

Why WASH Matters

For improved child health and nutrition

*A Workshop Focusing on Behavior
Change Approaches for Improving Water,
Sanitation and Hygiene*

FHI360/BRAC

USAID WASHplus Project
SHIKHA Project



Session 1: Introductions

- Name
- Location where you work
- *One personal CHANGE you've be working on OR accomplished over the past year (cell phone usage, weight loss, seat belt, etc.)*

Session 2: Objectives

- Review why WASH matters for the growth of infants and young children;
- Strengthen skills supporting improvements in WASH-related behaviors;
- Apply a small doable action approach to changing WASH behaviors;
- Share 'best practice' behavior change strategies;
- Apply key approaches to your 'hygiene promotion' activities;
- Develop 'next steps' for WASH BC activities.



WASH is the common acronym for **W**ater, **S**anitation and **H**ygiene?

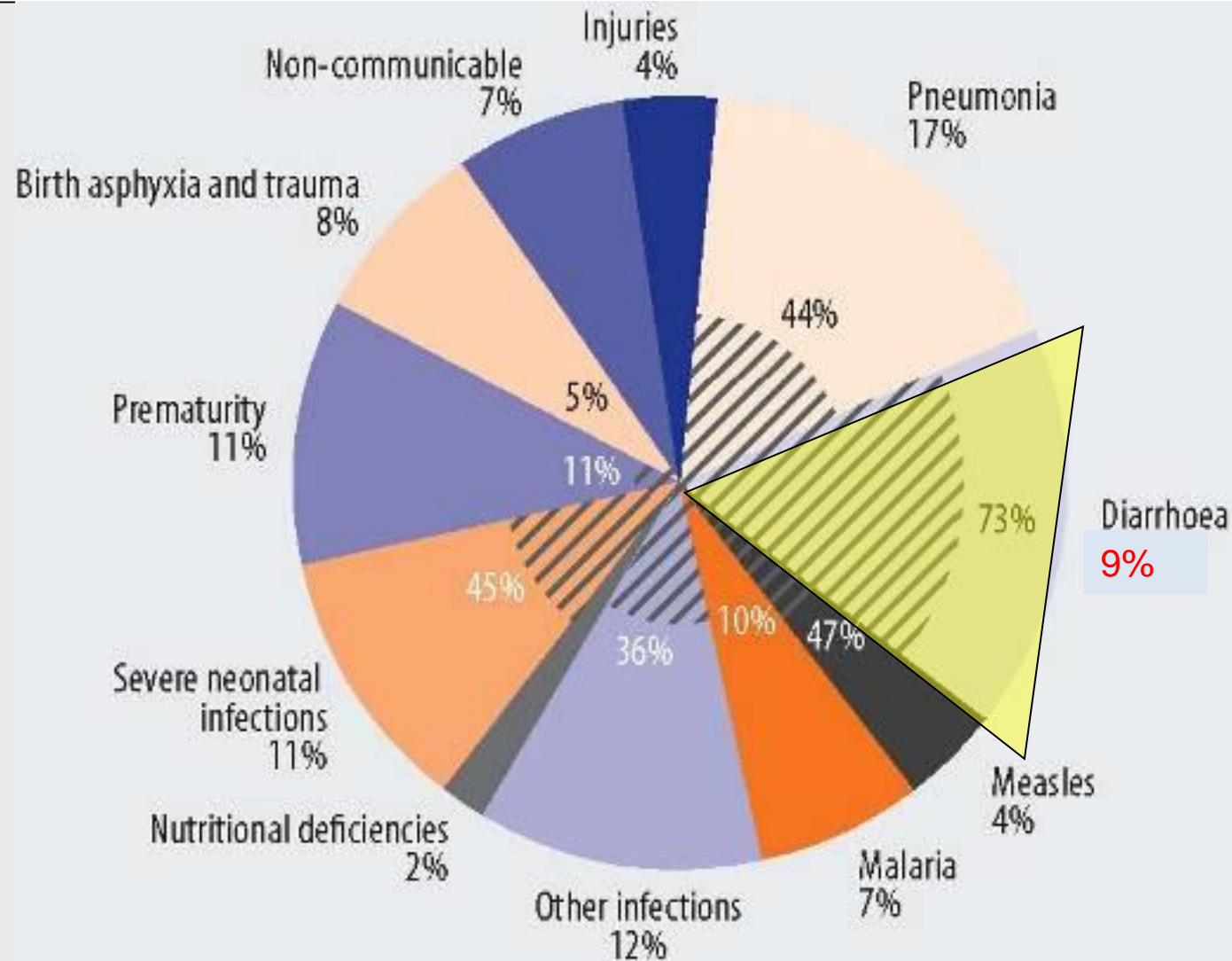
WASH is:

- Necessary quantities of safe, potable drinking water
- Wide spread community sanitation with latrines that meet minimum standards
- Consistent and correct handwashing at critical times
- Food hygiene
- Behavior change, not just hardware coverage and not just education

Session 3: The Link Between WASH and Nutrition

Diarrhea: 9% of all child deaths

Undernutrition contributed to 73% of these deaths



Shaded area indicates contribution of undernutrition to each cause of death

POP QUIZ!!!!!!!

How often does a child die from a water-related illness?

A child dies every **20 seconds** from water-related illness

- Since the start of this training **95** children have died!!!!

Almost all of these –88%– could be prevented through WASH related interventions



Why does SHIKHA put
emphasis on handwashing????

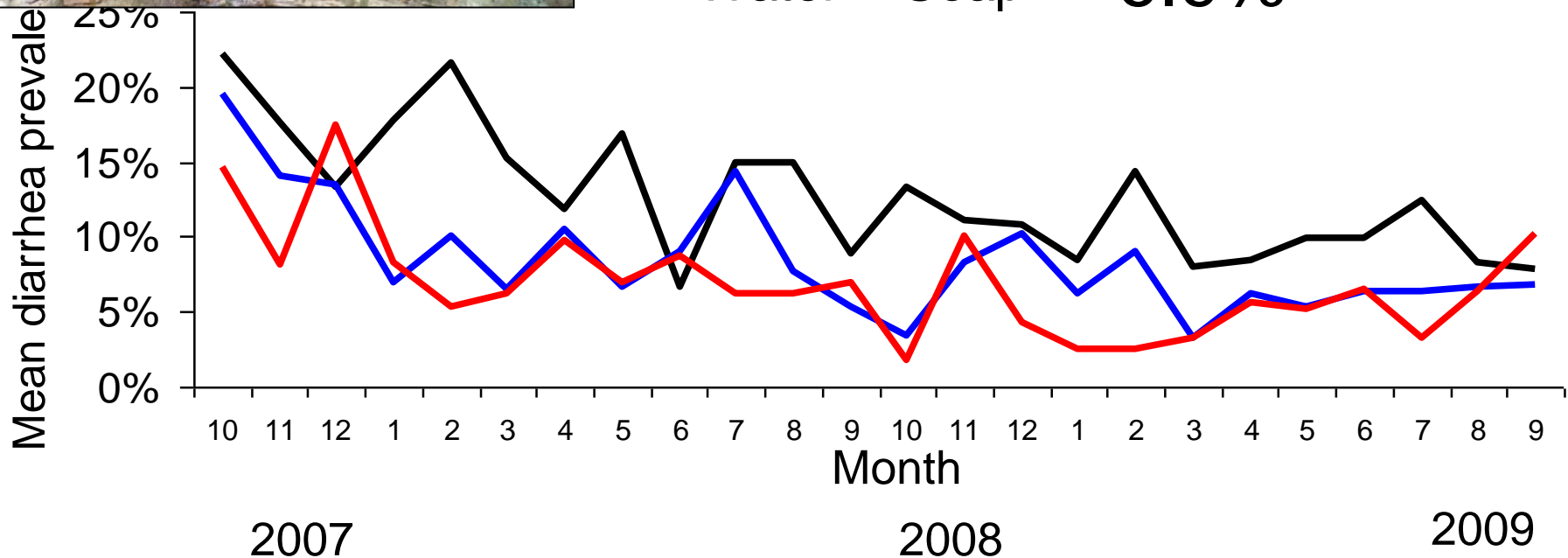
Discuss

Prevalence of Diarrhea among children < 5 years by observed Handwashing before preparing food

SHEWA-B, Rural Bangladesh



— None	12.5%
— Water	8.3%
— Water + Soap	6.9%



Safe Feces Disposal



30% ++

Focus on WASH behaviors for Diarrhea Disease Reduction....

