

Clean
Hands

Good
Toilet

Happy
Family!



Hygiene Promotion Guidelines & Tools

Western Pacific Sanitation Marketing & Innovation Project



LIVE&LEARN
Environmental Education



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Robert Aunger & Valerie Curtis (2016) Behaviour Centred Design: towards an applied science of behaviour change, *Health Psychology Review*, 10:4, 425-446, DOI: 10.1080/17437199.2016.1219673

Esther K. Papies (2016) Health goal priming as a situated intervention tool: how to benefit from nonconscious motivational routes to health behaviour, *Health Psychology Review*, 10:4, 408-424, DOI: 10.1080/17437199.2016.1183506

Gareth J. Hollands, Theresa M. Marteau & Paul C. Fletcher (2016) Nonconscious processes in changing health-related behaviour: a conceptual analysis and framework, *Health Psychology Review*, 10:4, 381-394, DOI: 10.1080/17437199.2015.1138093

F. Greaves, S. Yardley, & E. v. Hoek, UK REVIEWED PAPER 107: "Tearfund: The role of the church in improving access to sanitation" - presented at the 34th WEDC International Conference, Addis Ababa, Ethiopia, 2009

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Western Pacific Sanitation
Marketing & Innovation Project



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Introduction

It feels good to be clean. It feels good to live in a beautiful environment. It feels good not to get sick. Influencing health behaviour change seems like it should be simple. Present the logical evidence (information) for why changing a behaviour is worthwhile (washing hands kills germs) and the need for change should be obvious. But logic isn't the only basis for making decisions about behaviour. Each of us is a mixture of conscious and unconscious motivations, cultural preferences and habits. Logical reasons for choosing healthy habits don't always effectively reach our unconscious desires or habits.

Students working with Live & Learn discovered this in a group discussion. We had been talking about washing hands with soap. All the students were clear on how to wash their hands (the technique) and the important reasons for washing their hands with soap. But when asked if they always washed their hands when they knew they should the students were a bit embarrassed. Sometimes they didn't. We explored a few reasons, but one of the more interesting ones involved not washing their hands before eating lunch. In their school local mothers came to the school at lunch time to sell food. Most students didn't bring a packed lunch, but purchased food from the mothers. Some of the mothers were better cooks than the others. Once the lunch bell rang there was a race to be the first to buy the most tasty food before it was sold out. Students who stopped to wash their hands first would miss out.

So the students had good intentions to always wash their hands with soap at critical times, but the desire for the best-tasting food conflicted with the knowledge about washing hands to get rid of invisible germs. At this decision point hungry stomachs won the decision-making battle! The students then started talking about strategies to enable them to get the good food AND eat it with clean hands.

This manual provides guidance for Live & Learn staff to the different ways (conscious and unconscious) that we make decisions, and some specific ways we can design hygiene promotion campaigns to influence positive health behaviour change. The approaches described borrow from the fields of health psychology and social marketing, combined with traditional health education activities. The manual is produced for the Australian government funded *Western Pacific Sanitation Marketing & Innovation Program*, so the focus is on the key hygiene messages of this project: Owning an improved or new toilet, and washing hands with soap at critical times. But the theoretical approach used, and the framework for planning campaigns, can be adapted for application to any health behaviour change activity.







Changing Behaviour

How we make decisions

How many decisions do you make each day? Think about it. From when you open your eyes to awareness in the morning to when you close them and fall into unconscious sleep at night your entire day is made up of thousands of decisions.



What to eat, what to wear, where to walk, to remember to bring our phone to work, how to respond to annoying people, how to attract the attention of important people, when to check Facebook, whether to share that great video your friend posted on Facebook, whether to believe the crazy story from America you heard on the radio news, whether you should try to make an entry for a health competition you saw a poster about, should we have chicken for dinner tonight, when to wash your hands, on and on...

We like to think that for every decision we consciously weigh up the pros and cons, consider all the information, and then decide – like a special grand decision event: “I have decided that I am going to only eat banana for lunch!” Or “I have decided this meme is so funny I am going to share it to all 1000 of my Facebook friends!”

The reality is you have to eat only banana because you were too busy all day to find time to buy lunch and there are ripe bananas in the office kitchen when you were really hungry, and while you ate the banana you looked at Facebook on your phone and pushed the share button on that funny video because you want to share a laugh with your friends.

Our brains try to do as much as they can on auto-pilot, saving the special grand decision process for tricky or complex situations such as: “Should I take a loan to pay school fees?” Or “How can we buy a water tank for the house?”

Key Concepts

-  **Reactive, Motivated and Executive** are three ways for thinking about how we make decisions
-  **Priming, Proximity and Availability** are a framework for hygiene promotion campaigns that target the three categories of how people make decisions

Psychology divides how we make decisions into three categories:

1 Reactive Behaviour

Reactive behaviour is when we do something without thinking about it. Like being able to sing the words to "Happy Birthday" without thinking. Reactive behaviours can be like habits. Some habits are healthy – drinking lots of clean water. Some habits are unhealthy – drinking too much coffee.

The important thing to understand is that we do habits unconsciously. In our hygiene promotion we want to help people start healthy habits or do healthy things without even thinking about it.

Reactive

2 Motivated Behaviour

Motivated behaviour is when we choose to do something because of what we think it will do for us or give us. Mostly these motivations are sub-conscious, we don't even think about them when we make a decision. Research suggests that every motivated behaviour is caused by a combination of 15 different types of motivation.

In our hygiene promotion we want to try to understand the motivations of people as much as we can. Then we design activities that trigger these motivations and help people make a healthy decision.

Motivated

3 Executive Behaviour

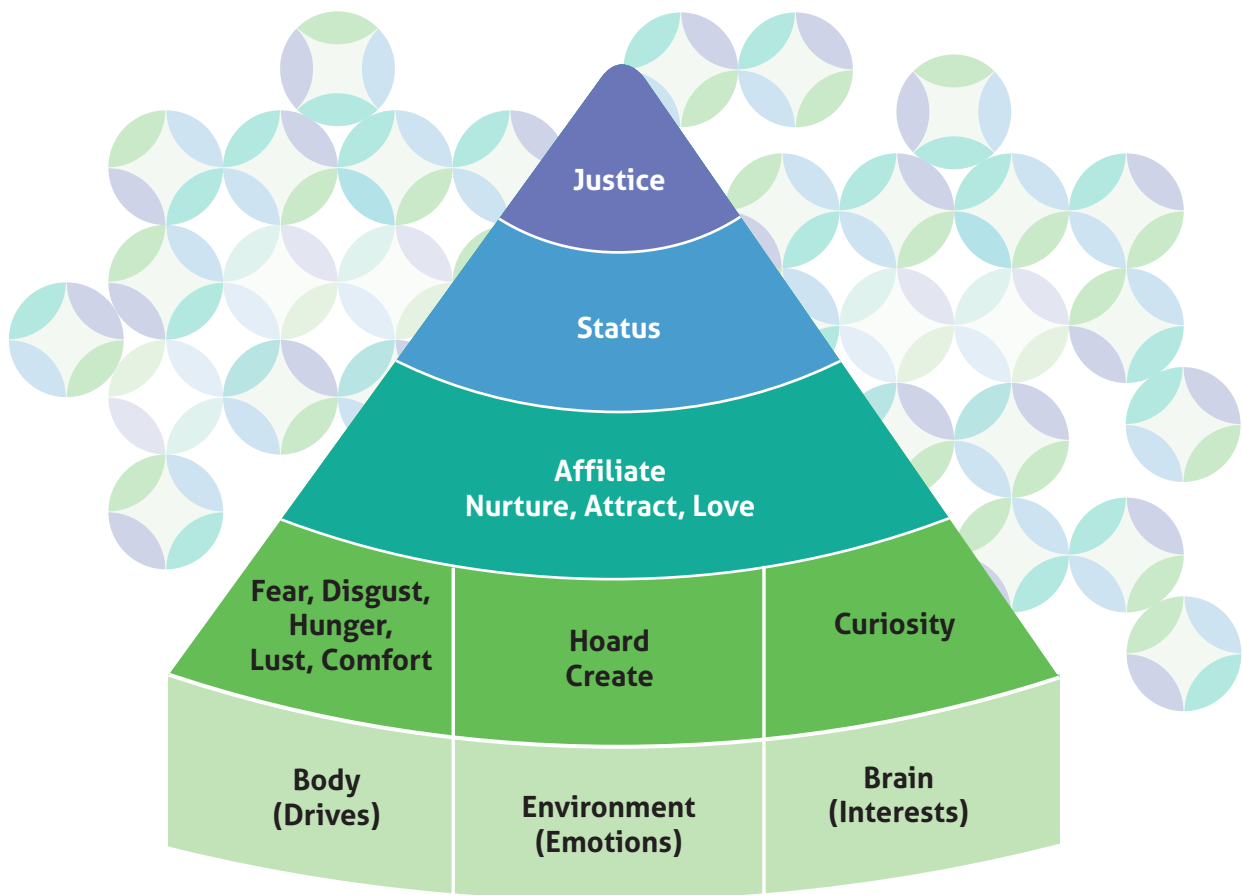
Executive behaviour is where we find "The Grand Decision Event." When we make a decision using executive behaviour we try to look into the future to check that this decision is really good for us. Traditionally most hygiene promotion has focused on executive behaviour – an example is by explaining how germs can make people sick in the future. Then people will decide to wash their hands now to prevent getting sick in the future.

Executive



Hygiene promotion that focuses executive decision-making alone doesn't always work that well. How many of us drink too much coffee, eat too much chocolate and don't get enough exercise?

A better approach is to design hygiene promotion campaigns that have activities targeting all three categories of decision-making: **Reactive**, **Motivated** and **Executive**.



Source: Robert Aunger and Valerie Curtis (2016)

Influencing decision-making

Now we understand how decisions are made, and that many decisions are made without thinking too much about them at all. So can we influence decision-making in our hygiene promotion activities? Yes, there are many ways to influence decisions.

In our hygiene promotion approach we are borrowing some tricks from marketing and psychology to activate changes in behaviour in the sub-conscious reactive and motivated decision-making processes. Meet your new friends: **Priming**, **Proximity**, and **Availability**.

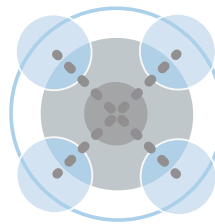
Priming

When we walk past a bakery and smell bread fresh from the oven what happens? We feel hungry. When we hear a song in a minor key we feel sad or quiet. When we hear a song in a major key we feel happy. Research has proven that when we see the colour blue we feel relaxed, and when we see the colour orange we feel energetic. These are all examples of a concept called Priming. Priming is using words, colour, pictures, sounds and smell to influence the sub-conscious thinking of others. Advertisers rely on it to get more people to like and buy their products!



