

# Understanding Hygiene Behaviour & Hygiene Behaviour Change

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MEDICINE



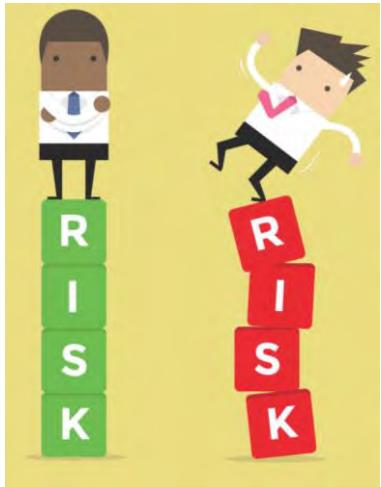
COVID-19

HygieneHub

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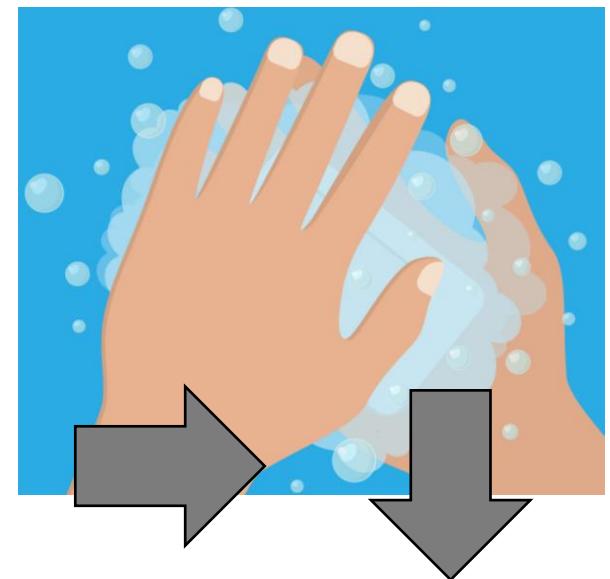
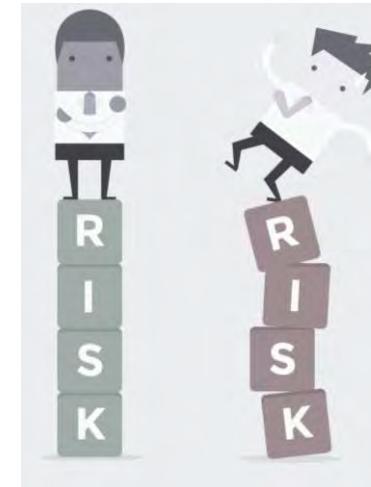
# Hygiene behaviours during outbreaks

Early pandemic



<https://psyarxiv.com/y38m9>

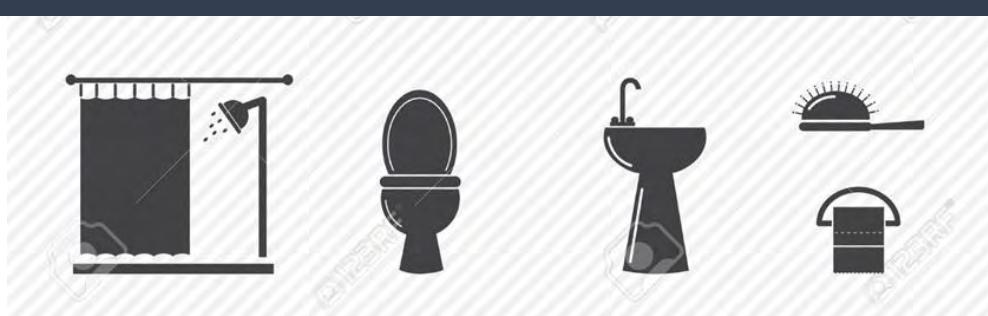
Over time....



