

Understanding Hygiene Behaviour & Hygiene Behaviour Change

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MEDICINE



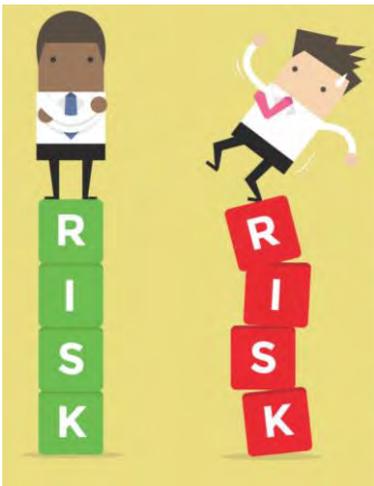
COVID-19

HygieneHub

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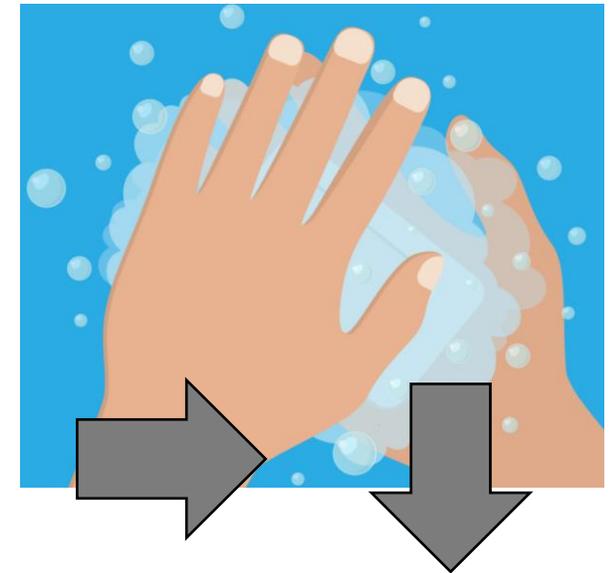
Hygiene behaviours during outbreaks

Early pandemic



<https://psyarxiv.com/y38m9>

Over time....



Hygiene Behaviours



'Conditions or practices conducive to maintaining health and preventing disease, especially through cleanliness' – WHO