Safe Storage & Treatment of Water



21%



30-50%

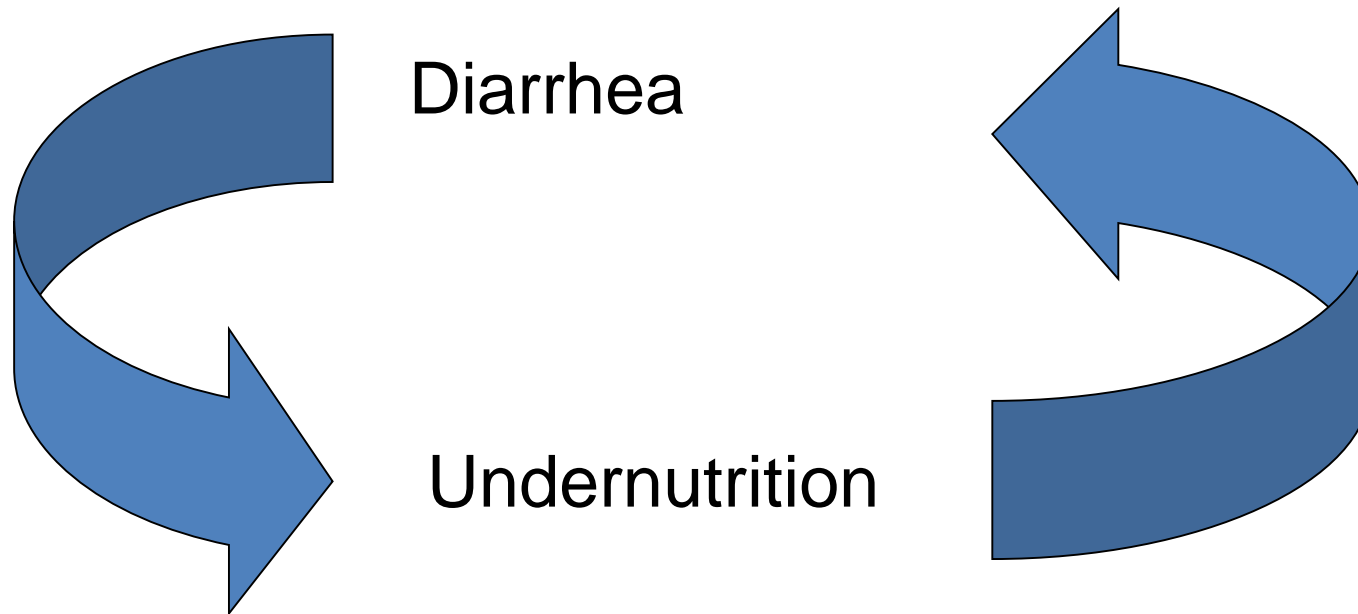


Handwashing



43%

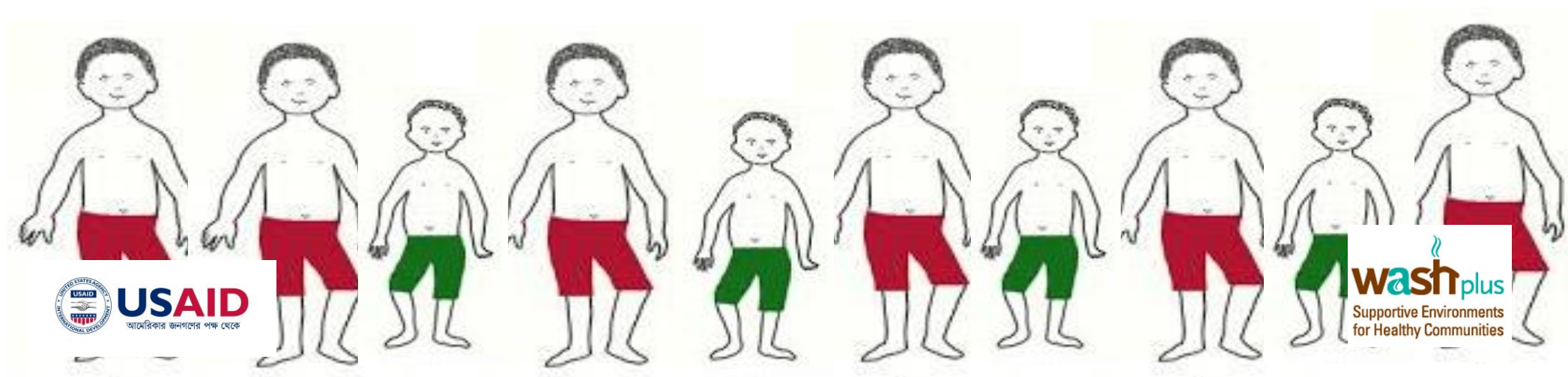
Connecting WASH and Nutrition

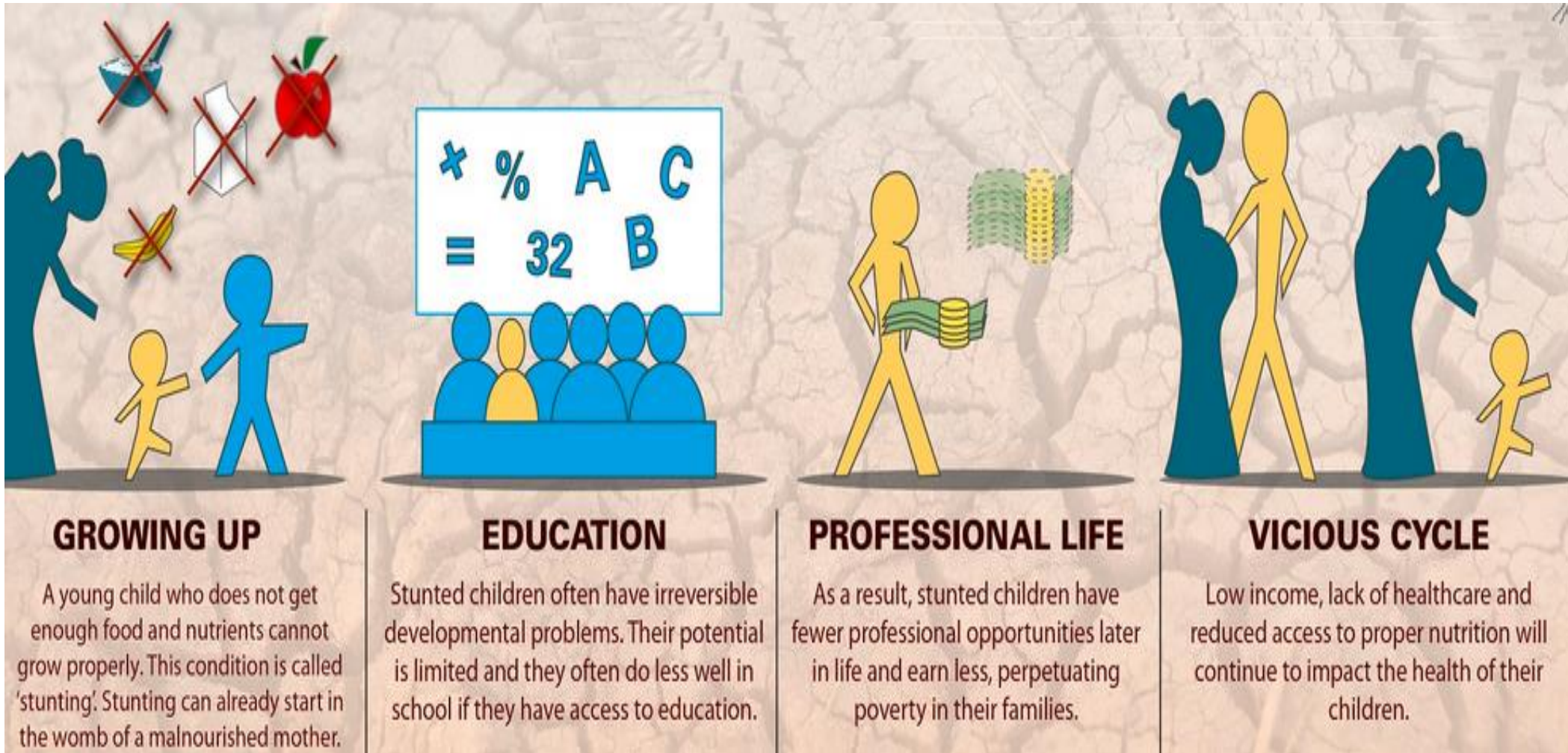


- Children with diarrhea tend to eat less
- With diarrhea, nutrients from food are not well-absorbed
- Undernourished children are more susceptible to diarrhea

