



Working with culture to promote handwashing with soap behaviour in Indonesia

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INDONESIA



Collaboration for Universal WASH

#WASHFutures18

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.



SNV's SSH4A in a nutshell

Baseline survey: household access to handwashing with soap (HWWS) facility, 2014

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



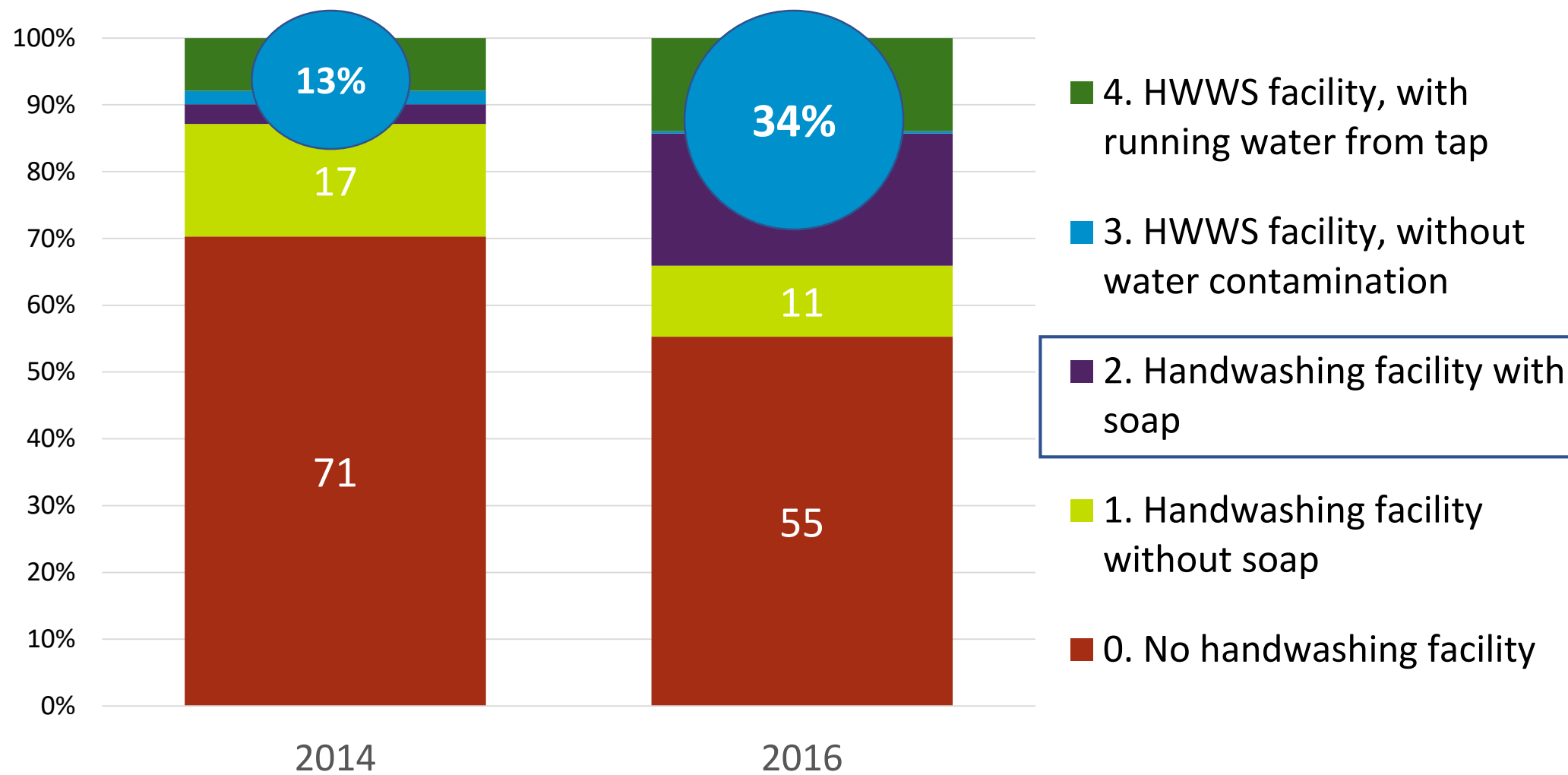
Used stratified random sampling method and Krejcie-Morgan table.

