

# Using emotional motivators to promote **handwashing with soap** in emergencies

Sonya Sagan, Foyeke Tolani and  
Marion O'Reilly

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\*Oxfam, Global Handwashing Day 2014, Philippines



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# Background



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# Facts and figures

- Diarrhoeal disease causes 40% of deaths in the acute phase of the emergency, 80% of which are among children under 2 years<sup>1</sup>.
- The presence of soap in the household was associated to 27% fewer episodes of diarrhoea in a refugee camp in Malawi when compared to households without soap<sup>6</sup>.
- A 42%-47% reduction in diarrhoea can occur when handwashing with soap (HHWS) and water is introduced into a community<sup>2</sup>.
- Limited evidence on non-health related motivators around HHWS in emergency contexts.

# The Research

- In partnership with Unilever and Lifebuoy, Oxfam conducted formative research around motivators and barriers to wash hands among mothers affected by an emergency in the **Philippines, Pakistan and Nepal**.
- Idea to identify crosscutting motivators and themes that could be used to produce generic materials to promote handwashing for use anywhere in diverse emergency contexts.
- Results used to design HWWS promotion resources and activities targeting mothers in emergency contexts.



# Study Objectives, Locations and Methods



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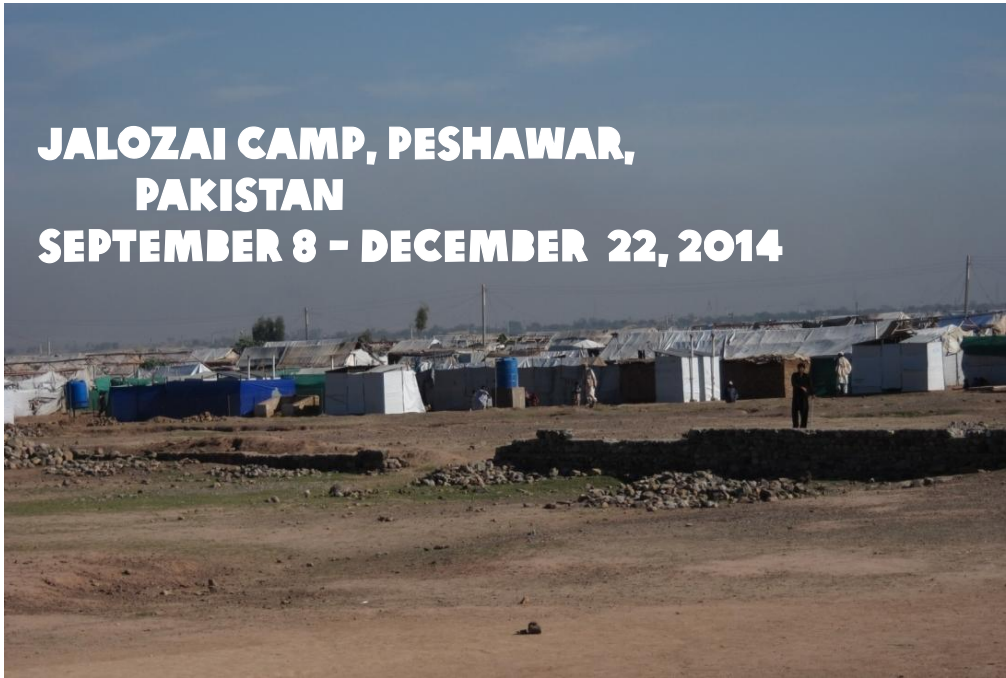
# Objectives of the research

1. Profile the target audience
2. Identify cross-cutting barriers to practicing handwashing with soap
3. Identify cross-cutting emotional and physical motivating factors that drive hand washing with soap in target audience
4. Understand communication channels used by the target audience





**JALOZAI CAMP, PESHAWAR,  
PAKISTAN  
SEPTEMBER 8 – DECEMBER 22, 2014**



**TACLOBAN,  
PHILIPPINES  
OCTOBER 15 –  
DECEMBER 15, 2014**



## Study locations



**KATHMANDU, NEPAL  
JULY 1-25, 2015**



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# Data collection methods

- Key informant interviews
- Focus group discussions
- Structured observation
- Household survey
- Behavioural trial (Pakistan and Philippines only)





# Results



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# Audience profile

- **Mother** in crisis situation - natural disaster, drought, disease outbreak
- **Females 18-80 years** of age with children of all ages
- **Resilient** – despite crisis situation, does her best to ensure her children are cared for and have a neat, clean appearance
- **Enjoys discussions** with friends and neighbours for **social support**, sharing stories, challenges
- Feels it is important to maintain a certain **image** in front of others
- Wants to give her children the best chance at **success**
- **Dreams of** regaining a sense of **normalcy**