Link between WASH and nutrition

- Stunting is low height (or length) for age.
- It is a measure of CHRONIC undernutrition over time.
- In Bangladesh, 4 out of 10 children are stunted.

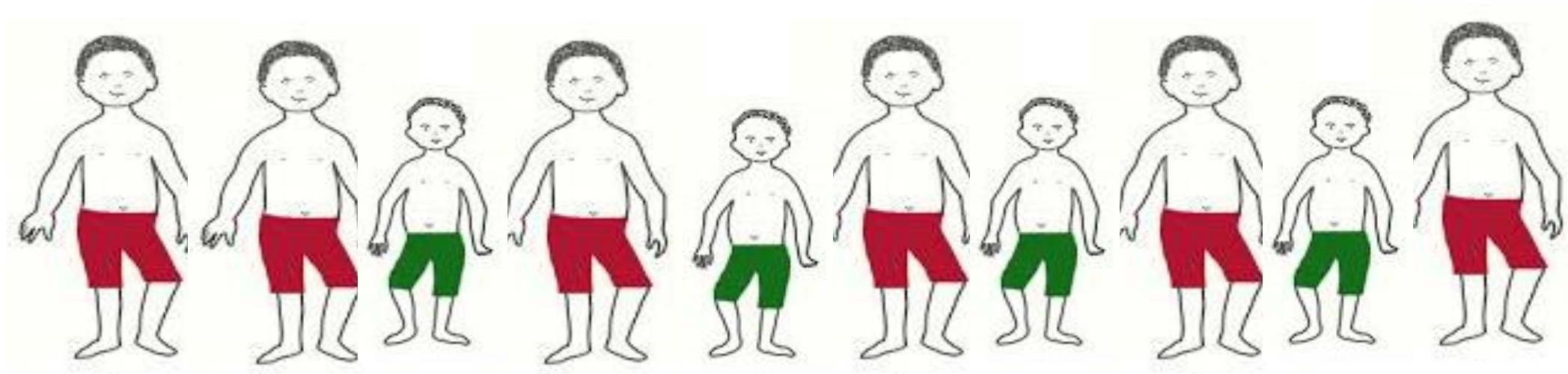




Stunting has lifelong implications... A stunted child will never learn or earn as much as if they'd been properly nourished... *And the damage can't be un-done...*

- In Bangladesh, the most dramatic decline in growth – the most stunting -- happens between 3-15 months ...
- What else happens during that time?

The introduction of complementary foods and water, and the infants wandering and putting things in their mouths.... All risky for fecal contamination!!

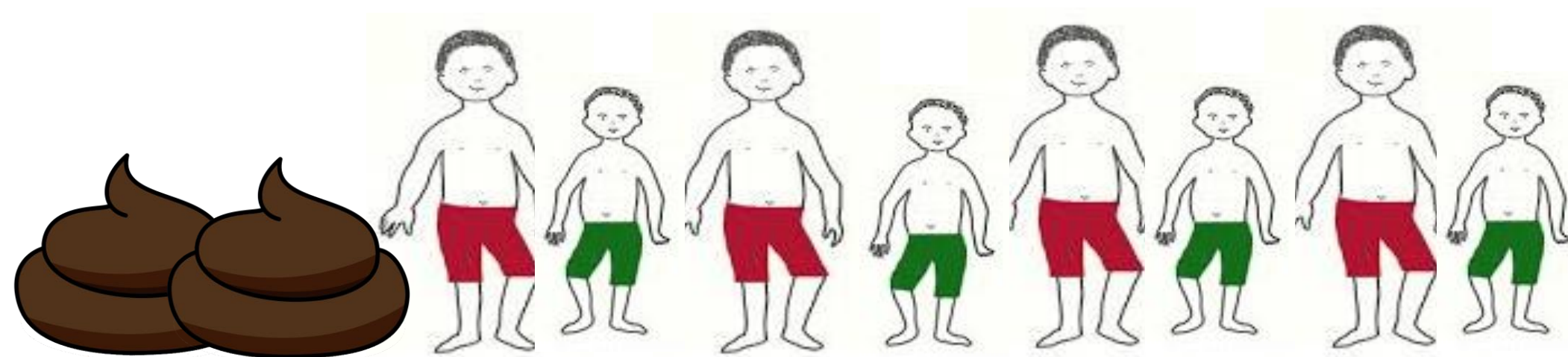


We know from re-analyzing data from big national studies from around the world, that there is a **STRONG LINK** between stunted children and open defecation.