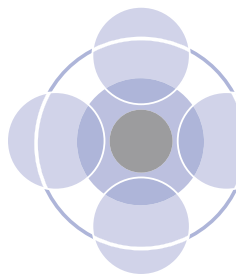
Proximity

Proximity means how close or easy it is to get a product or information. It is easier to make hand-washing with soap a habit if water and soap are close by. It is easier to make the decisions to improve the family toilet, or buy a new one, if there is a sanitation enterprise nearby. In one of the schools that partner with Live & Learn the children were motivated to wash their hands and understood why it was important, but the school only had two taps for nearly 1000 students. So sometimes students at the far end of the campus didn't wash their hands because of poor proximity.



Availability

Availability is having access to a variety of options. We all have different needs and likes, so we all like to have options to choose. When shopping at the market for food we like to be able to choose between different kinds of food. When buying clothes we need to be able to have clothes that fit us and are comfortable, so clothing is sold in different sizes and shapes. It is the same for sanitation. Each family will have a different set of needs. One family will be caring for an elderly grandfather who can't walk easily. Another family may have teenage daughters who feel unsafe using a toilet a long way from the house. Another family may only earn a small income from selling at the roadside market, while their neighbour has a salaried job at the docks. Availability in our hygiene promotion campaigns means understanding the potential options people will need to access to choose to change their hygiene or sanitation behaviour, and making sure these options are available. Availability is where our hygiene promotion campaigns must plan the closest links to the community-based sanitation enterprises.



It is easier to meet these three friends in practice through a story.





Jasper and Priming

Priming

Jasper is walking down the road. He sees that poster again, the photo of the big hand covered in soap bubbles. It seems to be everywhere in town – in the supermarket, on the school notice board, on the side of the public mini-buses crossing the city, even on the door of his church.

Last week one of the church elders stood up the front with a big poster of a hand covered in soap bubbles and gave a short talk about how God says our bodies are a temple and we should look after the temple by keeping it clean and washing our hands.

Jasper keeps on walking, humming a song to himself. It's a new song that is getting played a lot on the radio, written by a local musician.

It really is an ear worm – he heard it once and now can't stop humming "*Sapos yu wantim wan hapi famili...*" He reaches the local shop. At the door a youth hands him a flyer, "Everyone is always pushing something" Jasper mutters, taking it to be polite.

He looks at it quickly, a picture of that big soapy hand again, this time with information about the benefits of a new local community social enterprise soap and toilet paper brand called TopWan.

Jasper reads it quickly, "Great name!" he thinks, shoving the flyer into his pocket.



Jasper doesn't know it, but he is now primed as part of a campaign to promote hand-washing with soap. Priming is how we put ideas into brains without people really knowing. Advertising does it all the time! So how is Jasper being primed?



His reactive mind is primed through the placement of posters in many public places, and the regular playing of the hygiene promotion song on the radio.



His motivated mind is primed through the hand-washing talk at church (motivations of nurture and status).



His executive mind is primed by the flyer with information received at the supermarket.





Jasper and Proximity

Jasper was sent to the supermarket by his wife to get oil, flour, salt and tinned meat - but he likes the break from the kids, so he wanders the aisles to enjoy some free AC before the hot walk home.

He stops in the personal hygiene section, looking at the men's deodorant, wondering if any particular brand would help him smell nicer and make his wife more friendly. At the end of the aisle is a display of toilet paper.

"We are always running out of TP," he mutters, and puts a pack into his basket and goes back to contemplating the deodorant. It's a pack of TopWan toilet paper. Jasper doesn't notice, but there is a soap promotion too, and attached to the pack of toilet paper is a complimentary box of TopWan soap.

Back home Jasper hands over the bags of shopping to his wife. She notices the TopWan toilet paper immediately and picks it up.

"What's this?" she asks sharply, and then she notices the complimentary soap. "Good one Jasper, we can use some more soap to go with the kit I got today," she says. During the day members of a new community organisation in the area had come to their house and given out a hand-washing kit – a good-sized plastic container, a bar of soap and some colourful information flyers that she read while waiting for Jasper.

She gets Jasper to fetch some water for the bowl, and puts the soap next to it on the kitchen table, humming to herself "Sapos yu wantim wan hapi familil..." The TopWan soap has a great smell, Jasper thinks it smells better than any of the deodorants he has been looking at.

Proximity means how close or easy it is to get information or things. Jasper and his wife are benefiting from proximity to soap and water to promote hand-washing. How?



- ✓ Jasper's reactive mind can easily get into the habit of purchasing TopWan soap because it is available for sale in local supermarkets and shops.
- ✓ Jasper's motivated mind likes to smell nice for his wife (motivations of love, attraction), so TopWan promotes sweet-smelling soap with the toilet paper so it is easy for Jasper to purchase both.
- ✓ Every family in the community receives a simple hand-washing kit of bucket, soap and information flyers talking about hand-washing, this targets Jasper and his wife's executive mind as they have easy access to washing their hands using the bucket, and information about the health benefits on the flyers.





Jasper and Availability

The next day is Sunday. Jasper and his family are finding the hand-washing kit really useful, they have been washing their hands, and also their faces.

They are ready for church much more quickly than normal. They reach church as the bells are ringing and sit down for the preliminary announcements. There is another presentation about hand-washing with soap.

This is followed by an announcement that a new community sanitation organisation has built some new toilets with hand-washing stations at the side of the church, and everyone should wash their hands before eating the shared lunch that day.

Later on Sunday afternoon one of Jasper's old school friends wanders over for a chat. He accepts a drink and settles down to tell Jasper about the new community enterprise he has joined. They will be selling soap, toilet paper, hand-washing stations, and different types of toilets. Jasper points to the TopWan toilet paper and soap and his friend is suddenly very excited. "That's our brand!" He says.

Jasper comments on how much he likes the smell. He decides he will always use TopWan soap from now on.

Jasper is benefiting from availability to different options for practicing hand-washing with soap. How?



- ✓ *His reactive mind is targeted by making it a habit to have soap and hand-washing facilities available and promoted at church.*
- ✓ *His reactive mind is targeted by making it a habit to have soap and hand-washing facilities available at home.*
- ✓ *His motivated mind (status, privacy, cleanliness) and his executive mind (improving health, better sanitation) are targeted by having the community sanitation enterprise sell affordable, quality soap and toilet paper, and also different types of hand-washing stations and toilets with accessibly payment options (savings clubs, lay-buy, etc).*

So, to sum up:

We apply what we know about Reactive, Motivated and Executive decision-making to designing hygiene promotion activities within the framework of **Priming, Proximity and Availability**.

This is our approach for designing and implementing our hygiene promotion campaigns.

The next chapter will show you how to plan a campaign.







2

Campaign Planning

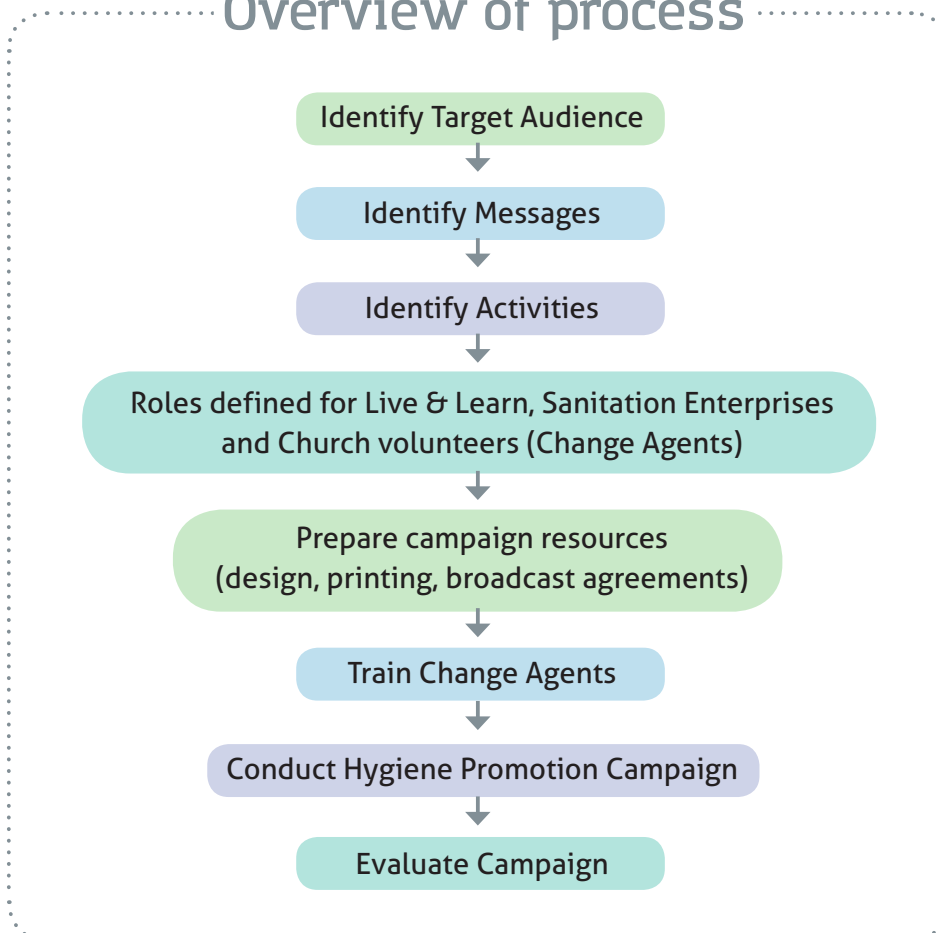
Our Key Messages

The approach we have just learned can be used for designing many types of hygiene promotion campaigns. This manual is about planning and implementing hygiene promotion campaigns that focus on two key messages:

- Promoting washing hands with soap at important times (especially after using the toilet)
- Creating demand for sanitation (improving or buying a toilet)



Overview of process



Working with Change Agents - Summary

Our hygiene promotion campaigns involve what we call “Change Agents” – this just means Live & Learn staff don’t do everything on a campaign, but work together with volunteers from local churches, local community health workers, and the staff of the sanitation enterprises.

Involving Church Volunteers

Churches are often one of the central hubs in a community. This can provide those within churches an important opportunity to be involved in a positive way in supporting improved sanitation and hygiene. Section 3 of this manual contains a guide for a one-day training of church volunteers in hygiene promotion activities, and includes specific campaign activities volunteers can do in church congregations that target reactive and motivational decision-making. Some sanitation enterprise staff may also be involved in church volunteer work, so linking into this network is important when planning the hygiene promotion campaign.

Involving the Sanitation Enterprises

Helping people decide to improve their toilet, or purchase a new one, is one of the key messages of the hygiene promotion campaigns. All campaign activities about this should point people to the sanitation enterprises as the source of toilet improvement or a new toilet. The hygiene promotion campaigns should be linked to any sanitation marketing or sales campaigns that the sanitation enterprise is conducting. The sanitation enterprise staff may be involved in some of the hygiene promotion campaign activities, but they probably won’t have the time to conduct all the activities themselves. This is where Live & Learn should be involved.