**Mother with her 3 children in Tacloban, Philippines, urban context, 1 year post typhoon**






**Mother with her 3 children in Jalojai camp, Pakistan, typically use basin and lotta for HW**



**Mother with her newborn in Tudhikel camp, Kathmandu, Nepal**  
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# Barriers to HWWs in emergencies

Pakistan	Philippines		Nepal
	Rural	Urban	
<ul style="list-style-type: none"> <li>▪Prioritise immediate needs (food, water, shelter)</li> <li>▪External locus of control</li> <li>▪Access to soap and water</li> <li>▪Increased workload</li> <li>▪Lack of designated HW place in HH</li> <li>▪Visibly clean is clean</li> <li>▪Socio-cultural beliefs and practices</li> <li>▪Habit</li> <li>▪Soap prioritised for men</li> <li>▪Child's immediate needs</li> </ul>	<ul style="list-style-type: none"> <li>▪Prioritise immediate needs (food, water, shelter)</li> <li>▪External locus of control</li> <li>▪Child's immediate needs</li> <li>▪Absence of communal HW facilities at latrine area</li> <li>▪Access to water</li> <li>▪Visibly clean is clean</li> <li>▪Socio-cultural beliefs and practices</li> <li>▪Habit</li> </ul>	<ul style="list-style-type: none"> <li>▪Prioritise immediate needs (food, water, shelter)</li> <li>▪External locus of control</li> <li>▪Child's immediate needs</li> <li>▪Access to water</li> <li>▪Busy</li> <li>▪Visibly clean is clean</li> <li>▪Socio-cultural beliefs and practices</li> <li>▪Habit</li> <li>▪Access to soap and water</li> <li>▪Lack of designated HW place in HH</li> <li>▪Busy</li> </ul>	

## Emotional motivators for HWWS among mothers affected by an emergency

Pakistan	Philippines	Nepal
<ul style="list-style-type: none"><li>▪ Purity</li><li>▪ <b>Affiliation</b></li><li>▪ <b>Nurture</b></li></ul>	<ul style="list-style-type: none"><li>▪ <b>Affiliation</b></li><li>▪ Disgust</li><li>▪ Comfort</li><li>▪ Shame</li><li>▪ <b>Nurture</b></li></ul>	<ul style="list-style-type: none"><li>▪ Purity</li><li>▪ Disgust</li><li>▪ <b>Nurture</b></li><li>▪ Comfort</li><li>▪ <b>Affiliation</b></li></ul>

# Cross-cutting motivators around HWWS in emergencies

## Nurture



*“The kind of care and teachings that a child receives from her mother will become part of her habits. If she was nurtured in a good way she will become a person with good character and eventually she will become successful in life”.*

Rosalinda, age 32,  
Tacloban, Philippines

# Cross-cutting motivators around HWWS in emergencies

## Affiliation



*“When we eat together from one plate with clean hands, it signifies that we are united and strong as a tribe”.*

Rahida, age 21, Jalojai camp, Pakistan.

*“Fitting in is important to me because we naturally follow others; in doing this we can belong to a group and be viewed in a positive light from others in the circle”.*