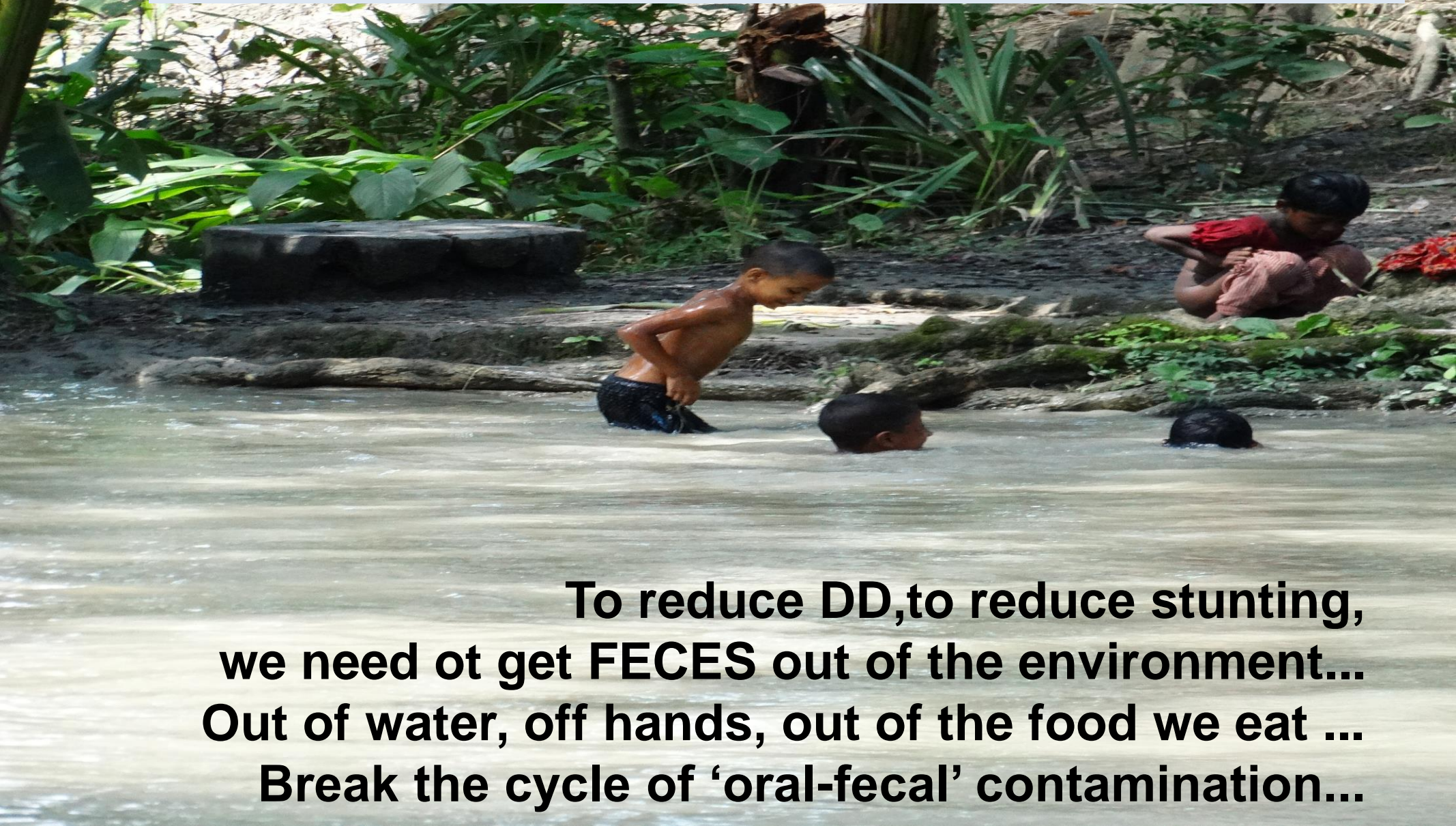


Using sanitation (or not) explains more than half the variation in child height – **MORE THAN WEALTH & ECONOMIC GROWTH...**

That's why Bangladesh, for instance, has **LESS STUNTING** than it's richer neighbor India... because people **USE latrines** more often.



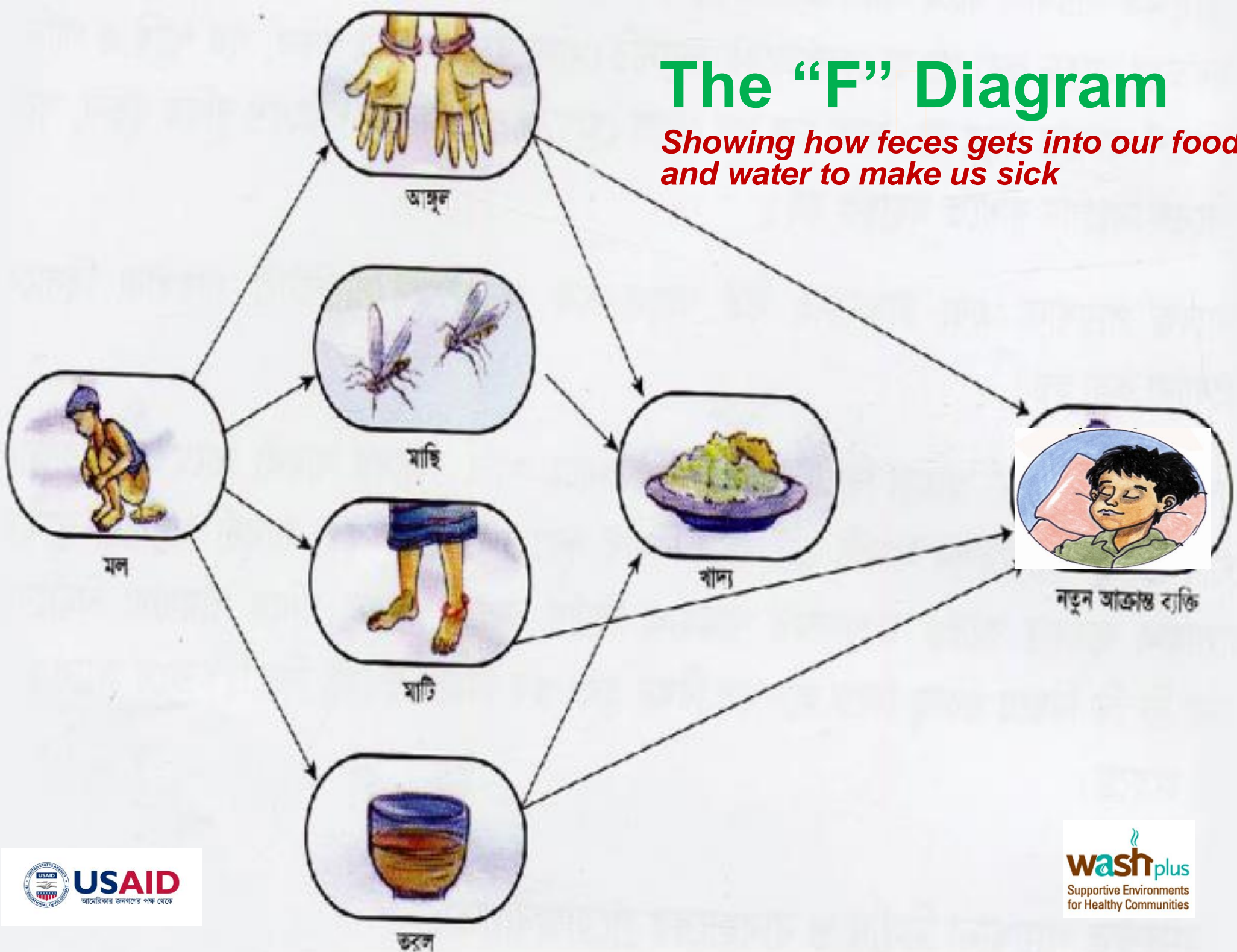
Session 4: Breaking the Contamination Cycle



**To reduce DD, to reduce stunting,
we need to get FECES out of the environment...
Out of water, off hands, out of the food we eat ...
Break the cycle of 'oral-fecal' contamination...**

