Social media, Digital media, installation of hand washing facilities and any non-person-to-person contact

Exposures: **Multiple** exposures and **repeated** frequency

Behaviour: **5 key hygiene behaviours**



MOTIVES:

Affiliation

Fear

Pride

Attraction

Disgust (only with virus)

Nurture

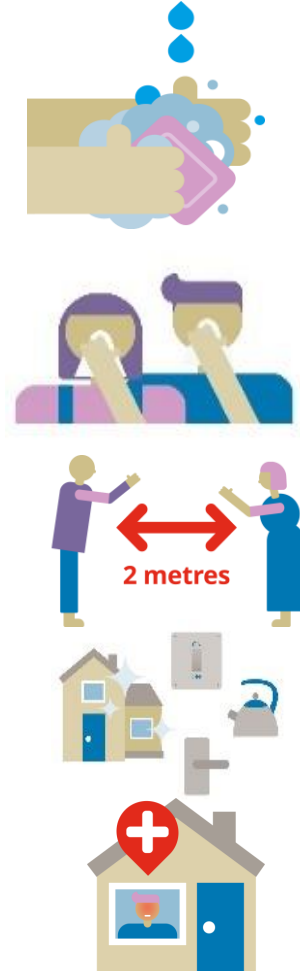
Package should be gender sensitive, inclusive to different needs of people and avoid putting burden on select people – such as women.

[Equity & Inclusion Dos & Don'ts](#)

Concept Note and Key minimum design principles

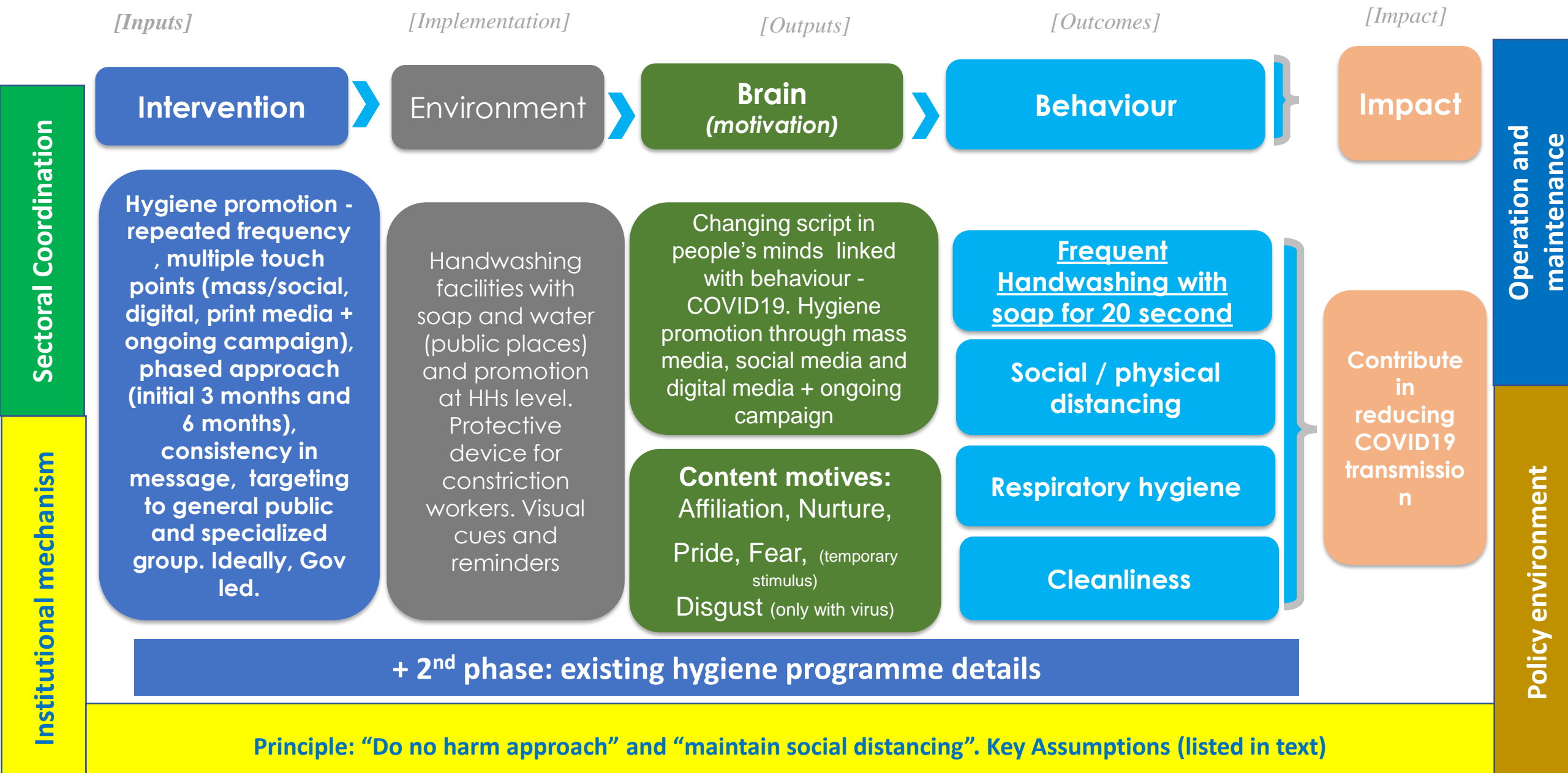
Primary hygiene behaviour to be prioritized linked to COVID-19

Handwashing with soap	Frequently washing both hands with soap and water thoroughly (especially before eating, and feeding; before touching the nose/face, after going to the toilet; after exposure with any dirt/dust/fluids/frequently touched surfaces).
Respiratory hygiene	Covering nose and mouth when coughing and sneezing (sneezing or coughing into the elbow and disposing of tissue if it is used into a closed bin) to be followed by handwashing with soap.
Maintaining physical distancing	Avoid close contact and maintain at least 2m distance between you and others. Maintain social distancing such as avoiding group gatherings. Recommending non-contact greetings.
Cleanliness	Cleaning frequently-touched surfaces regularly such as door handle, mobile phones, light switches, lift buttons, working surfaces, tables, railings and using disinfectant.
Self-isolation and referral	Stay at home if you feel unwell. If you have fever, cough or difficulty breathing, seek immediate medical attention and call in advance. Follow your Ministry of Health advice.



NOTE: Five key hygiene behaviours to be promoted through identified activity channel (this should be **context-specific**) and should be advocated for continued practice and for sustaining the hygiene behaviours over time. Other behaviours such as spitting, wearing masks, household water use, and food hygiene that may contribute to spread of COVID-19 in the context should be treated as **secondary behaviours**.

Define pathways for change (ToC): what are we trying to achieve?



Context specific and target population focus hygiene behaviour change activities – Phase I

Target specific



Men, women, children, people with different abilities, marginalised/excluded groups, policy makers

Context specific



Households/communities, schools, healthcare facilities, public places, markets, workplace

Various hygiene promotion activities to be selected and used in the countries: examples

Touch Points	Possible Hygiene Promotion Activities/Ideas (select from menu below)	Examples (need to locally produce)
Radio and FM	<p>Radio/FM jingle: using local artist / singer and melodious music, a PSA can be developed. The jingle should feature the key behaviour</p> <p>Radio/FM debate: Radio debate programme can be aired to highlight the importance of key behaviours, and the need for WASH. Can invite different subject experts, policy level people, celebrities, people with disabilities, etc. This can be in the form of :</p> <ul style="list-style-type: none"> - Story- telling. An appealing 'story telling' about the current situation and behaviours - Virtual Child Quiz competitions through radio about COVID-19 and hygiene behaviours. 	<ul style="list-style-type: none"> • Handwashing radio script in English • Nepali COVID-19 PSA • Example radio script and jingle (French) from Burkina Faso • Rwanda uses radio stars to spread handwashing messages • Cambodia takes to radio having 'picture competitions' for vulnerable communities and using youth to raise awareness • Zambia uses radio to discuss impacts of COVID on the economy



[Zambia](#) uses [radio](#) to discuss impacts of COVID on the economy



[Cambodia](#) uses [radio](#) to target vulnerable populations and the [youth](#)



[Rwanda radio stars](#) encourage people during lockdown

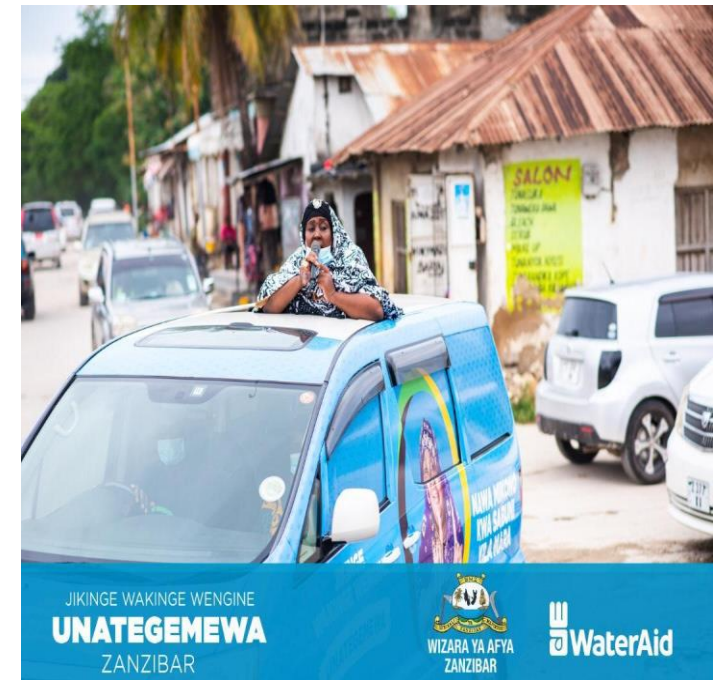
Touch Points	Possible Hygiene Promotion Activities/Ideas (select from menu below)	Examples (need to locally produce)
Key public announcements	<p>Loudspeakers and 'miking' can be used to spread radio messages, jingles and information to those people who do not have access to a radio or television.</p> <p>Prayer message using social media – social leaders from various religions can communicate key messages through their networks.</p>	<ul style="list-style-type: none"> Sierra Leone is using traditional town criers to spread positive hygiene messages Bangladesh and Cambodia use loudspeakers to take messages to people in rural communities Can use Rickshaw or TukTuk COVID-19 Ramadan messaging Ramadan video created by Bangladesh