Sangita, age 30, Kathmandu, Nepal

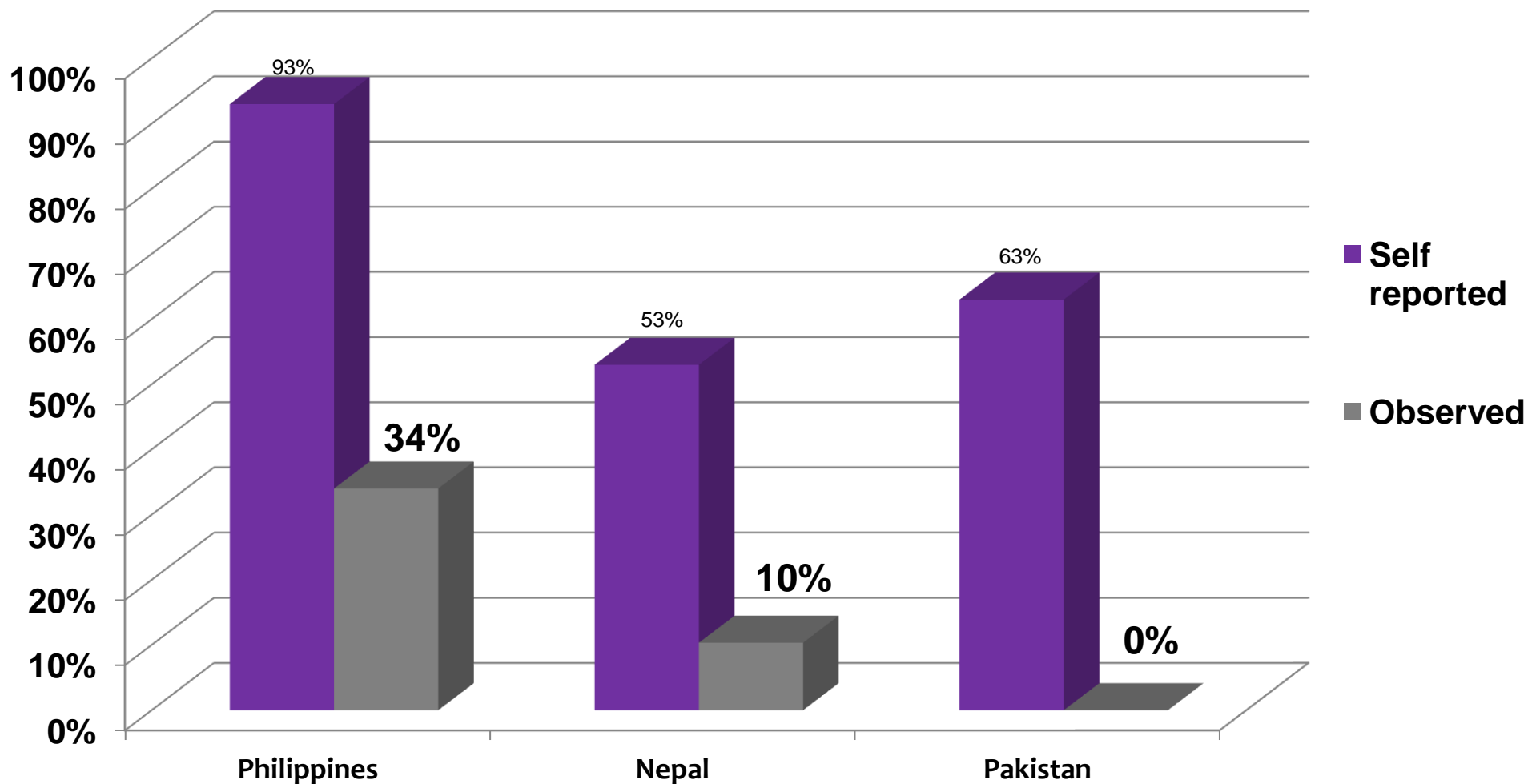


# HWWS Communication channels

Pakistan	Philippines		Nepal
	Rural	Urban	
<ul style="list-style-type: none"> <li>▪ <b>Interpersonal</b></li> <li>▪ <b>Group</b> (tribe wise)</li> <li>▪ Storytelling</li> <li>▪ <b>Print</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Interpersonal</b></li> <li>▪ <b>Group</b></li> <li>▪ Radio</li> <li>▪ Mobile phones</li> <li>▪ Television</li> <li>▪ Film</li> <li>▪ <b>Print</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Television</li> <li>▪ Radio</li> <li>▪ Mobile phones</li> <li>▪ <b>Interpersonal</b></li> <li>▪ Film</li> <li>▪ <b>Group*</b></li> <li>▪ <b>Print</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Television</li> <li>▪ <b>Interpersonal</b></li> <li>▪ <b>Group</b></li> <li>▪ Mobile phones</li> <li>▪ Radio</li> <li>▪ Drama/street theatre</li> <li>▪ Film</li> <li>▪ <b>Print</b></li> </ul>



## Other findings: Self-reported versus observed HWWS before eating



# Conclusions & Recommendations

# Conclusions from formative research in Nepal, Pakistan and Philippines

- Emergency crisis adds additional **stressors** and responsibilities to a mother's existing routine activities.
- Despite stressors, mothers tend to be resilient, find the strength to carry on and ensure their children continue to be **nurtured** and groomed for future success in life.
- Mothers rely on the **support** of other mothers who have been through a similar situation and seek solace from each other.
- Using emotional motivators such as **nurture** and **affiliation** to promote handwashing with soap in emergencies has the potential of being more effective than using health benefits alone.
- Findings of this study were used to develop a set of generic HWWS promotion resources and activities targeting mothers and caregivers in diverse first phase emergency contexts.



# Recommendations

- Mothers in these samples already have knowledge related to hand washing; it is important not to undermine this and to always find out what motivates them to help in handwashing promotion program design.
- The use of nurture and affiliation should be considered in HWWs communication materials and activities targeting mothers affected by an emergency.
- Findings from the 3 countries show differences in knowledge-practice gap. As such, it is important to **observe** and understand baseline handwashing practice when developing handwashing promotion materials or strategies.
- Communications channels should be context-specific.



# Acknowledgements

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