



Pre-test Findings of a New Interactive Handwashing Promotion Program – Mum’s Magic Hands in Emergencies using Emotional and Health Motivators.

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Emergency Environmental Health Forum (12-13 April, 2018)



Mums Magic Hands – a new approach to motivating handwashing practice in emergencies through storytelling



Background



- Handwashing can reduce the risk of diarrhoeal disease by up to 50%¹
- Emotional motivators have been used in handwashing promotion in development context but not really used in emergencies.
- Oxfam, Unilever's Lifebuoy soap and Unilever's Chief Sustainability Office conducted formative research with emergency affected mothers in Philippines, Pakistan and Nepal (2014)
 - to better understand what motivates mothers to wash their hands in emergencies.
- Nurture and affiliation were cross cutting motivators in the 3 research areas and these were used to develop a set of materials called "Mum's Magic Hands" designed for handwashing promotion in first phase emergencies.



Mums Magic Hands – Concept and Aim

Concept

- Use of story telling, demonstrations (interactive activities) and nudges
- Story based on the fact that Mums' hands play a positive role in their children's lives and help nurture them, yet if not kept clean, the same hands can play a role in transmitting diseases

Aim

- Increase the practice of handwashing with soap and water at 2 occasions:
 - before contact with food (eating, preparing food, before feeding your child)
 - after contact with faeces (going to the toilet, cleaning your child's faeces)



Methodology

Focus group discussions (FGD)

- Mothers/female care givers of children, men, children, community health mobilizers/hygiene promoters in Za-atari camp, Jordan (N = 18) and Bidibidi settlement, Uganda (N = 15)

Key informant interviews

- Community mobilizers/hygiene promoters, health workers in both camps

Key questions on the main tool (MMH storyboard)

- Cultural proximity, comprehension, appropriateness, appeal and persuasion



FGD with men in Za-Atari camp, Jordan

Some Mums Magic Hands Activities Tested



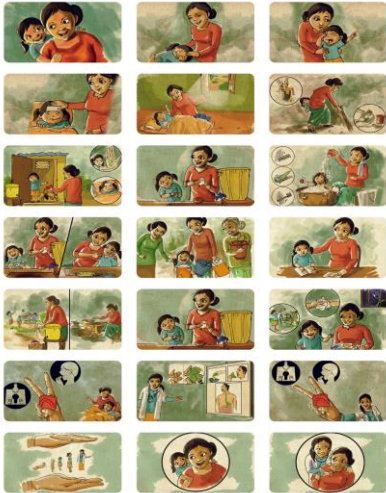
Routine dial exercise with children in Bidibidi camp



Circle of cleanliness exercise with mothers in Bidibidi camp



Coloured powder exercise



Mum's Magic Hands Storyboard images (Asia Version)

Key findings

- Mothers in both contexts understood the story and were able to recall two key handwashing occasions slogan – **2 fingers 2 occasions.**
- Most mothers found the storyboard materials attractive, **persuasive**, and could identify with the narrative.
- Some mothers felt that some of the storyboard visuals did not accurately reflect their cultural/religious environment.
- All the complementary activities were found appropriate amongst mothers targeted in Bidibidi camp, Uganda.
- All but circle of cleanliness exercise were found to be appropriate amongst mothers targeted in Za-Atari camp, Jordan.
- Men liked the concept but felt left out of the story.



Modifications to MMH (Asian version) based on Pre-test findings

Resulted in 3 new MMH:

1. MMH Africa (low literate)

- Visuals adapted, images in storyboard more contextual

2. MMH Global (multicultural)

- Multicultural images that speak to different groups/somewhat literate groups, features more male character in storyboard



Both now include more activities for men (role play, competitions) and children (playing cards)



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Modifications to MMH (Asian version) based on Pre-test findings

Resulted in:

3. MMH for rapid response (acute emergency)

- Fewer activities
- Implemented faster
- Key component: storyboards; coloured powder exercise to illustrate that visibly clean is not clean; key visuals; implementation and training guide; monitoring tools
- Key implementers – local champions
- Available on Oxfam Policy and Practice website



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Discussions, conclusion, recommendations and next steps



- Pre-testing the MMH materials in additional contexts proved significant in verifying its versatile possible applications in different contexts.
- Different interactive activities provide means to shift common message-based promotional methods to consultative dialogue approach with target population - resulting in more target population buy in.
- The research reinforces the need to better understand motivators and barriers around good hygiene practices in emergency contexts as health-based approaches may not be the most effective when it comes to improving practices.



Discussions, conclusion, recommendations and next steps



- Oxfam is scaling up and trialing different MMH versions in different places (Ethiopia refugee camp, Nigeria IDP site, Pakistan slum area and Tanzania refugee camp).

Next steps –

- All practitioners should promote the need to understand motivators and barriers to different hygiene practices even in emergency context.
- Use materials for MMH where applicable and join Handwashing community of practice to share experience.
 - (MMH materials available on Oxfam Policy and Practice website and handwashing community of practice enquiries can be forwarded to handwashing@oxfam.org.uk).



Acknowledgements

- Claudia Codsi, Hina West and Cat Batchelor, Corporate partnerships, Oxfam
- Aarti Daryanani, Lifebuoy Global
- Arathi Unni, CMI, Lifebuoy Global
- Eric Ostern and Jonathan Gill, Chief Sustainability Office, Unilever