[Bangladesh](#) using **loud speaker** to spread COVID-19 messages



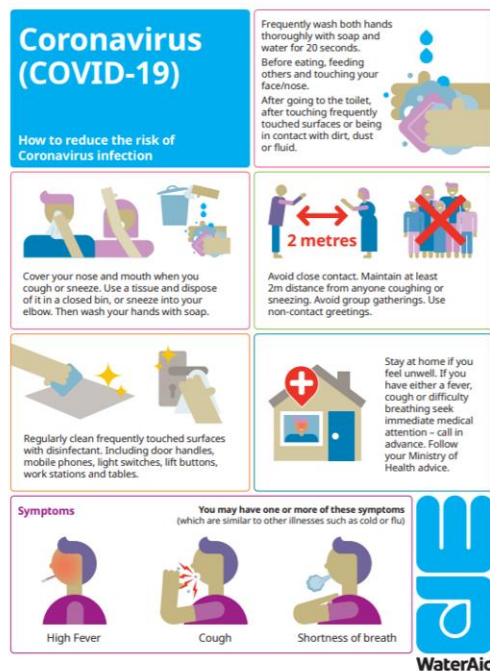
[Cambodia](#) taking **campaign messages** to community people



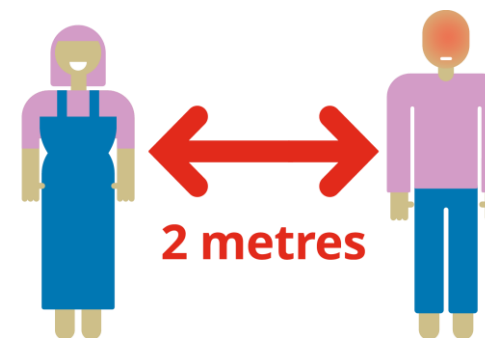
[Tanzania](#) uses mobile car and microphone to reach people with messages

Touch Points	Possible Hygiene Promotion Activities/Ideas (select from menu below)	Examples (need to locally produce)
Mobile	<p>Ringtone using key hygiene behaviours: focusing on key behaviours, a short (20 second) PSA can be developed as ring tone.</p> <p>Mobile messages: summary infographic developed to reduce the spread of COVID-19 can be sent to people's mobiles.</p> <p>These discussion's should be led by the Government with the WaterAid's CP's support to make it an easy process</p>	<ul style="list-style-type: none"> • Illustrations • Handwashing fact sheet • Summary Infographic • Analysis of core messaging • Many CPs are reaching out to local mobile phone companies to send out msg providing COVID info and advice

Summary Infographic



Handwashing fact sheet



Illustrations



Touch Points	Possible Hygiene Promotion Activities/Ideas (select from menu below)	Examples (need to locally produce)
Advertising hoardings: bill board/back-drop banner (TVC)	Billboard / back-drop banner: key behaviours to be practiced can be visually displayed and visual illustration of the behaviours – placed in schools, hospitals, community centres, village / city junction.	<p>Examples from Pakistan , Mozambique, Myanmar</p> <p>Mozambique uses mobile car campaign to target rural communities</p>



[Pakistan](#): **banner** at public hand washing stations



[Mozambique](#): uses trucks to carry key COVID-19 **messages**

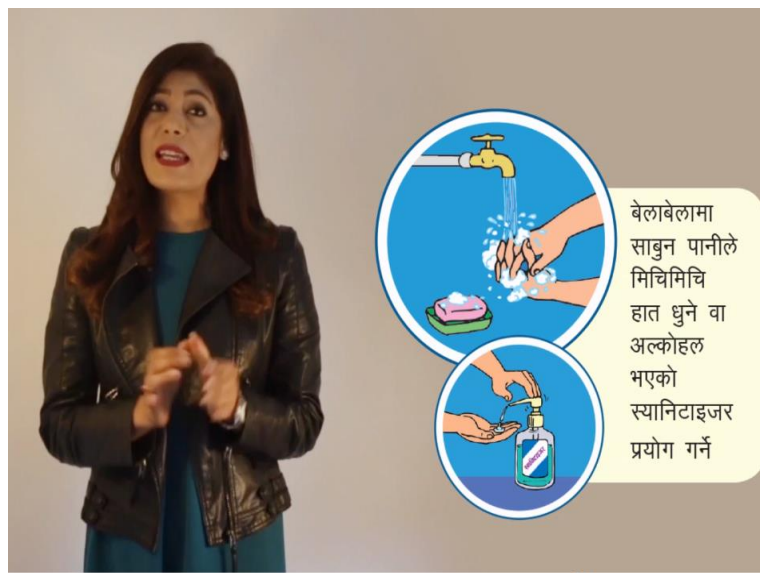


[Myanmar](#): **banner** placed in H&M Factory

Touch Points	Possible Hygiene Promotion Activities/Ideas (select from menu below)	Examples (need to locally produce)
Television and film (video)	<p>A TV advert/Appeal can be developed using local artist, musicians, and/or comedians focusing on key behaviours in response to COVID-19.</p> <p>Short animated video on all 5 behaviours.</p>	<ul style="list-style-type: none"> • Examples of video & audio assets created by India • Example of a public awareness song produced in Nepal • Animation, small businessman and sign language films produced in eSwatini • Musician, athlete and persons with disabilities in Zambia are filmed washing their hands promoting good hygiene behaviours. • Previous Miss Nepal's use film to promote key behaviours to prevent coronavirus • Mozambique aired a video which showed people of different abilities washing their hands in various settings • Pakistan aired a song promoting handwashing at critical times • 'Handwashers are Hero's' micro film from Burkina Faso • Bangladesh uses a puppet in a video to encourage kids to handwash



[Musician](#) in [Zambia](#)



[Miss Nepal](#) presenting coronavirus related key behaviours



[Mozambique](#) shared a [video](#) with people of different abilities

Touch Points	Possible Hygiene Promotion Activities/Ideas (select from menu below)	Examples (need to locally produce)
Television and film (video)	<p>10 to 20 second videos using graphic/pictures on handwashing and key behaviours.</p> <p>Cable TV message: using key behaviours to be focused, develop a cable TV message and broadcast through national / local television.</p> <p>Television debate/media interview: in coordination with national television an interaction programme can be organized into national television to specifically discuss about the virus with public health people and behaviour change people for promoting key behaviours including handwashing with soap</p> <p>The same platform can also be used to conduct a “A surprise letter exchange” and or live Q&A with the public. Through a surprise letter, people can send any questions and urge to discuss the importance of hygiene behaviours.</p> <p>Emo-Demos/Handwashing explainer: demonstration of hand-washing by using social leaders/ celebrities and influencers (click for guide), people with disabilities and repeat the add multiple times.</p>	<p>WaterAid’s 51 second guide to handwashing is available for downloading on the following channels:</p> <ul style="list-style-type: none"> • Vimeo • Widescreen • YouTube • Square AB <ul style="list-style-type: none"> • TippyTap explainer short film (French) (English) • Tanzania uses video to promote mobile car campaign • Frequently asked questions about handwashing • Key messages for hygiene response to COVID-19 • Guidance on working with celebrities and influencers <ul style="list-style-type: none"> • Example of video from Bangladesh with sign language to be inclusive of those with disabilities. • Bangladesh short film showing communities fighting coronavirus • Animation from Pakistan (and with English subtitles.) • Short animation from Pakistan



Example of [guide](#) to [handwashing](#)



[Pakistan](#) aired a handwashing [song](#)

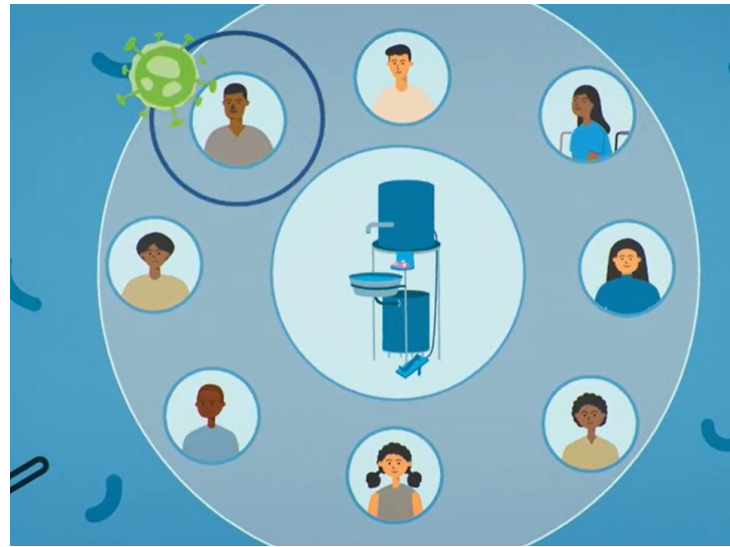


[TV discussions](#) in [Myanmar](#)

