



HAND WASHING WITH SOAP (HWWS)

Communication Strategy & Communication Toolkit



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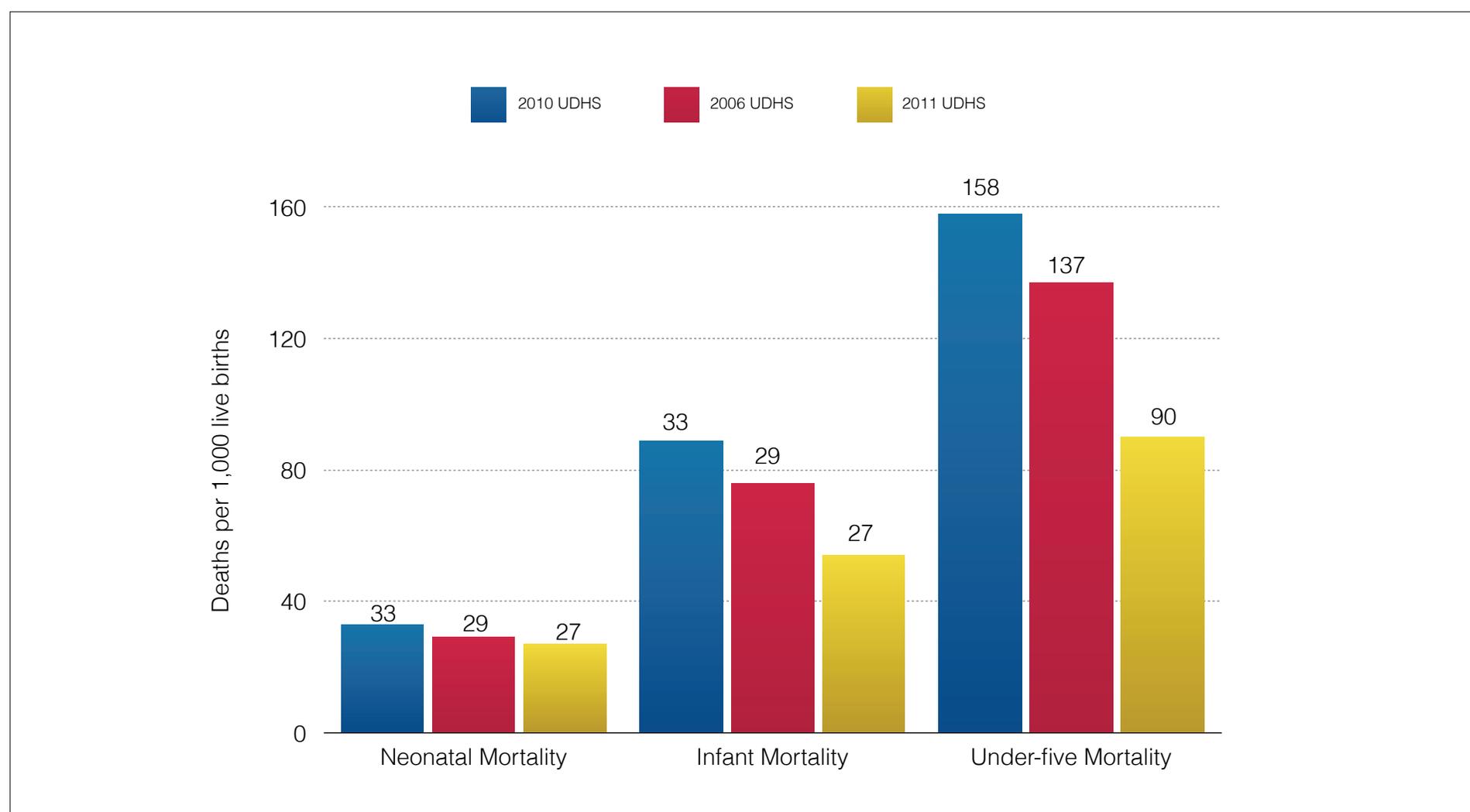
1. INTRODUCTION

The Government of Uganda is implementing a Ten-Year Improved Sanitation and Hygiene financing Strategy for rural and small towns (ISH, 2006-2015) which calls for a campaign promoting Hand washing with soap. In a study carried out by the Ministry of Finance Planning and Economic Development (MoFPED)¹, poor Sanitation & Hygiene was identified as one of the five major causes of the high infant mortality rate in Uganda. Hand washing with Soap (HWWS) is one of the most effective means of preventing diarrheal disease along with safe stool disposal and safe household water treatment. Evidence indicates that improved hand washing in particular, can have a major impact on public health in any country and can significantly reduce two leading causes of childhood mortality; diarrheal disease and acute respiratory infection (ARI). Washing hands with soap at the right times can reduce instances of diarrhea by 35 - 50%^{2,3,4,5}. Evidence also suggests that hand washing with soap can reduce acute respiratory infections by 30% (Rabie 2003). According to UNICEF, in 2009, **approximately 94 Ugandan children (approximately 7 commuter taxis / kamunyes full of children) died every day** due to diarrheal diseases and HWWS could have saved half of those lives.

2. BACKGROUND

Since 2007, Uganda has promoted Hand washing with Soap (HWWS) at scale using Behavior Change Communication (BCC) campaigns. The BCC campaigns have been implemented under the auspices of the National Hand washing steering Committee (HWSC) and the National Sanitation Working Group (NSWG). The rates of HWWS have improved over the years and are considered to have made a contribution to reduction to the under 5 mortality rate in Uganda as shown figure 1 below.

Figure 1: Trends in Early Childhood Mortality rates



Source: Uganda Demographic Health Survey (2011)

¹ Infant and Maternal Mortality in Uganda: causes, campaigns and strategy for the way forward, 2003

² Luby, S. et al. (2004). Effect of Intensive Hand washing Promotion on Childhood Diarrhoea in High-Risk Communities in Pakistan: A Randomized Controlled Trial. Journal of the American Medical Association, 291, 2547-2554

³ Fewtrell, L., Colford, J. (2004). Water, Sanitation, and Hygiene: Campaigns & Diarrhoea, Results from the Last 45 Years: A Meta-Analysis [presentation]. Centre for Research into Environment and Health.

⁴ Curtis, V., Cairncross, S. (2003) Effect of Washing Hands with Soap on Diarrhoea Risk in the Community: a Systematic Review. The Lancet, Infectious Diseases, 3, 275-280.

⁵ Huttly, S. et al. (1997). Prevention of in Young Children in Developing Countries. Bulletin of the World Health Organization, 75(2), 163-174.