# 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

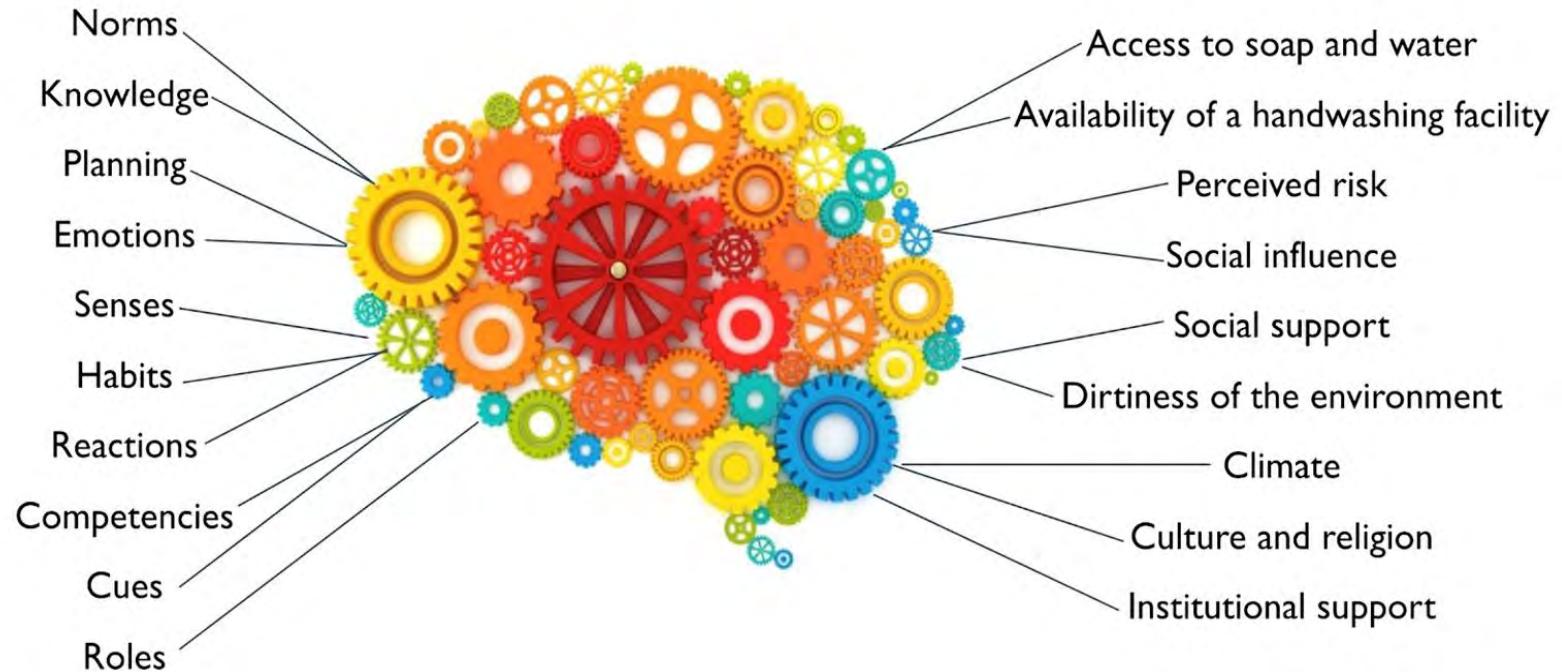
Habitual behaviour

Requires infrastructure