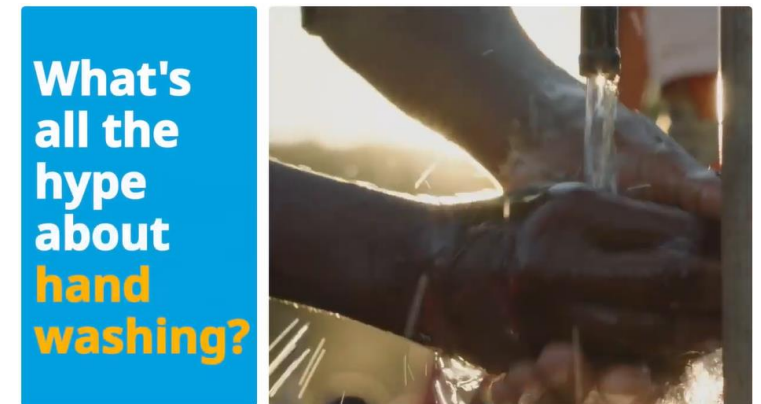
Touch Points	Possible Hygiene Promotion Activities/Ideas (select from menu below)	Examples (need to locally produce)
Television and film (video)	<p>Infographic handwashing video: Handwashing fact-sheet</p> <p>Documentary (this can be only done in early stage and maintaining social distancing): working with local media, focusing on most marginalized people including older people, a short documentary can be recorded to demonstrate how caretakers and the wider community can support these people during COVID-19 crisis</p>	<p>Film describing the science behind handwashing with soap on preventing COVID-19</p> <p>Myanmar COVID-19 video</p> <p>Bangladesh short film showing communities fighting coronavirus</p> <p>Blank video to be contextualised and aired by CPs</p> <p>Messaging example for Covid Comms</p> <p>More resources available:</p> <ul style="list-style-type: none"> • CP Film Assets • UK Film Assets • Hype about handwashing film



[Myanmar](#) COVID-19 [video](#)

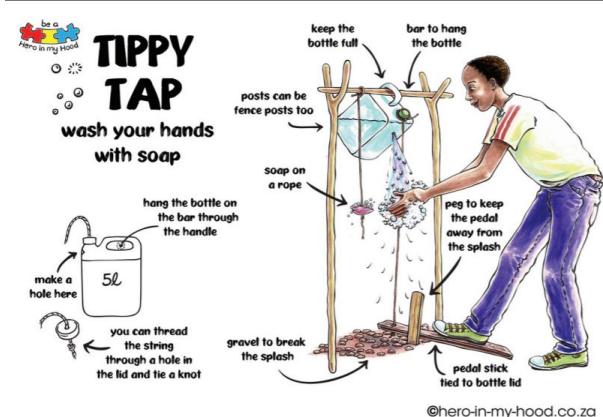


Animated [video](#) on science behind [handwashing with soap](#)



What's all the [hype](#) about [handwashing](#)?

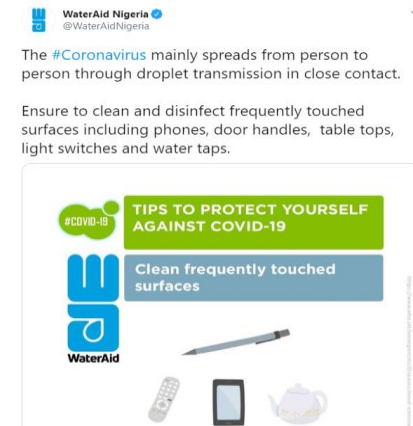
Touch Points	Possible Hygiene Promotion Activities/Ideas (select from menu below)	Examples (need to locally produce)
Social Media	<p>WhatsApp</p> <p>Instagram</p> <p>Facebook</p> <p>TikTok Dettol India partner with TikTok for #HandWashChallenge</p> <p>Twitter Use assets along with key messages. Examples include: “We can fight this together” “Handwashers Hi-HI, Corona Bye-bye” “Clean family, happy family, clean hands” “Handwashing saves lives and prevent people from #COVID-19” “Your health is in your hands, wash them regularly with soap and water”</p>	<ul style="list-style-type: none"> Mass media how to guide Social media & digital guide Media briefing pack (ES) (FR) (PT) Tanzania using automated chatbox on WhatsApp to spread correct & verified COVID information India used WhatsApp networks to disseminate campaign messages Phase II social media guide WhatsApp Broadcast List – information on how to send info to several contacts WhatsApp animated messaging for informal settlements <p>Country Programme Examples:</p> <ul style="list-style-type: none"> Zambia uses famous singer to initiate #HandWashing challenge WaterAid Ghana used Instagram for #CleanHandsChallenge Myanmar produced videos for Facebook SafeHands Challenge has been tweeted by various WaterAid Country Nigeria uses twitter for informational post Programmes and posted on Facebook by WA Cambodia



[South Africa](#) circulated ‘**Be a Hero in Your Hood**’ on social media



[Ghana](#): **Clean Hands Challenge** on [Instagram](#)



[Nigeria](#): uses [twitter](#) for informational post

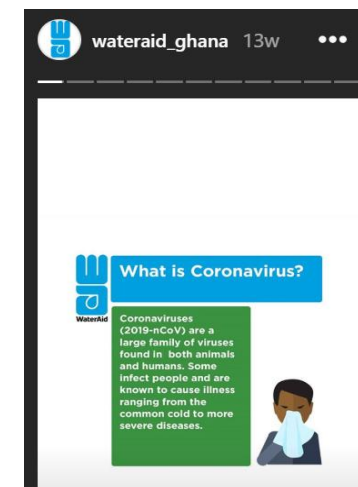
Touch Points	Possible Hygiene Promotion Activities/Ideas (select from menu below)	Examples (need to locally produce)
Social Media	<p>Can create a mini series highlighting key behaviours appealing to certain audiences and post on social media or use assets to post messages, stories and facts.</p> <p>Select menu of 'social media message / content for each o the behaviour'</p>	<p>Country Programme Examples:</p> <ul style="list-style-type: none"> Bangladesh uses social media cartoon to appeal to kids and teenagers on handwashing Ghana uses Instagram to answer questions about coronavirus and give tips to stay safe <p>Photo Assets created by UK Photo Team – COVID-19 Response</p> <ul style="list-style-type: none"> West Africa East Africa Southern Africa Asia and Pacific Region Colombia & Nicaragua Top 20 Handwashing Images



[Bangladesh](#) created a [social media cartoon](#)



Handwashing image from [Ethiopia](#)



[Ghana](#) uses [Instagram](#) to answer questions about coronavirus and give tips to stay safe

Touch Points	Possible Hygiene Promotion Activities/Ideas (select from menu below)	Examples (need to locally produce)
Print media	Newspaper: coordinate with media network representatives (Gov-led would be good) and understand whether they are putting the right content for preventive measures. Develop content focusing on key promotional behaviours using key illustrations – should be visually dominated.	Follow social media guidelines: <ul style="list-style-type: none"> Mass media how to guide Social media & digital guide eSwatini created newspaper articles



Mozambique featured their work in main national newspaper



eSwatini newspaper article

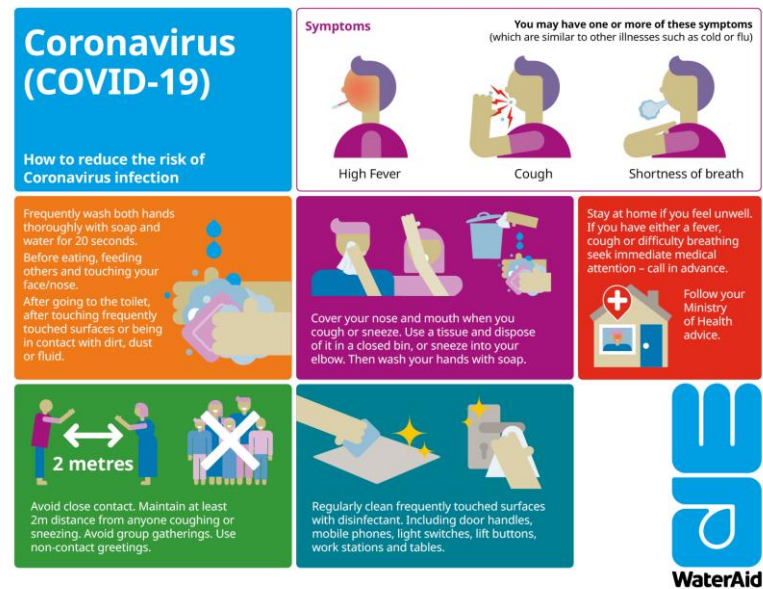


Annual [newsletter](#) from [WaterAid UK](#) on response to coronavirus

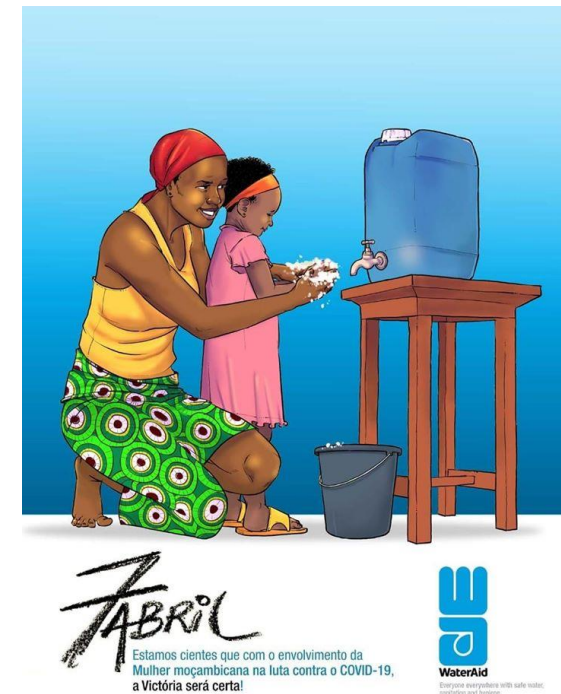
Touch Points	Possible Hygiene Promotion Activities/Ideas (select from menu below)	Example (need to locally produce)
Print media	<p>Illustrations, visual images (Posters, pamphlets, leaflets): Develop content focusing on key promotional behaviours using key illustrations – should be visually dominated and link to emotional drivers, such as affiliation, nurture and justice.</p>	<ul style="list-style-type: none"> • A illustration showing preventive measures to reduce the risk of infection from COVID-19 • illustration from Malawi • Mother and child illustration Mozambique • Illustration from Myanmar in ethnic languages • TippyTap poster instructions • How to reduce COVID-19 in field and factory work illustration