The role of Live & Learn staff

Live & Learn staff will do many things during the hygiene promotion campaigns, especially the overall planning of the campaign (using the templates in this guide). The Live & Learn staff will also conduct many of the campaign priming activities that involve working with local newspapers and radio, promotions through SMS and Facebook, and organising hygiene promotion competitions, and training church volunteers. But from the planning stage through to implementation the sanitation enterprise staff need to feel included, informed and comfortable to contribute.

Hygiene Promotion Campaign Planning

On the following page is a sample plan for a hygiene promotion campaign with the goal of “Increasing hand-washing with soap.” The plan is divided into the three categories of Reactive, Motivated and Executive. The plan also includes priming, proximity and availability activities that include our community change agents and the community-based sanitation enterprises (see Section 3 for more information on these two groups).

The plan includes real examples from the Vanuatu Live & Learn office, taken from their recent successful hygiene promotion competition. They are also based on the information we have from the market research in each pilot community. Following the sample plan is a step-by-step process to help you write your own hygiene promotion campaign.

Increase
hand-washing
with soap



Owning a
toilet



GOAL : Increase hand-washing with soap.

REACTIVE

Priming:

- Wide distribution of posters and cards of Happy Family illustration, and soapy hand kids
- Repeated airplay of Happy Families song on radio in Vanuatu
- Repeated playing of Happy Families song by CBSE at Sanitation Parks
- Presentations given at church

Proximity:

- Distribution of simple hand-washing station (bucket and soap) to all families.
- CBSE install low tech hand-washing stations at public places - church buildings, road-side market, etc. Based on UNICEF model or tippy taps. CBSE or volunteers to monitor and maintain.

MOTIVATED

Priming:

- Wide distribution of posters and cards of Happy Family and soapy kids photo
- Posters from Vanuatu Mamma's video, with caption about parents who wash their hands have healthy children
- Repeated airplay of Happy Families song on radio, etc
- Next HP competition - include high status prizes from sponsors

Proximity:

- Include with hand-washing kit and soap a card or brochure with hand-washing instructions illustrated by photos of happy healthy parents and child (or competition drawing). Link to tagline from Happy Families song.

EXECUTIVE

Priming:

- L&L hygiene promotion information brochures given to all households in target village
- Presentations given at church by trained volunteers

Proximity:

- Include with hand-washing kit one of L&L's brochures from PHAST tools, or High 5 for Hygiene
- Provide materials and training to community nurse or church volunteers to make hygiene presentations door-to-door or at public gatherings.

Availability:

- CBSE sells affordable soap door-to-door
- CBSE provides a package of soap to any new members
- CBSE sells affordable hand-washing stations (different models, basic to fancy)
- CBSE includes a hand-washing station with all toilets sold
- CBSE soap is attractive - packaging looks nice (TopWan Branding), smell is good
- CBSE includes working models of different types of hand-washing stations at sanitation park
- Hand-washing facilities are included in any family saving group schemes set up to make sanitation more affordable



Planning for Priming, Proximity & Availability

Priming is how we put ideas into brains without people really knowing. Priming is powerful when it is simple, so expect to do a lot of thinking and talking before you finalise your priming activities. You need to be able to explain the reason you chose a certain picture, song or slogan and how you believe it will prime your targeted audience and plant the seed of an idea there without them even thinking about it! To build a priming plan for a hygiene promotion campaign we work through the following questions:

Planning for Priming (Reactive Thinking)

? QUESTIONS TO ASK

- Who is our target audience (mothers, fathers, families, children)?
- What good habit do we want to start or support?
- What idea or message do we want people to experience?
- What media do people use? What radio station? Which newspaper do they read? What TV programs do they watch? How many have mobile phones, and what company are they with? How many use Facebook or other social media?
- How do your target audience move through the community (walking, bus)?
- Where do your target audience go in a typical week (supermarket, roadside market, school, workplace, church, health centre, government office, etc)?

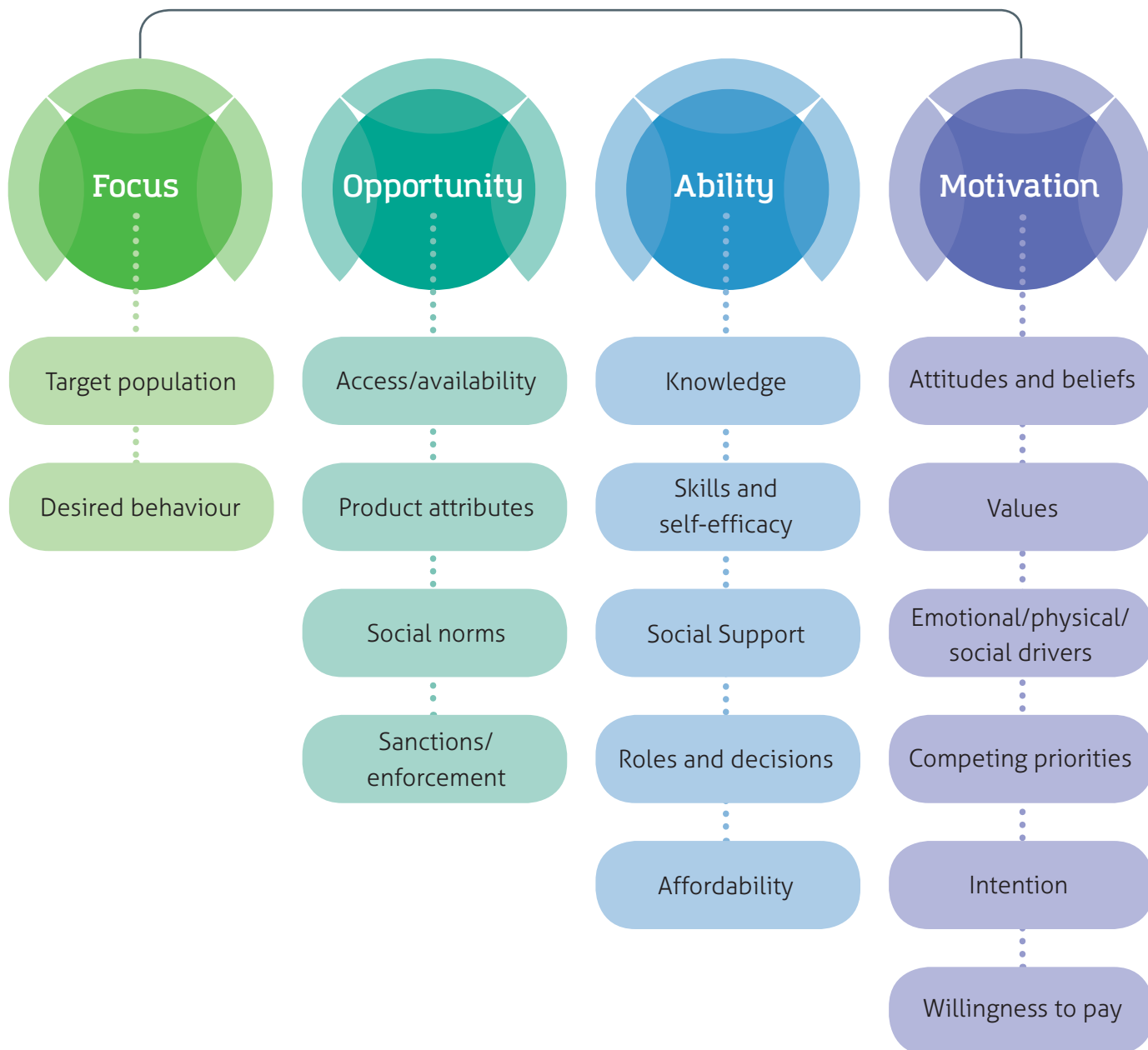
Sources of information

We can find information to help us answer these questions in the following documents that we already produce as part of our project monitoring:

- Business Canvas or Plan and Market Research done for the pilot communities at the beginning of the project (and for any scale-up communities)
- Sanitation Product Promotion Plans done for each pilot community-based sanitation enterprise
- Annual WASH Rapid Household Survey Analysis Spreadsheet
- Annual Semi-structured Household Interviews Analysis Spreadsheet
- Annual Sanitation Situation Analysis Report (including RHSA, SSHI, Community Key Informant Interviews, WASH Walk, Ladder of WASH, Ladder of Participation)
- Focus group discussions and community mapping.

A very important source of information for our planning is the Annual Sanitation Situation Analysis Report currently done each year as part of our project monitoring. This report uses the SANIFOAM framework. This framework links in well with the hygiene promotion approach we are using, and will save you a lot of time in gathering information to answer questions about reactive and motivated thinking.

SANIFOAM FRAMEWORK



Planning for Priming (Motivated Thinking)



QUESTIONS TO ASK

- What motivations do the target audience have about the key messages?
- What idea or message can build on these motivations?
- What media do people use? Radio? Newspaper? TV? SMS? Posters? Facebook?
- What change agents influence motivated thinking? (Church leaders, community leaders?)

Sources of information

We can find information to help us answer these questions in the following documents that we already produce as part of our project monitoring:

- Business Canvas or Plan and Market Research done for the pilot communities at the beginning of the project
- Sanitation Product Promotion Plans done for each pilot community-based sanitation enterprise
- Annual WASH Rapid Household Survey Analysis Spreadsheet
- Annual Semi-structured Household Interviews Analysis Spreadsheet
- Annual Sanitation Situation Analysis Report (including RHSA, SSHI, Community Key Informant Interviews, WASH Walk, Ladder of WASH, Ladder of Participation)
- Annual Gender and Social Inclusion discussions
- Specific focus group discussions with the target audience about motivations



Planning for Priming (Executive Thinking)



QUESTIONS TO ASK

- What information is it important for the target audience to know about the key messages (germs, sanitation, hand-washing technique, disposal of children's poo, etc)?
- What are the literacy levels of the target audience (can you use written information materials)?
- Who does the target audience trust in the community to share credible information and knowledge (church leaders, chiefs, health workers, teachers)?
- How does the target audience usually get new information (community meetings, noticeboard, church announcements, flyers, posters)?

Sources of information

We can find information to help us answer these questions in the following documents that we already produce as part of our project monitoring:

- Business Canvas or Plan and Market Research done for the pilot communities at the beginning of the project
- Sanitation Product Promotion Plans done for each pilot community-based sanitation enterprise
- Annual Sanitation Situation Analysis Report
- Specific focus group discussion about pathways of new information in the community



Planning for Proximity

Proximity means how close or easy it is to get information or things. Influencing change in our key message areas of improving or owning a toilet and washing hands with soap will be more successful if it is easy to get information about toilets and hand-washing, and good toilet and hand-washing facilities are close-by. Use the following table to plan the proximity activities of your hygiene promotion campaign.