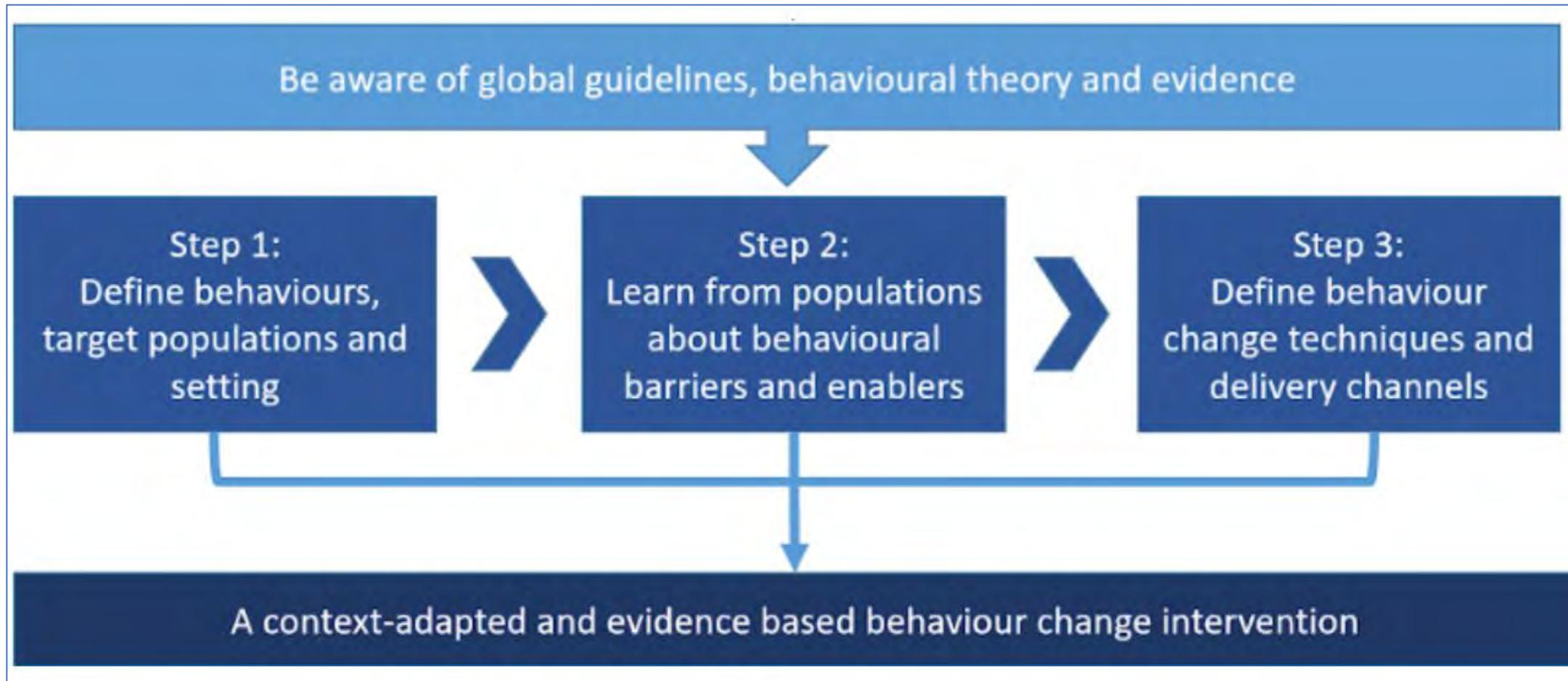
# Determinants of Handwashing with Soap

Broad range of determinants associated with HWWS behaviour



[White et al. 2020.](#)