[Malawi](#) created [illustration](#) promoting handwashing



[Illustration](#) describing symptoms and prevention of COVID-19



[Mozambique](#) created an [illustration](#) of a mother helping her child handwash

Touch Points	Possible Hygiene Promotion Activities/Ideas (select from menu below)	Examples (need to locally produce)
Nudges/Visual Reminders	Visual cues and nudges should reinforce and remind people of key behaviours to be practiced. Examples include disturbing the settings, such as placing handwashing facilities and soap in key locations.	<ul style="list-style-type: none"> Chalk circles are being drawn in Bangladesh and India around water points and public toilets Stickers have been created in Zambia to remind people to maintain physical distance in public areas such as banks, markets and shops. Many handwashing stations come branded with images reminding people of the steps for handwashing Poster of key hygiene cues 7 languages Various images to demonstrate physical distancing have been created for CPs to use for their context. Social Distance Assets



[Bangladesh](#): circles drawn to encourage **physical distance** while queuing



[Zambia](#): **physical distancing** in shops



Example [visual](#) to demonstrate **physical distancing**

Touch Points	Possible Hygiene Promotion Activities/Ideas (select from menu below)	Examples (need to locally produce)
Nudges/Visual Reminders	Visual cues and nudges should reinforce and remind people of key behaviours to be practiced. Examples include disturbing the settings, such as placing handwashing facilities and soap in key locations.	<ul style="list-style-type: none"> Various images to demonstrate physical distancing have been created for CPs to use for their context. Branded handwashing facilities to remind people the proper way to wash hands for 20 seconds



[Pakistan](#) promoting **physical distancing**



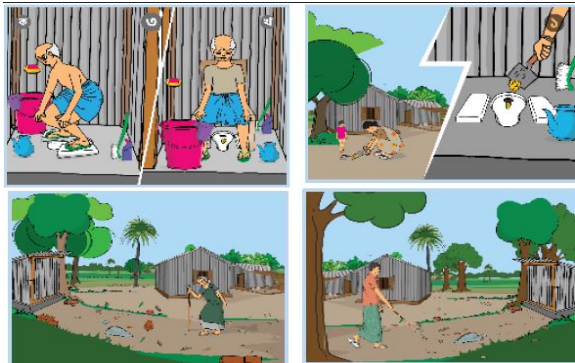
Handwashing facility in [Nepal](#) branded with stickers reminding the **handwashing steps**



Example **visual** to demonstrate **physical distancing**

Note: these will likely be used in Phase II response

Touch Points	Possible Hygiene Promotion Activities/Ideas (select from menu below)	Examples (need to locally produce)
Hygiene Behaviour Change Package Materials	<p>Behaviour change package are comprised of components and materials that link package together</p> <ul style="list-style-type: none">• Child life game: walk forward and backwards game through child's life timeline using child mask• Card game distribute 5 positive and 5 negative behaviours and have players rank• Visual painting of target behaviours on walls/billboards <p>Flip charts, costumes, masks</p> <ul style="list-style-type: none">• Awards	<ul style="list-style-type: none">• Bangladesh 'Ideal Family' gave awards to winners which included a crest• Nigeria 'Clean Community' families were given 'clean family zone; hoarding board if they met good behaviour criteria• Mali used social art, music and dance in 'Healthy Communities' campaign.• Bangladesh uses a puppet in a video to encourage kids to handwash



Flash cards in creative sessions



Puppets used for story telling



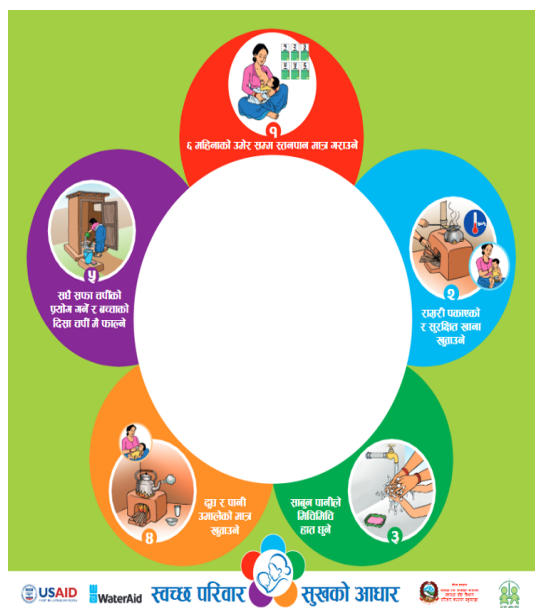
Costumes and **masks** used in [Mali](#) as part of social arts driven 'Healthy Communities' campaign.



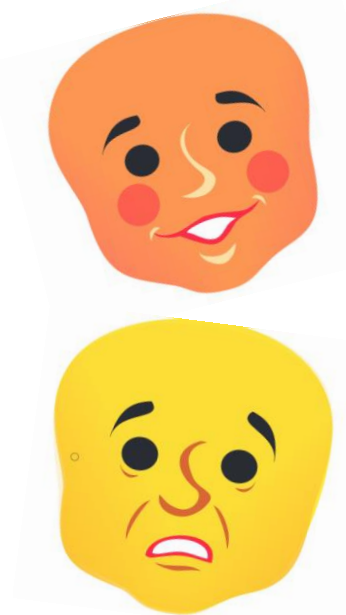
Story of **well being drama** performed in [Bangladesh](#) for 'Ideal Family' campaign

Note: these will likely be used in Phase II response

Touch Points	Possible Hygiene Promotion Activities/Ideas (select from menu below)	Examples (need to locally produce)
Hygiene Behaviour Change Package Materials (for second phase)	<p>Behaviour change package are comprised of components and materials that link package together</p> <ul style="list-style-type: none"> • Child life game: walk forward and backwards game through child's life timeline using child mask • Card game distribute 5 positive and 5 negative behaviours and have players rank • Visual painting of target behaviours on walls/billboards <p>Flip charts, costumes, masks</p> <ul style="list-style-type: none"> • Awards 	<ul style="list-style-type: none"> • Branded mirror • Wheel of Hygiene • Good and bad face mask • Programme banner • Hot potato game



[Branded mirror](#) as part of [Nepal](#) 'Ideal Family' campaign. Mirror act as visual cues to remind behaviours



Good and bad **mask** to play **child life game** with story board



Fan with a **visual illustration** of behaviours



Branded bib with message "did you wash your hands with soap before feeding me?"

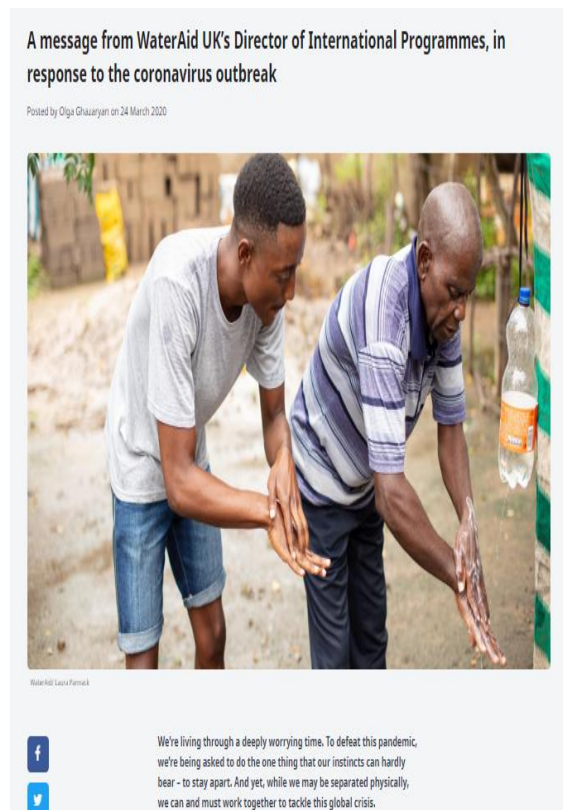


[Wheel of Hygiene](#)

Touch Points	Possible Hygiene Promotion Activities/Ideas (select from menu below)	Example (need to locally produce)
<p>Webpage/Blog</p>	<p>A webpage or blog can be used to highlight key activities being implemented, to showcase positive behaviours or to raise awareness of key issues – such as equality, inclusion and human rights – at the heart of the hygiene behaviour change campaign.</p>	<p>WaterAid's positioning & phased response to COVID-19 WaterAid's response to COVID-19 Putting equality and inclusion at the heart of our response Four things that help water services combat the pandemic CP COVID-19 webpages:</p> <ul style="list-style-type: none"> • WA India – have creative, audio & video repository • WA Rwanda • WA Tanzania • WA Bangladesh – have posters & videos to use



