



SANITATION
FOR MILLIONS



Master Document

Hygiene Awareness and
Behaviour Change Communication

This set of resources is grounded in practical experience from the GIZ-implemented Sanitation for Millions project concerning hygiene awareness and behaviour change communication. The approaches, tools, and materials included were developed and successfully implemented on the ground across multiple partner countries. The documentation is based on feedback processes involving project partners and local staff, ensuring their effectiveness in different project contexts.

The content focuses on measures to sensitize and spread knowledge about hygiene topics, fostering hygiene awareness and anchoring safe hygiene practices. Hygiene awareness and behaviour change are vital for improving public health, especially for vulnerable populations. Focusing on public institutions—such as schools, healthcare facilities, and faith-based organizations—is key to embedding these practices at the core of communities. The documents provide essential background information, critical minimum standards, and the necessary steps for implementation. This set of resources also includes information on Menstrual Hygiene Management (MHM), but there are two other sets of resources dedicated specifically to MHM (MHM on community level and MHM on policy level).

It is important to note that this set of resources does not aim to provide universal solutions to all challenges related to hygiene awareness and behaviour change communication. Rather, it presents a curated set of field-tested materials and insights. These are intended to inform, guide, and complement the work of projects and practitioners, supporting context-specific adaptation and further development.

The set of resources consists of this master document that provides an overview and guides the user with key information, and annexes which contain practical materials derived from project implementation, such as terms of reference, questionnaires, manuals, and guidance documents.

Key features

- **Knowledge and Access:** Provides precise information and materials to enhance practical hygiene skills.
- **Educational Impact:** Improved hygiene improves the learning environment, increasing school attendance and learning achievements.
- **Gender Equality and Empowerment:** Proper menstrual health resources enable women and girls to participate fully in educational, social, and economic activities, improving mental health and overall well-being.
- **Community Capacity Building:** Strengthens community awareness and strategies for hygiene issues
- **Strengthening Networks:** Supports cooperation and engagement with other stakeholders, such as interested projects, NGOs, local governments.

Our Services

This set of resources consists of four work packages:

- **Work Package 1** describes activities to spread knowledge and raise awareness about hygiene topics, directly targeting final beneficiaries.
- **Work Package 2** refers to the Training of Trainers (ToTs) and multipliers who are trained to spread hygiene knowledge and raise awareness.
- **Work Package 3** describes the development and dissemination of training guides and informative materials.
- **Work Package 4** covers advocacy, communication, knowledge exchange, and events aimed at sensitizing and transferring knowledge about hygiene issues.

Target Groups

- **In schools:**
 - **Trainers:** teachers (male and female)
 - **Recipients:** schoolgirls and -boys, teachers (male and female), MHM Clubs and WASH Clubs, non-teaching staff, School Management Committee, and Parents Teachers Associations/Committees (incl. mothers)
- **In faith-based institutions:**
 - **Trainers:** Religious leaders or other religious actors, teachers
 - **Recipients:** broader community
- **In healthcare facilities:**
 - **Trainers:** medical staff (both male and female), lady health workers, lady health visitors, village health teams, community midwives, primary healthcare management committees
 - **Recipients:** patients and caretakers (both male and female) in healthcare facilities (HCF), non-technical staff in HCFs, broader community (at household level), Infection Prevention Control (IPC) committee, Health Unit Management Committees

Prerequisites for Implementation

To provide the service successfully, the internal and external conditions listed below are met.

- **Consent and ownership of the concerned authorities:** Political support is provided by the concerned authorities and there are no objections of any political, societal, or religious agency.
- **Technical expertise:** A cooperative co-working with the several partner countries and their capacities are crucial for a successful implementation of the planned activities.
- **Strategy:** A successful implementation strategy includes ideas and remarks of the target group, both human and financial resources, and a suitable methodology.
- **Constant involvement of counterparts:** The counterparts are involved in the elaboration of an implementation framework and the clarification of several roles and responsibilities on different levels of engagement.
- **Financial resources:** Financial resources from both the project and the counterparts are crucial to implement trainings and awareness activities.
- **Internal knowledge management:** Regular experience exchanges are conducted to learn from each other and to transfer best practices among regions and countries.
- **Informative assessment** of local conditions, knowledge gaps, specific social practices, needs and challenges on the ground.

Monitoring

Each work package (directly implemented awareness activities, Trainings of Trainers, and provision of MHM materials) can be monitored on the output, outcome, and impact level as described below. Pre-, post-, and evaluation assessment forms developed and used by Sanitation for Millions can be found in the annex.

