



USAID
FROM THE AMERICAN PEOPLE

washplus
Supportive Environments
for Healthy Communities



Hygiene Habit Formation through WASH in Schools in Zambia



**Ron Clemmer, Sarah Fry
FHI360/WASHplus
Rotary WWS VII,
Sao Paulo, Brazil
June 4, 2015**



USAID
FROM THE AMERICAN PEOPLE



SPLASH = Schools Promoting Learning Achievement through Sanitation and Hygiene

Objective

To sustainably improve access to safe water, adequate sanitation, hygiene information & health practices to improve learning environments & educational performance in Zambian primary schools.



USAID
FROM THE AMERICAN PEOPLE



SPLASH Overview

- 4-year USAID/Zambia-funded school WASH program (2011–2015)
- Managed by USAID WASHplus
- Implemented by FHI360 and CARE/Zambia
- Improves infrastructure, hygiene habits, and sustainability
- Housed in MOE, funded through USAID/Zambia's Education Sector

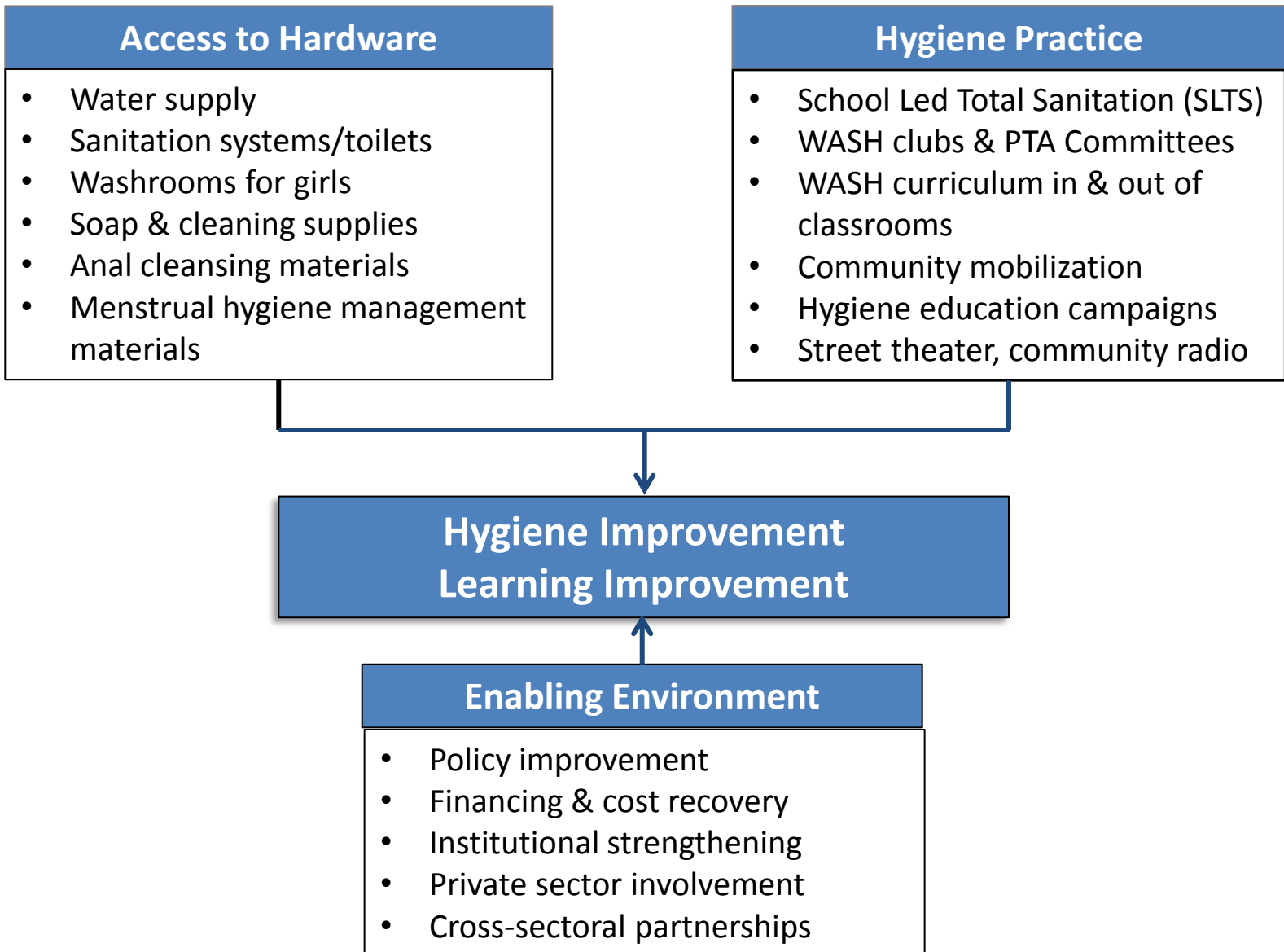
ZAMBIA

Political Map



- 4 districts
- 375 primary schools

Framework For Sustainable School WASH





USAID
FROM THE AMERICAN PEOPLE



Five Task Areas

1. Improve water & sanitation infrastructure
2. Improve hygiene behaviors
3. Strengthen governance at all levels & coordination with multiple stakeholders
4. Advocate for improved WASH in school's policy environment
5. Strengthen capacity of small-scale service providers to deliver WASH goods & services



USAID
FROM THE AMERICAN PEOPLE



SPLASH 2012 Baseline Facilities Survey shows:

- 70% of schools have access to water supply (but functionality a big problem)
- Only 13% treated their drinking water
- Average ratio of pupil-to-toilet for girls was 1:207
- 28% of schools had handwashing facilities, but most without soap & none with signs of being used



USAID
FROM THE AMERICAN PEOPLE



School sanitation infrastructure improvement



A school toilet before....