WaterAid's [positioning](#)

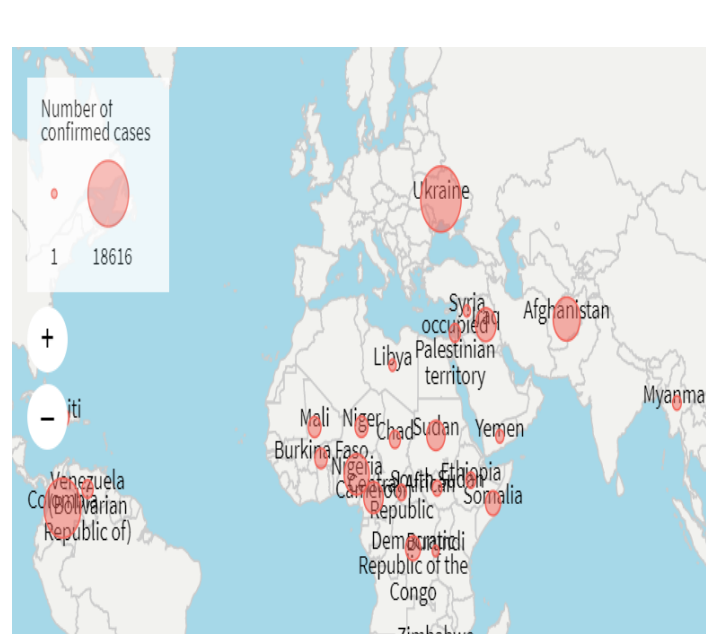


WaterAid's [response](#) to COVID-19

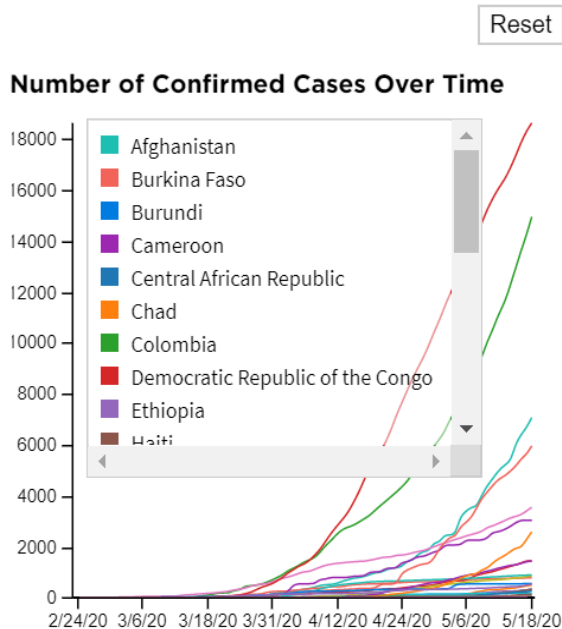


A focus on [equality and inclusion](#)

Touch Points	Possible Hygiene Promotion Activities/Ideas (select from menu below)	Examples (need to locally produce)
<p>Coordination</p>	<p>Attend WASH and health cluster meetings and coordinate for the response. Work with humanitarian partners. Work with humanitarian partners through WASH and health clusters organized by OCHA.</p> <p>WaterAid can influence target populations and urge for donor for flexible funding for response actions.</p>	<ul style="list-style-type: none"> WaterAid recently supported district-wide data collection in Rwanda, Myanmar, Pakistan, Nigeria WaterAid can influence on target areas and populations that need to be considered due to specific needs or lack of access to WASH Click this dashboard to see up-to-date COVID-19 statistics globally



COVID-19 confirmed cases from [OCHA](#) Humanitarian Data Exchange



Up-to-date COVID-19 cases [dashboard](#) by Johns Hopkins

Touch Points	Possible Hygiene Promotion Activities/Ideas (select from menu below)	Examples (need to locally produce)
Installation of handwashing facilities	<p>Non-contact These should be "<u>hands-free</u>". Ideal for public spaces.</p> <p>Household Should be cost effective for household.</p> <p>Public Installation of handwashing stations in areas such as slum entrances, train stations, bus stops, market places.</p>	<ul style="list-style-type: none"> • Video on how to make a <u>tippy tap</u> • Nepal <u>contactless handwashing facility brief</u> • Bangladesh <u>example of portable handwashing stations</u> • Resource for <u>design specification for handwashing stations in public places and buildings</u>



Handwashing facilities

To practice handwashing behaviour, handwashing facilities with soap and water are needed in **key locations** where behaviours happen. This is why **provision and installation of handwashing facilities** is crucial in the first and second phase of our response. Handwashing stations are being recommended for households and are being installed at scale in public places (including markets, restaurants, public transport hubs, public/communal toilets, public/commercial buildings, schools and healthcare facilities). As we work in diverse areas where water is scarce, resources are limited and the need is great – it is vital to ensure our hygiene response and handwashing facilities are inclusive and accessible to all. Any handwashing facilities should also avoid cross-contamination / spread of virus so we are also promoting ‘hand’s free / contact less handwashing facilities’.



Handwashing facilities: Public places and buildings

General design principles:

1. **Reliable and low-maintenance** – need to be especially robust/durable to withstand high-use
2. **Design life** – is this an emergency unit for short-term (eg a quarantine centre) or expected to last many years?
3. **Sufficient taps for peak demand** – need to have sufficient taps for maximum number of users and ensure space for social distancing
4. **Ease of construction** – need to be relatively quick to assemble but without compromising quality
5. **User-centred design** – prototypes should be checked with wide range of users and feedback incorporated into the design. Should be attractive to encourage use
6. **Accessible to all users** – including people with disabilities and children
7. **Contactless** – the tap and soap dispenser should be foot or sensor operated to limit touch
8. **Unit cost** – should be balanced against the first criteria to produce durable and reliable handwashing stations
9. **Sufficient water and soap available at all times** – need to ensure quantity sufficient for rigorous handwashing for 20 seconds yet avoid wasting water
10. **Minimise risk of theft/vandalism** – should be difficult to damage or remove components
11. **Sustainability** – where possible install / promote permanent / semi-permanent facility with full ownership from the respective user committees / networks / institutions. The operation and its maintenance has to be ensured.

Handwashing facilities: Public places and buildings

Examples from Bangladesh



Paddle type handwashing station



Handwashing facility in railway stations



Wall-mounted pipe system



Circular tank type



Drum type

Examples of portable handwashing stations at slums, public places and bus stands.

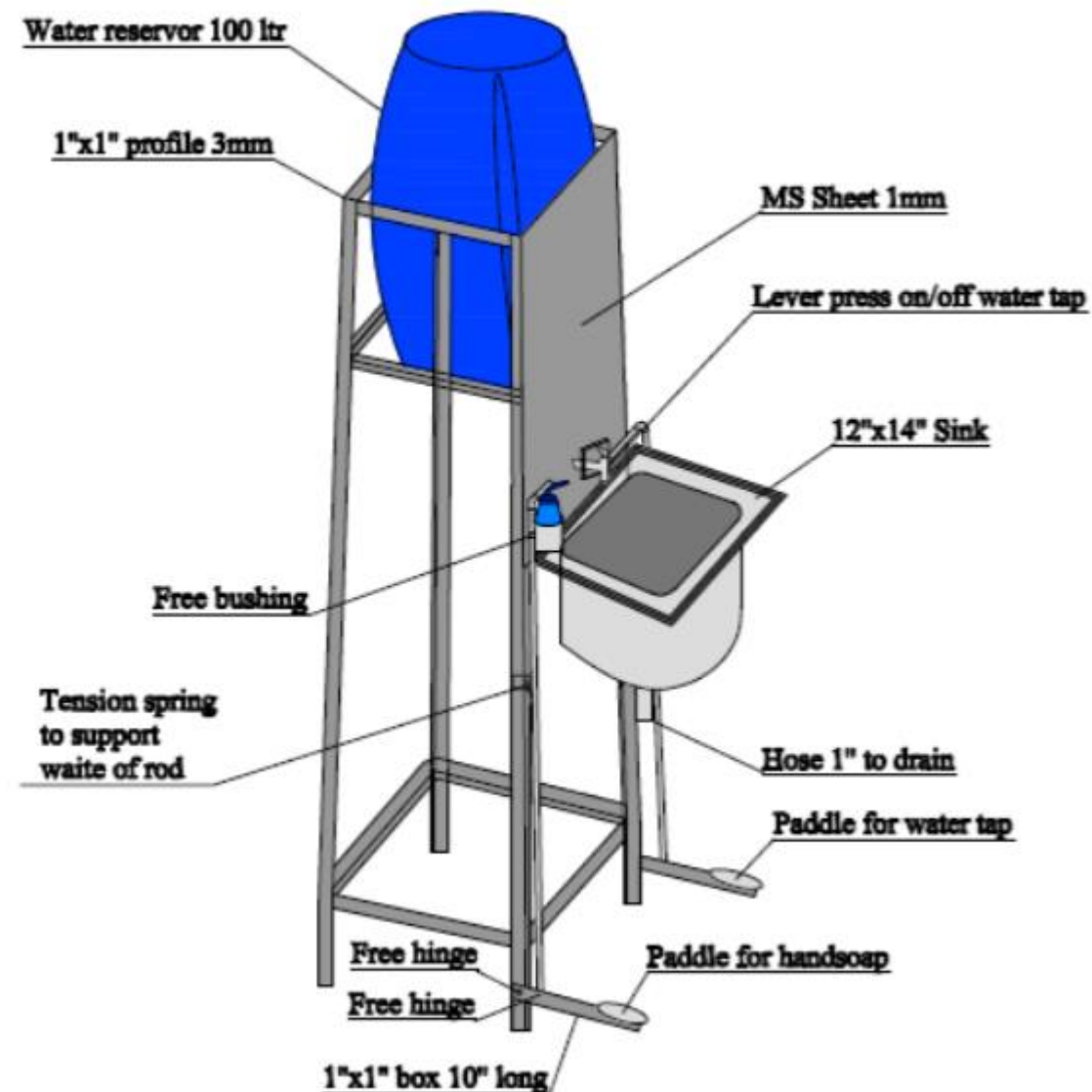
Easy to use manual of technological options.

