

Key component of an Emergency WASH response :

- Safe drinking water.
- Safe excreta disposal.
- Hygiene practices & handwashing.
- Vector control.
- Solid waste management.
- Drainage.
- Menstrual hygiene.

RCRC - Definition of Hygiene Promotion in emergency.

Hygiene Promotion (HP) in emergencies in the RedCross is defined as :

“ a planned, systematic approach delivered by RCRC staff and volunteers; to enable people to take action to prevent water, sanitation and hygiene-related diseases by mobilising and engagement of the affected population, their knowledge and resources; and to maximise the use and benefits of water and sanitation items and facilities”.

Key component to Hygiene Promotion.

1.- Community participation.

Consult with the affected men, women, and children on the design of the facilities, the hygiene kits and the outreach system, identifying the vulnerabilities and working with existing community structures.

2.- Use and maintenance of facilities.

Feedback to/from the engineers or community on design and acceptability of facilities.

It will encourage community ownership and taking the responsibility of cleaning and maintenance of facilities.

3.- Selection and distribution of hygiene kits.

Working with the community on the type of hygiene items needed.

4.- Community and individual action.

Using principles of behaviour-change communication, training community-based volunteers as Hygiene promoters, organising community activities such as dramas, and engaging individuals with home visits.

5.- Communication with WASH stakeholders.

Collaborate with government, other organisations (both international and national) working in the area, participate in coordinating mechanisms, such as the WASH cluster.

6.- Monitoring.

The use and the community's satisfaction with the programme and facilities.

Remember

Just increasing the knowledge of the affected community may not change behaviours and attitudes.

Step 01 - Identifying the problem.

It is important to gather quantitative and qualitative information to understand the situation; what the affected Zuboumbia community knows, does, and understands, what their needs, risks, practices are, and what the community structures and the impact of the disaster are, by using :

- Existing secondary data.
- Community mapping.
- Focus groups discussions with community groups, with other activities such as pocket chart voting, three-pile sorting, etc.
- Observations and transect walks.
- Discuss with local authorities, other agencies, WASH cluster, RCRC staff and volunteers.

Stakeholders:

WASH hardware engineers, Zuboumbia community members, Zuboumbian RedCross, other sectors working in the same communities, government institutions and other NGOs.

Key message: It is important not to make assumptions: observe, talk with people and coordinate with others.

Step 02 - Identifying the target group.

You will now identify and agree on the target group with other team members, e.g. engineers, Zubombian Red Cross, other organisations working in the area, the government and the community.

A key part of hygiene promotion is to understand the community; e.g. Who is most at risk and why ? Who are the most vulnerable and why ?

In Zuboumbia there may be a large proportion of women and children if men have stayed behind.

Who are the main influential people in the community and how can we work with them ?

Are there any marginalised groups ? What is happening with the small local Zuboumbian population ?

Key message : The link with the community and coordinating with others is key.

In this example Rafiqah advises you to focus on children, they would be a vulnerable group and need to be included in the targeting; but you have found that women are also vulnerable. The target groups should include vulnerable groups and clearly define the geographical area.

Step 03 - Analysing barriers and motivators for behaviour change.

It is important to understand people's behaviours and what motivates these behaviours.

Telling a community about germs and diseases will not necessarily lead to a community changing its behaviours; it is more complex.

Motivators : anything that would motivate people to practice good hygiene behaviours.

Barriers : anything that will stop people from practicing good hygiene behaviours.

In a focus groups discussion with Hasina, Eshikaa and Faruk , you find out more about barriers and motivators.

Key message : Hygiene promoters should not make assumptions, they should listen to people.

Remember ; Reduce the barriers and build on the motivators.

Key message : The assessment should consider all sections of the community not forgetting marginalised, less visible vulnerable groups. The assessment should use participatory methods as much as possible; involving and engaging with all sectors of the community , so the programme matches the needs and preferences of the community.

You gathered important information about the situation in Zuboumbia.

Based on that you are now ready to draft your Hygiene Promotion Plan.

The Hygiene Promotion Plan — Steps 4 & 5.