Suite of behaviours that serve to avoid the transmission of infectious disease

Universal, generalizable – embedded in our evolutionary past

Biomedical understanding of hygiene emerged in 1800s

Characteristics of Handwashing Behaviours

Existing behaviour

Routine behaviour

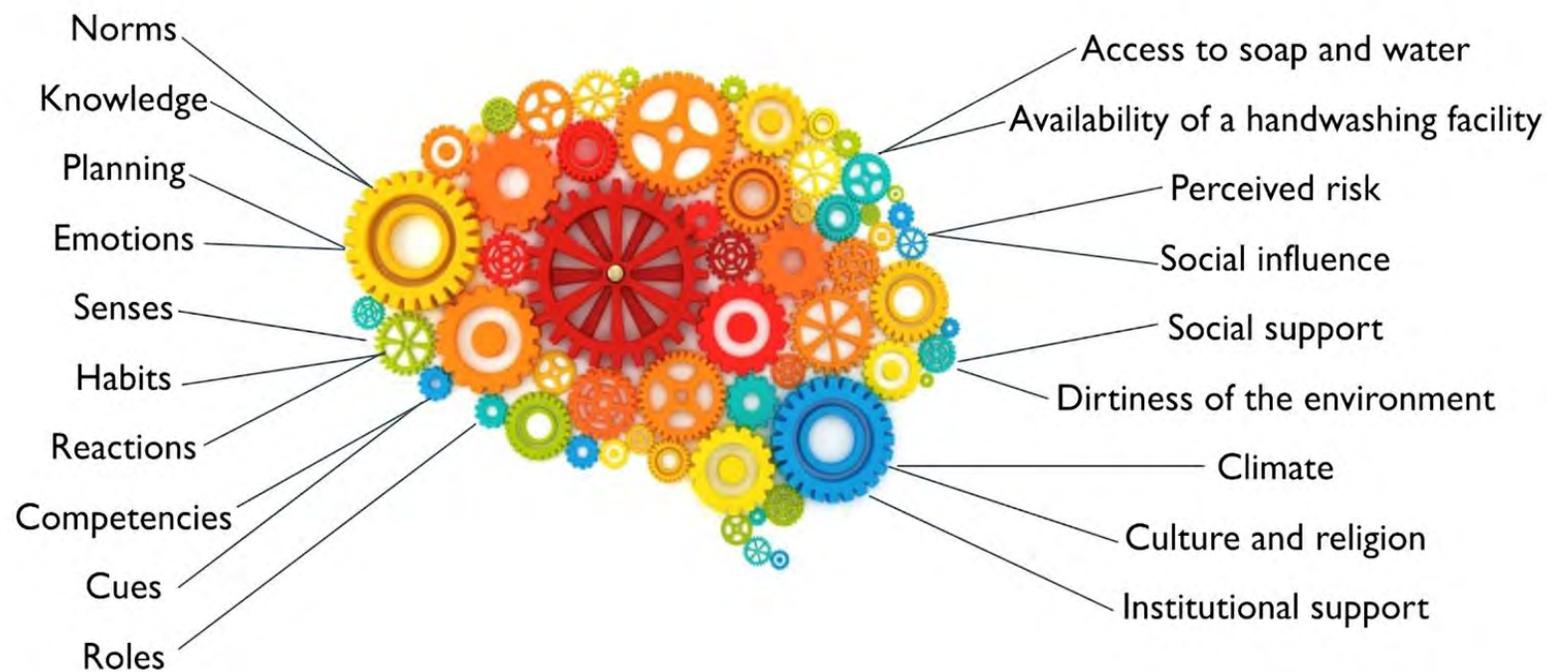
Habitual behaviour

Requires infrastructure



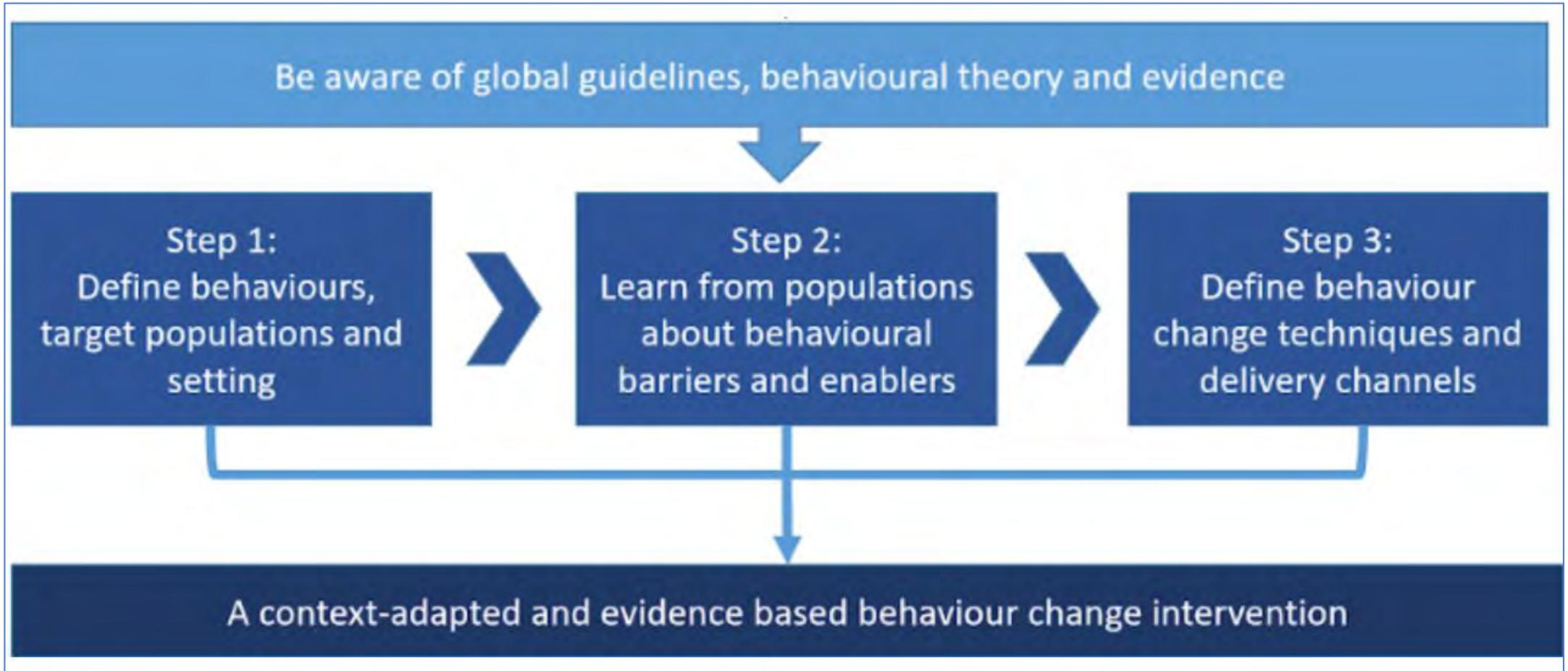
Determinants of Handwashing with Soap

Broad range of determinants associated with HWWS behaviour



[White et al. 2020.](#)

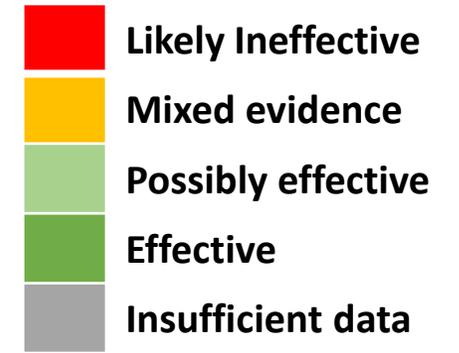
Hand Hygiene Programme Process



What does experience tell us about changing hygiene behaviours?

A recent systematic review of handwashing and sanitation interventions

adapted from [De Buck et al. 2017](#)



Intervention	Uptake	Adherence	Sustainability
Information and Education	Mixed evidence	Likely Ineffective	Likely Ineffective
Community-based approaches	Possibly effective	Effective	Mixed evidence
Social / Commercial Marketing	Insufficient data	Effective	Insufficient data
Psychological and social theory	Possibly effective	Possibly effective	Insufficient data