THINKING TYPE	QUESTIONS
Reactive Thinking	? What can L&L and the sanitation enterprise do to make having toilets or hand-washing facilities close-by?
Motivated Thinking	? What messages will L&L and the sanitation enterprise display at every toilet and handwashing station to help motivate users? What other motivational materials need to be produced?
Executive Thinking	? What information is it important for the target audience to know about toilets and hand-washing (where public hand-washing facilities are, how to make tippy-taps, where public toilets are, etc)?



Planning for Availability

Availability means having access to different options that meet our needs. Our target audience needs different options available for toilet or hand-washing facilities that meet their circumstances, such as affordability, housing situation, safety for women, etc. The Availability part of our hygiene promotion campaigns is where the strongest links are with the products and services of the community-based sanitation enterprises.

THINKING TYPE	QUESTIONS
Reactive Thinking	<ul style="list-style-type: none">? What does the sanitation enterprise need to do and say to become the first place the target audience thinks to ask when they have a question about sanitation and hand-washing?
Motivated Thinking	<ul style="list-style-type: none">? How does the sanitation enterprise ensure its products are affordable for different types of customers (savings plans, lay by, purchasing only certain components)?? How do sanitation enterprise staff talk about the different ways to improve or get a toilet or hand-washing station (and are they linking their sales talks to the motivations of their customers)?
Executive Thinking	<ul style="list-style-type: none">? What information is it important for the target audience to know about the toilets and hand-washing stations that are sold by the sanitation enterprises?? Do clients know how to improve, operate and maintain their existing toilets?

The questions given for priming, proximity and availability are just to start your thinking about how to use these concepts in planning your hygiene promotion campaigns. The most important thing you can do is be creative and work with the sanitation enterprises and volunteers to plan campaigns that are locally relevant and interesting for the communities where the sanitation enterprises are doing business.

Here are two templates to use for your planning – get some key people together and draw them onto a whiteboard, blackboard or flipchart paper and start planning!



CAMPAIGN TEMPLATE

GOAL:

REACTIVE

What is the habit you want?

Priming:

- List specific publications (posters, billboards, etc) and costs
- List any radio, TV, SMS, Facebook promotions and costs
- List church presentations and costs
- List CBSE activities



Proximity:

- List specific activities of CBSE to make hand-washing or improved toilets a feasible option to the target audience, and costs



MOTIVATED

What motivations are you targeting?

Priming:

- List specific publications and costs
- Hygiene Promotion competition budget



Proximity:

- List specific activities of L&L Hygiene Officer and costs
- List CBSE activities and costs
- List Church volunteer activities and costs



EXECUTIVE

What hygiene information do you want to share?

Priming:

- List L&L Hygiene Promotion Officer presentations and costs
- List church change agent presentations and costs



Proximity:

- List training for Change Agents and training materials and costs



Availability:

List different ways CBSE can improve availability of hand-washing and toilet access in target communities (link in with CBSE business and promotion plans)

NOTES

REACTIVE

What is the habit you want?

Priming:

●



Proximity:

●



MOTIVATED

What motivations are you targeting?

Priming:

●



Proximity:

●



EXECUTIVE

What hygiene information do you want to share?

Priming:

●



Proximity:

●



Availability:



Monitoring & Measurement




When doing the hygiene promotion plans you should also include how you are going to check on the impact of the hygiene promotion campaign activities. The first step is to define what you are going to use to measure the success of the hygiene promotion campaign activities. These things are called “Indicators.”


We can use three different types of indicators:

 **Direct indicators** – data sources that demonstrate a change in behaviour:

- Measure behavioural change via access (presence of hand-washing facilities in homes, and outside toilets)
- Measure behavioural change via observation (people washing their hands with soap)
- Toilet sales following the campaign
- Increase in enquiries to community-based sanitation enterprises about toilet construction.

 **Intermediary indicators** – data sources that demonstrate potential changes in knowledge, beliefs or attitude to behaviour change:

- Measuring changes in awareness, knowledge, beliefs, and attitudes
- Media analysis – (how many news articles? How much radio airplay? Quality of coverage, etc)
- Stakeholder analysis – looking at the views of people delivering work on the ground.

 **Indirect indicators** – these may not be a direct objective or cause of your campaign, but they could be relevant to the key messages of the hygiene campaign.

- Looking at indirect sales data. For example, has there been an increase in sales of soap and toilet paper by the sanitation enterprise or local trade stores?
- Affect on opinion formers/leaders, has their attitude changed towards sanitation and hygiene?

Some of the main ways to collect data are:

- Media Analysis, how much coverage did the campaign get and was it positive or negative
- Document analysis, reviews of printed material, policy documents records etc.
- Surveys
- In-depth, face-to-face interviews
- Case studies, including informal interviews and anecdotal remarks
- Observation (e.g., buying behaviour in a trade store, hand washing behaviour)
- Focus Groups
- Records reviews (e.g., requests for materials, visits to sanitation parks, etc.)
- Collecting stories and experiences
- Video, audio, photographic, art records and visual and document analysis
- Observational studies, watching listening to what people are doing and saying.

Each activity in your hygiene promotion plan should also have a measurement process so you can learn how effective the activity was. Here is simple monitoring plan format with some examples:





Sample Monitoring Plan

Priming Activities

Campaign Activities	Monitoring Activity	When? Who will do it? How will the data be used?
<p>Specific publications (posters, billboards, etc)</p>	<ul style="list-style-type: none"> • Number of posters displayed, with evidence of the number of people to see them (foot traffic, passing buses, etc) (Reactive Thinking) • Focus Group Discussion with representatives of target audience on perception of publication messages (Motivated Thinking) 	<ul style="list-style-type: none"> • Data compiled at the end of the campaign by the HP Officer. • Data included in Monthly Reports and in MAERL Situation Analysis reports • Situation Analysis reports and HP Campaign reports used to improve next campaign
<p>Radio, TV, SMS, Facebook promotions</p>	<ul style="list-style-type: none"> • Number of newspaper articles published • Number of minutes/hours of radio airplay • Number of SMS sent, and number of recipients • Focus Group Discussion with representative of target audience about awareness of the campaign message (reactive thinking) 	<ul style="list-style-type: none"> • Data tracked during the campaign and compiled at the end of the campaign by the HP Officer. • Data included in Monthly Reports and in MAERL Situation Analysis reports • Situation Analysis reports and HP Campaign reports used to improve next campaign
<p>Change Agent presentations</p>	<ul style="list-style-type: none"> • Interviews with church volunteers • Numbers of participants in church hygiene sessions • Survey on increased presence of hand-washing facilities in homes of church members (photographs) • Record presence of hygiene messages in community (church, health centre, school). Increase? (Reactive and Motivated thinking) • Pre and post campaign focus group discussions with target audience on hygiene knowledge (executive thinking) 	<ul style="list-style-type: none"> • Data compiled at the beginning and end of the campaign by the HP Officer. • Interviews and focus group discussions held at the end of the campaign by HP Officer • Data included in Monthly Reports and in MAERL Situation Analysis reports • Situation Analysis reports and HP Campaign reports used to improve next campaign



Proximity Activities

Campaign Activities	Monitoring Activity	When? Who will do it? How will the data be used?
CBSE activities to promote hand-washing or improved toilets	<ul style="list-style-type: none">• Record any increase in presence of hand-washing facilities in homes (photographs)• Record any increase in CBSE sales of soap and toilet paper	<ul style="list-style-type: none">• Data taken from sales records of CBSE at the beginning and at the end of the campaign• Data included in Monthly Reports and in MAERL Situation Analysis reports

Availability Activities

Campaign Activities	Monitoring Activity	When? Who will do it? How will the data be used?
CBSE toilet products available for sale	<ul style="list-style-type: none">• Increase in enquiries and sales for soap and hand-washing facilities• Increase in clients receiving toilet improvement services	<ul style="list-style-type: none">• Data taken from sales records of CBSE at the beginning and at the end of the campaign• Data included in Monthly Reports and in MAERL Situation Analysis reports









Working with Change Agents

Our hygiene promotion campaigns involve what we call “Change Agents” – this just means that Live & Learn staff don’t do everything on a campaign, but that key activities are delivered through others in the community.

Our change agents are volunteers from local churches, local community health workers, and the staff of the sanitation enterprises.

The information in this section will help you learn about:

- Involving the staff of the sanitation enterprises
- Working with church volunteers
- Useful Live & Learn hygiene education resources.

Health Promotion Change Agent Summary for our project:

Country	Sanitation Enterprise (CBSE)	Church Leaders and Members	Other
PNG	YES	YES	Local Level Government health workers
Vanuatu	YES	YES	Community health workers
Solomon Is	YES	YES	NO
Fiji	YES	NO	Health Inspectors; Community Nurses



Involving the Sanitation Enterprises



The sample hygiene promotion campaign shared earlier included the sanitation enterprises for different campaign activities. The Sanitation Enterprises need to be involved in the planning and implementation of each hygiene promotion campaign, because it is through the sanitation enterprises that we can achieve one of our key messages – increasing demand for sanitation (improving or owning a toilet).

The Live & Learn Hygiene Promotion officer may do many things during the campaign, but from the planning stage through to implementation the sanitation enterprise needs to feel included, informed, and comfortable to contribute.

So here are ways to ensure that the sanitation enterprises are included:

Hygiene promotion campaigns should be planned using the Sanitation Product Promotion Plan as one of the important information sources. You will most likely find that there is an overlap between the activities in the Sanitation Product Promotion Plan and the Hygiene Promotion campaign.

The sanitation enterprise staff will have received training in marketing their products. This training will include how to talk to potential customers about why they should improve their toilets, what to say when making a sales pitch about selling a toilet, how to help a customer decide what kind of toilet they should buy, and how to talk about the different payment plans or purchase options available.

These things are very important in the “Availability” section of a hygiene promotion campaign plan. So any useful marketing and promotions material that the sanitation enterprise develops should be built into the hygiene promotion plan at the appropriate level (usually “Proximity” or “Availability” levels).

All branding for the hygiene promotion activities should be about the sanitation enterprise. Live & Learn logos and slogans need to disappear! This is because we want the target audience (the community and potential customers) to immediately think about the sanitation enterprise when they have a question about toilets or hand-washing with soap.



Working with church volunteers



Churches are often one of the central hubs in a community. This can provide those within churches an important opportunity to be involved in a positive way in supporting improved sanitation and hygiene – particularly toilet use and hand washing.

The organisation TEAR FUND proposed documenting the various roles church communities serve in sanitation and hygiene programs in the following way:

- 🌐 **Messenger** sharing information as part of hygiene promotion campaigns
- 🌐 **Demonstrator** owning a toilet and using hand washing facilities at home
- 🌐 **Implementer** helping build or improve toilets and hand-washing facilities, or with savings groups to help families afford to buy a toilet
- 🌐 **Advocate** promoting the benefits of improved toilets and washing hands to leaders and others on behalf of the community
- 🌐 **Guardian** assisting in the operations and maintenance of toilets and hand-washing facilities when they are established.