According to the Water and Environment Annual Sector Report (2013-2014), the rate of Hand washing with Soap after visiting a latrine is estimated at 32.7%. The Uganda demographic Health Survey (UDHS, 2011) shows that observed hand washing with soap (HWWS) at household level stood at 27% compared to 14% in 2007⁶. A more recent study⁷ carried out by WSP (2012) showed that the rates of observed HWWS in Uganda improved after concerted efforts that included behavior change communication campaigns and improving the enabling environment for HWWS (including teaching communities how to make affordable soap and hand washing facilities). Despite a significant increase in rates of HWWS among care givers (after cleaning a baby and after using a toilet/latrine), the critical juncture of HWWS before feeding the baby registered a dismal increase from 6% to 8% (as shown Table 1 below). The knowledge of the importance of this juncture also reduced during this period.

Table 1: Comparison of HWWS practice and knowledge (2007, 2012)

Critical Time	% Caretakers who HWWS in 2007	% Caretakers who HWWS in 2012	% Caretakers with knowledge on importance of HWWS 2007 (n=500)	% Caretakers with knowledge on importance of HWWS 2012 (n=1155)
After cleaning the baby's bottom	19% (n=288)	31% (n=175)	15%	15%
After using the toilet	14% (n=341)	25% (n=299)	84%	93%
Before feeding the baby	6% (n=347)	8% (n=190)	24%	18%

Source: WSP Uganda (2012), Midterm Evaluation of Hand washing with Soap in Uganda

In light of these developments, the government of Uganda commissioned the development of a new Behavior Change Communication (BCC) campaign with an aim to make HWWS at all critical junctures a norm, for caregivers of children under five years.

The sections that follow present the overall communication strategy, phases of the HWWS BCC campaign and the Communication tool Kit & guidelines on how to use the new BCC campaign developed.

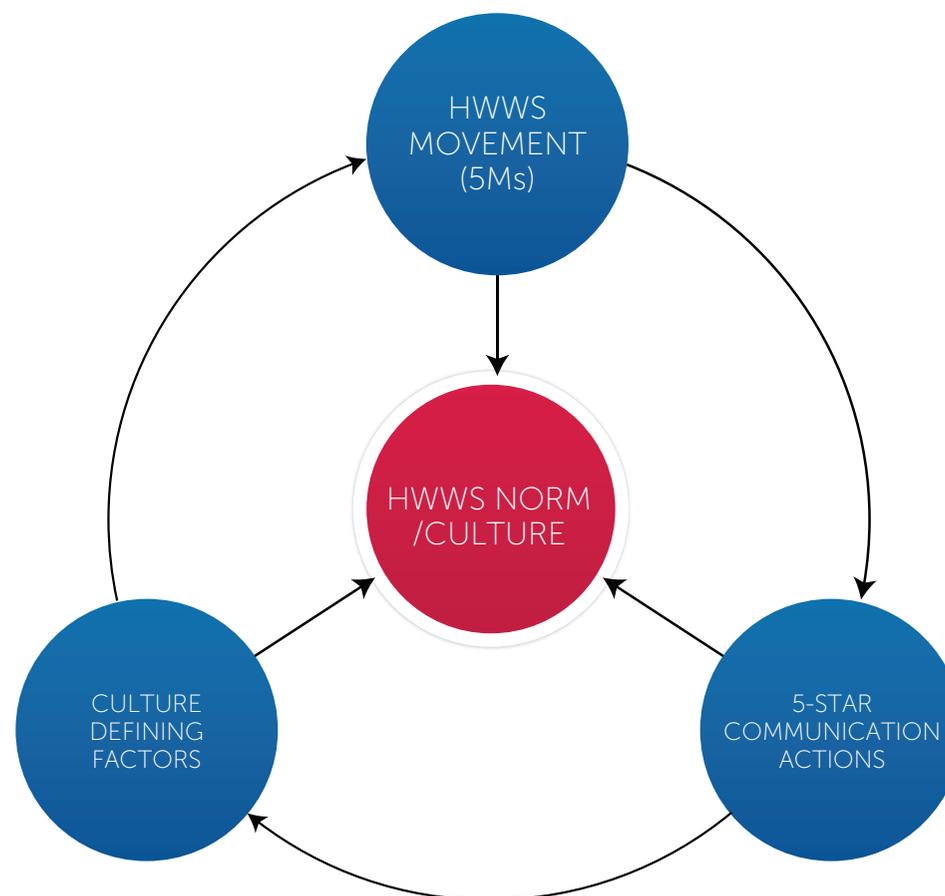
⁶ WSP Uganda (2007), Hand washing with Soap Formative and Baseline study in Uganda

⁷ WSP Uganda (2012), Midterm Evaluation of Hand washing with Soap in Uganda.

3. OVERALL COMMUNICATION STRATEGY

The overall communication strategy for HWWS BCC (2015-2018) seeks to create a HWWS movement which utilizes social mobilization and culture influencing factors to create a HWWS NORM in Uganda.

For HWWS to become a NORM, a people movement, backed with a social mobilizing communication actions and culture defining factors must be formed. A people movement provides the momentum necessary to create social change, which when well enhanced by coherent communication actions and culture defining factors creates a NORM.



Previous BCC for Hand washing in Uganda have utilized the 5 star communication actions developed by Dr. Hosein Everold⁸ with some credible results to show (HWWS after visiting the latrine improved from 14% in 2007 to 32.7% in 2013). It is therefore important that the new BCC utilizes the same overall social mobilization communication actions in order to keep HWWS in Uganda on an upward trajectory as well as to maintain the same language that HWWS practitioners in Water and Sanitation (WASH) sub sector have been using for nearly eight years (in 2015).

3.1 Growing a HWWS Movement

According to Mike Breen and the 3DM team⁹, there are **5Ms** that are needed to create a people movement; MEN on a MISSION with a MESSAGE using the right METHODS and create MIRACLES.

Adopting the 5Ms to HWWS communication

3.1.1 MEN / WoMEN: These are the primary target audience (Mothers, Fathers & care givers of children under five years) whose HWWS behavior must become a norm in Uganda. This also includes the secondary target audiences who have the greatest influence on the primary target audience.

3.1.2 MISSION: The government of Uganda (GoU) seeks to improve child health and survival by making HWWS at all critical times a NORM for all Ugandans by 2030. As mentioned earlier, HWWS when practiced consistently can reduce the incidence of diarrhoea by upto 50% & ARIs by upto 30%.

⁸ Everold, Hosein (2005) Communication for Behavioral Impact (COMBI), WHO.

⁹ Breen.M and 3DM, (2012), Leading Kingdom Movements

3.1.3 MESSAGE: The key message of the HWWS BCC (2015-2018) is *'Wash your Hands and Save – Money, Time and unnecessary Hospital visits'*.