Effective Hand Hygiene Programmes

Supporting universal hand hygiene



Hand
hygiene
needs
extend
beyond the
household

Schools, health centres (but also: prisons, care homes, etc.)

In locations where people gather, public spaces

Workplace



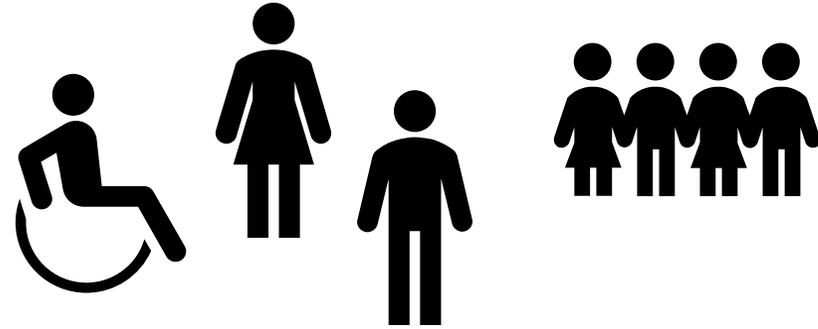
Effective Hand Hygiene Programmes

Targeting for effective behaviour change



Define your
target
group(s)
and
behaviours

Target populations



Target behaviours
specificity is key

Effective Hand Hygiene Programmes

Learn from communities to design effective strategies



Understand and respond to context-specific factors that influence behaviour



Effective Hand Hygiene Programmes: *Address infrastructural barriers*



Hand
hygiene
requires
water and
cleansing
materials

Households with access to a dedicated location for handwashing with both soap and water are more likely to HWWS



Brauer et al. 2020. EHP

Effective Hand Hygiene Programmes: *Address infrastructural barriers*



Hand
hygiene
requires
water and
cleansing
materials



[WaterSHED Asia](#)



[Ashraf et al. 2017](#)