Handwashing facilities: Public places and buildings

Examples from Bangladesh

Small Paddle Type Contactless Hand Hygiene Station (single user)

- Low cost, yet highly effective solution for low-income communities
- Circles mark proper place to stand for safe physical distance
 - Placed inside slums
 - Unit Cost: 8000 BDT or 95 USD



Using the handwashing station in slums while maintaining physical distance with visual clues

Handwashing facilities: Public places and buildings

Examples of **disability friendly** handwashing facilities



Bangladesh - contactless inclusive handwashing station which is installed by our partner SKS Foundation at Dharmashala Camp, Saidpur



Mozambique a women in a wheelchair easily practices handwashing



Inclusive handwashing facility in **Zambia**

Handwashing facilities: Public places and buildings

Ghana donated veronica bucket sets comprising of 100-litre buckets to hospitals and health centres.



Uganda handed 150-litre handwashing tanks fitted with water-efficient taps and foot pedal operated valves to minimize contamination which have been set up in public places across main cities. See example of use [here](#).



Sierra Leone handed over handwashing stations, facemasks, soap and Clorox as part of its COVID-19 response.

Handwashing facilities: Public places and buildings

Example: **Nepal** has developed [contactless handwashing stations](#) which is a simple mechanism operated by the foot.

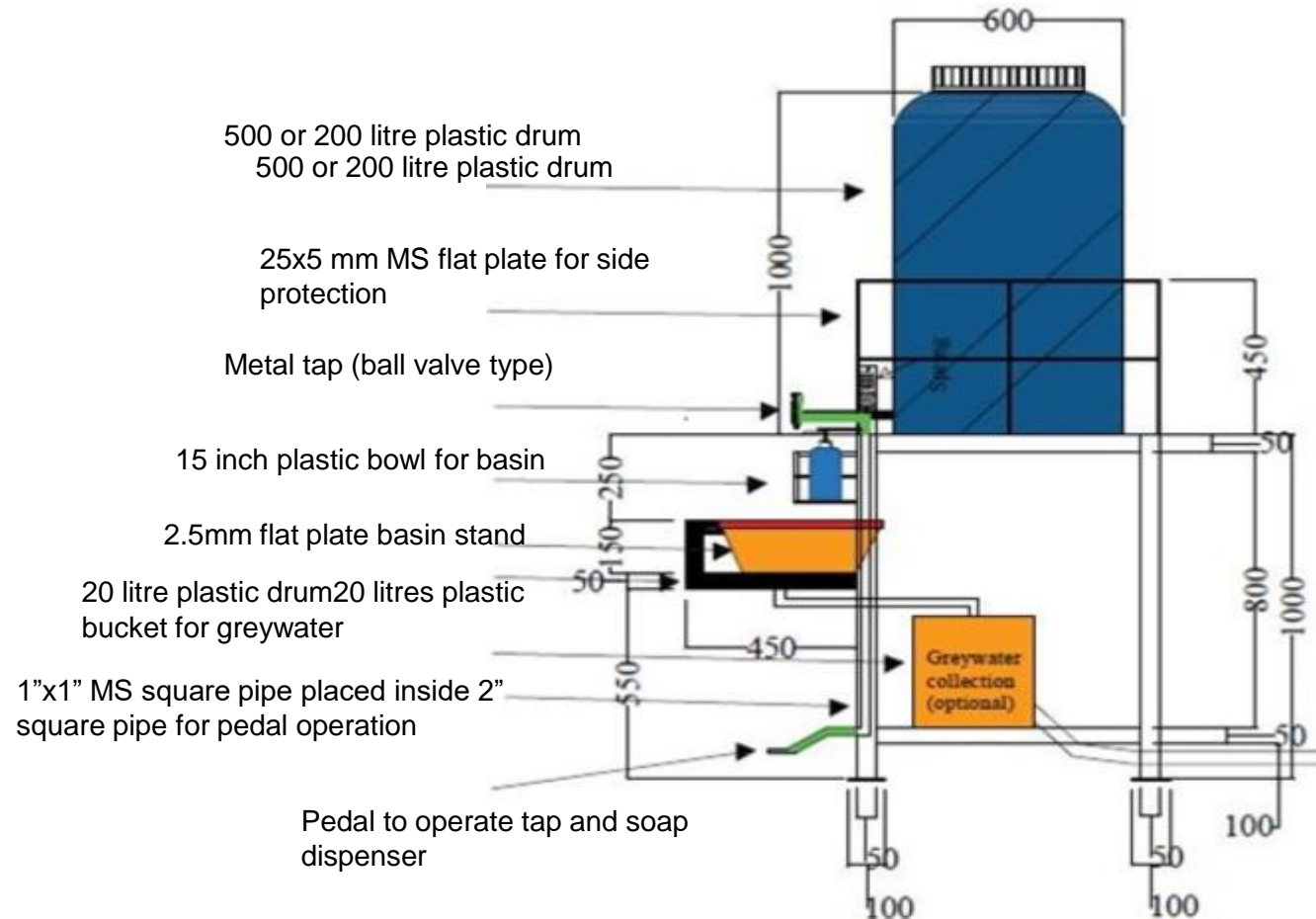
Key Innovations:

- *Contactless* (touchless)
- *Inclusive*: basin can be adjusted for those in wheelchairs and children
- Can be installed at marketplaces, public offices, parks, schools, etc.
- Comes in various designs



See example of use [here](#) and detailed demonstration [here](#)

Design and Components of Contactless Handwashing station



Handwashing facilities: Public places and buildings

Example from **Malawi**

Malawi created a pedal device so that no one has to touch the hand soap bottle, or the tap connected to the water bucket. You can find a demonstration [here](#).



Pedals which operate soap and water dispensers



These hands-free washing devices, along with soap and sanitisers, have been distributed to hospitals and health centres in Malawi

Handwashing facilities: Public places and buildings

Examples from Pakistan



Temporary handwashing facilities are being installed in quarantine centres, healthcare facilities and fruit and veggie markets in Pakistan.



Handwashing facilities provided in Islamabad for doctors, patients and health staffs



Handwashing facilities: Public places and buildings

Examples of handwashing facilities for **schools**



Through education officials in the provinces of Boulgou and Kourittenga, WaterAid **Burkina Faso** donated a large batch of 156 handwashing devices and 312 balls of soap to schools



WaterAid **West Africa** has offered handwashing facilities and hygiene products (soap and bleach and sanitary napkins) for the children in Islamic boarding schools

Handwashing facilities: Household level

General design principles:

1. **Accessible** – need to consider household and who will be using facilities in order to make it easy for everyone to access; consider children, older individuals or those with disabilities.
2. **Cost-effective** – handwashing facility needs to suit budget of household and durability of construction materials should be considered.
3. **Attractive and engaging** - to encourage use handwashing facility should be attractive and soap should be placed where it will be seen and can easily be used. Accessories such as mirrors or behaviour change messages might increase use.
4. **Sustainable** – facility should be long lasting and supplies easily and locally available if there needs to be any repairs
5. **Context specific:** household should encourage to build locally feasible, appropriate and context specific facilities such as; a basic minimum 'bucket with tap' including waste water collection container with availability of soap and water in the specific location (inside the kitchen and closer to the toilet).

Additional resources:

- For accessible and inclusive examples, see compendium of [accessible WASH technologies](#)
- [HappyTap](#) portable sink in Southeast Asia
- Handwashing [compendium](#) for low resource settings
- UNICEF handwashing with soap [compendium](#)

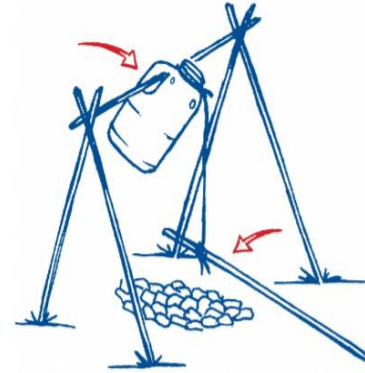


Handwashing facilities: Household level

Example: **TippyTap**

What is a Tippy Tap?

It is a simple device that can be used to wash hands. It works by using the foot to tap a lever to tip water out from a container. This means hands can be washed without touching the stand – therefore stopping the spread of dirt and bacteria.



Step 1:

Use screwdriver to make 2 holes in the top of the milk container, either side of the lid

Step 2:

Construct the frame out of the sticks by pushing them into the ground in a tepee shape, and tying together at the top with a string

Step 3:

Put the stones on the ground underneath to stop puddles from forming.

Step 4:

Lay the shorter stick horizontally across the two tepee shapes you've formed with the longer sticks.

Step 5:

Tie a piece of string to one end of the second shorter stick. Then tie the other end of the string to the neck of the milk bottle.

Step 6:

Half fill the milk bottle with water and place the crossbar through the handle. When you place your foot on the stick, the container will tip forward and you can wash your hands!

You will need:

- 4 long sticks
- 2 shorter sticks
- Stones
- Screwdriver
- String
- 3L milk container

See [how to build](#) a tippy tap video for more details.

