Working with culture to promote handwashing with soap behaviour in Indonesia

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INDONESIA
1 Sustainable Sanitation & Hygiene for All (SSH4A): experience in Lampung Province

2008: *Sanitasi Total Berbasis Masyarakat* (STBM), a community-based total sanitation initiative launched by Government nationwide.

2014-2017: SNV’s SSH4A, implemented in five sub districts across 3 districts in Lampung in support of STBM.
Baseline survey: household access to handwashing with soap (HWWS) facility, 2014

Access to a handwashing with soap facility: **proxy indicator** used to assess behaviour.

Used stratified random sampling method and Krejcie-Morgan table.

Enumerator collected data and observed HWWS facility at every house, without prior notice of visit.

Source: Baseline report SNV Indonesia, 2015
Designing a behavioural change communication (BCC)

Applied WSP’s SaniFOAM to analyse behavioural factors.

“Social affiliation” to trigger behaviour change:
People want to belong.
Follow-the-leader mentality: “if s/he can do it, so can I!”

Cultural and creative participatory processes, in partnership with local government: engaged all community members/stakeholders in a campaign to wash hands with soap during key times.
Implementation and continuous adaptation

Formative research, Localised BCC strategy
- Design the campaign
- Test multiple concepts
- Finalise BCC package
- Implement BCC
- Monitor, measure and adapt

SNV Behaviour Change Communications Guidelines, 2015
Campaign activity impressions in Lampung province
3 Monitoring effectiveness indicators

- Willingness to change: 45%
- Communication objective: 47%
- Outreach objective: 79%
End line result: Household access to handwashing with soap (HWWS) facility progress, 2014-2017

- **1. Handwashing facility without soap**: 71%, 55%, 49%
- **2. Handwashing facility with soap**: 13%, 11%, 13%
- **3. HWWS facility, without water contamination**: 34%, 34%, 49%
- **4. HWWS facility, with running water from tap**: 0%, 10%, 20%

0% - 100% chart showing progress over the years.
Lessons learned

• Cultural campaigns are cost-effective methods for outreach and communication objective.

• Campaign messages and communication methods aligned with community values & habits, with strong potential of ownership & scalability.

• Continuous facilitation and monitoring is needed to assist communities in the quality delivery of messages.

• All channels were effective, some of them had a more meaningful outreach.

• Sustain (campaign) momentum, and build up! → campaigns are great in raising awareness, but learning does not translate directly to daily and appropriate practice.

• Increase in HW facility without soap raises new challenges/entry point for future interventions (odorless soap?, HW as a religious practice?).
THIS YEAR we’re celebrating 10 years of SSH4A implementation. Follow our website for updates!