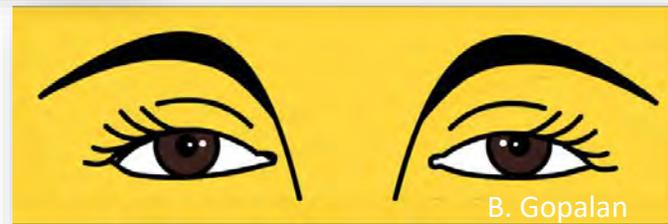
Effective Hand Hygiene Programmes:

Use infrastructure to enable behaviours



Cues,
reminders,
and
attractive
facilities
can support
behaviour
change

Make handwashing automatic, attractive, hard to ignore, and socially visible



Effective Hand Hygiene Programmes: *Harness the power of motivations*



Emotions
and
motivations
are
important
drivers of
HWWS

Nurture, disgust, affiliation (belonging to a group), and respect have been used to promote HWWS



Effective Hand Hygiene Programmes

Grab and keep attention



Keep strategies surprising and engaging

Heavy media saturation



Interventions should surprise and cause re-evaluation

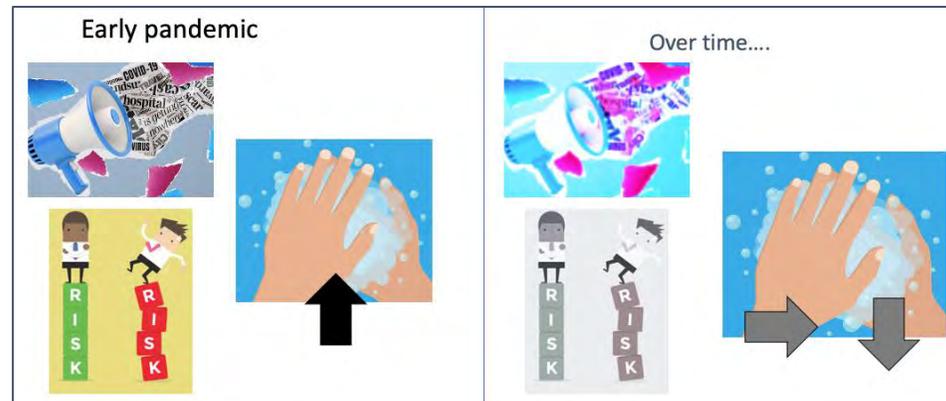
Some Key Principles of HWWS Promotion:

Adaptation is necessary



Strategies should evolve over time, adapt to changing context and changing behaviours