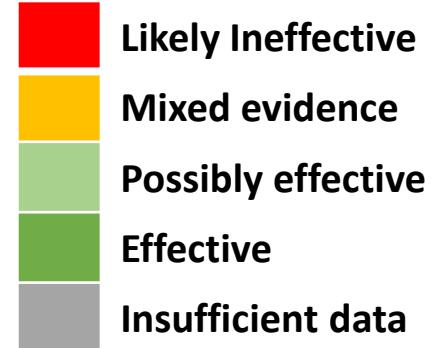
# Hand Hygiene Programme Process



# 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	Possibly 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



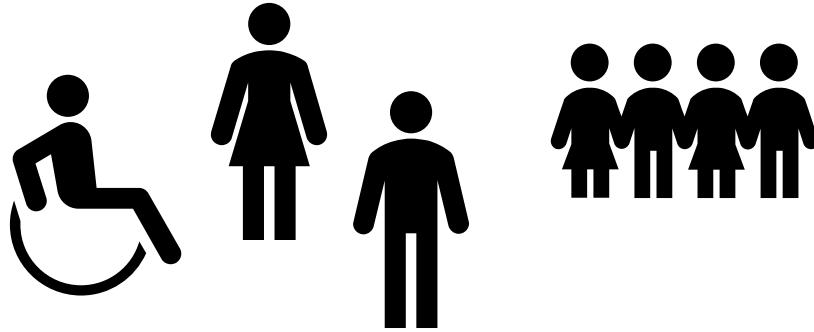
# Effective Hand Hygiene Programmes

## *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

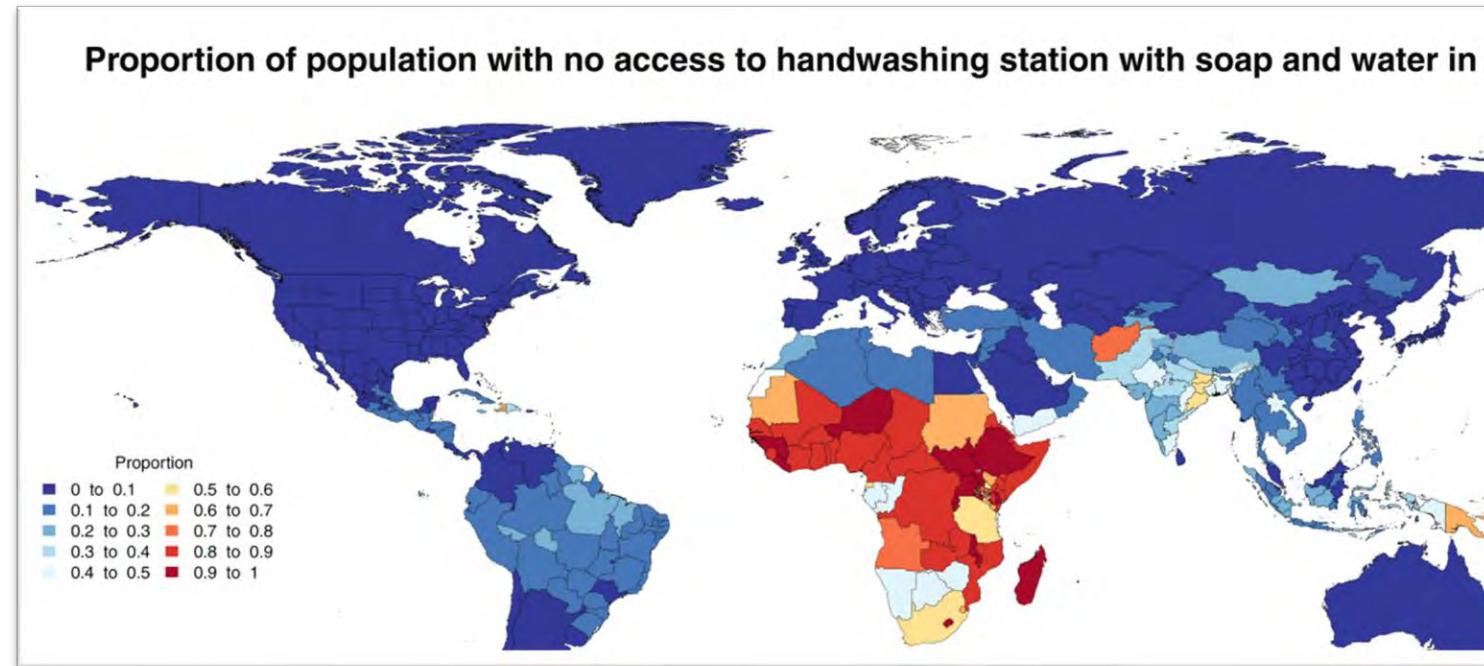


# Effective Hand Hygiene Programmes: *Address infrastructural barriers*



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*

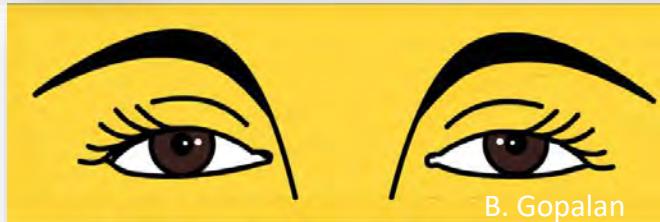


Cues,  
reminders,  
and  
attractive  
facilities  
can support  
behaviour  
change