Source: "Keeping Communities Clean" TEAR FUND 2009

These roles fit well within the decision-making framework we are targeting in this manual. When a church member is a demonstrator they contribute to reactive decision-making by normalising the ownership of toilets and hand-washing facilities for families in the community.

When a church volunteer serves as a messenger through delivering some of Live & Learn's hygiene promotion activities they contribute to motivated and executive decision making.

When a church volunteer serves as an implementer (perhaps as a sanitation enterprise staff member or on a community WASH Committee) they contribute to motivated decision-making by sanitation enterprise clients.

When a church member advocates for better sanitation in the community, or serves as a guardian through maintaining toilets at the community school, sports field or church then they contribute to the executive decision-making processes in the community about sanitation and hygiene.



One Day Church Hygiene Messenger Training Outline

Here is a suggested one-day training plan for Church volunteers in a Hygiene Promotion Campaign. The training activities introduce the church volunteers to the sanitation enterprise operation, works with them to discuss the two key messages of the campaign, and gives them a set of tools they can implement as part of the hygiene promotion campaign.

Remember that our change agents in the churches are volunteers, so we can't expect them to devote all their time to a campaign. So during the training they should be given a copy of all the activities they can implement, and then be given a chance to choose the ones they are most interested in implementing. It is also important to make sure every church volunteer is familiar with all the hygiene promotion activities we have, as volunteers can get very enthusiastic so it is easier to keep them focused on sharing the key messages if they have plenty of tailored activities they can implement.

Training Activities

- Introductory Story – “Pr Bob” tell this story to participants
- Overview of Community-based Sanitation Enterprise in community
- Overview of two key messages of Hygiene Promotion Campaign
 - Toilet ownership
 - Hand-washing with soap
- Introduction to roles church volunteers can have in hygiene promotion campaigns (messenger, demonstrator, implementator, etc)
- Practice in different types of tools church volunteers can use
- Writing a hygiene promotion plan for church volunteers

Preparations for the Training

1. Book a suitable venue
2. Prepare summary of key posters or slides
3. Print an A4 colour copy of the Church Hygiene Promotion Messenger and Advocate tools for each participant
4. Print A4 copies of suitable activities from Live & Learn hygiene education flip charts
5. Arrange logistics (refreshments, stationary, etc)



Introductory Story

Bob was the pastor of the local church on a beautiful island in the South Pacific. The area where the church was located was tucked into the side of a hill. For a long time it had been part of a very remote area, but in the last few years the town nearby had gotten bigger and bigger as people moved in from rural areas, until the area around the church and right down near the beach was almost all full of houses. There was a school just down the road and Pastor Bob made sure that each week he went down and visited the students and staff at the school. It was a local, community-run school that everyone in the area had worked hard to support and build. Lots of children enjoyed going to school there.

One week when Pastor Bob was arriving at the school for his weekly visit, one of the teachers, Sue called out to him. "Good morning," she said. "I just wanted to let you know about a very exciting thing we have happening at school. It looks like we might be able to join a program that will help us getting toilets for the school. There will be a meeting about it today. I'm sorry about the late notice, but it would be great if you could come."

Pastor Bob was always glad to be involved with things at school. Especially things that would make life easier and safer for the students

and staff who worked so hard. He had always worried that the students needed to go into the bush to go to the toilet, but he wasn't sure of other options. The meeting was at 3:30, straight after classes finished, and Pastor Bob was happy to go.

Pr Bob knew that the church members could help spread the message about the importance of washing hands, and even be able to buy their own toilets.

As Pr Bob came around the corner of the building Sam kicked a soccer ball towards Pr Bob, who kicked it back. "Hey there Sam, how are you doing today?" "Not bad," said Sam. He smiled as Pr Bob and he kicked the ball a few more times. "Have you heard what's on this afternoon? Miss Sue told us this morning that there are some people coming to talk to us. She said we are going to play some games...I hope you can come play the games with us," Sam asked hopefully.

That afternoon Pr Bob could be seen playing a very interesting assortment of games. They weren't the ball games that he would normally be found playing with Sam. One of the games was a hand washing game. Another was a relay race where the children all had to show the different parts to washing their hands. He wondered if the people who were helping Miss Sue were the ones that would be at the meeting this afternoon. He arrived at the meeting just in time to help Sue arrange the tables and chairs for the meeting. "How did

today go?" he asked her. She smiled. "It went amazingly well. The people who ran the games came and spoke with the classes about the projects they are running and did some very cool activities with them. The kids loved the puzzles and stickers and I'm hoping that they will tell their families all about what they have learnt too."

Three people arrived and Sue introduced them to Pr Bob as Mark and Liz from TopWan Sanitation Enterprise and another staff member from an NGO called Live & Learn. They spent the rest of the meeting discussing how TopWan enterprise was formed by some people in the local community, and how it was going to sell and build affordable toilets in the community. Not only did they discuss the options for the school, but also for the church.

After the meeting Sue invited Pr Bob to come tomorrow to learn how to build a tippy tap. He had seen one before, but was looking forward to learning how to make one.

Pr Bob smiled to himself as he walked home after the meeting. He was so glad he had been able to be at the meeting today. He had a good feeling that the church members would be very interested in getting a toilet and tippy tap for church. He also knew that the church members could help spread the messages about the importance of washing hands, and even be able to buy their own toilets.

It would inspire others to be able to decide to get their own toilet. He would make sure that the church had posters to put up about hand washing and stickers for the kids.



Overview of Community-based Sanitation Enterprise

Live & Learn has been working with some people in your community to help them establish community-based sanitation enterprises. These are small businesses that will sell different types of toilets, and other sanitation products, like toilet paper, soap, etc. The sanitation enterprises are going to sell affordable toilet models, and help provide advice and promote better hygiene and sanitation in your community.

The facilitator should introduce someone from the CBSE here to talk about the work the enterprise is doing.

We think that the church members are a good source of support for the community-based sanitation enterprise in your community, as you can help spread the word about the importance of every family having a safe, clean toilet, and everyone in the community being able to wash their hands with soap after using the toilet.

Overview of Key Hygiene Messages

The community-based sanitation enterprise is working with Live & Learn on hygiene promotion campaigns to bring change in two important hygiene areas in your community:






1 Promoting washing hands with soap at important times (especially after using the toilet)

2 Creating demand for sanitation (owning or improving a toilet)



Overview of roles Church Volunteers have in Hygiene and Sanitation Promotion

There are five types of ways church communities serve in sanitation and hygiene programs:

-  **Messenger** sharing information as part of hygiene promotion campaigns
-  **Demonstrator** owning a safe toilet and using hand washing facilities at home
-  **Implementer** helping build toilets and hand-washing facilities, or with savings groups to help families afford to buy a toilet
-  **Advocate** promoting the benefits of owning or improving toilets and washing hands to leaders and others on behalf of the community
-  **Guardian** assisting in the operations and maintenance of toilets and hand-washing facilities when they are established.

The facilitator shares the five types and their definitions – on blackboard or flipchart paper. Then the training participants should be divided into smaller groups where they can brainstorm ideas for how their church can get involved in hygiene promotion through the five different types of roles.

Suggestions for how church members can be involved in the hygiene promotion campaigns to promote owning a toilet from the sanitation enterprise and washing hands with soap are given in the table below. Only share these suggestions when the groups all report back to the main group.

Messenger	Demonstrator	Implementer	Advocate	Guardian
<ul style="list-style-type: none"> ● Facilitate discussions at church and in the community using the Live & Learn PHAST activities ● Conduct hygiene and sanitation focused studies at church or with families ● Share hygiene and sanitation messages through children's stories 	<ul style="list-style-type: none"> ● Purchase or improve toilets as first customers of the community-based sanitation enterprise ● Demonstrate hand-washing at home 	<ul style="list-style-type: none"> ● Serve as a CBSE staff member ● Facilitate savings groups for families to afford to purchase toilets ● Assist with construction of community sanitation facilities 	<ul style="list-style-type: none"> ● Serve on WASH Committee in the community ● Advocate for better sanitation in the community to local government representatives ● Serve on school WASH committee or PTA 	<ul style="list-style-type: none"> ● Help with Operations & Maintenance of community sanitation facilities ● Help with Operations & Maintenance of school sanitation facilities



Church Volunteers as Messengers and Advocates

Church Volunteers can conduct many helpful activities in the hygiene promotion campaigns. Here is a list of activities that Church Volunteers can present in their role as Hygiene and Sanitation “Messengers” or “Advocates”.

The first activities are specifically church-focused, and ideal for use before, after or even during church services. The second group of activities are stories for children that can be used by church teachers for children’s programs, or if there is a children’s story section in the main church service. The third group of activities are Live & Learn hygiene activities that are suitable for church volunteers to present in small groups either when the congregation comes together for learning and meetings, or by helping the community-based sanitation enterprises through conducting hygiene promotion activities with families or small groups in the wider community.

During the training session for church volunteers a selection of different types of activities from the list below should be chosen by the participants. Give them some preparation time and then they can do trial presentations to the full group. Feedback can then be provided to build confidence and demonstrate some improved processes.

Most church volunteers will already have some confidence as leaders, so it is ok for them to adapt the tools given. Just ensure that the key messages are clear and the training material remains positive (we don’t want any judgemental or moralistic approaches that are negative, as social marketing is all about positivity and improvement). Make sure every participant leaves the training with a copy of all of these activities.

1

Group One

Church Study Guide:

- Sanitation is caring for creation
- Health and the body
- Sanitation and the Israelites
- Our bodies as a temple

2

Group Two

Children’s Story:

- Sam’s Adventure
- The Birthday Party

3

Group Three

Live & Learn Activities

- What is Sanitation?
- Sanitation in your community
- Men’s and women’s sanitation issues
- Health problems
- Mapping community water and sanitation
- Good and bad hygiene behaviours
- How diseases spread
- Blocking the spread of disease

Below are some study guides that can be used by your Church Hygiene Promotion volunteers. They can be adapted and presented to congregations, and can be used for both a formal, large group setting, or within smaller group discussions. The key is to involve all those present – both with the message being presented, but also through demonstrations, questions, group discussion and activities.



CHURCH STUDY GUIDE

Sanitation is caring for creation

Bible Texts: Genesis 1:1
Genesis 2:15
Genesis 2:15 God “placed man in the garden to tend and care for it”.
Psalm 8:3-9

This world is a beautiful place. There are many places in the Bible that speak about the incredible process of creation. Genesis Chapter 1 outlines the beauty and magnificence of God’s creation. In Genesis 1:29-31 we read that God created humanity and made us caretakers. Psalm 8:3-9 also speaks of the majesty of creation and that we are to care for everything that was made.