Behavior Change Communication (BCC) Development Process

On behalf of the Government of Uganda, WSP/ World Bank hired a marketing agency to develop a new BCC campaign to improve HWWS practice among care givers of children under five years. The BCC developed is based on evidence from the Formative & Baseline study (2007)¹⁰, the Midterm evaluation study (2012)¹¹ as well as an immersion study conducted by the agency (2014)¹².

A communication subcommittee that included the Ministry of Health, Ministry of Water & Environment, WSP/World Bank and Water for People provided oversight to the communication development process from start to finish.

Three BCC big communication ideas were developed and pretested in Mpigi and Soroti districts. The best campaign from the initial pre-test was developed into a full campaign and was later pre-tested and improved based on the feedback from the rural communities that participated in the pre-test exercises.

Translated BCC campaign materials are available on request at the Hand washing secretariat (hosted by SNV Uganda. *Visit www.handwashing.ug for contact details*).

3.1.4 METHODS: Behavior change is a complex science that requires the use of multiple methods and channels to get individuals and communities to change and sustain the change in a desired behavior. Methods that change both the individual and social networks around the individual are the most effective in bringing about behavior change.

3.1.5 MIRACLES: These are the outcomes of the intervention undertaken. Hand washing with soap seeks to reduce the incidence of diarrhea and ARIs in order to contribute to child health and survival.

3.2 5-Star Communication Actions

Hosein Everold in his Communication for Behavioral Impact (COMBI) social mobilization approach recommends five communication actions which have been effectively used by the World Health Organization (WHO) in over 15 countries globally to cause behavior change.

These include Administrative Mobilization (or Public relations or Advocacy), Community Mobilization, Advertising, Inter personal Communication (Personal Selling) and Point of Service promotion.

The communication strategy uses administrative mobilization to get influencers to trigger HWWS behavior among the primary target audience. Community mobilization is used to get communities or networks of social relationships to be convinced about the need to consistently practice HWWS. Advertising seeks to get the target audience to make a decision to consistently practice HWWS while Inter personal Communication (IPC) helps the target audience to start practicing HWWS. IPC typically helps the target audience to overcome barriers to HWWS. Lastly, Point of Service promotion helps to sustain HWWS behavior by reconfirming it among the target audience whenever they meet at common points of service like Health Centers, Churches, Mosques and Village Saving and Loan Association meeting places.

Administrative Mobilization therefore gets MEN/WoMEN to trigger HWWS behavior. Community mobilization rallies the MEN/WoMEN around the mission, Advertising provides a MESSAGE that promotes HWWS, Interpersonal Communication provides METHODS which enable HWWS behavior and Point of Service promotion sustains HWWS behavior by celebrating the successes achieved or the MIRACLES that proceed from consistent HWWS.

Each of the 5 star communication actions have strategies which when employed will ensure HWWS becomes a norm in Uganda (see Strategy chart in Annex One).

3.3 Culture Defining Factors

Breen and the 3DM team further assert that Influencers, a common language, existing relationships and music & dance must be used strategically in order for a new culture to be formed.

These four culture defining factors are employed under each communication action in order to ensure that social mobilization used to grow the HWWS movement continuously has a lens of culture change (making HWWS a NORM).

¹⁰ WSP Uganda (2007), Hand washing with Soap Formative and Baseline study in Uganda

¹¹ WSP Uganda (2012), Midterm Evaluation of Hand washing with Soap in Uganda.

¹² Nomad (2014), Immersion study on Hand washing with Soap in Uganda

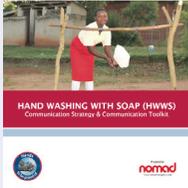
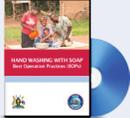
4. PHASES OF THE HWWS BCC

It is good practice for BCC to be phased in order to ensure that individuals and the society that is being influenced are moved systematically through the stages of behavior change. The BCC phasing is anchored in behavior change and social change models and is also commonly utilized in commercial marketing for products and services.

The following are the five phases of the HWWS BCC;

NO	PHASE	OBJECTIVE
1	AWAKEN the MEN	To mobilize key influencers to trigger HWWS among target audience
2	INSPIRE them with a MISSION	To convince communities about the need to consistently HWWS
3	ENGAGE them with a MESSAGE	To help the target audience appreciate the benefits of HWWS & practice it
4	EMPOWER them with METHODS	To get them to overcome HWWS barriers & Practice consistently
5	SUSTAIN their behavior with MIRACLES	To enable them to hear encouraging success stories that reinforces the HWWS behavior

5. COMMUNICATION TOOL KIT

NO	PHASE	COMMUNICATION ACTION	STRATEGY	COMMUNICATION TOOL	COMMUNICATION OBJECTIVE	IMPLEMENTATION GUIDELINES	
1	AWAKEN the MEN / WoMEN	Administrative Mobilization	Advocacy and Public Relations (PR)	Z- cards 	To equip key influencers with quick facts and talk points for HWWS	Distribute Z-cards to influencers after attending trainings	
				Newspaper articles	Recognize influencers that are promoting HWWS and encourage others to do so	Invite print media journalists to cover advocacy meetings	
				TV & Radio News items	Recognize influencers that are promoting HWWS and encourage others to do so	Invite electronic media journalists to cover advocacy meetings	
			Capacity Building	Training Manual (TBD by Secretariat) 	To ensure that the same quality of capacity is built in HWWS across Uganda through various implementing partners	All guidelines in the training manual must be followed during training and every trainer must attend the Trainer of Trainers workshop and be certified as HWWS Trainer.	
				Flip Charts 	To help the primary target audience to overcome barriers to HWWS and start practice	The use of flip charts to various audiences must be well explained and understood in the trainings	
				BOP Videos 	To show key influencers how other key influencers managed to score successes	These must be shown during trainings and discussions held on how the successes can be adopted and localized	
				Motivation & Incentives	T-shirts 	To appreciate key influencers for accepting to champion HWWS	T-shirts should only be given to Key influencers who have attended the trainings
					National Recognition Certificates 	To give a special status to Key influencers who get 100% of their communities to HWWS	These certificates should be signed by the Minister of Health or Minister of Water & Environment and should be delivered by an official more senior than the person receiving the certificate.