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



K. Hosssain



B. Gopalan



# 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



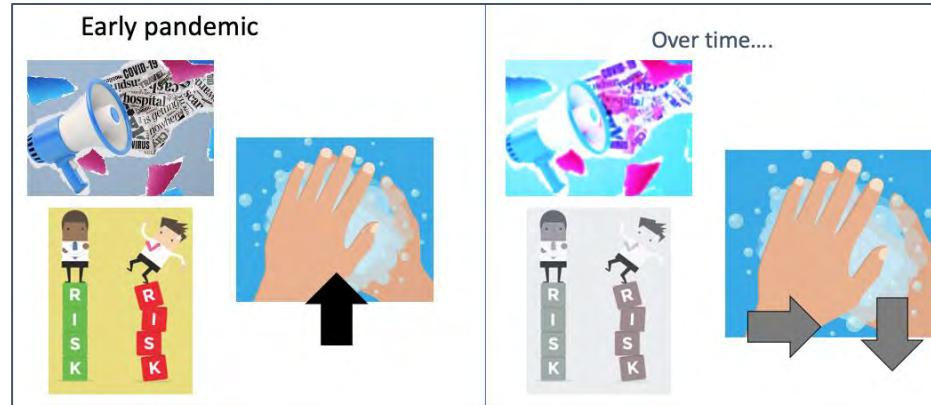
Interventions should  
surprise and cause re-  
evaluation