The job of caring for and looking after Gods creation is a great responsibility. Unfortunately we as humans haven’t always done a very good job of caring for the environment where we live. Our roles as caretakers apply to us as:

- **communities, churches and families or**
- **individually – the responsibility we have to each other and our children.**

No matter where we fit in these categories, the ultimate aim is the same - to care for God’s creation.

Each of us has an opportunity to make a difference in the choices we make each day. This can relate to many areas of our lives – not just the environment. Our spiritual, emotional and physical health also relies on the quality of choices that we make each day. Sanitation and hygiene, particularly hand washing are very important. Why? Because our personal health and wellbeing and the wellbeing of our families is directly impacted by whether we chose to wash our hands with soap or not. Ensuring that toilets are available and kept clean, and that hand washing facilities are available is a very important way we can be caretakers of ourselves, our families and the environment.



The world is a truly beautiful gift from God. In the Bible we are called to look after it. Some ways we can do that is by caring for the local environment, our homes, our families and ourselves through good hygiene and sanitation.

Discussion Questions/Activities

- Discuss some favourite places in your local area that remind you of God’s incredible creation.
- Mapping the community - As individuals or in groups make a map of the community where you live. Make sure you put areas on the map that you love spending time in and that show God’s creation, but also list areas that may need some discussion around improvements needed.
- Are there any areas around that show evidence that God’s creation isn’t being looked after?
- What can be done about these issues?
- What differences to your daily routine can be made to show others that you care – for your community, for your family, for yourself, and for the environment?

If children are present during this discussion the story “Sam’s Adventure” could be shared with them so they are included.





Bible Text: 1 Corinthians 12

In 1 Corinthians 12, Paul talks about the various parts of the body. He outlines the necessity of each part to the overall working of the body. He uses this as an example of the workings of the church and community, and how each church member has a gift that is an integral part of the whole working of the church. This concept can also be applied to the health of the body. Each part of the body is an integral part of the whole. If each part of the body is working well and looked after, then the whole person is much more likely to be healthy and happy.

To be fully healthy we need to include our spiritual, emotional and physical health. Keeping clean and participating in activities that ensure that our body is clean and healthy is very important. If one part of our bodies is unhealthy, then our whole body can feel bad. This same kind of thinking is also useful for our communities. If one part of the environment, living area, village or home is unhealthy then the health of the whole community will be affected. We all need to work together as families and a community, using the various skills and abilities God has given each of us to have a community that is healthy for everyone.

Discussion Questions/Activities

- Read 1 Corinthians 12. What specific gifts do you think you have?
- How can God use these gifts in you?
- How can you encourage all members of a community to work together to make it a happier, healthier place?
- What health and sanitation goals can you set as individuals, families and communities?





Bible Text: Deuteronomy 23:10-15

There is only one time in the Bible that open defecation and the recommended practice for dealing with it is mentioned. This is in Deuteronomy Chapter 23. In this passage the directions to the Israelites are very specific. They are given instructions to dig holes and cover their waste (just like a VIP toilet!). When we apply today's hygiene and sanitation recommendations and advice, this ancient directive from God makes a lot of sense. We now know, thanks to science, that such practices would have stopped the Israelites from spreading disease throughout their camp.

Even though we now live thousands of years later, the underlying principles remain true and should still be applied today. As we consider ways in which to live a healthy life and to have better sanitation and hygiene practice in our communities we can remember that God felt sanitation was important enough to give the Israelites a specific message just about sanitation and digging toilets!

Discussion Questions/Activities

- How can church members apply the lessons of this passage to improving sanitation in the community?
- What are the barriers that might be stopping some families from being able to improve their sanitation? How can church members help these families?
- Does your church building and the ground around them have any sanitation problems each week that the church members can fix?





Bible Text:

- *1 Corinthians 6:19* "...or don't you know that your body is the temple of the Holy Spirit, who lives in you and was given to you by God?"
- *1 Corinthians 3:16* "Don't you realize that all of you together are the temple of God and that the Spirit of God lives in you".
- *2 Corinthians 6:16* "...For we are the temple of the living God. As God said: I will live in them and walk among them. I will be their God, and they will be my people."

A temple is a very special place. As Christians, when we realise and take to heart the fact that our bodies are the place where God resides, we then have a responsibility to look after our bodies.

We also have physical temples, such as our churches, special worship areas or gardens. So it is our responsibility out of love for our Creator to look after creation – both our own bodies, and the special temples in the communities where we live. We can look after our bodies, the temple of God, through making healthy choices about what we eat, drink, think and say. We can also look after our bodies, the temple of God, through making sure our families and environment are able to be clean through good hygiene and sanitation.

Discussion Questions/Activities

- How was the temple viewed and cared for in the Old Testament?
- How can we apply this to our bodies?
- How can we apply this to our communities?



Sam's Adventure

Sam's Adventure

Sam was a young boy who was four years old. He loved running and playing and spending lots of time with the other kids having fun and getting up to all sorts of mischief. Sam lived with his mum and dad and baby brother Noah. When they needed to go to the toilet they went out the back into the patch of trees and went there. They didn't have anywhere to wash their hands. This was just the way it had always been.

One of Sam's favourite things to do was to visit his grandma. She lived in the next town and it was always an adventure to go and visit her. She had the biggest grove of trees at the back of her house that Sam loved to play in with the other kids. Grandma always had lots of special treats and cuddles for him too. Sam and his mum caught the bus and chatted together as they travelled to Grandma's place. It wasn't a long trip and soon enough they arrived.

Grandma was waiting at the bus stop for them and gave them a big hug when they got off the bus. They had to walk about ten minutes from the bus stop to Grandma's house and as they passed one of the shops, Sam saw a poster with a big hand on it – with lots of soap bubbles. He also heard the song that he had been humming, being played in the shop. "That's that cool new song," Sam said to his mum and grandma. Grandma smiled – she had heard it too.

They arrived at Grandma's house and Sam ran around to the back to see if any of the kids were there to play with him in the trees. They loved to climb as high as they could in the trees. Nick and Pria were there and they raced Sam to the base of the trees and started to

scamper up the trunk to the low branches. Sam was about to climb up too, but he needed to go to the toilet. He called out to Nick and Pria: "Wait for me, I just have to go to the toilet." He went to race around to the back of the trees where he always went to the toilet at Grandma's house.

Nick laughed and called back to him "Why don't you try your grandma's new toilet?" Sam looked around and saw a new small building at the back of Grandma's house. He hesitated and then raced over to see what was inside.

He cautiously opened the door and saw a new toilet with a seat – just like the new ones that were in his local church. He was in such a hurry to go that he didn't have time to check with his grandma, so he raced in and went. While he was sitting there he was still humming the tune about handwashing and happy families. He saw that next to the toilet was a nice roll of toilet paper. He finished and raced back out to try to catch his friends before they climbed to the top of their favourite tree.

As he raced out, his grandma was coming out the back door. She smiled, "Sam, you found the new toilet!! What do you think?" Sam gave her the thumbs up and then he saw a bottle hanging from a post. "What's this?" Sam asked Grandma. She smiled and said, "Come and I will show you". She tipped the bottle up and showed Sam how the water came out a little at a time and how it let him wash his hands. Next to the bottle was a little container with some soap in it.



“Don’t forget to use the soap too, Sam”, said Grandma. As he scrubbed his hands, Sam realised that his hands looked just like the ones he had seen in the poster – all soapy. He laughed as Grandma tipped the bottle up for him to rinse the soap off and the water tickled his fingers.

Sam got back to the tree just as Nick and Pria were clambering up about half way up. He was glad he had made it back before they got to the top. They laughed together as he reached them.

Sam was happy to be with his friends at his grandma’s house. He was also happy to smell the nice soap smell on his hands. They felt lovely and he couldn’t wait until he could wash his hands again.

In the Bible God tells us how much Jesus loves us and cares for us, and how important it is for us to care for our bodies. Using a toilet and washing our hands with soap afterwards helps our bodies stay strong so we can have fun in the world God has created.





The Birthday Party

Isabella was so excited. Tomorrow was her cousin Simone's sixth birthday and she was having a party. Isabella had never been to a proper birthday party before. Isabella had been playing outside with some of her friends when her mother called to her from the back steps. "Isabella, please come and help me wrap your cousin's birthday present. I really hope she likes it."

It was hard to imagine what the present was. Her mum hadn't mentioned anything about a present. She followed her mum up the steps and into the house to see. Now Isabella and her family didn't have lots of money, but her mum had taught Isabella how important it is to look after the things she had. It was something Isabella was very proud of. As she ran in the door behind her mum, she saw a small pile of goodies on the kitchen table.

"What are these, Mum?" she asked. "They are some things I thought we might put together and wrap up for Simone's birthday tomorrow." There on the table was a beautiful colouring book and a new set of pencils, along with a sharpener. Isabella loved colouring in when she went to school, but she had never seen such a beautiful colouring book. There were all sorts of pictures of animals, birds and flowers! She could just imagine what fun her cousin Simone would have.

Isabella flipped through the book, admiring the pictures as she went. As she got to the end, she realised there were some things under the book. "What are these, Mum?", she asked. "Aha," Mum said "I thought you might like those." As Isabella looked through the pile of brightly coloured pictures, picking up each one in turn, she realised that they were stickers! "Are these stickers?" she asked. Her mum smiled and nodded. "The lady at the health centre was giving them out when I went there today. Aren't they cool? I thought we could put a couple in with Simone's

present. I think she would like that!"

Isabella spread the colourful stickers out across the table. One had a big hand with soap bubbles on it. The other one had a kind of superhero cartoon picture of something called "Gerbuster." She realised there were four stickers. "These are the same, Mum," she said. Her mum smiled and said, "Yes, I know. Would you like to have some?"

Isabella was so excited. She spent ages looking at the bright pictures, and trying to decide where she was going to stick them! "Mum, why did the lady give these to you?" she asked. "There was a talk today at the health centre about different toilets and how important it is to wash your hands. She gave the stickers to us at the end with the information. I thought you and Simone might like them."

"Was she talking about toilets and the tippy tap, like the ones they have at church?" Her mum smiled. "Yes. That, and a lot of other cool stuff! Right now, let's get this present wrapped." Isabella smiled as she helped her mum. She was so excited to be going to the party tomorrow. And she couldn't wait to see how much Simone would enjoy the present.

In the Bible, there are lots of times that it talks about how much God loves us. The whole world is like a big present that He gave to us. Just like Isabella and her mum are proud of and look after what they have, so God asks us to look after the gifts he has given us. Try to think of ways you can look after your health, your house and the place where you live.

This story is effective if you have some of the Live & Learn High 5 and Gerbuster stickers to give out.

