

# Synthesis

## Sharing experiences on hygiene promotion

The Australian WASH Reference Group, led by WaterAid Australia, received funding from the AusAID NGO Cooperation Program (ANCP) Innovations Fund to achieve the objective of strengthening the capacity of organisations in Australia, South-East Asia and the Pacific to design and deliver effective hygiene promotion programs leading to the improved health of communities. This publication represents a key output of this AusAID funding, and it is being disseminated in conjunction with learning workshops both in Australia and the two target regions, so that the key findings can be shared widely among WASH and public health practitioners.

This publication searches for answers to the question: *What makes hygiene promotion work?* The search is guided in the following pages by two keynote papers and 11 project case studies. Each of the case studies examines hygiene promotion from its own perspective, ranging from large national campaigns to remote island communities. The case studies are written by authors from a wide variety of organisations: governments, local and international NGOs, and small and large donor programs. The majority of case studies describe experiences in the Pacific and South-East Asia, while a few highlight different approaches and issues from other regions.

The keynote papers and case studies in this publication are intended to provide a wide range of information, in some depth, about hygiene promotion. All case studies offer practical learnings and tools so that we can reflect upon these experiences, and also consider applying some of the techniques in our own work. Many of the case studies describe projects that are currently being implemented in the region. This publication does not take a position on which approach is the most effective for achieving hygiene behaviour change; rather, it illustrates what has been done, what has worked and what has not, and what we have learnt.

The following summary tables provide an overview of the main contents and key findings in the publication. To assist you in deciding what to read, **Table 1** provides a brief description of each paper. In this table, the case studies have been assembled and colour-coded according to the three main approaches to hygiene promotion: community-based approaches, campaign approaches and a school focus. **Table 2** highlights some of the key learnings emerging from this collection of case studies and is presented using an adaptation of the FOAM model (Coombes & Devine, 2009). The FOAM model describes four core elements of hygiene promotion programs that all need to

be analysed in order to achieve behaviour change. An 'S' has been added to the model here in order to draw attention to the importance of sustaining behaviour change. The key elements of 'FOAMS' are as follows:

**F: Focus** practices and focus groups;

**O: Opportunities** existing in the external environment to practice the behaviour, e.g. soap and water available, gender relations allow the practice;

**A: Ability** to practice, e.g. whether an individual possesses the skills, equipment and time;

**M: Motivation** to practice, e.g. a cleaner environment, to be modern, to be like others, a better life for children, a readiness to try new things, health benefits;

**S: Sustained** behaviour change; to determine if the behaviour has been sustained to the point of it being habitual.

## References

Coombes, Y. & Devine, J. (2009). *Introducing FOAM: A Framework to Analyze Handwashing Behavior and Design Effective Handwashing Promotion Programs*. World Bank Water and Sanitation Program.



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