

# Hygiene promotion (HP)

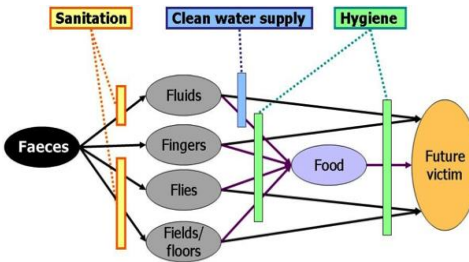
**Relocation or disruption of familiar practices can lead to deterioration in existing hygiene behaviour, contributing to an increased risk of disease transmission and epidemics.**

## How disease is spread and transmitted

Bacteria in faeces can be spread via fluids, fingers, flies, fields or floods to food and other people.

Breaking the chain of infection transmission at home and in the community can make an important contribution to increased well-being and health.

### The F-diagram of disease control and transmission



## How to prevent the spread and transmission of disease

- **Safe disposal of faeces**, including child faeces through appropriate use, cleaning and maintenance of sanitation facilities
- **Hand washing** after defecation and before food preparation can reduce diarrhoeal incidence by 47% and respiratory infections by 24%. Ensure hand-washing facilities, with soap (or an alternative such as ash or sand).
- **Storage** and safe use of drinking water e.g. covered water containers
- **Control of flies**, mosquitoes and other disease vectors
- **Hygiene items**: Identification, selection and distribution of appropriate hygiene items e.g. soap, buckets with covers, sanitary items.

**Menstrual Hygiene:** Special consideration should be given to menstrual hygiene. Breaking the taboo around menstrual hygiene and providing gender-sensitive facilities (a private and safe space with sufficient clean water and hygienic disposal receptacles that are ecologically sound), assures the well-being and dignity of women and adolescent girls.

## How to plan an effective Hygiene Promotion campaign

**Coordination:** Collaboration, coordination and sharing information across water, sanitation and hygiene stakeholders (WASH) are vital to ensure an effective approach and provision of essential, appropriate materials and facilities.

Based on a needs assessment, and coordinating with other stakeholders:

1. **set a goal** - e.g. to improve the quality of life or to reduce loss of life
2. **identify hygiene problems** - using data from initial assessment
3. **identify key behaviours linked to the problems** - e.g. hand washing; excreta disposal; attitudes to gender or environment
4. **determine the cause of the problems** - why is this problem arising?
5. **prioritise actions** - balancing improving health with available resources
6. **develop a strategy** - including methods and tools

*Adapted from 'Hygiene Promotion in Emergencies'-WHO/WEDC Technical note 10 2013*

### Additional resources on All In Diary website

Managing HP in WASH programmes, WEDC Guide 13, 2014  
Hygiene Promotion in Emergencies, Tech Brief 10.1 © WHO 2013  
Improving menstrual hygiene management in emergencies © ALNAP/ODI 2016

### Web links for further information

WASH Cluster <http://washcluster.net>  
SPHERE handbook: <http://www.spherehandbook.org/en/water-supply-sanitation-and-hygiene-promotion-wash/>

## Principles of hygiene promotion

1. **Target a small number of risk reduction practices** i.e. most likely to reduce the spread of disease
2. **Target specific audiences** e.g. community groups with largest influence; include children, older people and people with disabilities
3. **Identify the motives for changing behaviour** e.g. wish to gain respect from others; personal pride
4. **Use positive hygiene messages** - make people laugh, avoid frightening them
5. **Identify the best, cost-effective ways to communicate** - using existing, traditional channels
6. **Facilitators** - train facilitators from the affected community to promote good practices
7. **Use cost-effective mix of communication** e.g. mass media such as radio or leaflets and interactive methods
8. **Reach out to schools** to ensure good practices both as school and at home: <http://www.washinschools.info/>
9. **Carefully plan, execute, monitor and evaluate**