Behaviour change is a **process**, not an event



Build in time for reflection, re-evaluation, and adaptation

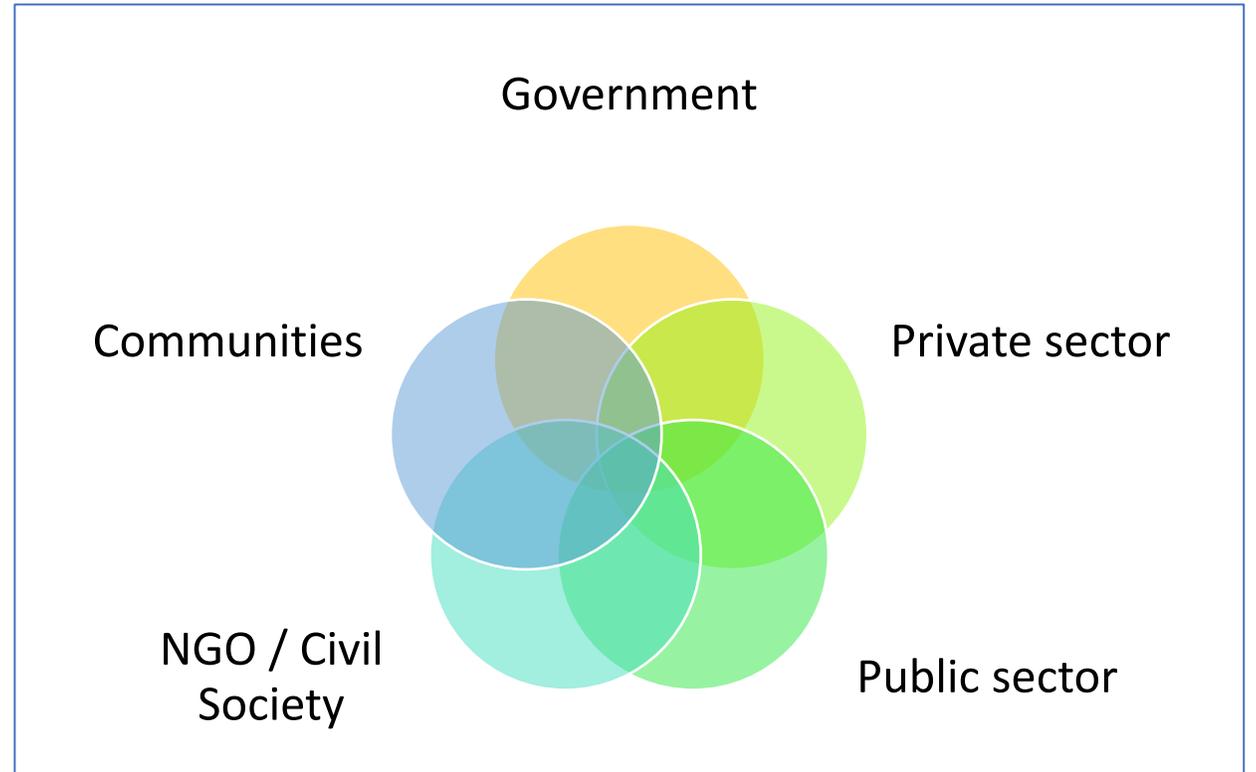
Hand Hygiene Programming at Scale

Change at scale requires operating at scale

Lasting change requires an *enabling environment*

- Policy and regulation
- Financing
- Capacity
- Sector-wide coordination

Embedded in or complementary to existing systems



Hand Hygiene Programming at Scale

Change at scale requires investment at scale

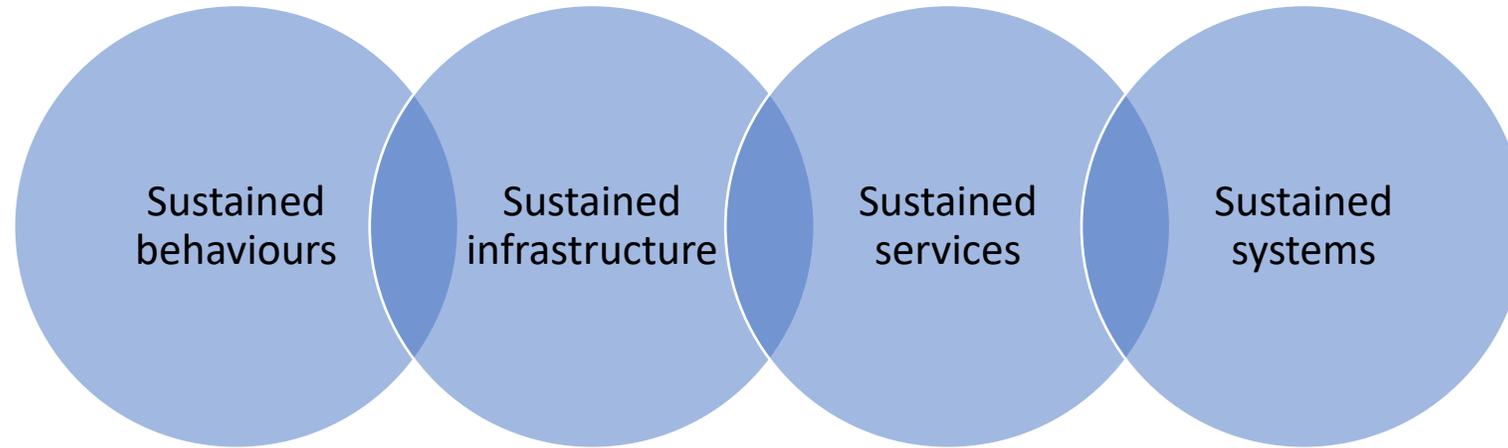
Hygiene promotion is cost effective

- Cost effective does not mean cheap
- Cost effective does not mean easy

Trade-offs between scalability and effectiveness (*example: Biran et al.*)