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

Source: Baseline report SNV Indonesia, 2015



Progress against baseline: household access to handwashing with soap (HWWS) facility, 2014-2016



2 Designing a behavioural change communication (BCC)



Applied WSP's **SaniFOAM** to analyse behavioural factors.



“**Social affiliation**” to trigger behaviour change:

People want to belong.

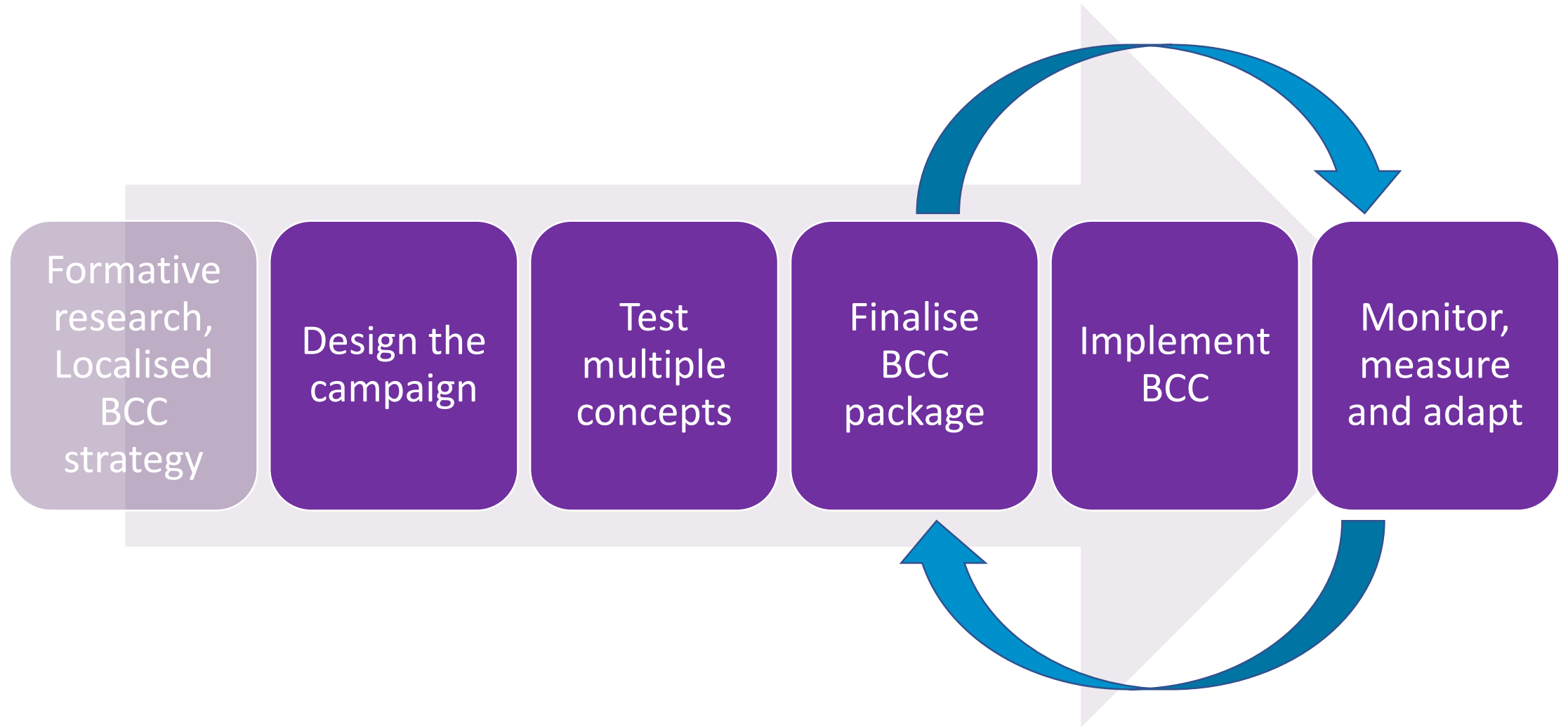
Follow-the-leader mentality: “if s/he can do it, so can I!”