# 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

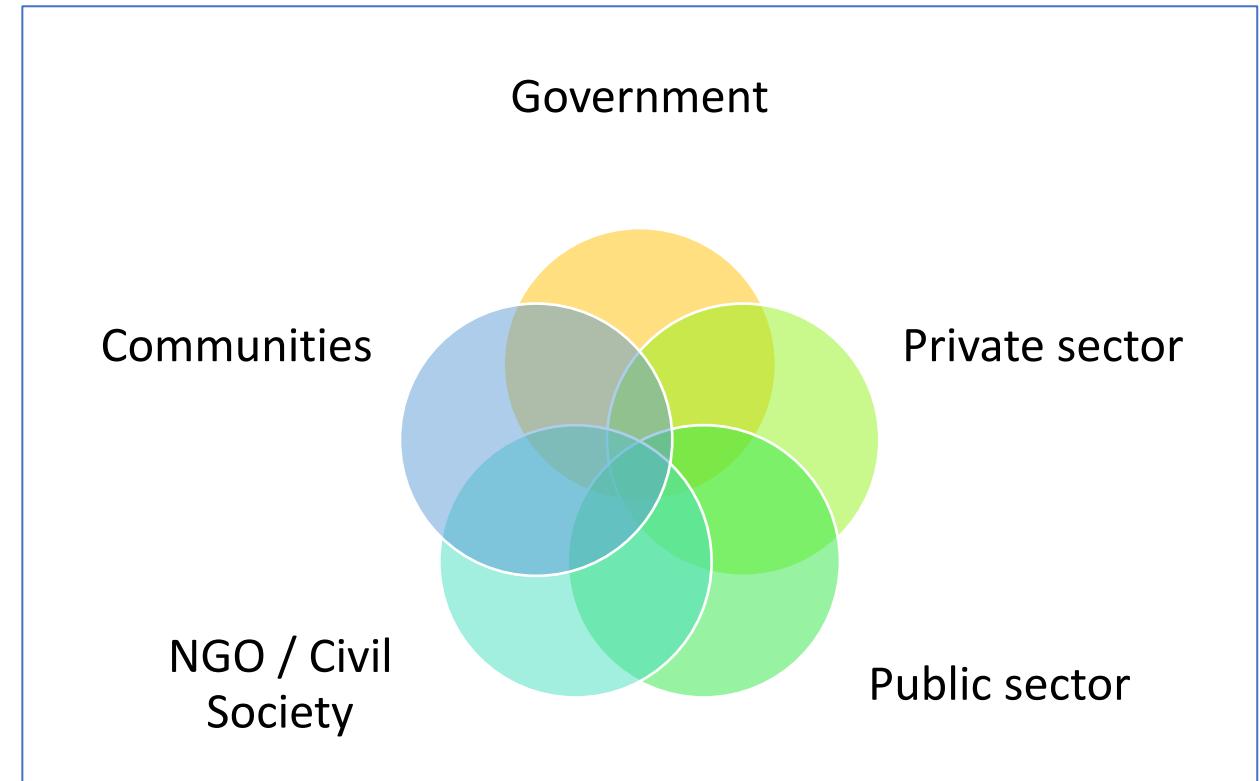
# Hand Hygiene Programming at Scale

*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

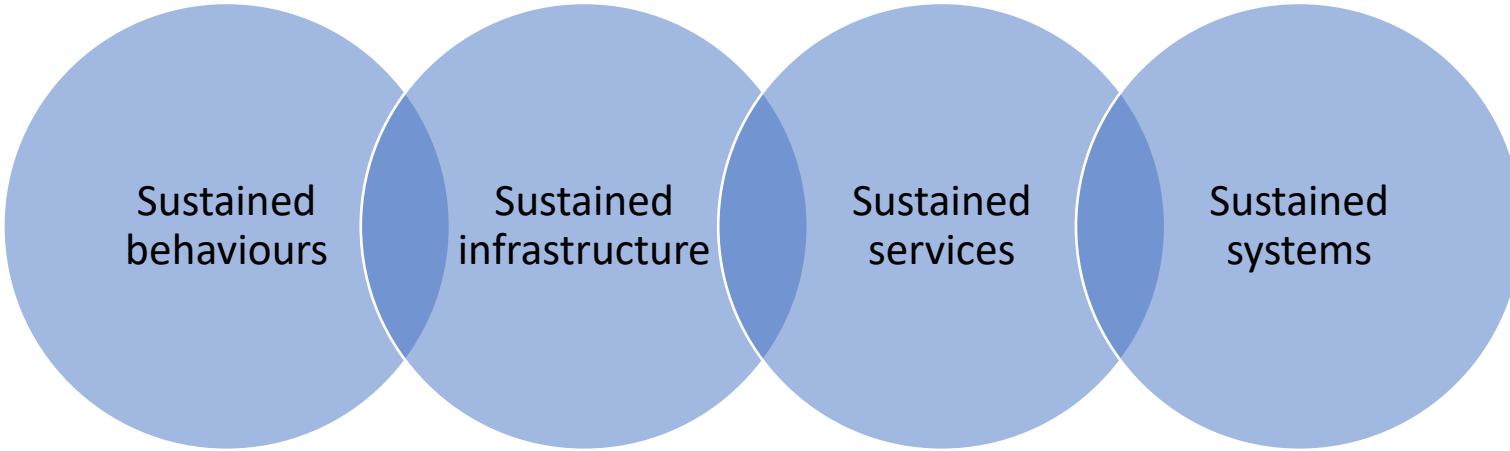
- Cost effective does not mean cheap
- Cost effective does not mean easy