While doing your assessment of the current situation in Zuboumbia, you and your team recruited 40 community volunteers for the Hygiene Promotion Team in collaboration with Zuboumbian Red Cross.

Based on your data from [steps 1 - 3](#), you and other stakeholders now begin to formulate hygiene behaviour-change objectives and make an action plan to achieve these objectives.

Therefore you have a planning meeting with your team.

You need to get familiar with the next steps in the hygiene promotion guidelines, to prepare for this meeting.

Step 4 - Formulating Hygiene behaviour-change objectives.

Setting objectives for each of the risks identified which can be related to hygiene behaviour change or enabling factors.

Stakeholders: Community leaders and health workers, trained hygiene promotion staff and volunteers, community group selected for pretesting, governments and national societies.

Step 5 - Planning.

The next step is finishing the hygiene promotion plan by working with “hardware” engineers (who are doing the construction of the water and sanitation facilities) and the rest of the team (including Zuboumbian Red Cross, community volunteers).

You will need to put together all elements identified in previous steps : major risks ([Step 1](#)), Priority target groups ([Step 2](#)), motivators/barriers ([Step 3](#)) , and objectives ([Step 4](#)).

The Hygiene Promotions team might be very focused in developing their own Hygiene Promotion Plan, but you need to also contribute into :

- Completing the log-frame or plan of action of the wider WASH operation.
- Preparing and conducting baseline survey.
- Recruiting the hygiene promotion team.
- Designing the methods, tools and materials.
- Piloting and pre-test the materials and methods.

Hygiene behaviours-change objectives.

- Ensure that all of the target population in Zuboumbia have access to safe and

appropriate latrines and are using them.

- Ensure that all of the target population in Zuboumbia have access to hand washing facilities and are using them at critical times.

Hygiene behaviour objectives should focus on the identified risks and build on the capacity and knowledge of the community.

There are likely to be more hygiene behaviour-change objectives.

Step 6 - Implementation.

Completing step 1-5 is the way to ensure there is an effective planning of hygiene promotion activities. Before you start with step 6, let visit some planned activities in the hygiene promotion base.

Now you are ready to implement the planned activities (Step 6), to take a look at some important actions needed for a successful implementation of the activities.

- Support the team in designing, operating and maintaining of the WASH facilities.
- Train and guide the hygiene promotion team.
- Select the most appropriate communication methods for your target groups.
- Use local available information, education and communication materials and the hygiene promotion box (available in the resources).
- Choose an appropriate setting and timing for you hygiene promotion sessions.
- Work with the whole team, including the Zuboumbian Red Cross, the community representatives and the engineers.

Let us take a look now at some of the hygiene promotion activities :

- ✓ Using a voting chat is a participatory way to determine when the community member wash their hands and the type of toilet people are used to.
- ✓ By using focus group discussion you can discover more about risky hygiene behaviours and practices and how to support needed changes. Here we are discussing how to increases the safety of latrines to increase its use by all.
- ✓ Establishing hand-washing facilities near toilets enables the communities to

wash their hands after using the toilets.

- ✓ Separating female and male toilets encourages women and girls to use them as it fosters privacy and security.

Key message : While planning and implementing the activities, ensure there is a good linkage with the hardware (e.g. construction of latrines and hygiene items, such as soap). Ask, listen and communicate with the community to create an enabling approach.

Monitoring the progress - Steps 7 & 8.

You have planned (Step 4 and 5) and carried out some activities (Step 6).

Now it is time to see if there is progress.

Step 7 - Monitoring and evaluation.

- Monitoring is important to demonstrate progress — whether the objectives are being achieved, and community feedback is heard and acted upon.
- All of the team (including the engineers) should be involved and must understand the monitoring process.
- Collect data again and compare with the initial baseline data and evaluate.

Step 8 - Review, re-adjust.

- Follow the changes to the situation and re-plan and readjust to address the current problems.
- Emergency situations are often complex, with frequent changes in the situation.
- Continuous assessment, re-planning and re-adjustment of activities are essential.
- Look around !

Key message : Regular reports and updates of the monitoring information should be compiled and shared, discussed, and analysed - don't forget to include the Zuboubian Red Cross and community members.