Useful Live & Learn hygiene education resources

Live & Learn has existing hygiene education resources that should be integrated into your hygiene promotion campaign plans where appropriate. We have posters, stickers and community activities. Most of these resources are good for use as activities that target the “Executive” decision making processes because they focus on knowledge – sharing information about germs and sickness that happens because of bad sanitation or not washing hands with soap. We know from what we learned in Section 1 that sharing knowledge is important, but it isn’t always effective in helping people change their behaviour.

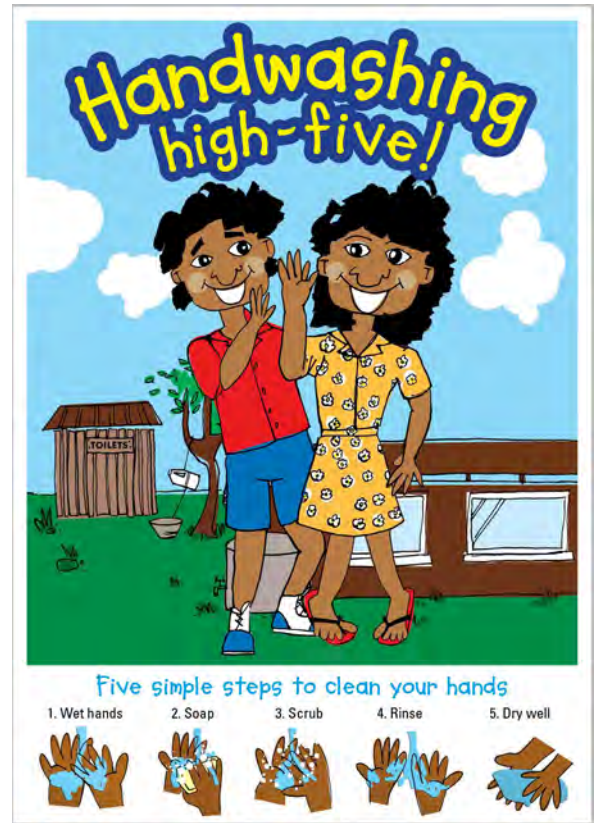
The following resources produced by Live & Learn are good to integrate into the hygiene promotion campaign. They can be used by the change agents (church volunteers, community health workers, etc) and sanitation enterprise staff. The facilitator should share these activities with the church volunteers and conduct training to make sure they are comfortable with the information and have the necessary facilitation skills.



Resource	Download link	Comments
Building strong and healthy communities flipchart	http://www.livelearn.org/sites/default/files/docs/PacWASHSanMarketFC.pdf	Specifically Topics 1, 2 and 3
Discovering healthy living flipchart	http://www.livelearn.org/sites/default/files/docs/PHAST%20FINAL%20FLIPCHART100.pdf	Particularly Activities 1, 2, 3, 4, 5
WASH Posters	http://www.livelearn.org/sites/default/files/docs/PacWASHHandwashingPosters.pdf	Use the ones with positive messages
WASH stickers	http://www.livelearn.org/sites/default/files/docs/PacWASHHandwashStickers.pdf	Use the ones with positive messages



Useful Resources



Building strong and healthy communities

Setting up a sanitation enterprise in your community



Discovering healthy living

Participatory Hygiene and Sanitation Transformation (PHAST) in Pacific communities



Church Hygiene and Sanitation Volunteer Plan

Below is a simple template for a plan that should be done with the training participants as the last activity for the training. Get the participants to be specific with the details (names, timing, resources). Also try to have the timing of activities done by Church Volunteers fit in with the other activities in the Hygiene Promotion Campaign for the community linked to selling toilets through the sanitation enterprises.

Name of Volunteer	Activity	Timing (include date)	Resources needed
Agnes Billy	Children's stories about hygiene and sanitation	A special story every Sunday Church service for a month	Sam's Adventure; The Birthday Party; extra stories written by Agnes about hygiene and sanitation for children
Samuel Bemalu	Bible Studies with men's group	A special series of Bible Studies on hygiene and sanitation every week for a month	Bible Study Guides, plus any extra studies Samuel writes
Rita Martha	L&L Hygiene Education Topics (based on PHAST)	Presentation to local mother's groups on a special weekend about hygiene and sanitation	Topic – Good and bad hygiene behaviours Topic – How diseases spread Topic – Blocking the spread of disease
Etc...			









Campaign Resources

This section provides a collection of practical tips and advice to help you with the activities that you will include in the Hygiene Promotion campaigns.

The information in this section will help you learn about:

- How to run a great Hygiene Promotion competition
- Making great posters, billboards and flyers
- Using SMS effectively
- Using social media for hygiene promotion
- Working with newspapers, radio and television



Using Hygiene Promotion Competitions

A hygiene promotion competition is a great way to start a hygiene promotion campaign. A competition helps spread the key message to a wide population. Competition entries are great community engagement, and also provide valuable material for hygiene promotion campaigns. People love to see their work publicly recognised! Live & Learn offices in Vanuatu and Fiji successfully piloted hygiene competitions. Here are some guidelines and lessons learned.

Competition Theme

- The competition theme should be positive, and linked into community motivations.
- The theme should also be timely. The Live & Learn Vanuatu competition was a positive hygiene message that included toilets, hand-washing and acknowledged the time of year: “New Year, New Toilet” and “Clean Hands, Good Toilet, Happy Family.” This is a positive message that additional sponsors were happy to support.



Promotion Plan

- All branding for the Hygiene Promotion competition should feature the sanitation enterprise branding, or the overall branding for the sanitation products (in Vanuatu the overall branding is TopWan).
- Additional sponsors can also be organisations that provide promotion opportunities – Live & Learn Vanuatu and Fiji both were supported by local radio and television stations, which provided promotion of the competition.
- Promotion activities must include any additional sponsor logos, as this is one of the incentives for these companies to get involved.
- A promotion plan needs to be made that lists all the promotion activities and costs. In Vanuatu, Live & Learn placed competition posters in public places throughout Port Vila. Several radio promotions were made during the competition period. Live & Learn also paid for three SMS push messages about washing hands and the competition to be sent to all Digicel subscribers in Port Vila (which was about 29,000 people). Both



Live & Learn Fiji and Vanuatu established Facebook pages for their competitions and regularly posted photos about the competitions and examples of different submissions received.

- The launch event for the competition is important. It should be in a public place, and clearly show the theme. Live & Learn Fiji had t-shirts printed that showed their theme clearly. Live & Learn Vanuatu linked their launch with a public Christmas event, so that many people saw the launch and it received media coverage.
- Any posters, billboards or signs for buses etc need to be well designed. See the next section on tips and examples for good design.

Prizes

- The main prizes should be directly provided by the sanitation enterprise (funded by L&L), and linked to the key message. For example: a year's worth of toilet paper, or a new pour flush toilet.
- Obtain additional sponsors for additional aspirational or high status prize items. For example, Live & Learn Vanuatu offered a first prize of a new pour flush toilet built by the sanitation enterprise, and a new tablet provided by Digicel.
- Link prizes to the community calendar. For example, Live & Learn Vanuatu got sponsorship from a stationary company to provide back-to-school packs for all children who entered the competition. The prizes were given out in late January, just before school started.



Live & Learn Vanuatu also linked the competition theme to the calendar – promoting the competition over December and January with “New Year, New Toilet.”

- Prizes should be awarded at a public event to maximise exposure of the competition, and sharing the key message. L&L Vanuatu awarded the prizes at Market House in the main street of Port Vila, where the sanitation enterprise and sponsors would get maximum visibility on the banner, and the message of “Clean Hands, Good Toilet, Happy Family” would reach a bigger audience.

In Fiji the prizes were awarded at a combined public event that include awarding of certificates to the sanitation enterprise members, and featured speeches by Australian government representatives.



Terms and conditions

- Document categories for entries (eg. photographs, posters, songs, video)
- Document if categories will be divided by age groups or other type of group
- Document submission methods for entries (eg. Facebook, Hand-deliver, Post)
- Document prizes for each category or entry
- Identify judges and document judging guidelines
- Include a statement in the terms and conditions that all entries are able to be used by Live & Learn and the CBSE in future hygiene promotion campaigns

Sample Terms and Conditions documents are available from Live & Learn Vanuatu and Fiji offices.



Making great posters, billboards and flyers

Research says that 65% of people are visual learners and 90% of information that comes to the brain is visual. So it is important that we make the most of our visual communication, such as billboards, posters, cards and brochures. Here are some helpful tips to keep in mind when designing visual communications.

Billboards & Posters

A good billboard or poster design should consist of just 3 main components:

- A compelling image / photo
- A unique headline that shares benefits with emotion
- Your name / logo / contact

Keep it SIMPLE

People passing by have only 5-10 seconds to notice, become engaged by and process your message. Try to only use 6 words or less. The fewer the words, the greater the chance people will understand, retain and recall your message.

Use high contrasting colors

Bold, highly contrasting colors help get you noticed.

Forget fancy font styles

Thin and fancy script fonts are hard to read (and often invisible) at long distances. Use thick strokes and simple styles to increase legibility at distances greater than 300 metres. Keep ample space between individual letters to avoid blurring. Don't use ALL CAPS – it's hard to read.

Use BIG font sizes

Large fonts allow reading at greater distances, giving the viewer more time to process your message.

Outdoor advertising requires outstanding photography

Good billboards and posters use one image that still has emotional impact at a distance, rather than lots of images that blur together at a distance.



Focus on one message

You've only got seconds to convey your message – no time to list multiple features, lengthy mission statements, or all-inclusive contact information. Make only one important point.

Narrowly target your audience

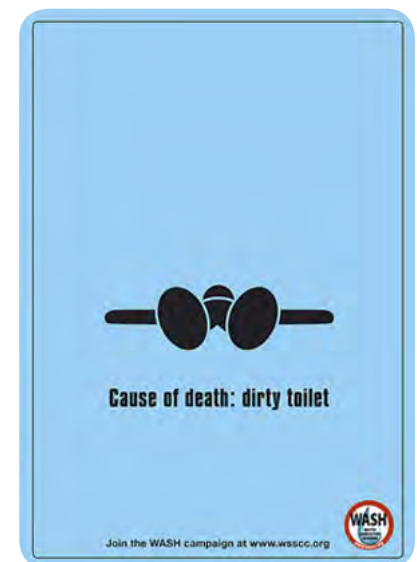
If you try to reach everyone, you'll appeal to no one. Make sure your billboard or poster is targeted to a specific audience, addressing their possible needs, just as you would with a friend.

Take it for a test drive

Print or draw your billboard or poster design at the size of a business card. Now, hold it out at arm's length. Are you still getting everything you were when it was displayed on your big computer monitor? Hold it up for someone else to see about a metre away. If they don't get the message in 5-10 seconds, then do your design again.

More is Better

One billboard or poster is not very effective. You want more than one billboard or poster in the public, and you want as many eyes on them as possible.