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

Hygiene as an equal pillar of WASH programming in global investment

# Hygiene Behaviour Change:

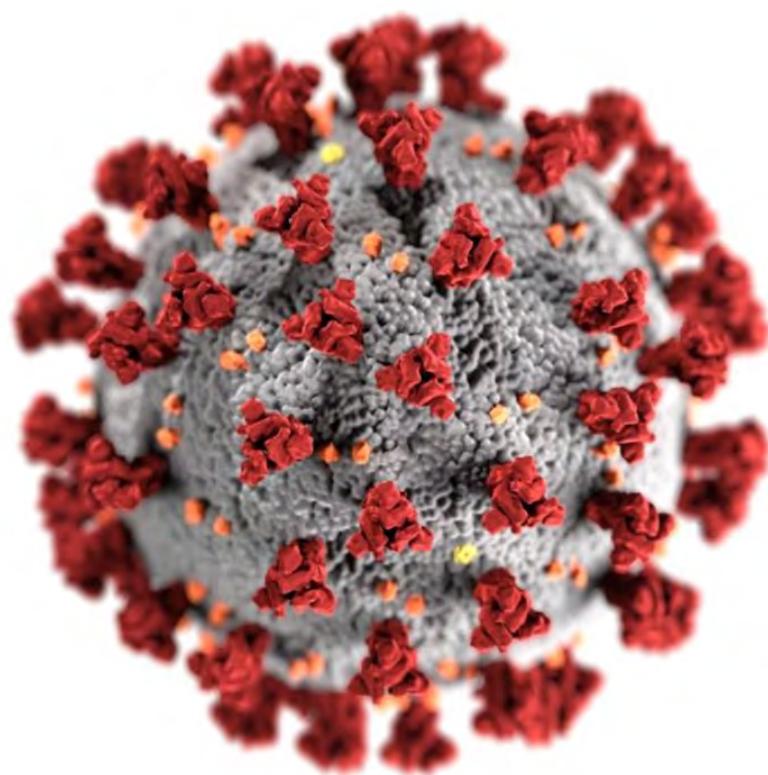
## *Planning for Sustainability*



On-going advocacy and engagement

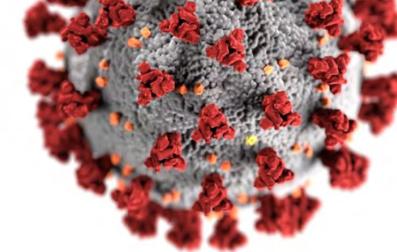
Adaptation and re-evaluation

Systematic learning and sharing on a global level

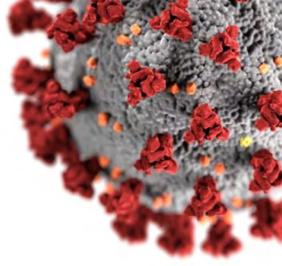


COVID-19

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

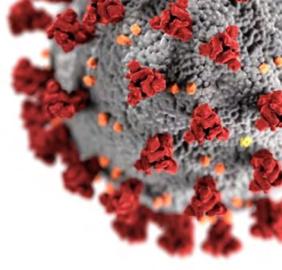


## Connect with others

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*



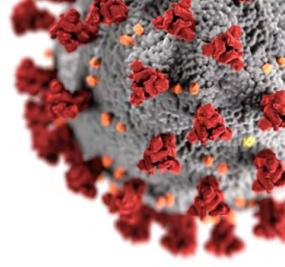
Steering Committee

### 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*



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

National Sanitation Campaign ...

Name: National Sanitation Campaign - Tanzania

Description: We have focused on encouraging regular hand washing with soap. We have been working with Tanzanian celebrities, Mishi Mpoto and Masoud Kipanya, 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.

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

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](mailto:support@hygienehub.info) or fill out the form below to get technical advice.

Name \_\_\_\_\_ Email \_\_\_\_\_

CONTINUE

Start a conversation Our usual reply time: A few minutes

Send us a message

Find your answer now Search our articles

We run on Intercom

### Case studies

FEATURED CASE STUDY

**TANZANIA:** Engaging school-aged youth to write radio dramas on COVID-19

Highlighting the work of WaterAid Tanzania who are working with school-aged youth to produce radio dramas which are broadcast nationally as part of their COVID-19 prevention work.

READ MORE

All CASE STUDIES

Rwanda  
Zimbabwe  
Sierra Leone  
Syria  
Nepal  
Tanzania



# 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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