Hygiene as an equal pillar of WASH programming in global investment

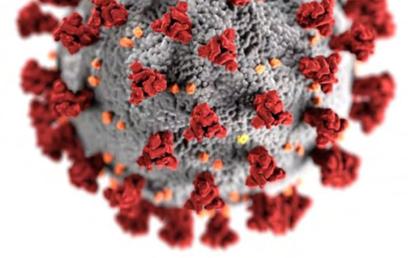
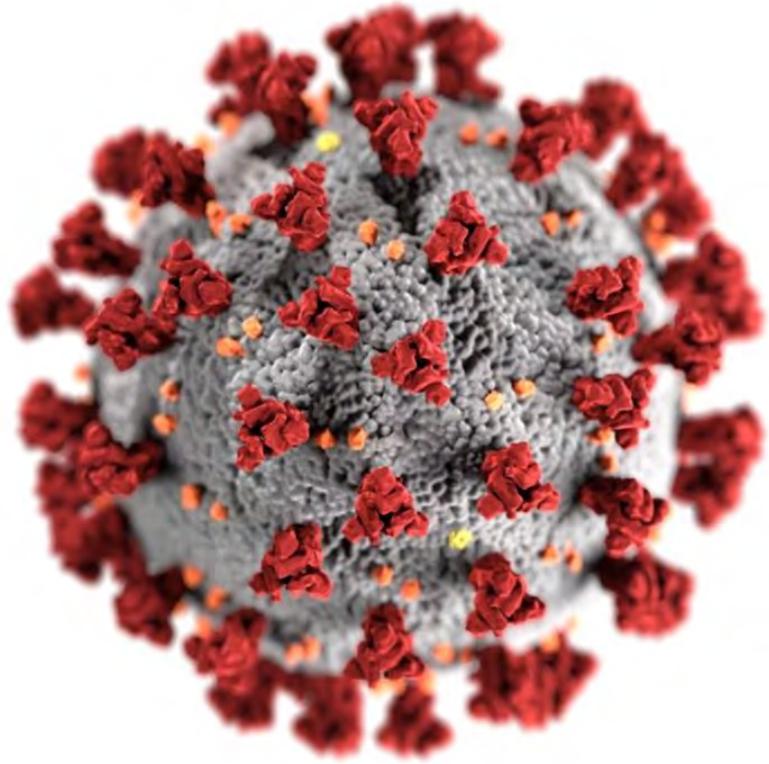
Hygiene Behaviour Change: *Planning for Sustainability*



On-going advocacy and engagement

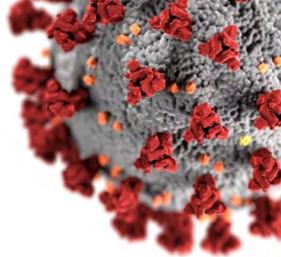
Adaptation and re-evaluation

Systematic learning and sharing on a global level



COVID-19

HygieneHub



What is the COVID-19 Hygiene Hub?



Resources

Draw on a wealth of up-to-date resources which synthesise the evidence and provide practical recommendations



Ask an expert

Can't find an answer to your question or want contextualised guidance? Ask one of our experts in real time

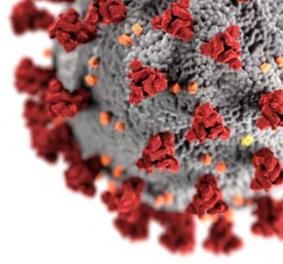


Connect with others

Share your great ideas with us and tell us what your organisation is doing to respond to COVID-19

COVID-19 Hygiene Hub

Bridging science, policy, and practice



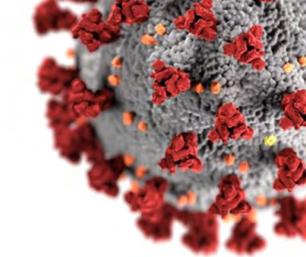
Steering Committee

Global Technical Team

- London School of Hygiene and Tropical Medicine (LSHTM)
- Centre for Affordable Water and Sanitation Technology (CAWST)
- African Population and Health Research Council (APRHC)
- RANAS Mosler / RANAS Ltd.
- Center for Infectious Disease Research, Zambia (CIDRZ)
- Swiss Federal Institute of Aquatic Science and Technology (EAWAG)
- University of Malawi (UNIMA) The Polytechnic / WASHTED
- Emory University Rollins School of Public Health
- Johns Hopkins Bloomberg School of Public Health (JHSPH)
- Indian Institute of Public Health Gandhinagar (IIPHG)
- University of Oxford School of Geography
- Behavioural Insights (BI) Team

COVID-19 Hygiene Hub

Resources, tools, and technical support



HygieneHub

Go to Hygiene Hub English

Frequently Asked Questions and Resources

Search for articles...