- **Activities directly targeting beneficiaries:**
 - Output level: Number of participants (male/female, children/adults)

- Outcome level: Pre- and post-assessments of the participants' awareness and knowledge on the core topics of hygiene prior to the training (pre-assessment) and immediately after the training (post-assessment)
- Impact level: After an initially agreed time span (e.g., half a year, one school term, or similar) follow-up and evaluation of a sufficient sample size of participants in terms of created hygiene awareness and practices adopted in their daily lives
- **Trainings of trainers and multipliers:**
 - Output level: Number of trained multipliers (male/female), number of beneficiaries within the multipliers' communities that were reached through the multipliers
 - Outcome level: Pre- and post-assessments of the trainers' awareness and knowledge on the core topics of hygiene prior to the training (pre-assessment) and immediately after the training (post-assessment)
 - Impact level: After an initially agreed time span (e.g., half a year, one school term, or similar) follow-up and evaluation of a sufficient sample size of trained trainers in terms of adopted and transferred knowledge on hygiene practices, number of conducted trainings and reached participants within their respective institutions and/or communities (male/female, children/adults)
- **Development and dissemination of IEC materials:**
 - Output level: Number and type of IEC materials developed and disseminated
 - Outcome level: Number of public institutions (schools, HCFs, etc.) which after a certain period after handover still publicly display the IEC materials (e.g., posters, flipcharts, etc.) within their premises
- **Advocacy and knowledge exchange events and campaigns:**
 - Output level: Number of persons reached through the events and/or campaigns
 - Outcome level: Qualitative monitoring of the development and/or revision of policy guidelines and frameworks on sanitation and hygiene

Suitable tools for conducting pre- and post-assessments as well as impact evaluations can be KAP surveys according to the content and context of the respective hygiene awareness measure. Sanitation for Millions has been using self-developed survey tools in accordance with the programme's indicators.

Risks

Despite thorough preparation, risks cannot be entirely excluded. Key risks and mitigation strategies include:

- **Stakeholder Support:** The involvement of ministries and partner institutions is essential. Risks from limited financial and human resources are mitigated through initial meetings, resource assessments, identifying focal persons, and defining roles and responsibilities.
- **Sustainable Impact:** Ensuring continuous application of minimum standards in training and awareness activities post-contract is crucial. MHM activities are integrated into national planning and budget plans to ensure sustainability.
- **Social and Political Acceptance:** Capacities in complex institutions are strengthened by creating MHM committees with multidisciplinary teams, and socially and culturally appropriate training materials are developed to ensure the sustainability of awareness activities.
- **External Shocks:** Additional resources should be calculated to be able to handle unexpected events like pandemics or natural disasters.

Work Packages in Detail

Work Package 1: Awareness Raising & Behaviour Change

Communication Activities Directly Targeting Final Beneficiaries

The Awareness Raising & Behaviour Change Communication (BCC) activities are designed to directly engage and educate the final beneficiaries on essential WASH practices. This work package encompasses a variety of initiatives aimed at fostering community-wide adoption of improved hygiene and sanitation behaviours through diverse and interactive methods.

Key components are:

- **Community Debates Spearheaded by Influential Leaders:** Community debates provide a platform for open discussion of sensitive WASH issues, moving from well-known to less understood topics. These debates are led by a diverse team including both technical experts (Health Inspectors, Community Development Officers, Assistant District Health Officer-Environmental Health, District Water Officer) and influential non-technical individuals (religious leaders, cultural leaders, political leaders, etc.). This collaborative approach ensures comprehensive clarification and community engagement.
- **Identification and Equipping of Core Influencers:** A core team of influencers is identified and equipped to act as ambassadors, championing the importance of good hygiene practices across various institutions and community settings. These influencers, including Village Health Team members, raise awareness by conducting house-to-house visits, schools, healthcare facilities, faith-based institutions, and public places, ensuring widespread education on hygiene practices and behaviours.
- **Motivating Change Through Exemplary Leaders:** Exemplary leaders, as early adopters of best practices, are pivotal in motivating communities that have lagged behind. By setting a positive example, these leaders inspire and encourage their communities to adopt improved hygiene and sanitation practices.
- **Awareness Raising Through Road Drives:** Awareness campaigns are bolstered by road drives that involve political leaders and local artists. These drives leverage the entertainment value of music to make hygiene messages more engaging and enjoyable. Musicians attract crowds, while technical staff like Health Inspectors or Community Development Officers provide essential information on hygiene topics.
- **Hardware Accompanying Measures for WASH Facilities:** To support WASH initiatives, demonstrations of group handwashing stations (e.g., WASHaLOT) and handwashing steps are conducted. Awareness is raised about the benefits and operation of WASHaLOT technology in institutions like schools, HCFs, and FBIs. This approach is extended to other WASH facilities such as latrines, Millions of Clean Hands (MoCHs), and incinerators.
- **Installation of Talking Compounds and Nudges:** Talking compounds and nudges serve as constant reminders of positive hygiene behaviours. Fixed action points, such as handwashing stations, reinforce these behaviours by providing visual and physical cues, thereby amplifying the practice of good hygiene.
- **Health Parades and Education Sessions:** Health parades in schools, guided by school health clubs and WASH patrons, promote positive behaviours such as personal hygiene, classroom cleanliness, and school compound maintenance. Health workers and trained teachers provide health education sessions, guided by simplified manuals that cover essential hygiene topics. These sessions are also conducted by trained WASH clubs in schools.
- **Creation of Model Institutions and Households:** Model institutions and households are established to facilitate awareness through peer exchanges. These models serve as examples of best practices, encouraging others in the community to adopt similar behaviours.