Using SMS for Hygiene Promotion

- Mobile coverage across Fiji, Samoa, Solomon Islands, Tonga and Vanuatu has jumped from less than half of the population in 2005 to 93% of the population in 2014.
- The cost of mobile calls has declined by one third between 2005 and 2014.
- The percentage of mobile phones in Pacific households has risen from 49% in 2007 to 93% in 2014.
- The total number of SMS sent globally tripled between 2007 and 2010, from an estimated 1.8 to 6.1 trillion. In other words, close to 200,000 texts messages are sent every second.



SMS can be an extremely effective campaigning tool, helping to increase awareness of key issues and giving people the information they need to take their well-being into their own hands.

SMS is immediate and intimate, coming straight to a device many people carry with them most of the time.

Frontline SMS and Text to Change are two companies that work on campaigns that use SMS to help improve health. They offer the following tips for using SMS messages in health promotion:

Context

- Learn how your target audience use mobile phones, and what kind of information they are used to receiving by SMS
- Remember that many people may share phones, and access may be restricted for women and girls
- Think about literacy rates in your target audience (how many can read and write), and what affect this might have on an SMS campaign.

Content

- Use local language and expressions
- Engage people with interactive questions and incentives (offer prizes for engagement)
- Don't send too many messages, and chose the time carefully. Don't sent messages late at night, early in the morning, or on special days like religious festivals
- Keep the SMS short – no more than 160 characters. Also keep your message to one SMS, as older phones don't display multi-part messages as full messages
- Think about opportunities to collect feedback via SMS, not just sending information one way (quizzes, surveys, etc).



Using social media for hygiene promotion

Social media is Facebook, Twitter, etc. The largest online social media network in the Pacific Islands region today is Facebook. In Fiji 380,000 people use Facebook (almost half the population). In Vanuatu 34,000 people use Facebook (12% of the population). The rates of social media use are growing as quickly as improved internet and mobile phone coverage is provided. Most of this growth is occurring across the age group of 16 to 34 years old.

There is an opportunity for us to include Facebook and other social media in the hygiene promotion campaigns. It is important to remember that social media should not be a campaign alone, but should be used to support the other campaign activities.



Here are some tips on using Facebook for hygiene promotion campaigns:

1. Position your campaign as a cause:

People sign up to a cause, not a message. Social media provides a platform to generate or leverage interest, and engage people in something they feel passionate about.

2. Know your social media platform and tailor accordingly:

Facebook is used primarily for personal use, whereas Twitter is mostly professional.

3. Use a hashtag (#):

Hashtags help you – and others – monitor and track campaign activity. The use of hashtags now extends beyond Twitter and Instagram to include Facebook. Hashtags aren't case sensitive.

4. Shareability is important:

Make it something people will want to share. The more your campaign is shared, the more it will extend into new and larger audiences – at no cost.

5. Use images:

Posts accompanied by a photo are more successful compared to posts with text or weblinks.

6. Humour works:

Remember that people use social media to converse and have fun, so use humour as appropriate.

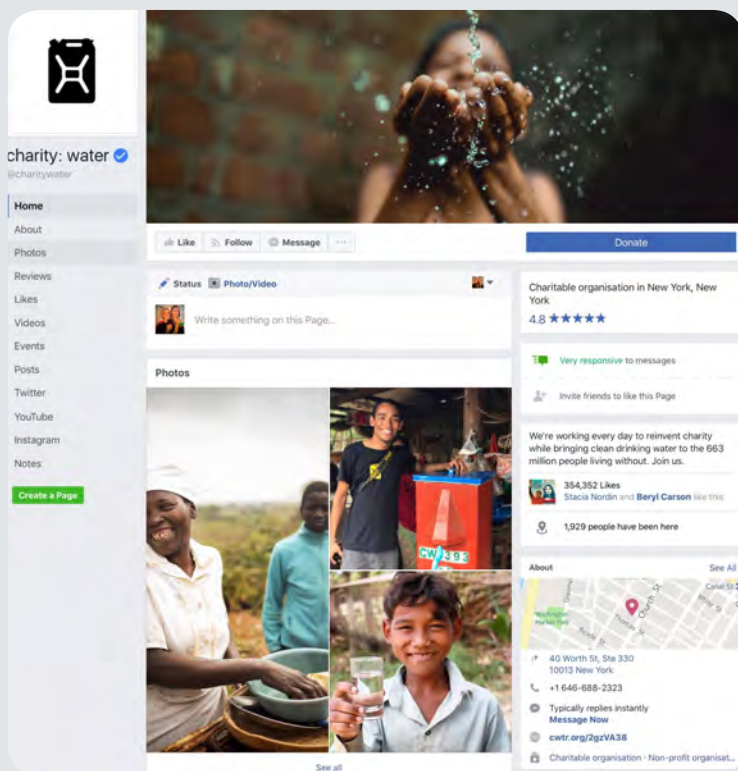
7. Know your audience:

Post when they are most likely to engage, maybe earlier in the morning or in evenings when people are relaxing.

8. Maintain a minimum level of activity:

If your Facebook page is too inactive people won't find it or bother to follow it. For a longer campaign you should aim for at least one post per week. For short, focused campaigns (like leading up to World Water Day) you should post something once a day.

Here are some examples of good Facebook pages for health causes.



Working with newspapers, radio and television

You should try to include the media in the hygiene promotion campaign. Newspapers, radio shows or even community television can be great ways to get higher awareness on the availability of affordable toilets, or the importance of washing your hands with soap.

In order to get the media involved you need two things:

- 1 **Contacts in the media**
- 2 **News that the media is interested in**



Media Contacts

Live & Learn offices should always have someone on staff who has contact details for at least one radio journalist, one newspaper journalist and one television journalist. Personal contacts are essential to get your news story taken seriously. If you just submit a press release to the general office it might get lost. So make a list of journalist contact details, and build a relationship with them so that they can trust when you contact them it will be with a good story.

get the
media
involved

Turning your hygiene promotion campaign into news

When you contact a journalist you need to offer them something they will think is news. So we need to know how to talk about our hygiene promotion campaign in a way that makes it news. Listed below are many of the elements that can turn something the sanitation enterprises or changes agents are doing into news.

Novelty

Your possible story should be novel, look novel or have a novel, interesting angle for the media. That hook can vary depending on if it is TV, radio, on-line or published media you are targeting.

“New Stuff” - The media love covering new things, and “new” can come in many forms.

For example:

- New data or information – research or study results.
- New people – a new CEO or head of your group or a new group or board member that is crucial to your success.
- New project.

But remember, people and the media like new stuff, but they like familiarity as well. People like new things within a context of things they already know about.

Hitch a ride

One way you can get “your news” to become “the news” is to piggyback on an existing story. For example, the wet season is long and terrible so write a story about how the heavy rains in the wet season affect sanitation in peri-urban communities. Another way of doing this is to comment on government policy – or the policy of a relevant peak body or over-arching association.

Target different interest levels

Local interest, specialist interest, human interest. People like reading about other people, and so your hygiene promotion campaign news stories should highlight human interest for the media (like the story of the 10 year old who took a winning photograph in the Vanuatu Hygiene Promotion competition).

How-To guides

You may have material that can fill a column or semi-regular contributor’s slot in a newspaper or magazine, or radio show, as an advice column or how-to guide. For instance – “Hygiene How-to” could include advice on soap making, hand-washing practice, how to build a tippy-tap, how to manage a VIP latrine in heavy rain, etc

Always have a good picture!

Every newspaper and TV station looks for good picture-driven stories to balance the daily news coverage. If the main story of the day is fairly heavy covering politics, social problems, war or violence, the editor will try to balance the pages with a change of pace, something with an upbeat or good feel about it.

So you come up with a good story, write a media release, and contact a journalist. The question that often comes back from the journalist or media outlet is - “Is there a picture? ... How can we illustrate the story?” Being ready with a photo opportunity or good pictures for TV or print can make the media far more receptive and most likely boost coverage of your story. Any journalist or editor will tell you that a good, colourful, striking, interesting or dramatic photograph can get a story into the paper. And a great photo can be run with just a caption and no story at all - just because it’s a fantastic image.





Press Release – Guidelines

Your press release should be only one page long and include the following information:

Date of Press Release

Headline – grab attention, make it relevant to readers.

Example: “100% Sanitation for Kavieng” or “New Toilets Protect Families from Disease”

1st paragraph - the facts or the 5 W’s: Who? What? Where? When? Why?
Only 30 words

Example: (WHERE) At the Annual Conference (WHO) Live & Learn PNG (WHEN) today announced (WHAT) their new campaign “100% Sanitation for Kavieng” to (WHY) provide families in 3 settlements a way to buy affordable toilets.

2nd paragraph - a quote or two from real people to bring the facts in the story to life or add opinion, and a statement of support from a local MP.
35 words per quotation if possible.

Example: “The 100% sanitation campaign by the Kulangit CBSE in Kavieng is a key part of our provincial-wide program to achieve Open Defecation Free status” - New Ireland Provincial Governor Sir Julius Chan

Example: “I am so happy that finally there is a community-run business where I can purchase a toilet that will keep my family healthy” - Kulangit Community member, Mrs Hilda Benny

3rd paragraph – Additional information that adds to the story. 35 words.

Avoid technical terms that are boring or confusing for the journalist and reader. Ask yourself: “Why would a regular person care about this story?”

4th paragraph - a ‘case study’ - for the media a real person to adds the human interest readers are interested in reading.
35 words.

Imagine your press release as a pyramid – your first paragraph has all the most important information, the tip of the pyramid. All extra paragraphs should gradually give more and more detail of people involved, the time, the place etc.

5th paragraph - a call to action – what do you want people to do? 35 words

Example: The Kulangit Cooperative Sanitation Park launch is this Sunday. It will be a great family time to see friends and also learn about how you can get an affordable toilet for your home. The Sanitation Park is at xxxxxx, and for more information please call xxxxxx

The word “Ends”

Anything above the word ENDS can be published

Notes for editors

Extras you can offer, quality photos, video interviews, case studies, etc – with permissions granted to interview and quote

Contact details - make sure you can be contacted out of hours too

Example: For further information please contact NAME at Live & Learn/CBSE on xxxxxxxx or email xxxxxxxx. Out of hours please contact xxxxxxxx


Organisational statement and details

Simple facts, figures and a bit of history about your organisation (it could be Live & Learn, or the CBSE)

Contact Michelle at Live & Learn Melbourne office for a pre-formatted Press Release you can use.







Influencing health behaviour change seems like it should be simple. But each of us is a mixture of conscious and unconscious motivations, cultural preferences and habits. Logical reasons for choosing healthy habits don't always effectively reach our unconscious desires or habits.

This manual provides guidance on the different ways that we make decisions, and some specific ways we can design hygiene promotion campaigns to influence positive health behaviour change. The approaches described borrow from the fields of health psychology and social marketing, combined with traditional health education activities.