And after!



USAID
FROM THE AMERICAN PEOPLE



Provision of safe drinking water



**And running water for some
washrooms**



USAID
FROM THE AMERICAN PEOPLE



SPLASH Approach to Hygiene Behavior Change

1. Principle of Multiples
2. Principle of “Small Doable Actions”
3. Habit formation rather than hygiene promotion



USAID
FROM THE AMERICAN PEOPLE



Principle of Multiples

- ▶ Saturation with hygiene/handwashing messages via multiple channels:
 - Pupil WASH Clubs with hygiene activities & talks
 - Teacher training & inclusion in lesson plans
 - Access to handwashing facilities & soap
 - Inclusion of soap in school budgets
 - Big celebrations of Global Handwashing Day



USAID
FROM THE AMERICAN PEOPLE



Small Doable Hygiene Actions..

by schools & households



- ▶ Ex: Use DIY “tippy taps” until permanent handwashing stations are built



USAID
FROM THE AMERICAN PEOPLE



Small Doable Actions for Menstrual Hygiene Management

- ▶ Make your own menstrual pads until schools can purchase stocks of commercial pads





USAID
FROM THE AMERICAN PEOPLE



Focus on Habit Formation

- ▶ Habit formation gaining importance as paradigm for behavior change
- ▶ Uses brain science to pinpoint how actions convert to habits (reflective to reflexive)



Ex: daily mandatory group handwashing



USAID
FROM THE AMERICAN PEOPLE



Schools influence household practices

- ▶ School Led Total Sanitation brings together school & community to analyze poor hygiene & sanitation practices
- ▶ Households build latrines after participating in PTA contributions to school sanitation
- ▶ Several communities have ended open defecation as a result of SPLASH School Led Total Sanitation efforts



USAID
FROM THE AMERICAN PEOPLE



Exploring the potential of schoolchildren as change agents in the context of school WASH in rural Zambia