NO	PHASE	COMMUNICATION ACTION	STRATEGY	COMMUNICATION TOOL	COMMUNICATION OBJECTIVE	IMPLEMENTATION GUIDELINES
2	INSPIRE with MISSION	Community Mobilization	Integration	Radio Talk Show (talking points – TBD by secretariat)	To rally communities to prioritize HWWS in order to improve child health and survival	Should be held during a popular talk show segment
				Radio Jingle	To popularize the HWWS message and make it memorable	Multiple airing per day on radio
				Z-cards 	To equip key influencers with quick facts and talk points for HWWS	Used for talking points by key influencers in churches/mosques, community meetings, experiential marketing events and funerals
3	ENGAGE with the MESSAGE	Advertising	Multi-Media Advertising	Radio Jingle	To popularize the HWWS message and make it memorable	Multiple airing per day on radio
				Radio Skit Adverts	To emphasize the critical times for HWWS	Multiple airing per day on radio
				Radio Talk show (talking points – TBD by secretariat)	To rally communities to prioritize HWWS in order to improve child health and survival	Should be held during a popular talk show segment
				Radio Time Checks	To provide audio cues for HWWS at set times	Run cue for HWWS before feeding a baby at break time (10am), before feeding at lunch time, HWWS after visiting the latrine in the early morning
				DJ Mentions (using Z-card) 	To use celebrity power to endorse HWWS and inspire listeners to HWWS	Have popular radio DJs / presenters endorse HWWS in their own words using the Z-card as a guide
			Audience Interaction	Mobile Phone Content	To rally masses on phone to join the HWWS movement	Use a free to send platform like U-Report to recruit Ugandans to join the HWWS Movement

NO	PHASE	COMMUNICATION ACTION	STRATEGY	COMMUNICATION TOOL	COMMUNICATION OBJECTIVE	IMPLEMENTATION GUIDELINES
4	EMPOWER with METHODS	Interpersonal Communication	Equip Networks & Groups	Radio Talk show (talking points – TBD by secretariat)	To get community to talk about barriers of HWWS and how they have overcome them	Should be held during a popular talk show segment
				Flip Charts 	To get key influencers of various groups in the target audience to start practicing HWWS using a language relevant to them.	Share generic information then go to pages relevant to the specific group meetings eg Women Groups, VSLAs, Health Centre Training meetings and at schools etc.
			Trigger behavior with Cues	Stickers 	To act as visual reminders for HWWS	Should be placed on Doors to latrines, Mirrors and Walls in public places like Churches/Mosques, Health Centers, Schools, Bars and Salons
				Posters 	To act as visual reminders for HWWS	Should be placed strategically on the inside and outside Doors to public places like Churches/ Mosques, Health Centers, Schools, Bars and Salons
				Calendars 	To act as visual reminders for HWWS	Should be placed strategically on Walls at public places like Churches/ Mosques, Health Centers, class rooms and Salons
				Mobile Phone Content (TBD by secretariat) and the Jingle	To remind people who have joined the HWWS movement about HWWS at times similar to radio cues	Run cue for HWWS before feeding a baby at break time (10am), before feeding at lunch time, HWWS after visiting the latrine in the early morning
			Radio Sing Back Competitions	Jingle, Lyrics and T-shirts 	To get the community to memorize the HWWS jingle in order for it keep the HWWS in the subconscious	3 Callers call in and compete on who can sing the HWWS better (lyrics, tune, rhythm etc). Callers call in to vote. The winner receives a HWWS champion T-shirts

NO	PHASE	COMMUNICATION ACTION	STRATEGY	COMMUNICATION TOOL	COMMUNICATION OBJECTIVE	IMPLEMENTATION GUIDELINES
5	SUSTAIN with MIRACLES	Point of Service Promotion	Celebration of Success Stories	One Page BOP Reports	To capture success stories with brevity to encourage easy dissemination	Prepare a format to use for capturing BOPs eg. What was the state before? What was done? What are the results? What key factors make this a success?
				BOP Videos 	To capture success stories in both audio and visual format (Not more than 5 minutes) to encourage easy dissemination and a near live experience of the success stories	Show the BOP video at all functions and at Health Centers and Local video Halls/shacks
				Trend Charts	To track the trend of diarrheal and ARI diseases as well as existence & practice of HWWS offering a simple way to link HWWS practice with the diseases and a chance to celebrate achievement of 100% HWWS coverage.	This should be done at Health centers by Health workers that have chosen to become HWWS champions for the communities that they serve. Successes should be announced to communities and celebrated with applause. Stories should be forwarded to the Hand Washing Secretariat
			HW Facilities maintenance drives	Community Maps	To show who has a HWWS facility and the state it is in so that members can support the construction and maintenance of HW Facilities	Get groups like Women groups or VSLAs to draw community maps showing who has a HW Facility eg Tippy Tap and what state it is in. Get members to mobilize support for each other to maintain their facilities in good order.
Popularize the HWWS Jingle as an Anthem	HWWS Jingle / Anthem lyrics	To get target audience to place a high importance on HWWS	Sing HWWS anthem before and after all official district and partner functions for a year			

6. COMMUNICATION TOOLS

A2 Posters



A4 Stickers

WASH YOUR HANDS AND SAVE!

• TIME • MONEY • HOSPITAL VISITS

AFTER



CLEANING BABY'S BOTTOM



VISITING THE LATRINE



BEFORE



EATING FOOD



FEEDING YOUR BABY

DO YOU KNOW WHEN TO WASH YOUR HANDS WITH SOAP AND WATER?

Hands to be proud of

Calendar

WASH YOUR HANDS AND SAVE!

• TIME • MONEY • HOSPITAL VISITS

AFTER



CLEANING BABY'S BOTTOM



VISITING THE LATRINE



BEFORE



EATING FOOD



FEEDING YOUR BABY

2015

January							February							March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14	5	6	7	8	9	10	11
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31								29	30	31					26	27	28	29	30		

January 1st - New Year's Day | January 15th - MLK (Martin Luther King Day) | April 4th - Good Friday | April 5th - Easter Sunday | April 6th - Easter Monday

May							June							July							August						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	1	2	3	4	5	6	30	31					1		
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	23	24	25	26	27	28	29	

May 1st - International Labour Day | June 1st - Mother's Day | June 19th - Pentecost

September							October							November							December						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	1	2	3	4	5	6	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14	6	7	8	9	10	11	12
15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21	13	14	15	16	17	18	19
22	23	24	25	26	27	28	22	23	24	25	26	27	28	22	23	24	25	26	27	28	20	21	22	23	24	25	26
29	30						29	30						29	30					27	28	29	30	31			

October 1st - Independence Day | December 25th - Christmas Day | December 31st - New Year's Day

DO YOU KNOW WHEN TO WASH YOUR HANDS WITH SOAP?

Hands to be proud of

Z-Cards



TO SAVE YOUR TIME

When a person falls sick due to not practising Hand Washing with soap, they lose a lot of time that would have been spent working in the garden, market or at home to earn a living. Many of these people miss out on the planting and harvesting seasons and therefore are unable to provide for their families.