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.



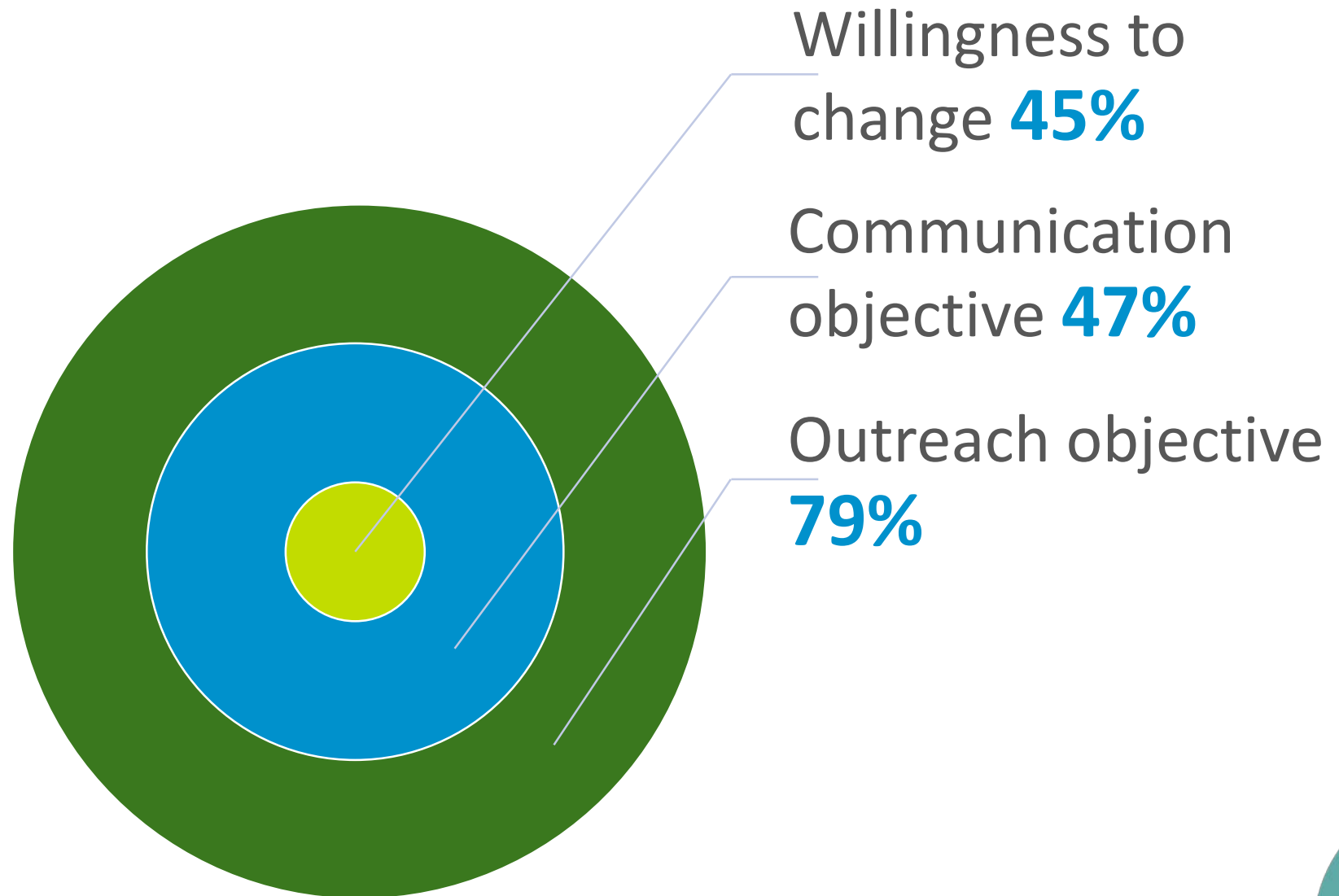
Implementation and continuous adaptation



