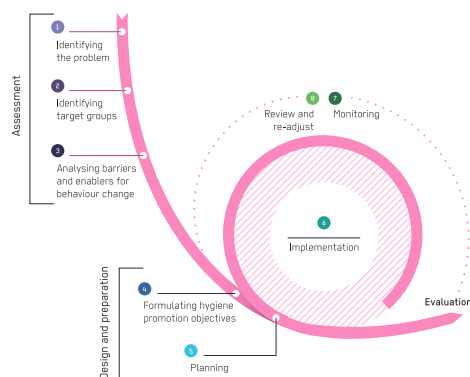


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F.4 IFRC's 8 Steps for Hygiene Promotion in Emergencies

The 8 Steps for Hygiene Promotion in Emergencies guideline is an eight step systematic, structured approach to ensure that hygiene promotion (HP) is effective, relevant to the context and is accountable to communities. There is an e-learning module to train staff and volunteers.



During an emergency response HP has often focused on ‘disseminating messages’ rather than meaningful engagement with the community. The eight step approach highlights the need for Community Engagement (chapter E) at all stages of the programme, listening and working with the affected community, ensuring the response is effective and appropriate to the needs. It is important to work systematically through the key steps, rather than initiate HP activities that may not be appropriate for the context, e.g. overlooking the most vulnerable groups or potential Barriers and Motivators T.3 for behaviour change. The eight steps and key content are:

Step 1: Identifying the problem: understanding the causes and consequences, needs and capacities of the community

Step 2: Identifying target groups: understanding who should be prioritised and their communication needs and preferences

Step 3: Analysing Barriers and Motivators T.3 for behaviour change: understanding people’s behaviour, their influences, values, beliefs and social pressures

Step 4: Formulating HP objectives: setting objectives that enable people to take action

Step 5: Planning: developing an HP plan, designing HP methods, tools and materials

Step 6: Implementing: training and supervising volunteers, linking with 'hardware' and relief distributions

Step 7: Monitoring M.2 and Evaluation M.3 : selecting monitoring methods, indicators and the evaluation focus

Step 8: Reviewing and re-adjusting: emphasising an iterative process, programme documentation and hand-over

The focus is on HP for a variety of public health risks related to safe disposal of excreta, effective handwashing and reducing the contamination of household drinking water. Although every situation is different, this systematic approach assists with quality assurance, links to agreed standards, supports effective implementation and uses monitoring and feedback to guide programme revisions.

Tools and Methods used

The guide includes a wide variety of tools and methods, depending on the community and emergency context. It particularly emphasises participatory methods such as:

- Focus Group Discussions T.14
- Pocket-Chart Voting T.31
- Three-Pile Sorting T.51
- Community Drama, Cinema and Puppet Theatre T.6