TO SAVE YOURSELF UNECESSARY HOSPITAL VISITS

In majority of the communities, the health centres are far away. It therefore takes a lot of time to travel to the health centre to get medical assistance. This is a lot more time consuming than hand washing with soap.



WASH YOUR HANDS AND SAVE!
• TIME • MONEY • HOSPITAL VISITS

WHEN SHOULD YOU WASH YOUR HANDS WITH SOAP AND WATER?

AFTER



BEFORE



WASH YOUR HANDS WITH SOAP




HOW SHOULD YOU WASH YOUR HANDS WITH SOAP AND WATER?



WHY SHOULD YOU REGULARLY WASH YOUR HANDS WITH SOAP?

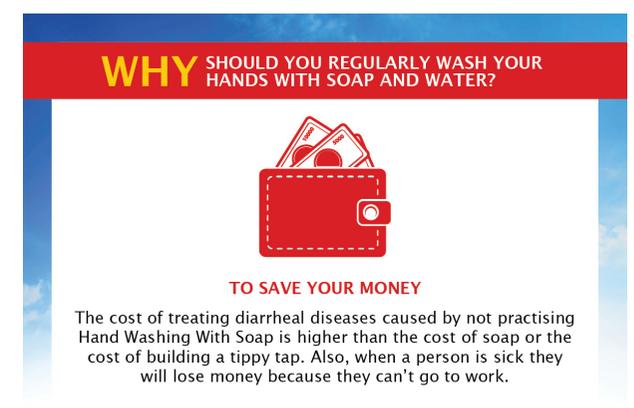
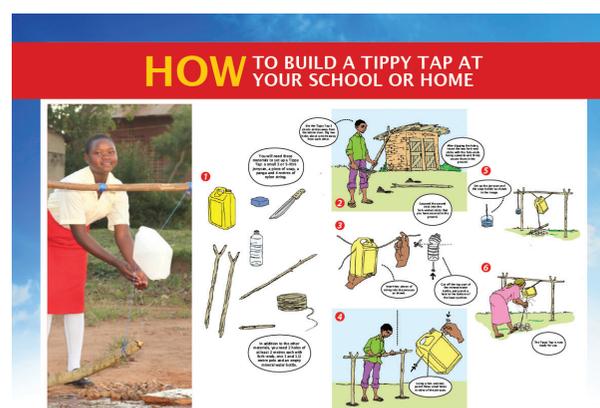
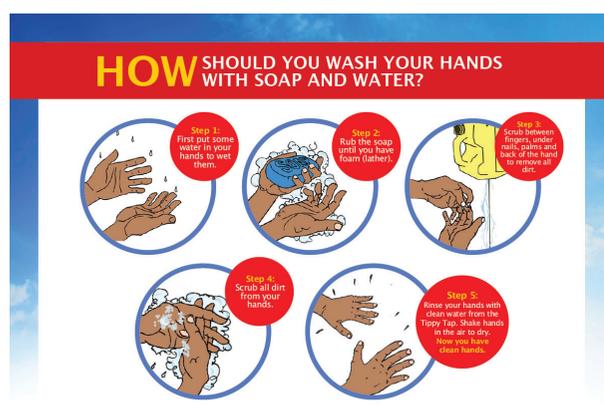
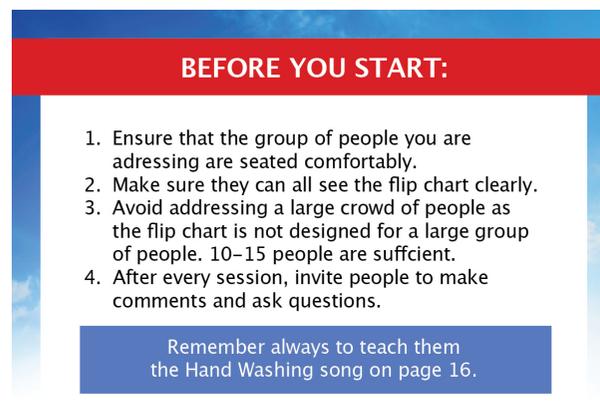


TO SAVE MONEY

The cost of treating diarrheal diseases caused by not practising Hand Washing With Soap is higher than the cost of soap or the cost of building a tippy tap. Also, when a person is sick they will lose money because they can't go to work.



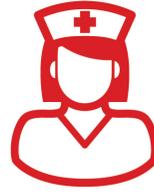
Flip Chart





TO SAVE YOUR TIME

When a person falls sick due to not practising Hand Washing with soap, they lose a lot of time that would have been spend working in the garden, market or at home to earn a living. Many of these people miss out on the planting and harvesting seasons and therefore are unable to provide for their families.



TO SAVE YOURSELF UNECESSARY HOSPITAL VISITS

In majority of the communities, the health centres are far away. It therefore takes a lot of time to travel to the health centre to get medical assistance. This is a lot more time consuming than hand washing with soap.

PLEASE NOTE!

In the next sections of the flip chart, you will use different pages to speak to different categories of people. For example, when addressing Health workers, turn to page 13.

Remember also to teach them the Hand Washing song on page 16.

TO THE FATHERS

As the provider for the family, washing your hands with soap and water will prevent diarrhoeal diseases that would cause you to miss working in the garden or market and lose money. It will also cause you to lose time because you will have to visit the health centre regularly. This will affect your ability to provide for your family.

TO THE MOTHERS

As the keeper of the family, washing your hands with soap and water will help prevent diarrhoeal diseases. These diseases could affect you and your children and your ability to look after them. Your children will not be able to play or go to school.

TO WOMEN'S GROUPS

As fellow women, you can help one another maintain the health of your families by practicing hand washing with soap and water. Supporting one another in building tippy taps near your latrines will ensure that you drive out diarrhoeal diseases out of your families and communities.

TO HEALTH WORKERS

Many of the diseases that you fight to treat can actually be avoided by hand washing with soap and water. Always train the patients that come to the health centre to wash their hands with soap and water at the four junctures. Also teach them how to build tippy taps near their latrines.

TO SCHOOL CHILDREN

In order to stay health and avoid missing out on school, you should not eat anything without washing your hands with soap and water. When you visit the latrine, always wash your hands with soap and water as well. You should also encourage your friends to do the same. When you go back home teach your parents to do the same.

TO COMMUNITY LEADERS

A healthy community is more productive, less costly to manage and easier to lead. Teaching your community on the benefits of washing hands with soap and water will lead to a healthier, happier and more productive community. As a community leader, you can encourage your people to wash their hands regularly and teach them how to build tippy taps close to their latrines

THE HAND WASHING SONG

Wash your hands very well,
Wash them with soap and water,
Avoid getting nasty disease,
Save you money by washing your hands,

Wash your hands and save, (Wash your hands and save)
Wash them before you eat, (Wash your hands and save)
Wash after cleaning the baby, (Wash your hands and save)
Wash after visiting the latrine, (Wash your hands and save)
Helps you avoid diseases, (Wash your hands and save)
Save your money by washing your hands,
(Wash your hands and save)
Wash before feeding the baby,
(Wash your hands and save)

THANK YOU!