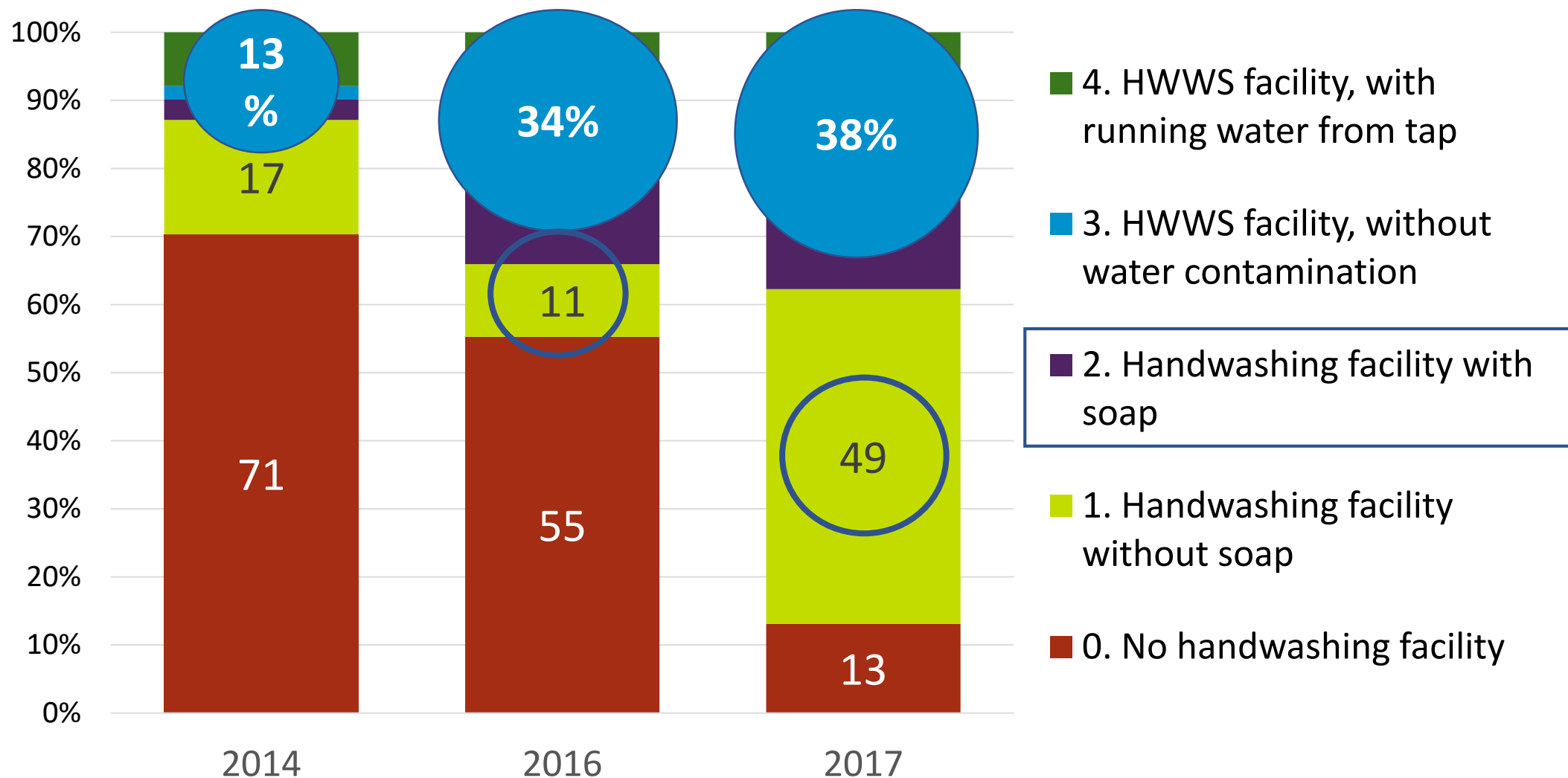
Campaign activity impressions in Lampung province



3 Monitoring effectiveness indicators



End line result: Household access to handwashing with soap (HWWS) facility progress, 2014-2017



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!

Stay in touch: www.snv.org |
<http://www.snv.org/sector/water-sanitation-hygiene/product/rural-sanitation-hygiene>



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