- **Holding WASH Exhibitions:** WASH exhibitions showcase sanitation products, services, and information to guide households in making informed decisions about purchasing toilets and related products. These exhibitions provide a valuable platform for sharing innovations and best practices in sanitation.

Work Package 2: Trainings of Trainers and Multipliers

It is important to train stakeholders, e.g., public school teachers, health practitioners, etc. to enable them to have precise knowledge on and speak about safe hygiene practices. The aim of such trainings is to empower stakeholders how to act as multipliers in hygiene promotion and how to improve hygiene practices, especially in public institutions.

Key components are:

- **Training for Elementary and Secondary Education Staff:** Teachers and management staff from elementary and secondary education departments participate in Training of Trainers (TOT) sessions focused on Behaviour Change Communication (BCC) and Menstrual Hygiene Management (MHM). These trained individuals then develop action plans to disseminate the acquired knowledge to students within their schools.
- **Establishment of WASH Clubs:** WASH Clubs are formed in targeted schools, each with an assigned focal teacher. These teachers create an annual calendar of activities for the academic year. Students in WASH Clubs participate in capacity-building sessions conducted by Sanitation for Millions staff or implementing partner staff. Subsequently, key WASH-related messages are communicated to all students during assembly sessions.
- **Parent Teacher Councils (PTCs):** The formation of Parent Teacher Councils (PTCs) is a significant government initiative aimed at improving school learning environments and infrastructure to promote hygiene behaviours such as WASH and menstrual health and hygiene management (MHM). PTC members leverage their skills, experience, and knowledge to contribute to school development. This initiative fosters decentralized decision-making and community involvement, allowing school councils to transparently allocate funds based on needs. The responsibility for school improvement primarily rests on parents, teachers, and school councils, guided by revised PTC guidelines.
- **Primary Health Care Management Committees (PCMCs):** In Khyber Pakhtunkhwa province, Pakistan, a comprehensive health sector reform agenda focuses on improving primary and secondary healthcare systems to ensure high-quality care. Establishing local health management committees fosters community engagement and aligns with the government's policy of promoting community-driven development. These committees enable community representatives and government officials to collaboratively address local health issues, enhancing service effectiveness and ensuring community oversight of service quality.

Work Package 3: Development and Dissemination of Training Guides as well as Information, Education and Communication (IEC) Materials

The development and dissemination of training guides and IEC materials are essential to promote good hygiene practices and trigger long-lasting behaviour change. The creation of such materials can be realized in collaboration with organizations like UNICEF, WHO, and government ministries. The aim is to support

behaviour change and improve public health outcomes by effectively communicating essential hygiene practices within diverse communities.

Key aspects are:

- **Faith-Based Institutions:** A WASH in Islam guidebook has been developed by external consultants to promote hygiene within faith-based institutions, including Madrassas. This guidebook, which is disseminated by religious leaders, covers essential hygiene practices, and is used to educate the community. Additionally, religious leaders are provided with behavioural messages to incorporate into sermons and outreach sessions, further raising awareness on hygiene practices.
- **Public Schools:** Various IEC materials have been created for public schools to enhance health and hygiene awareness. These resources are displayed and distributed in public schools to support behaviour change interventions, particularly in areas like menstrual hygiene management and critical handwashing moments. This initiative is carried out in collaboration with the Ministry of Education and Sports. These materials include:
 - Flipcharts and posters illustrating handwashing steps, proper toilet use, and general personal hygiene.
 - Materials developed in collaboration with UNICEF, WHO, and partners such as GTO, and the Sanitation for Millions team.
- **Health Care Facilities:** Health and hygiene awareness materials for HCFs include flipcharts and posters that highlight key hygiene messages and the importance of handwashing at critical times. These materials, developed with input from UNICEF, external consultants, and partners including the Sanitation for Millions team, are displayed and distributed within HCFs. Specific IEC materials have been created in conjunction with the Ministry of Health to address issues such as environmental cleanliness, health care waste management, and proper use of toilet facilities within health settings. In Pakistan and Uganda, with the support of Sanitation for Millions, the WHO WASHFiT tool has been contextualized to focus on these areas and provide a stepwise implementation outline.
- **Community Level:** To promote behaviour change at the grassroots level, community-focused communication materials have been developed. These materials emphasize the use of safely managed sanitation options, the importance of handwashing at critical moments, and the proper care of emptyable toilet facilities, including the financial aspects of paying for emptying services. bags (for pain relief)