BOP Video Cover



National Recognition Certificate



T-Shirts



Talk Shows/Jingle/Song Lyrics

Radio is our largest and most effective medium. We will use it as our main medium. We will target several radio stations with the HWWS message.

Materials to use: Radio jingles, radio spots, talk shows, time check announcer ads, DJ mentions, Programme sponsorship, hand washing song by popular artiste.

We suggest some of the following talkshow guests, topics and times:

TIME	TOPICS	SPEAKER	DURATION
9am	Why don't people wash their hands?	Parents in the Community	45 minutes
Noon	When should people wash their hands?	Community Religious Leaders	45 minutes
6pm	Is HWWS that important?	Health & Sanitations School Teachers	45 minutes
8pm	How HWWS affects our communities	LC Chairman/ Community Leaders	45 minutes
9am	Tippy Tap Construction & Soap Making	Hand Washing Staff Member	45 minutes
Noon	How does HWWS help us save money & time?	VHTs/Hand Washing Ambassadors	45 minutes

Jingle/Song Lyrics

Wash your hands very well

Wash them with soap and water

Avoid getting nasty disease

Save you money by washing your hands

Wash your hands and save (Wash your hands and save)

Wash them before you eat (Wash your hands and save)

Wash after cleaning the baby (Wash your hands and save)

Wash after visiting the latrine (Wash your hands and save)

Helps you avoid diseases (Wash your hands and save)

Save your money by washing your hands

(Wash your hands and save)

Wash before feeding the baby

(Wash your hands and save)

Radio Skit Ads

1. Crying Never Killed A Child (60s)

MVO: maama Bosco, Maama Bosco banange where has she gone, Maama Bosco.

FVO: Yes.

MVO: Ooo!! There you are, couldn't you hear the baby crying, he is Hungry!

FVO: I had gone to wash hands so I could feed him.

MVO: Eh! How can you leave a crying child just to wash your hands nawe?

FVO: Hmuu!! Taata Bosco, crying never killed a child but disease does, every time you don't wash your hands before feeding the child, you expose them to deadly diseases that could even lead to death. That's why I wash my hands with soap and water before feeding my child. But Taata Bosco, even you, you could have done that.

ANNCR: Always wash your hands with soap and water before feeding the baby, after cleaning the baby's bottom, before eating and after visiting the latrine, to avoid catching and spreading diseases. Save yourself and your loved ones unnecessary hospital visits bills and time by washing your hands.

(Wash your hands and save Jingle)

Tag line: This message is brought you by the ministry of Health

2. Scovia (60s)

FVO 1: Scovia...Scovia..Scoviaaaaa... But where is this girl?? Proscovia!!!

FVO 2: Yes mummy

FVO 1: where have you been? My visitors are really hungry.

FVO 2: Mummy.... the baby was crying, I was cleaning him.

FVO 1: Eh..How long does that take? Okay... Help me serve them food as I make the juice.

FVO 2: Ok mummy..

FVO 1: Proscovia.

FVO 2: Yes

FVO 1; where are you going without washing your hands? You always have to wash your hands with soap and water after cleaning the baby's bottom to avoid catching and spreading diseases. Okay..?

FVO 2: Okay mummy.

FVO 1: Now go wash your hands, and when you are done take soap and water to the visitors too. Okay.

ANNOUNCER: Always wash your hands with soap and water, after cleaning the baby's bottom, before feeding the baby , before eating and after visiting the latrine to avoid catching and spreading diseases. Save yourself and your loved ones unnecessary hospital visits, bills and time by washing your hands.

Tag line: This message is brought to you by the Ministry of Health.

3. Hunger Can Wait (60s)

VO: Uncle.. Here is your food.

MVO: Eh...thank you thank you (giggles) This food looks lovely...eh..I don't why today I'm so hungry but now young girl, please go and get me some soap and water to wash my hands. I don't want to fall sick. Eh!!

You know washing your hands with soap and water helps you avoid catching embarrassing diseases that are cost a lot of money to treat. But please hurry, I don't want to touch my food before I wash my hands.

FVO: Okay

MVO: Eh man..., this hunger can wait.

ANNOUNCER 1: Always wash your hands with soap and water, before eating, before feeding the baby, after cleaning the baby's bottom, and after visiting the latrine to avoid catching and spreading diseases.

Save yourself and your loved ones unnecessary hospital visits, bills and time by washing your hands.

ANNOUNCER 2: This message is brought to you by the Ministry of Health.

4. After Latrine (60s)

MVO1: But you Ben Hurry up eh!! , you said your going to the latrine to urinate,
Aren't you a man hurry up.

MVO2: Am done, am done, I was washing my hands.

MVO1: washing your hands? That's just wasting time, you can't just urinate and then you start washing your hands.

MVO2: My friend it's not wasting time, you always have to wash your hands after visiting the latrine and you have use soap and water to avoid catching and spreading diseases, it's for your own good. It will save you from making unnecessary visits, to the hospital and also save you money. Be a man and always wash your hands.

MVO1: eeeeeee!!

ANNCR: Always wash your hands with soap and water after visiting the latrine, after cleaning the baby's bottom, before feeding the baby and before eating to avoid catching and spreading diseases. Save yourself and your loved ones unnecessary hospital visits bills and time by washing your hands.

(Wash your hands and save Jingle)