TippyTap poster [instructions](#) in various languages

Handwashing facilities: Household level

Examples from **Bangladesh**



Household level:
Handwashing Stations in
Rural Areas

Bucket/container with tap

Device Cost BDT 200-400
or USD 2.4-4.8



Example household handwashing facility



Bucket with tap, installed inside the kitchen along with plastic bowl for basin



Drum with tap

Handwashing facilities: Household level

Example from Cambodia



East Meet West (EMW) organisation work cooperative with Samaki Meanchey district in Cambodia to produce **low cost** handwashing facilities for families.

Example from Uganda



Many households in the Kamwokya settlement in Kampala cannot afford to buy hand sanitisers, so they mix soap and water in **plastic bottles** and hang them on the entrance of to the house to wash hands.



Handwashing facilities: Household level

Examples from **Myanmar**



Tippy Tap installed to encourage children to wash their hands (left) and handwashing basin (above) provided by WaterAid.

Examples from **Madagascar**



Example of household handwashing facility being used in Madagascar

Additional Handwashing Facility Resources:



- [IDS handwashing compendium for low resource settings](#)
- [UNICEF handwashing facility factsheet](#)
- [UNICEF COVID-19 handwashing with soap facilities](#)
- [Resource for design specification for handwashing stations in public places and buildings](#)

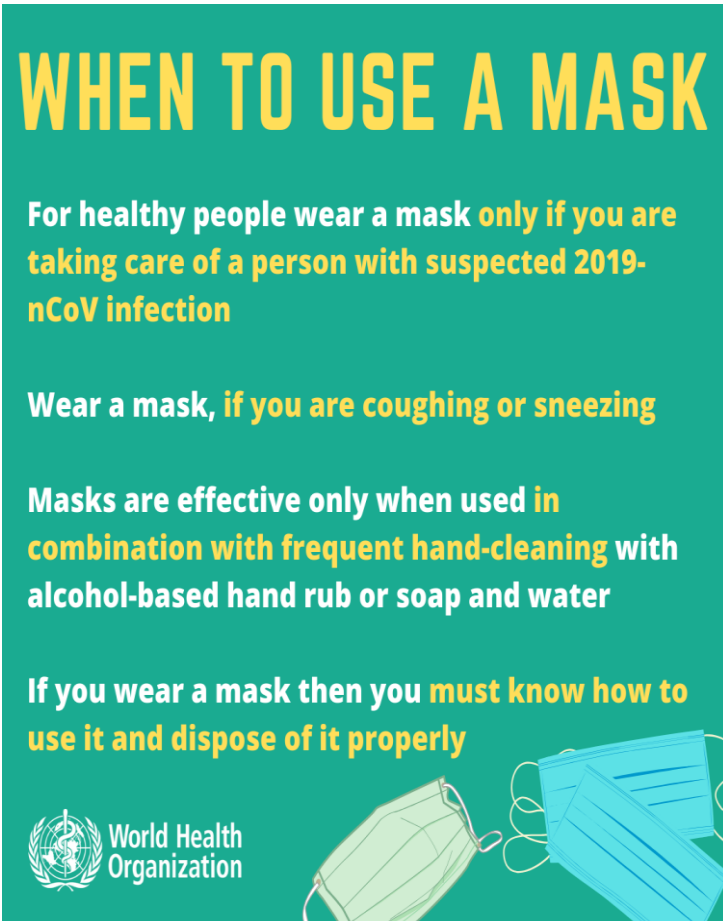


Tapstand in Nepal

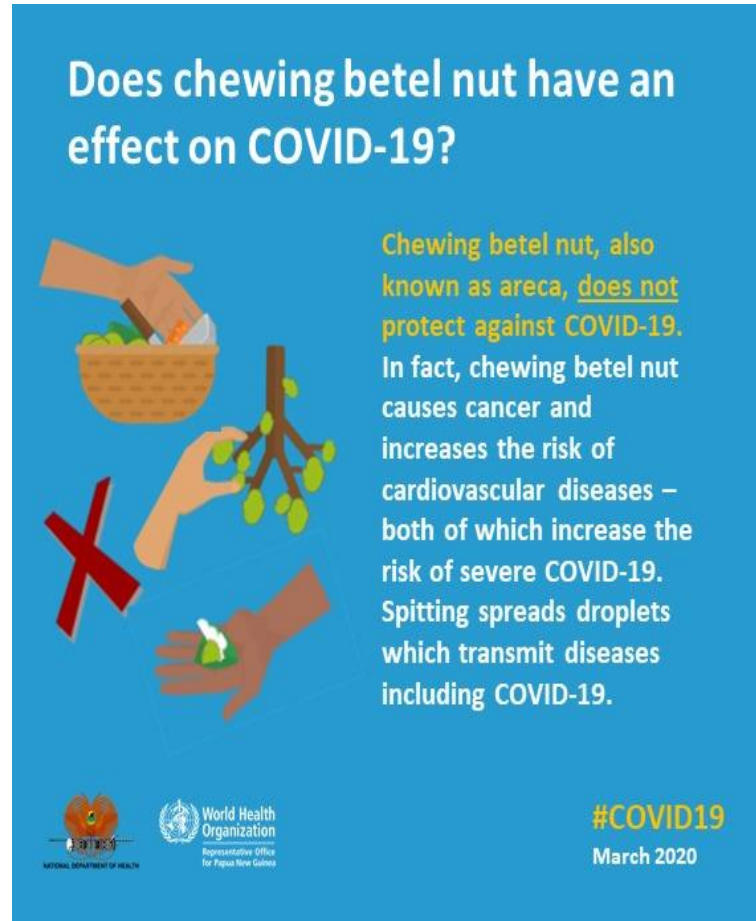


Child using Happy Tap in Cambodia

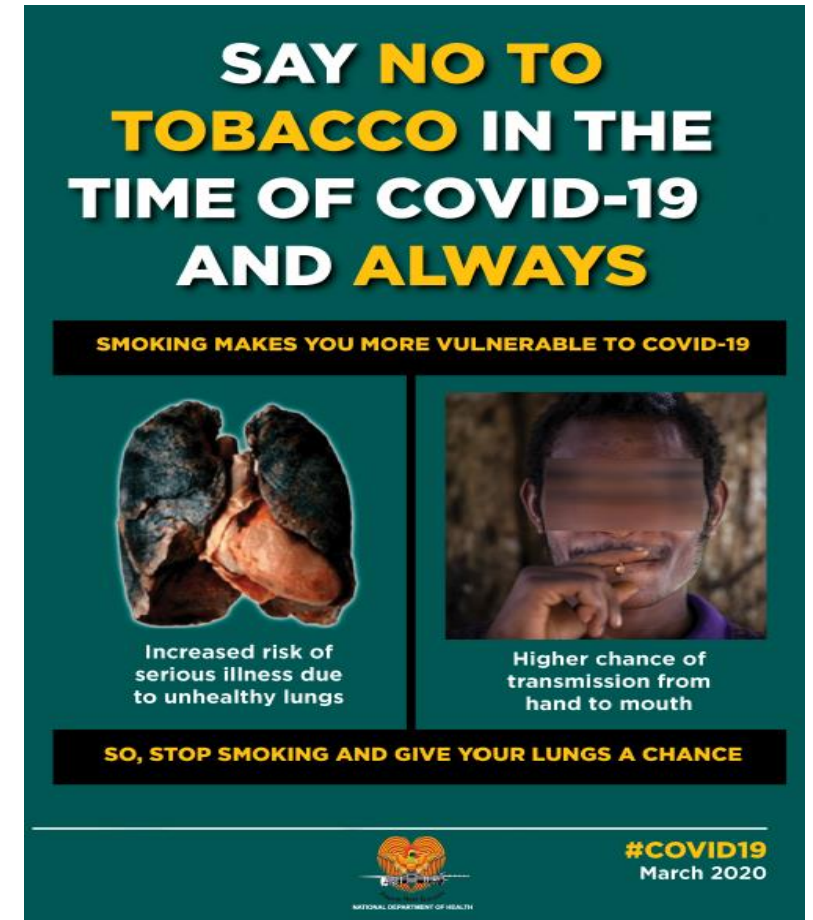
Example of secondary behaviour (context-specific)



WaterAid [guidance on wearing a mask](#) – only for CPs where government is mandating masks in public places. WHO advice on masks can be found [here](#).
Video on [how to correctly wear a face mask](#)



WHO Papua New Guinea [advice on chewing betel nut and COVID-19](#)



WHO COVID-19 & tobacco [statement](#)

Second phase of our hygiene campaigns-COVID-19

Objective: To intensify established hygiene behaviour change programmes for sustained behaviour change and deliver mass campaigns in response to COVID-19

Top-line Guidance

Time: 6 months +

Delivery channel: leverage ongoing hygiene campaigns' delivery modality + continuing mass media + installation of handwashing facilities at scale.

Exposure: frequent - direct (in any campaigns) + indirect

Behaviours: 5 key behaviours linked with COVID19 + WA's ongoing campaign focused behaviours

Target Groups: general public (households), health care staffs, students, workforce and celebrities (secondary)

Branding: use existing branding

Outcomes: improved hygiene behaviours and handwashing facilities (change in scripts + disturb settings + change social norms)

Fidelity: consistency in messages and delivery of package

Key motives: Affiliation, Nurture, Status, and Disgust (only linked with diseases).

Make hygiene programme empowering, gender sensitive, accessible.