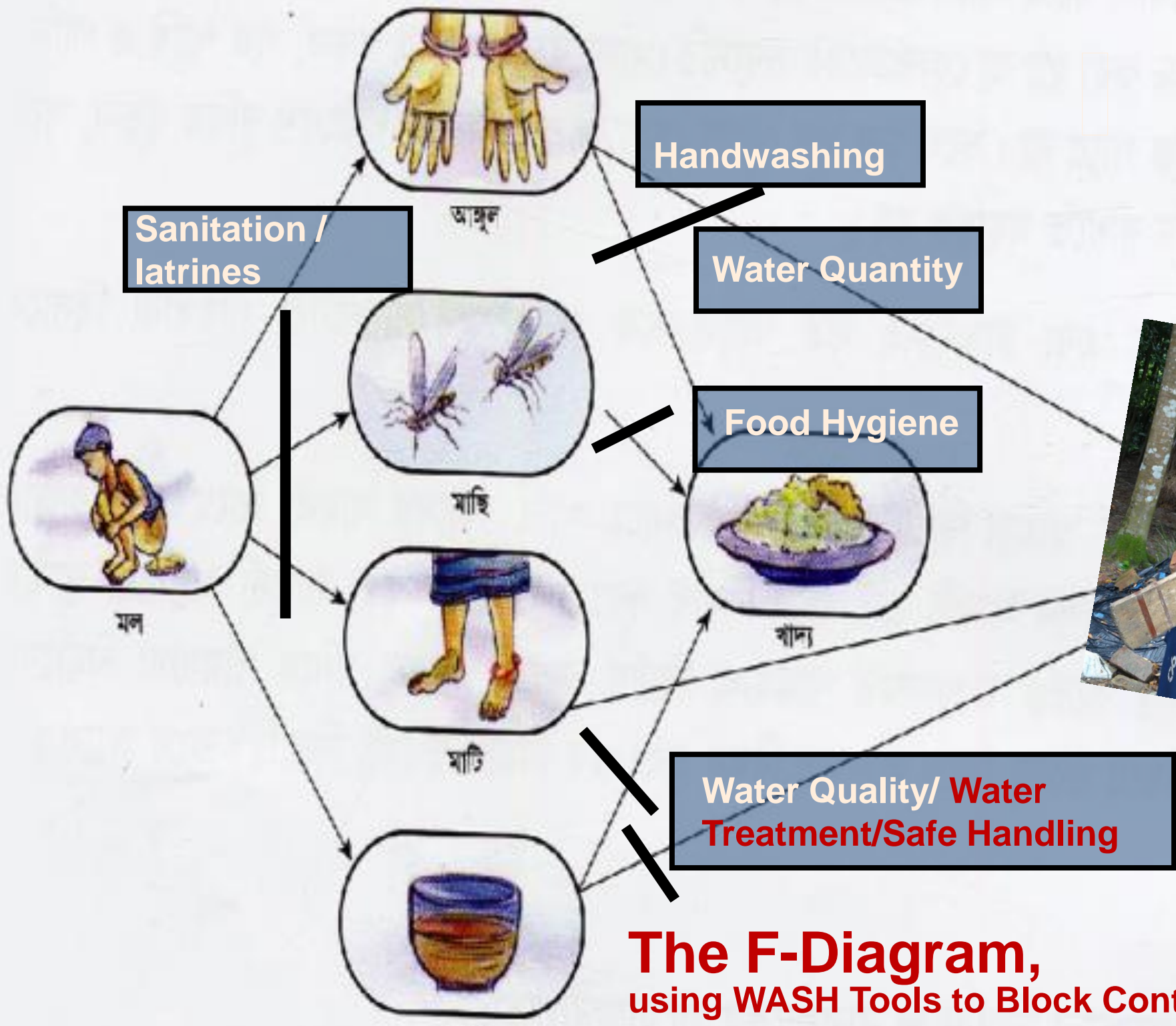
The "F" Diagram

Showing how feces gets into our food and water to make us sick



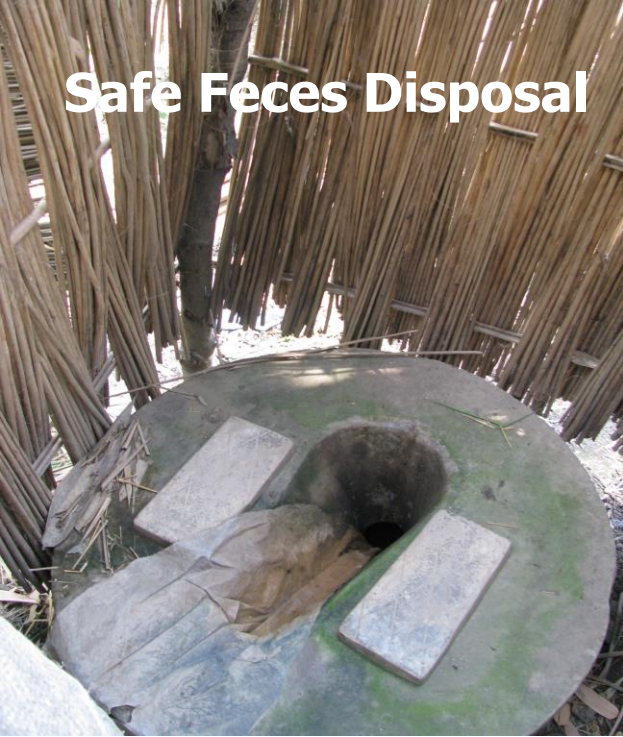
Breaking the Contamination Cycle Exercise

- Groups of three
- Identify our 'tools' for breaking the cycle
- Put up 'barriers' from having feces enter food and water (using your WASH tools)



**The F-Diagram,
using WASH Tools to Block Contamination**

Safe Feces Disposal



Session 5: Focus on Improving WASH behaviors for Diarrhea Disease Reduction, reduced stunting, and improved growth!

Safe Storage & Treatment of Water



Handwashing

So if we need to improve WASH behaviors,
let's explore together....

What influences behavior??

To discover, compare people who DO and
DON'T do... and look for differences

?? What is different
between who plays cricket
and who doesn't?



Key Factors:

Some Common Determinants of Behavior

- Knowledge
- Perceived risk
- Perceived consequences
- Self-efficacy
- Perceived social norms
- Attitudes
- Intentions
- Access to products
- Availability & quality of services
- Policy
- Skills
- Culture and traditions

Construct your 'theory' of behavior change using The BEHAVE Framework

PRIORITY AUDIENCE

In order to help:

*Some
specific
audience
segment*

BEHAVIOR

to:

*Do a
particular
feasible
(yet effective)
behavior*

KEY FACTORS

we will focus on:

*a few "behavioral
determinants"
most influential
in changing ...
that particular
behavior ...*

*... for that
audience*

ACTIVITIES

through:

*Focused
activities
addressing
those factors*

The BEHAVE Framework

PRIORITY AUDIENCE

In order to help:

Youths

BEHAVIOR

to:

Play cricket regularly/weekly

KEY FACTORS

we will focus on:

- Know the rules
- Skills
- Field
- Self-efficacy
- Social norma

ACTIVITIES

through:

- Friendship cricket match
- Cricket STARs in billboard and TV ad
- Sponsor for cricket match
- Organizing regular match
- Booklets on how to play cricket

3 powerful behavioral determinants

Perceived consequences = ***FUN!***

Skills, self-efficacy, barriers = ***EASY!***

Perceived social norms = ***POPULAR!***

Session 6:



Consistent
& Correct
Handwashing



Consistent and Correct Handwashing

- Have 2 volunteers to demonstrate correct handwashing
- Group watches and critiques
- Review correct washing

Review critical times for handwashing

- How many times a day does a family of 5 need to wash??
(*Hand out packet*)

Steps of correct handwashing

7 STEPS TO HANDWASHING



1 Rub palms together



2 Rub the back of both hands



3 Interlace fingers and rub hands together



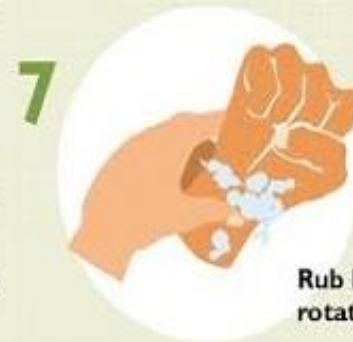
4 Interlock fingers and rub the back of fingers of both hands