Tag line: This message is brought you by the ministry of Health

ANNEX ONE: STRATEGY CHART

1	MOVEMENT	MEN/WOMEN	MISSION	MESSAGE	METHODS	MIRACLES
		<p>Primary Target Audience: Mothers, Fathers / Care givers of children under 5 years</p> <p>Secondary Audience: Religious leaders, Health Workers, School teachers, Political leaders, Village Health teams, Village Savings and Loan Association (VSLA) leaders</p>	<p><i>Make HWWS at all critical times a NORM for all in order reduce incidences of diarrhoea & ARIs</i></p>	Wash your Hands and Save Money, Time & Unnecessary Hospital visits	Influencers using music and the language understood by people(eg Saving Money) in existing social networks to overcome barriers to consistent HWWS practice	Find, package and celebrate HWWS success stories
2	CULTURE					
		<p>Influencers: Health workers, Politicians, radio presenters, religious leaders, Women group leaders, VSLA leaders & School teachers.</p> <p>Language: Money, Time and unnecessary hospital visits saved</p> <p>Existing Relationships: Electorate, Patients, Saving members, group membership, students, Listeners (radio audience)</p> <p>Music: Jingle / HWWS Anthem / folklore</p>	<p>Influencers: Health workers, Politicians, religious leaders, Church/Mosque Women group leaders, VSLA leaders & School teachers.</p> <p>Language: Money, Time and unnecessary hospital visits saved</p> <p>Existing Relationships: Electorate, Patients, Saving members, students, group membership</p> <p>Music: Jingle / HWWS Anthem / folklore</p>	<p>Influencers: Radio presenters.</p> <p>Language: Money, Time and unnecessary hospital visits saved</p> <p>Existing Relationships: Listeners (radio audience)</p> <p>Music: Jingle / HWWS Anthem / folklore</p>	<p>Influencers: Health workers, Politicians, radio presenters, religious leaders, Women group leaders, VSLA leaders & School teachers.</p> <p>Language: Money, Time and unnecessary hospital visits saved</p> <p>Existing Relationships: Electorate, Patients, Saving members, Group membership, students, Listeners (radio audience)</p> <p>Music: Jingle / HWWS Anthem / folklore</p>	<p>Influencers: Health workers, Politicians, radio presenters, religious leaders, Women group leaders, VSLA leaders & School teachers.</p> <p>Language: Money, Time and unnecessary hospital visits saved</p> <p>Existing Relationships: Electorate, Patients, Saving members, Group membership, students, Listeners (radio audience)</p> <p>Music: Jingle / HWWS Anthem / folklore</p>
3	PHASES	AWAKEN	INSPIRE	ENGAGE	EMPOWER	SUSTAIN
	OBJECTIVE	To mobilize key influencers to trigger HWWS among target audience	To convince communities about the need to consistently HWWS	To help the target audience appreciate the benefits of HWWS & practice it	To get them to overcome HWWS barriers & Practice consistently	To enable them to hear encouraging stories that reinforce the HWWS behavior
4	5 STAR COMMUNICATION ACTIONS	ADMINISTRATIVE MOBILIZATION	COMMUNITY MOBILIZATION	ADVERTISING	INTERPERSONAL COMMUNICATION	POINT OF SERVICE PROMOTION
a.	Strategy	Advocacy (meetings, workshops, Emails & phone calls) and PR -Print News and Electronic Media	Integration of HWWS (into regularly run community meetings and talk shows)	Multi-media Advertising (Multiple, Intense, Repetitive and Sustained)	Empower existing networks of people to HWWS (VSLA, Women groups)	<p>Celebrating Success Stories</p> <ul style="list-style-type: none"> • Display of monthly Diarrhea / ARIs trends • Share positive HWWS experiences – Money, Time and hospital visits saved • Thank HW champions
b.	Strategy	Capacity Building (Training, exposure visits & sharing BOPs)		Audience feedback	Using Cues to trigger HWWS behavior (Experiential, Visual, Audio and Tactile cues)	Maintaining HW Facilities

c.	Strategy	Motivation (T-shirts, National Recognition Certificates, PR/ Media recognition)			HWWS Jingle/Song Sing back competition (Winners get T-shirts % other freebies)	HWWS Jingle/Song Anthem before and after regular meetings
5 CHANNELS						
		<ul style="list-style-type: none"> • Radio • Newspapers • TV • Meetings • Mobile Phones 	<ul style="list-style-type: none"> • Churches/ Mosques sermons / rallies • Mobile Markets Experiential Marketing events • Radio Talk shows • LC Meetings • Funerals 	<ul style="list-style-type: none"> • Radio • Mobile Phones 	<ul style="list-style-type: none"> • Radio (talk shows, Jingle, Jingle sing back, DJ mentions, Time checks) • Doors, Walls & Mirrors - Latrine in Health centers, Schools, Bars, Churches/ Mosques & Salons • Meetings in Health Centers, Schools, women groups at Churches/ mosques, VSLAs & LC 1s • Mobile Phones 	<ul style="list-style-type: none"> • Radio Talk Show (Call-ins) • Health Centers • School assemblies • VSLAs • Meetings in Health Centers, Schools, women groups at Churches/ mosques, VSLAs & LC 1s • Mobile Phones (Jingle Call Back R Tunes, Data reporting/U-Reporting, Thank you messages from Celebrities)
6 MATERIALS						
		<ul style="list-style-type: none"> • Z-cards • Training Manual • Flip Charts • BOP videos • T-shirts • Certificates • Mobile phone content 	<ul style="list-style-type: none"> • Radio Jingle / Song • Z-cards • Radio Talk show content 	<ul style="list-style-type: none"> • Radio Adverts • Jingle audio & Lyrics print • Radio Talk show content • Radio Time Checks • DJ Mention content • Mobile phone content 	<ul style="list-style-type: none"> • Posters • Stickers • Flip Charts • Calendars • Jingle audio & Lyrics print • T-shirts • Mobile phone content 	<ul style="list-style-type: none"> • Videos • Jingle audio & Lyrics print • Radio Talk show content • BOPs (One-page reports) • Trend charts • Posters • Calendars • Mobile phone content • Community Maps



Annex Two: HAND WASHING WITH SOAP

A Behaviour Change Communications Campaign to get Parents and Care givers of Children under five and after cleaning

Campaign Theme: Wash Your Hands and Save Target: Parents & Care givers of children under five years