Work Package 4: Advocacy, Communication, Knowledge Exchange, and Events

Enhancing WASH initiatives through advocacy, communication, knowledge exchange, and events is fundamental when aiming to raise awareness on these issues. Key activities include organizing awareness campaigns on significant international days, fostering collaboration among stakeholders, and supporting policy development and revision. The work package outlines how to implement peer-to-peer learning among institutions, the facilitation of community structures to strengthen local efforts, and how to leverage media and influential leaders to boost advocacy campaigns. These efforts aim to raise awareness, ensure policy compliance, and drive impactful change in hygiene and sanitation practices.

Key components are:

- **Events and Awareness Campaigns:** Awareness campaigns and events are organized on significant International Days such as Global Handwashing Day, Menstrual Hygiene Day, World Toilet Day, and

World Water. These activities occur at local (institutional, provincial, community) and national levels, involving stakeholders, sector partners, and government counterparts.

- **Political Advocacy:** Support is provided for the development and revision of national and provincial guidelines and policies through technical working groups. For example, the existing PTC guidelines in one of Pakistan's provinces have been revised to include proper utilization of school funds for rehabilitation, awareness measures, and supplies, particularly addressing the WASH needs of adolescent girls.
- **Peer-to-Peer Exchange Learning:** Institutions such as schools, HCFs and FBIs engage in peer-to-peer exchange learning. This includes exchange visits among provinces on topics like MHM and the WASH-FIT framework.
- **Facilitation of Community Structures:** Community structures, such as town sanitation task forces and village health teams, are facilitated to enhance local WASH initiatives.
- **Media Coverage and Advocacy Campaigns:** Advocacy campaigns are bolstered through influential leaders, including religious leaders, teachers, political leaders, and cultural leaders. Key activities include:
 - Advocacy walks led by influential leaders, organized during national and international WASH events like World Water Day, Global Handwashing Day, and Menstrual Hygiene Day, which provide excellent opportunities for raising awareness.
 - Joint support monitoring with relevant stakeholders at various levels to ensure compliance with existing policy guidelines and frameworks.
 - Displaying sanitation and hygiene-related products, such as minimum standards for on-site sanitation and various latrine prototypes, on information boards at town and district offices. This ensures households have easy access to sanitation-focused information.

Material for implementation provided by Sanitation for Millions (Annexes)

- Annex 1 – Behaviour Change Communication Toolkit
- Annex 2 – Hygiene Awareness and Knowledge Posters - Examples
- Annex 3 – Roles and Responsibilities of WASH Clubs
- Annex 4 – Health and Hygiene Messages
- Annex 5 – Training of Trainers Guide for WASH in Schools
- Annex 6 – Orientation for Terms of Reference for Training of Trainers in Healthcare Facilities
- Annex 7 – Report on IPC Training for HCF Staff
- Annex 8 – Parents-Teacher-Council Guidelines
- Annex 9 – WASH in HCF Guidelines Ministry of Health Uganda
- Annex 10 – Social Practices Assessment Anaka Cluster Uganda
- Annex 11 – WASH in Islam Guidebook



SANITATION FOR MILLIONS



giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Published by

Deutsche Gesellschaft für Internationale
Zusammenarbeit (GIZ) GmbH

Registered offices Bonn and Eschborn, Germany

Sanitation for Millions (S4M)
Dr. Bärbel Schwaiger
S4M@giz.de
www.sanitationformillions.org

On behalf of

German Federal Ministry for
Economic Cooperation and Development (BMZ)

Division 121 –
Water, Circular Economy

Postal address of BMZ offices

BMZ Bonn
Dahlmannstraße 4
53113 Bonn, Germany
T +49 228 995 35-0
F +49 228 995 35-3500

BMZ Berlin
Stresemannstraße 94
10963 Berlin, Germany
T +49 30 18535-0
F +49 30 18535-2501

poststelle@bmz.bund.de
www.bmz.de

Authors

Sanitation for Millions

Design

by creativ republic / Germany

Photos

©GIZ, Andres Barajas

As at

October 2024

GIZ is responsible for the content of this publication.



SANITATION

FOR MILLIONS