5 Rub thumb in a rotating manner followed by the area between index finger and thumb for both hands

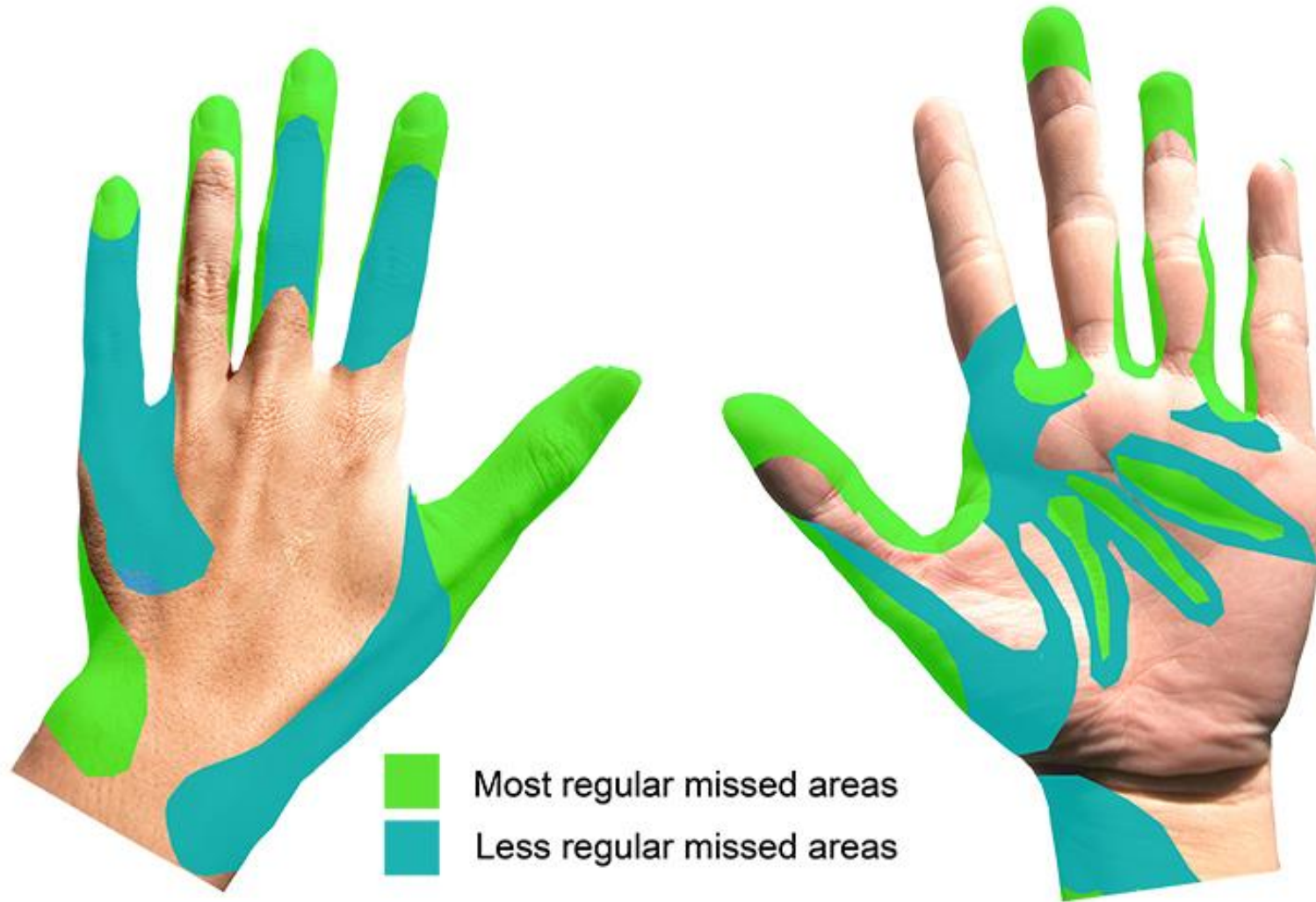


6 Rub fingertips on palm for both hands



7 Rub both wrists in a rotating manner.

Missing areas in our hands when we wash our hands with soap



Reference: Taylor LJ, SRN, SCM, An evaluation of Handwashing Techniques,
Nursing Times, January 1978

Critical times for handwashing

How many times a day does a family of 5 need to wash??



🪵 **After defecation**

🪵 **After cleaning a baby's bottom**

🪵 **Before preparing food/cooking**

🪵 **Before eating/feeding a baby / breastfeeding**

🪵 **?After cleaning/handling dung**

?? What makes it hard for a family of 5 to wash hands consistently and correctly?? What would make it easier??

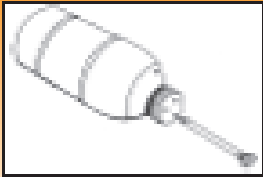
Making tippy tap



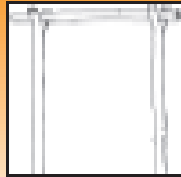
Group work – tippy tap

HOW TO MAKE OTHER TYPES OF TIPPY TAPS

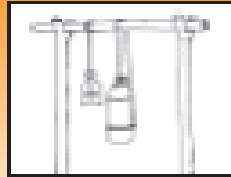
1 Mineral water bottle



Punch a few holes on the mineral water bottle lid and one on the bottle to allow in air



Fix poles



Hang bottle and washing soap on the fixed poles. Pour water in the bottle.



Tip the bottle facing down to allow water flow

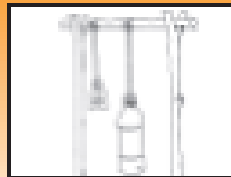
2 Mineral water bottle



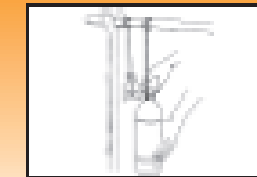
Make a hole at bottom of the mineral water bottle



Fix string for hanging at the neck of the bottle



Hang bottle and washing soap on the fixed poles. Pour water in the bottle.

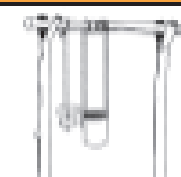


Loosen lid to allow water flow and tighten lid to stop water flow.

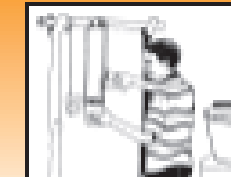
3 Tin Can



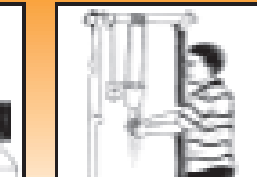
Take an empty tin, turn over and make around ten holes



Hang soap and the tin on the wooden poles



Pour a cup of water in the tin.

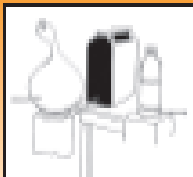


Wash hands with flowing water from the tin.

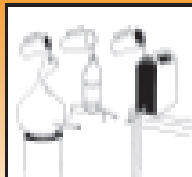
4 Hollow tube on: Gourd or Jerrycan or Mineral water bottle



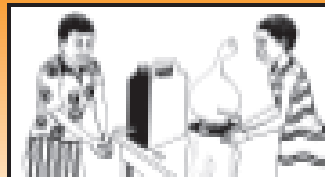
Make hole towards the bottom of the container



Insert hollow tube (pen, straw, casing) in the hole



Fix plug-in cover for the tube before you pour water in the container



To start water flow, remove container lid. To stop water flow, put right the container lid.

Notes: The tippy tap can be hung or tied to a tree, pole or shelf.
Ensure that a soak pit is put in place for the different handwashing facilities.

কিভাবে টিপিট্যাপ তৈরি করবেন

ওজনহীন পূর্ণ সমতলসো, সেরেন - পায়খানা থেকে আসার পর এবং নিজে ও শিশুকে খাওয়ানোর আগে সাবান দিয়ে হাত ধোয়ার অভ্যাস গড়ে তুললে, আপনি আপনার পরিবারকে জরুরি ও অব্যাহা মারাত্মক রোগের হাত থেকে রক্ষা করতে পারবেন।

টিপিট্যাপ অল্প পনিকে হাত ধোয়ার একটি অতি সহজ পদ্ধতি যা বায়ু বিনা ধরতে বাড়িতেই তৈরি করা যায়। বিশেষ করে, যেখানে পানির স্বচ্ছতা আছে সেখানে এটি ব্যবহায়ে পানির একটি উত্তম উৎস হতে পারে।

টিপিট্যাপ তৈরি করতে যতটা সহজ বড় একটি পরিষ্কার পানির বোতল, একটি ছুরি/পেরেক, মোমবাতি, সুতলা/দড়ি, নেটের ব্যাগ, দিয়াশলাই ও সাবান যোগাড় করুন।



প্রথমে ছুরি/পেরেকটিকে মোমবাতির আগুনে গরম করে নিন।



একটি পরিষ্কার পানির বোতল খোলা অবস্থায় বোতলের তলা থেকে দুই আঙুল পরিমাণ উপরে ছিদ্র করুন।

বোতলটি পানি দ্বারা পূর্ণ করে মুখটি ভালভাবে বন্ধ করে দিন এবং বোতলটি একটি উঁচু স্থানে রাখুন অথবা কোন স্থিতি/বাঁশের সাথে রশি দিয়ে ঝুলিয়ে দিন।



পায়খানা এবং রান্নাঘরের কাছাকাছি স্থানে এটি স্থাপন করুন।

পানি ভর্তি বোতলের পাশে নেটের ব্যাগে সাবান ঝুলিয়ে রাখুন যাতে চুরি বা হারিয়ে যেতে না পারে।

Review job aid!

The BEHAVE Framework

PRIORITY AUDIENCE

In order to help:

Mother of young children

BEHAVIOR

to:

Wash hands with soap before food preparation and feeding a child

KEY FACTORS

we will focus on:

Increasing knowledge of how and when to wash

Increasing skills to wash
Increasing social norms to wash before feeding

Increasing perception of risk to NOT wash before cooking and feeding

Increasing access to soap and water for washing

ACTIVITIES

through:

Promotion of tippy tap handwashing stations at cooking/feeding area

Providing soap to HH

Mass media campaign promoting and popularizing HW

What else???

