Lessons promoting infant faeces management hygiene behaviours in PNG

E. Kamundi\textsuperscript{1}, G. Pigolo\textsuperscript{2}, Iwona Kolodziejczyk\textsuperscript{3}

International WaterCentre\textsuperscript{1}, WaterAid\textsuperscript{2}, Divine Word University \textsuperscript{3}

Australia, Papua New Guinea
Why is infant faeces management important

• Safe IFM is important to prevent the spread of disease in children under the age of 5.

• Diarrhoeal disease is the second cause of death, and first cause of malnutrition in children under 5*.

• Most transmission occurs in the domestic space and can be prevented through improved hygiene behaviors.

• Despite common perceptions, infant faeces can be more harmful than adult faeces!

• There is already attention to adult faeces management, but not enough is being done to increase awareness and safely manage infant faeces.

Campaign design process

1. Situation Analysis
2. Formative Research
3. Analysis
4. Campaign Design
5. Pre-testing Campaign Tools
6. Piloting

Pictures courtesy, IWC
Situation analysis conducted to identify IFM as a risky behavior

Mothers are the key target audience to influence behaviors

Disposal of feces

Cleaning of feces off the baby bottom

Formative Research

Handwashing with soap by Mothers
Designed campaign for the

5 star Mama em Trupla Mama: Lukautim pikini, rausim gut pekpek bilong bebi