Menu of activities

- Reassess the situation based on the disease transmission.
- Support government and civil society partners to **intensify the ongoing hygiene behaviour change campaigns focusing on sustain behaviour change** through multiple touch points **including inter personal and community events**, while continuing the digital and mass media campaign.
- **Campaign activities** (existing campaigns) includes games, competitions, story, pubic rewards, emo-demo, placement of visual cues, nudges, demonstration of emotional videos while also **continuing mass/digital/social media campaign**.
- Installation of innovative and accessible handwashing facilities
- Lobby for long-term investment on hygiene behaviour change programme by donor, and Govt and policy change work.
- **Demonstrate and lobby for integrated hygiene promotion/BC programme – within WASH, health, and education**
- Extract WA's organizational learnings on HBC (response and recovery) and shared and develop different standards documents
- **Long-term:** continue our ongoing robust HBC programme across the countries using behaviour centred approach (South Asia and Africa)

Phase II Response: WaterAid's focus core hygiene behaviours





















Campaign inspiration (desire)

Community settings

School settings

Healthcare settings

Workplace

 Menstrual hygiene	 Menstrual hygiene	 Waste management	 Menstrual hygiene
 Food Hygiene	 Food Hygiene	 Food Hygiene	 Food Hygiene
 Use of clean toilet	 Use of clean toilet	 Use of clean toilet	 Use of clean toilet
 Use of safe water	 Use of safe water	 Use of safe water	 Use of safe water
 Handwashing with soap	 Handwashing with soap	 Handwashing with soap	 Handwashing with soap

Key description	
Handwashing with soap	Frequently washing both hands with soap and water at critical moments such as after defecation and cleaning a child's bottom, before eating and before feeding children, after touching dust/dirt/waste, and other critical moments for different professional groups.
Safe Water Management	Safe and domestic water management from source to the point of consumption (collection, transportation, storage, household water treatment and consumption).
Faeces Management	Safe and hygienic management/disposal of human excreta (including child's) and cleanliness of sanitation facilities (no smell, no visible faeces and flies, availability of water and soap/cleaning agents near toilet).
Food Hygiene	Food hygiene (especially in relation to weaning and child food) such as thorough cooking and re-heating, handwashing with soap before feeding/eating, cleanliness of serving utensils using ash/soap, and proper storage of cooked food.
Menstrual Hygiene	Menstrual hygiene and its management both in households/community and institutional settings.

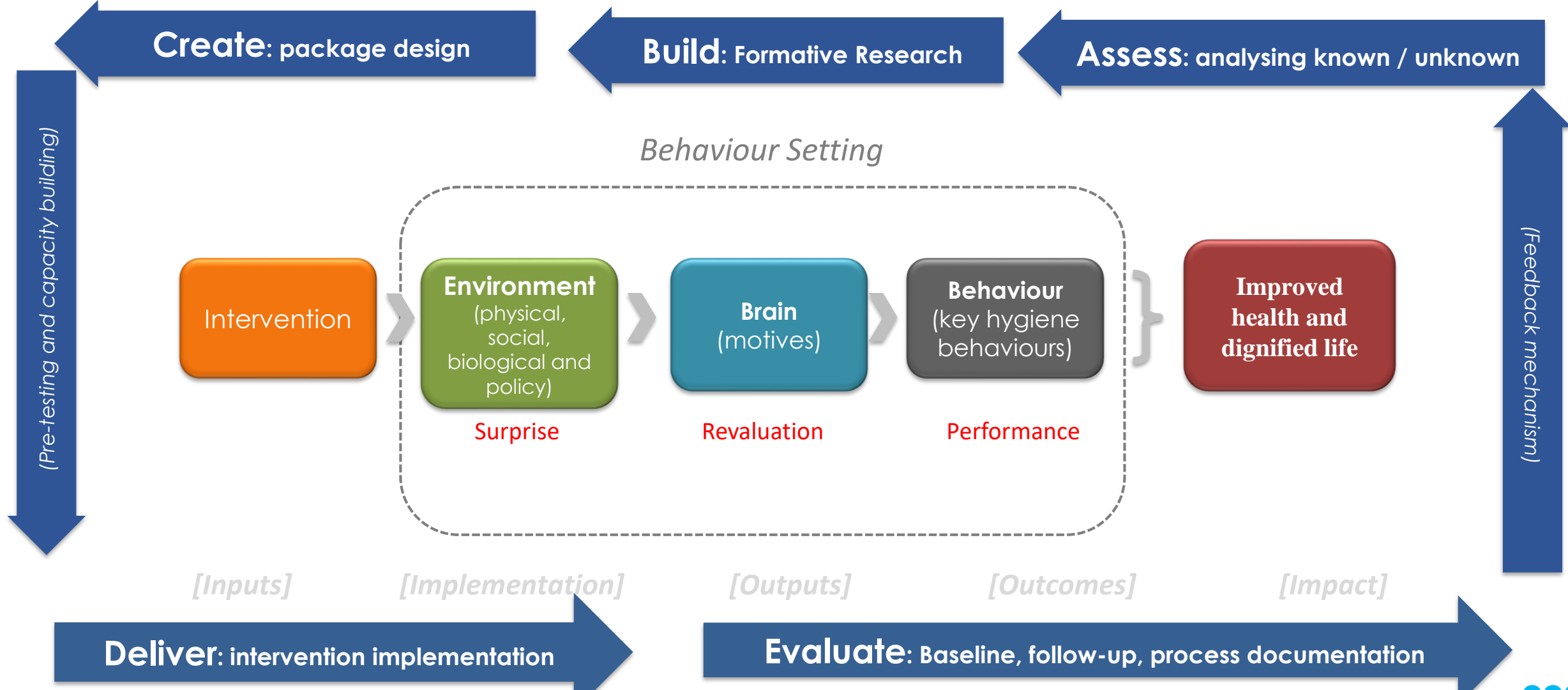


Sustained behaviours change at scale in different settings

Note: COVID-19 related primary key hygiene behaviours will be continuously promoted in second phase of our response as well.

WA's approach to hygiene behaviour change: second phase

How we design, implement and evaluate hygiene behaviour change programme



To improve health, we need to change hygiene behaviour and influence policy. To do this, we aim to change the physical and social environment and motivate people to think and act differently.

Note: in second phase, we will ramp-up the existing hygiene campaign design through robust process

Ongoing/in-design Hygiene Campaigns – second phase



Ideal family campaign in **Nepal**: hygiene into immunization (in operation)



Clean Green Campaign in **Pakistan** (in operation)



Best Family Campaign in **Bangladesh** (in operation)



Clean family campaign in **Nigeria** (in operation)



Clean Burkina Campaign in **Burkina Faso** (in design)



Clean campaign in **Malawi** (In operation)



Mamiratra (shining) campaign in **Madagascar** (in Operation)



Bye-Bye Cholera Campaign in **Mozambique** (in operation)



Kutuba (clean campaign in **Zambia**)



Clean family campaign in **Sierra-Leone** (In design)



Clean community campaign in **Ghana** (in operation)



"TSEDU-Ethiopia": "Clean-Ethiopia" (design yet to start)



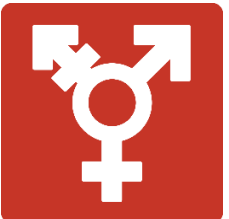
Hlenteke Campaign – **eSwatini** (in design)



Social Art + behaviour change in **Mali** (in operation)

Use the existing hygiene behaviour change campaign materials and tools

Additional information, resources & FAQ



WaterAid Hygiene Resources

- Hygiene Promotion [dos and don'ts](#)
- Concept [Note](#) and Key minimum [design principles](#)
- [Equity & Inclusion Dos & Don'ts](#)
- COVID-19 Advocacy [guidelines](#)
- WaterAid COVID-19 [Programme & Advocacy Framework](#)
- Additional web [content](#) on our response
- Prioritising hygiene for [workforce health and business resilience](#)
- Communications [strategy](#) to support CP behaviour change work

WaterAid Resources

- [WASH](#) messaging
- COVID-19 and [informal settlements](#)
- Guidance from Bangladesh on [working in slums and low-income areas](#)
- Guidance for working in [HCFs](#)
- [Sanitation](#) & COVID-19 guidance
- Guidance and resources for COVID-19 & [schools](#)
- Guidance for strengthening [water supply services](#)
- Guidance for working with [construction contractors](#)
- Guidance on working [with communities](#)
- Guidance on working with [existing partners](#)

External Resources

Resources from [Wash 'Em](#)

- Activity [videos](#)
- Can ash be used in place of [soap](#)?
- Handwashing in [water scarce](#) areas
- Editable handwashing [graphics](#)

World Health Organization

- COVID-19 [updates](#)
- WHO [guide](#) to locally produced hand rub formulations

SMART Centre - Hygiene Solutions

- [Affordable options](#) for household level

Hygiene Hub

- COVID-19 [Hygiene Hub](#)

Additional information, resources & FAQ



Physical distancing in crowded areas

- DFID paper on physical [distancing](#)
- Guidelines from India on hygiene and sanitation in densely populated [areas](#)
- Summary [report](#) on doing community engagement at a distance

Schools & COVID-19

- 10 [immediate WASH in School actions](#) school heads can take
- [Guidance for schools from WHO/UNICEF](#)
- [Framework for reopening schools UNICEF](#)

World Health Organization

- [WHO COVID 19 technical guidance: IPC/WASH](#)
- [WHO COVID 19: Risk communication & community engagement](#)
- WHO/UNICEF WASH & [waste management](#) guidelines
- WHO [recommendations](#) to Member states to improve hand hygiene practices

Examples of WaterAid CPs Response [activities](#) to COVID-19. For CP media assets [visit here](#). [Frequently asked questions](#) and answers from the **technical advisory group**

For more information, requests or any queries, please contact:

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