	PHASE 1: AWAKEN THE MEN & WOMEN DURATION: 2 MONTHS	PHASE 2: INSPIRE THEM WITH THE MISSION DURATION: 2 MONTHS	PHASE 3: ENGAGE THEM WITH THE MISSION DURATION: 2 MONTHS
PRINT			
RADIO, TV & VIDEO	TV & Radio News items	<ul style="list-style-type: none"> Radio Talk Show (talking points – TBD by secretariat) RADIO JINGLES (Wash your Hands & Save) 	<ul style="list-style-type: none"> Radio Jingle Radio Skit Adverts Radio Talk show (talking points – TBD) Radio Time Checks DJ Mentions (using Z-card)
COMMUNICATION OBJECTIVES	<ul style="list-style-type: none"> Z-cards: To equip key influencers with quick facts and talk points for HWWS Newspaper articles: Recognize influencers that are promoting HWWS and encourage others to do so TV & Radio News items: Recognize influencers that are promoting HWWS and encourage others to do so Training Manual: To ensure that the same quality of capacity is built in HWWS across Uganda through various implementing partners Flip Charts: To help the primary target audience to overcome barriers to HWWS and start practice BOP Videos: To show key influencers how other key influencers managed to score successes T-shirts: To appreciate key influencers for accepting to champion HWWS National Recognition Certificates: To give a special status to Key influencers who get 100% of their communities to HWWS 	<ul style="list-style-type: none"> Radio Talk Show: To rally communities to prioritize HWWS in order to improve child health and survival Radio Jingles: To popularize the HWWS message and make it memorable Z-cards: To equip key influencers with quick facts and talk points for HWWS 	<ul style="list-style-type: none"> Radio Jingle: To popularize the HWWS message and make it memorable Radio Skit Adverts: To emphasize the importance of HWWS for child health and survival Radio Talk Show: To rally communities to prioritize HWWS in order to improve child health and survival Radio Time Checks: To provide audio cues for HWWS at lunch time, HWWS after visiting the latrine DJ Mentions: To use celebrity power to promote HWWS Mobile Phone Content: To rally masses to HWWS
NUTS AND BOLTS (IMPLEMENTATION GUIDELINES)	<ul style="list-style-type: none"> Distribute Z-cards to influencers after attending trainings Invite print media journalists to cover advocacy meetings Invite electronic media journalists to cover advocacy meetings All guidelines in the training manual must be followed during training and every trainer must attend the Trainer of Trainers workshop and be certified as HWWS Trainer. The use of flip charts to various audiences must be well explained and understood in the trainings These must be shown during trainings and discussions held on how the successes can be adopted and localized T-shirts should only be given to Key influencers who have attended the trainings These certificates should be signed by the Minister of Health or Minister of Water & Environment and should be delivered by an official more senior than the person receiving the certificate. 	<ul style="list-style-type: none"> Radio Talk Show: Should be held during a popular talk show segment Radio Jingles: Multiple airing per day on radio Z-cards: To be used for talking points by key influencers in churches mosques, community meetings, experiential marketing events and funerals 	<ul style="list-style-type: none"> Radio Jingle: Multiple airing per day on radio Radio Skit Adverts: Should be held during popular radio time slots Radio Talk Show: Run cue for HWWS before and after the show Radio Time Checks: Have popular radio time slots and use the Z-card as a guide DJ Mentions: Use a free to send platform for DJ Mentions
MOBILE PHONE			DEVELOPING & SENDING VOICE MESSAGES TO THE TARGET AUDIENCE

SOAP (HWWS) ROUTE TO MARKET

years to consistently practise HWWS before eating, before feeding their children; after visiting the toilet; the baby's bottom.

Target Audience (Primary Target) Campaign Duration: 1 Year Phase Duration: 2 Months Rest & Review Phase: 2 weeks



MINISTRY OF HEALTH

<p>PHASE 1: GIVE THEM WITH A MESSAGE DURATION: 2 MONTHS</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">REST & REVIEW CAMPAIGN</p>	<p>PHASE 4: EMPOWER THEM WITH METHODS DURATION: 2 MONTHS</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">REST & REVIEW CAMPAIGN</p>	<p>PHASE 5: SUSTAIN THEIR BEHAVIOR WITH MIRACLES DURATION: 2 MONTHS</p>
<p>by secretariat)</p>		<ul style="list-style-type: none"> Radio Talk show (talking points – TBD by secretariat) Jingle, Lyrics 		<p>N/A</p>
<p>message and make it memorable critical times for HWWS to prioritize HWWS in order to improve child health and ues for HWWS at set times endorse HWWS and inspire listeners to HWWS on phone to join the HWWS movement</p>	<ul style="list-style-type: none"> Radio Talk show (talking points): To get community to talk about barriers of HWWS and how they have overcome them Flip-charts: To get key influencers of various groups in the target audience to start practicing HWWS using a language relevant to them. Stickers, Posters & Calendars: To act as visual reminders for HWWS Mobile Phone Content and the Jingle: To remind people who have joined the HWWS movement about HWWS at times similar to radio cues Jingle, Lyrics and T-shirts: To get the community to memorize the HWWS jingle in order for it keep the HWWS in the subconscious 	<ul style="list-style-type: none"> One Page BOP Reports: To capture success stories with brevity to encourage easy dissemination BOP Videos: To capture success stories in both audio and visual format (Not more than 5 minutes) to encourage easy dissemination and a near live experience of the success stories Trend Charts: To track the trend of diarrheal and ARI diseases as well as existence & practice of HWWS offering a simple way to link HWWS practice with the diseases and a chance to celebrate achievement of 100% HWWS coverage. Community Maps: To show who has a HWWS facility and the state it is in so that members can support the construction and maintenance of HW Facilities HWWS Jingle / Anthem lyrics: To get target audience to place a high importance on HWWS 		
<p>radio g a popular talk show segment efore feeding a baby at break time (10am), before feeding trine in the early morning DJs / presenters endorse HWWS in their own words m like U-Report to recruit Ugandans to join the HWWS</p>	<ul style="list-style-type: none"> Radio Talk show (talking points): Should be held during a popular talk show segment Flip-charts: Share generic information then go to pages relevant to the specific group meetings eg Women Groups, VSLAs, Health Centre Training meetings and at schools etc. Stickers: Should be placed on Doors to latrines, Mirrors and Walls in public places like Churches/ Mosques, Health Centers, Schools, Bars and Salons Posters: Should be placed strategically on the inside and outside Doors to public places like Churches/Mosques, Health Centers, Schools, Bars and Salons Calendars: Should be placed strategically on Walls at public places like Churches/Mosques, Health Centers, class rooms and Salons Mobile Phone Content and the Jingle: Run cue for HWWS before feeding a baby at break time (10am), before feeding at lunch time, HWWS after visiting the latrine in the early morning Jingle, Lyrics and T-shirts: 3 Callers call in and compete on who can sing the HWWS better (lyrics, tune, rhythm etc). Callers call in to vote. The winner receives a HWWS champion T-shirts 	<ul style="list-style-type: none"> One Page BOP Reports: Prepare a format to use for capturing BOPs eg. What was the state before? What was done? What are the results? What key factors make this a success? BOP Videos: Show the BOP video at all functions and at Health Centers and Local video Halls/ shacks Trend Charts: This should be done at Health centers by Health workers that have chosen to become HWWS champions for the communities that they serve. Successes should be announced to communities and celebrated with applause. Stories should be forwarded to the Hand Washing Secretariat Community Maps: Get groups like Women groups or VSLAs to draw community maps showing who has a HW Facility eg Tippy Tap and what state it is in. Get members to mobilize support for each other to maintain their facilities in good order. HWWS Jingle / Anthem lyrics: Sing HWWS anthem before and after all official district and partner functions for a year 		

AUDIENCE ENCOURAGING THEM TO WASH THEIR HANDS AT THE DIFFERENT JUNCTURES.

Hand Washing Secretariat

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