

A snapshot of the case studies

Table 1. A brief description of each case study

	Case study	Location(s)	Main topics
Community-based approaches			
1	Volunteering for water, sanitation and hygiene behaviour improvements	Timor-Leste , national community health program	<ul style="list-style-type: none"> • The government policy on health promotion – utilising volunteer Family Health Promoters to extend the reach of behaviour change initiatives • Family Health Promoters as hygiene role models • Making and marketing local herbal soap to increase demand for soap • How to support a cadre of volunteer health promoters
2	Stories from rural hygiene promoters in Vanuatu: PHAST, tippy taps and working with men and women	Vanuatu , lessons learned from the islands of Tanna and Santo	<ul style="list-style-type: none"> • A local adaptation of PHAST (Participatory Hygiene and Sanitation Transformation), and the development of community action plans • Climbing the ‘Handwashing Ladder’ and the use of tippy taps • Working with women and men to promote hygiene
3	Hygiene Improvement Project: Why WASH matters	Ethiopia, Kenya, Uganda, Tanzania	<ul style="list-style-type: none"> • Hygiene for people living with HIV or AIDS and their families • Why WASH needs to be fully integrated in existing HIV/AIDS programs • Trials of improved practice: negotiating with families to improve hygiene behaviour • Small do-able actions: easy steps for behavioural change
4	Jakarta’s impoverished kids lesson series: 10 take-home hygiene messages	Indonesia , urban slums of Jakarta	<ul style="list-style-type: none"> • Non-formal education for very poor children 8-12 years • A series of 10 lessons on personal and household hygiene, with questions and activities
5	Tugeda Uime Waka for Helti Komuniti (together we work for healthy communities)	Solomon Islands , remote rural communities	<ul style="list-style-type: none"> • Use of PHAST, particularly community action planning • Success and challenges in the implementation of PHAST – participation of women, providing incentives for and training volunteers • Impact of hygiene promotion on local-level conflicts
6	Real involvement, real participation	Papua New Guinea , rural schools	<ul style="list-style-type: none"> • Breaking down the stigma surrounding girls’ monthly menstruation • Use of Knowledge Sharing Workshops to enable end-users (girl students) to develop products to meet their needs • Development of a simple low-cost washing facility to enable girls to practice menstrual hygiene in rural schools

Case study	Location(s)	Main topics	
Campaign approaches			
7	Public-Private Partnership for Handwashing with Soap in Indonesia	Indonesia , national level program	<ul style="list-style-type: none"> • The role of the private sector in the partnership • The key ingredients to the partnerships • Campaign materials for partners to use to promote handwashing
8	The development of an entertainment education program to promote handwashing with soap among primary school children in Vietnam	Vietnam , national campaign and 512 schools	<ul style="list-style-type: none"> • Development of a national handwashing campaign using mass media and interpersonal communication channels • Conducting formative research with the target audience • School-based interpersonal communication activities to complement a national campaign
9	Global Handwashing Day and beyond	International , with examples from individual countries	<ul style="list-style-type: none"> • What helped to make the Global Handwashing Day (GHD) a success • How to improve public-private partnerships • Establishing the differences between advocacy, education and behaviour change • Harnessing the momentum of GHD to achieve longer-term success
School focus			
10	A strong foundation: Revising Cambodia's National School Health Curriculum to prevent and control intestinal worms	Cambodia , national school curriculum development	<ul style="list-style-type: none"> • The process and findings from a curriculum review and situation analysis • Survey findings revealing levels of knowledge about preventing worms among school children and teachers
11	Student-led hygiene promotion and empowerment in rural schools in the Western Pacific (a photo story)	Fiji, Vanuatu and the Solomon Islands , rural schools	<ul style="list-style-type: none"> • Photos illustrating participatory techniques to facilitate active learning on topics relating to good hygiene behaviour