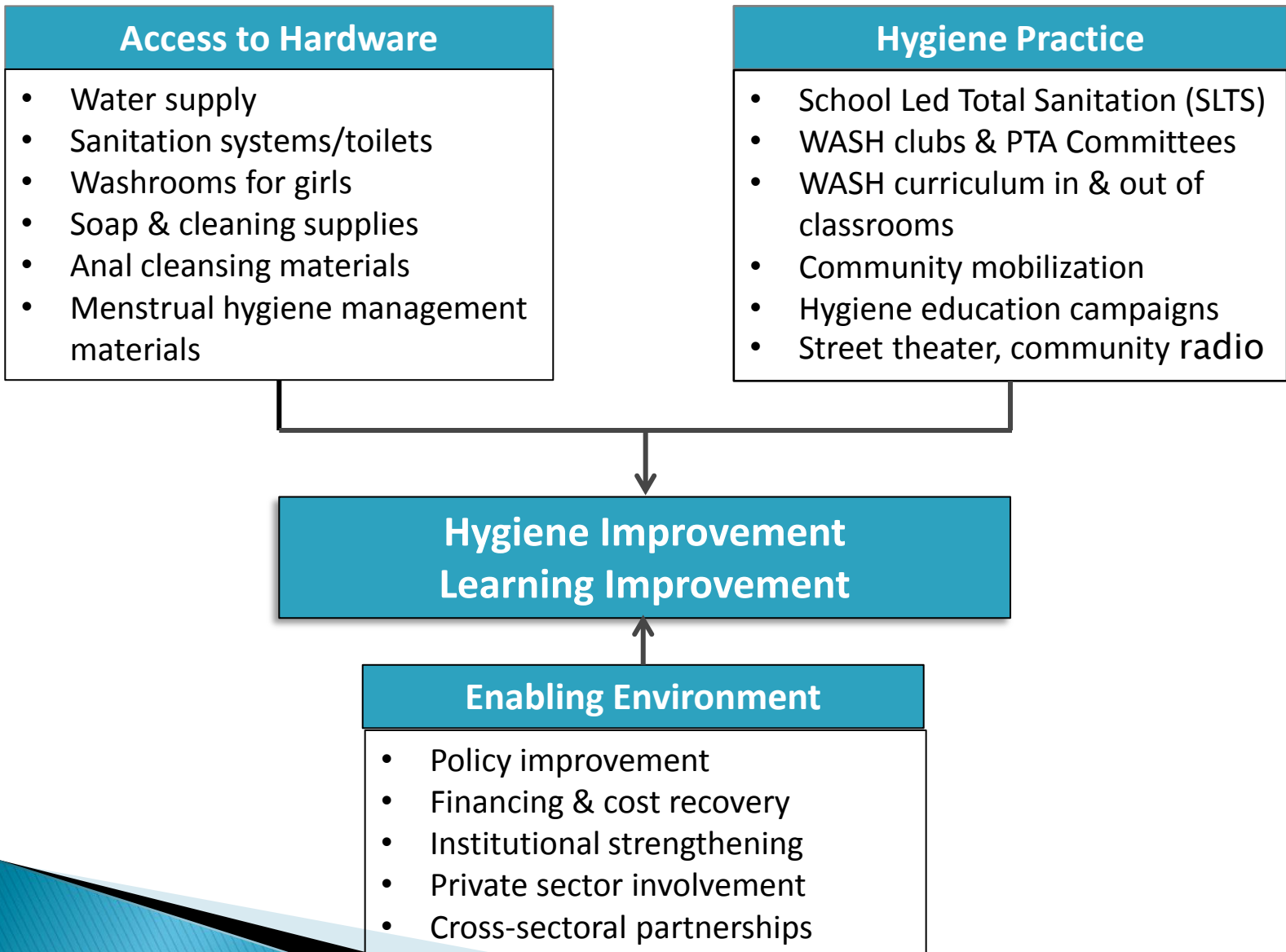
Final Report | July, 2014



Center for
Global Safe Water

Handwashing in households is more common after children show parents how to build & use tippy-taps

Framework For Sustainable School WASH





USAID
FROM THE AMERICAN PEOPLE



rclemmer@fhi360.org

info@washplus.org

www.washplus.org

Thank You!