Tippy taps

- Serve as a reminder
- It's convenient
- Allow for handwashing with flowing water in the absence of running water
- Allow for “proper wash” with MUCH LESS WATER
 - Estimates range but proper wash ½ liter to 1 liter w/o
 - 40 - 50 ml with TT (about 1/10 -1/4)
- Allow for the flow of water to be regulated, to minimize the amount of water required to wash hands thoroughly
- Encourage that soap is “at hand” whenever handwashing takes place

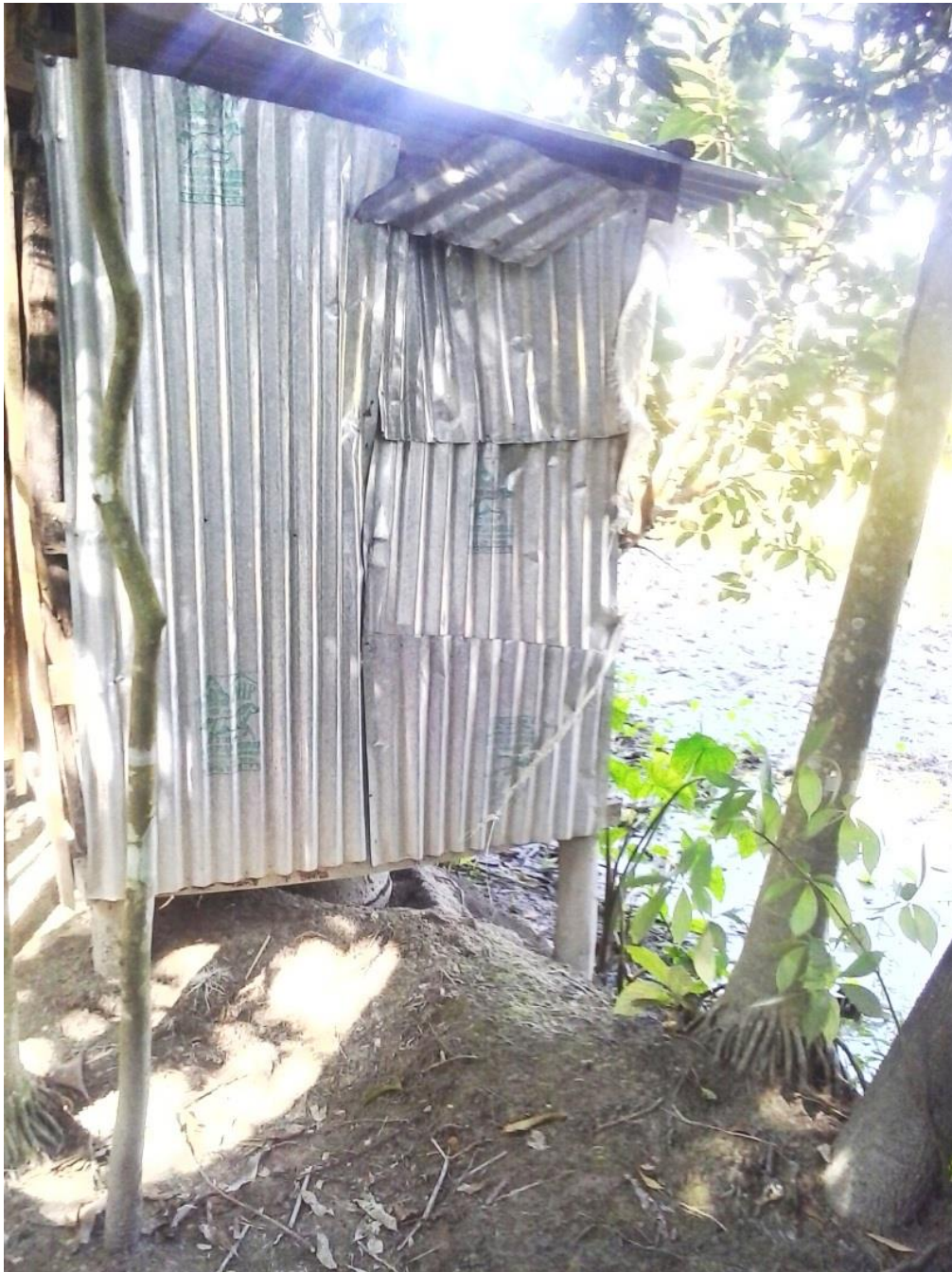
Session 7: Safe feces disposal

- Let's now look at latrines... Bangladesh has very high latrine coverage....
 - but are people using them?
 - are they keeping feces from the environment?
 - and from our food and drink?

! Remember the F diagram!

Are these hygienic latrines?



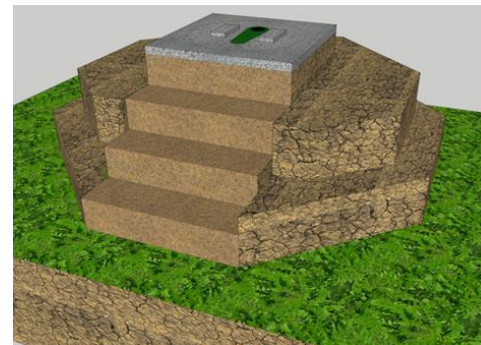
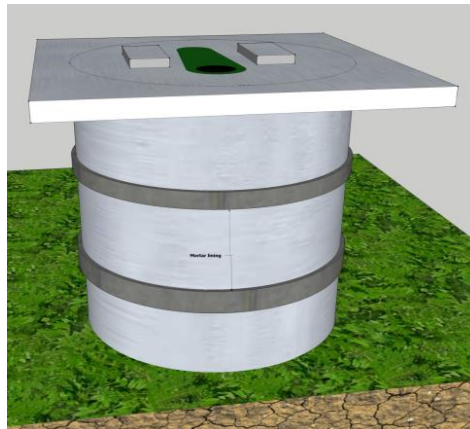


A hygienic latrine includes:

- Good superstructure
- Lined pit with concrete rings
- Concrete Slab
- Water seal

Only having latrine is not enough . . .

- We have to encourage people to raise the latrine platform
- Raise the latrine installed at lower level
- The top ring should be fully covered by soil
- Excreta should not be come out or leak from the latrine pit
- Construction should be encouraged based on the place and users financial capacity different types of latrine such as sand enveloped, double-pit or stair latrine



You are not going to **become** a sanitation expert!! **But.... you** can:

- assess sanitation practice as part of HH visits
- encourage community to make small improvements in latrine....
- connect with Community Development Forum or other government or NGO WASH specialists
- link with local sanitation entrepreneurs



