Truly Clean Hands
The Flagship PPPHW in Ghana
Global Public-Private Partnership for Handwashinging (PPPHW)

- [www.globalhandwashing.org](http://www.globalhandwashing.org)
- **AIMS TO**: promote hand washing with soap *at scale* utilising the skills and expertise of the private sector to design state of the art marketing campaigns
- **Health = in our Hands, but not our Heads!**
- **Other countries**: Senegal, Peru, Madagascar, Nepal, Vietnam, Columbia…

- **Key contact points**: ktulenko@worldbank.org and ljensen@worldbank.org
Programme Goal & Objectives

• GOAL:
  To promote handwashing with soap at critical times in order to reduce morbidity & mortality from DDs and ARIs

• Objectives:
  1. To, over 2yrs, triple rates of hwws among mothers with children under 5yrs
  2. To, over 2yrs, triple rates of hwws among school children aged 6-15yrs
How?

- Utilising the commercial marketing model
- Strong emphasis on in-depth consumer research
- State of the art multimedia mass communications programme
- Public-Private partnership to gain marketing expertise from industry
Consumer Research Methods

- Structured Observations of mother-child pairs
- Quantitative survey of same mother-child pairs
- In-depth Interviews
- Focus Groups Discussions
- Behavioural Trials
Determinants of HW Behaviour

- **Facilitating Environment:**
  - 100% households had water
  - 68% households relied on public latrines
  - 95% households had soap
  - Preferred soap: laundry soap prior to eating, ‘toilet’ soap after defaecation

- **Behavioural Drivers:**
  - Being a good mother
  - Social acceptance
  - Fear of contamination/ disgust
  - Habit
Communications Channels

- Low literacy
- TV: 24% ownership but 65% viewership
- Radio: 66% ownership, 85% listenership
- TV = more trusted than radio because = visual
- Church groups and community associations = important
- 99% of pregnant women make an av of 2.8 antenatal visits
Research into Practice

The development of

HORORO WONSA
Implications of Findings

- Target women and children separately
- Use local languages
- Power of visuals over written word
- Integrated multiple channel campaign – TV, Radio, Print, Community Events
- Test the different behavioural drives for hwws to develop effective message content
Nurture 1

I want my child to stay healthy, happy and strong so I always wash my hands with soap after cleaning her bottom so I do not make my family sick.
Final Message

MESSAGE: Whenever you wash your hands with just water it leaves things on your hands you can’t see

MESSAGE CARRIER: Nurture, mother’s desire to do the best for her child

TV Ad: Link
Radio Ad: Link
Did it Work?

Evaluation Results from the 1st Phase
REACH

- 71% reported exposure to campaign
- Results indicate 82% exposure
- 69% of women knew campaign song, 48% could sing it
- 44% exposed to 1 channel
- 36% exposed to 2+ channel
- 21% exposed to events
- 48% to radio
- 56% to TV
### IMPACT

<table>
<thead>
<tr>
<th>HWWS Juncture</th>
<th>% women reporting before campaign (n = 436)</th>
<th>% women reporting since campaign (n = 497)</th>
<th>% change in reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>After defaecation</td>
<td>76</td>
<td>89</td>
<td>+ 13</td>
</tr>
<tr>
<td>Before eating</td>
<td>14</td>
<td>55</td>
<td>+ 41</td>
</tr>
<tr>
<td>Before feeding baby</td>
<td>6</td>
<td>25</td>
<td>+ 19</td>
</tr>
<tr>
<td>Before preparing food</td>
<td>11</td>
<td>26</td>
<td>+ 15</td>
</tr>
<tr>
<td>After eating</td>
<td>53</td>
<td>31</td>
<td>- 22</td>
</tr>
</tbody>
</table>
Which Channel(s)?

<table>
<thead>
<tr>
<th>EXPOSURE</th>
<th>B4 Feed Child</th>
<th>B4 Prep Food</th>
<th>B4 Eating</th>
<th>After Defaecate</th>
<th>After Child Bottom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio (n=77)</td>
<td>+13 (0.09)</td>
<td>+11 (0.15)</td>
<td>+12 (0.14)</td>
<td>+13 (&lt;0.001)</td>
<td>+16 (0.005)</td>
</tr>
<tr>
<td>TV (n=115)</td>
<td>+2 (0.79)</td>
<td>+15 (0.03)</td>
<td>+12 (0.10)</td>
<td>+23 (0.001)</td>
<td>+7 (0.13)</td>
</tr>
<tr>
<td>Events (n=32)</td>
<td>+10 (0.26)</td>
<td>+2 (0.8)</td>
<td>+13 (0.22)</td>
<td>-3 (0.77)</td>
<td>+18 (&lt;0.001)</td>
</tr>
<tr>
<td>Radio + TV (n=111)</td>
<td>+1 (0.9)</td>
<td>+7 (0.29)</td>
<td>+10 (0.18)</td>
<td>+24 (&lt;0.001)</td>
<td>+19 (&lt;0.001)</td>
</tr>
<tr>
<td>Radio/TV &amp; Events (74)</td>
<td>+14 (0.09)</td>
<td>+18 (0.02)</td>
<td>+19 (0.03)</td>
<td>+30 (&lt;0.001)</td>
<td>+30 (&lt;0.001)</td>
</tr>
</tbody>
</table>

TABLE SHOWS (adjusted) DIFF BETWEEN EXPOSED AND UNEXPOSED (p-value)
Conclusions

- Mass Media can affect behaviour change
- Reach of mass media makes it a key communications channel
- Importance of getting the message right
- Guiding role of commercial marketers
- Role of qualitative research to support and interpret quantitative findings
- Need to measure ACTUAL behaviour change
Credit to...

Nana Garbrah-Aidoo
PPPHW Coordinator, Ghana Phase 1

Lintas
Creators of the Mass Media components

Primetime
Creators of Community Events