- General hygiene programming advice for COVID-19 response**
1 article in this collection
Written by Sian White
- Changing hygiene behaviours in outbreaks**
11 articles in this collection
Written by Sian White and Julie Watson
- Handwashing**
23 articles in this collection
Written by Sian White, Ayesha Chugh, and Astrid Hasund Thorseth
- Hygiene kits**
4 articles in this collection
Written by Sian White
- Surface transmission, cleaning and waste management**
18 articles in this collection
Written by Karin Gallandat

Make your own

National Sanitation Campaign - Tanzania

description
We have focused on encouraging regular hand washing with soap. We have been working with Tanzanian celebrities, Mrisho Mpoti and Masoud Kipany, to share videos of themselves washing their hands with soap and thereby make hand washing normative. These videos have been shared on Facebook, Twitter and Youtube. The campaign has also

Do you have COVID-19 responses, initiatives, or activities that are working well? Share them with us. [SHARE YOUR STORY](#)

Hi there
Find answers or get technical advice to help you with your COVID-19 response

Start a conversation
Our usual reply time
A few minutes
[Send us a message](#)

Find your answer now
Search our articles

Get technical advice
If you have questions about adapting or developing a hygiene programme geared towards fighting COVID-19, send us an email at support@hygienehub.info or fill out the form below to get technical advice.

Name

Email

[CONTINUE](#)

We run on Intercom

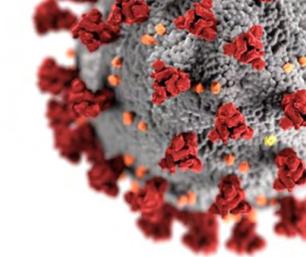
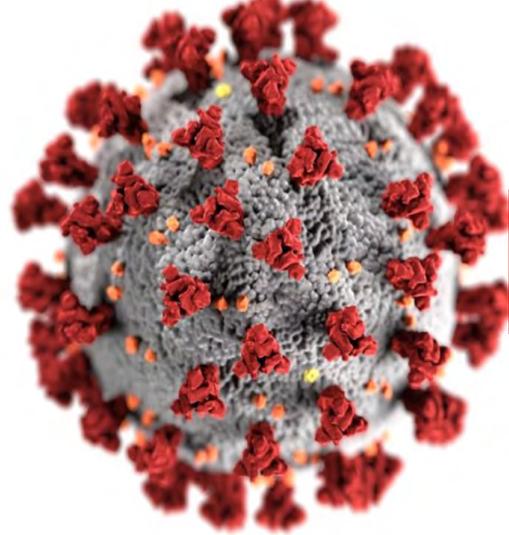
Case studies

FEATURED CASE STUDY

Rwanda
Engaging school-aged youth to write radio dramas on COVID-19
Highlighting the work of Rwandan Rwandans who are working with school-aged youth to develop radio dramas which are broadcast nationally as part of their COVID-19 prevention work.
[READ MORE](#)

ALL CASE STUDIES

- Rwanda**
Engaging school-aged youth to write radio dramas on COVID-19
[Read more](#)
- Zimbabwe**
Engaging school-aged youth to write radio dramas on COVID-19
[Read more](#)
- Sierra Leone**
Engaging school-aged youth to write radio dramas on COVID-19
[Read more](#)
- Syria**
Engaging school-aged youth to write radio dramas on COVID-19
[Read more](#)
- Nepal**
Engaging school-aged youth to write radio dramas on COVID-19
[Read more](#)
- Tanzania**
Engaging school-aged youth to write radio dramas on COVID-19
[Read more](#)



hygienehub.info

support@hygienehub.info

The COVID-19 Hygiene Hub is housed at the London School of Hygiene and Tropical Medicine (LSHTM) and developed in partnership with Centre for Affordable Water and Sanitation Technology (CAWST) and Wash'Em

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