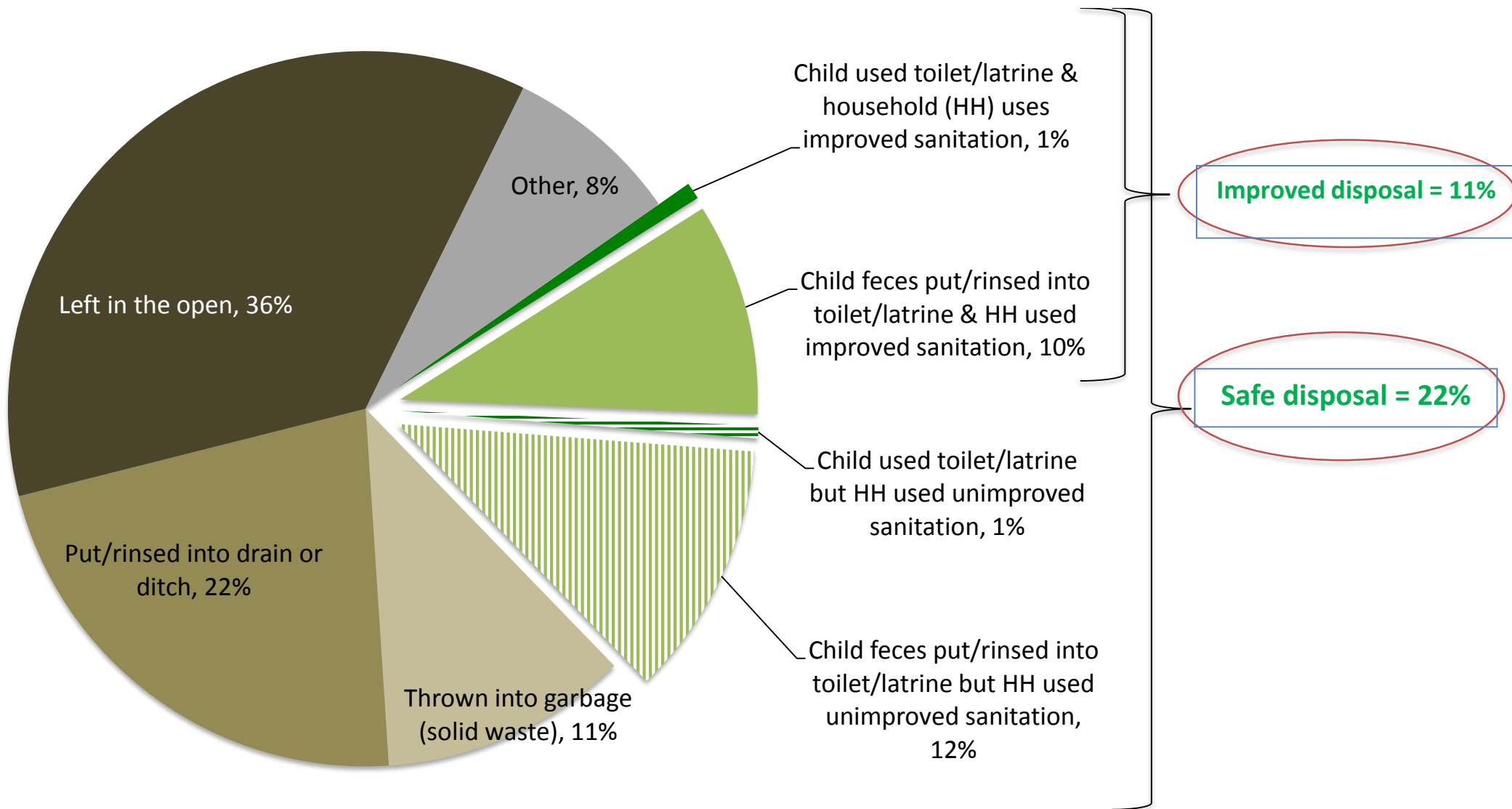


**OPEN
DEFECATION
FREE
VILLAGE**

WC

**Don't worry!
That's just
for adults**

Percentage of children aged under 3 by household's type of sanitation Facility, Bangladesh



MICS 2006

Current child feces disposal practices in Bangladesh

- Even among households with improved sanitation, the feces of more than half of children is not safely disposed
- Almost all children living in households practicing open defecation have unsafe feces disposal
- Younger children's feces are more likely to be left in the open
- Poorer children's feces are even more likely to be left in the open than those better off

A woman in a red sari is operating a hand-operated water pump. She is standing next to a wooden cart filled with several large grey plastic water jugs. The pump is mounted on a concrete base and has a long handle that she is turning. Water is flowing from the pump into one of the jugs. The background shows a brick wall and a white wall with a red window frame.

What can we do to improve WASH behaviors??

Session 8

Small doable actions to improve wash practices

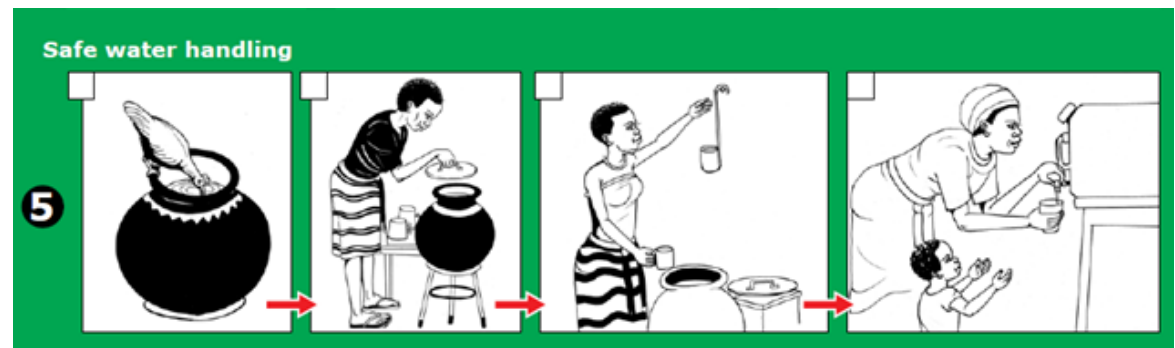
Small Doable Actions for Behavior Change

- **Identify, promote and facilitate improved behaviors that....**
 - Have significant **positive impact** on health
 - Are **feasible** to achieve, (people both willing and able to make changes)

- **Know your community!!**
to identify motivators & barriers
 - Search for what's 'fun, easy and popular'
 - Make sure it's effective at removing feces from the environment



Small doable actions for safe water storage





GROUP EXERCISE

Small Doable Actions for Safe Feces Disposal
20 minutes

4 groups

- * 6 months and under
- * 7- 12 months
- * 13- 24 months
- * 2 -5 years

List

Current pooping practice
Current cleaning practice

Brainstorm

Small doable actions to improve



Debrief

Small Doable Actions for Safe Feces Disposal

Recommended SDAs *for infants and young children*

- Review group work
- Discuss
- Distribute and Review Job Aid



Roll of 'enabling products'

Repurposing household items



WASH Benefits and icddr,b showed re-purposed household items help safe disposal of child poo, and shows “access to enabling technologies is a factor influencing safe child feces disposal.

Discuss using small doable actions to improve WASH practices

- Assess the current WASH practices in households – What they are doing (handwashing or after handling human feces)
- Identify the existing “good” WASH practices, recognize and appreciate and strengthen the process
- Pick one or two WASH practices and discuss for improvements
- Ask for discussion:
 - What makes the small doable actions difficult to perform?
 - What can make the SDAs easy?
 - Who approves from the household to spend time on certain practices?
- Encourage the possible change to solve existing problems through partnership.

GROUP ACTIVITY:

Negotiating Small Doable Actions to Improve WASH Practices

Break into groups of three. From the list below assign each group with two of the small doable actions for handwashing to negotiate in a role play.

1. Wash both YOUR hands and 15 months old BABY's hands before feeding your fifteen month old
2. Create a handwashing station next to the cooking area
3. Keep soap, ash, or cleansing agent next to the tippy tap
4. Wash your hands after cleaning your baby's bottom
5. Use a tippy tap to conserve water
6. Dispose of children's feces into a latrine
7. Make your latrine child-friendly and encourage him/her to use a latrine
8. Repair a leaky latrine
9. Install a water seal in your latrine
10. Stop dipping your hand to remove extra water from pitcher

DEBRIEF: Negotiating Small Doable Actions to Improve WASH Practices

- Discuss – how is this different from how you current promote new IYCF behaviors?
- How is it similar??
- Highlight the difference between ‘educating’ and promoting vs. **NEGOTIATING**
- You serve as a facilitator and problem solver, not a preacher or teacher
Bringing it back to the determinants....
- Information and awareness are **RARELY** key determinants of behavior change

Session 9 :

Incorporating WASH, especially safe feces disposal management and handwashing into SHIKHA outreach activity

SHIKHA major activities

Home visits

Health forums

mobilization

Antenatal and postnatal visits

Mass media and communication campaign

Workshop Activity:

In small groups, discuss how you can incorporate WASH behaviors, small doable actions, tippy taps, BEHAVE, other concepts ... into your outreach work.

Report out and discuss ideas

Commitments and close of the training

Now go forward!

....and help improve WASH,
one small doable action at a time!!!