

Group A: What has been done to adapt WASH hygiene promotion to address COVID-19 and what have we learned about what works and doesn't work?

Use of multiple channels, multiple languages and influencers able to share the messages quickly.

Messaging doesn't work without infrastructure

Rapid coordination using WhatsApp groups with government and civil society to produce materials

Close collaboration and alignment with national taskforce

private sector involvement alongside other actors Table 2

Adapt to cultural food practices to target specific behaviours

Innovative Tech (QR Code), Limited knowledge to the technology

social media WASH BCC materials, some not work in rural context

Careful channel selection to reach the target audience(s) (preferably based on research)

Group A: What has been done to adapt WASH hygiene promotion to address COVID-19 and what have we learned about what works and doesn't work?

sign languages were included to make sure that everyone was getting these messages (inclusive approach)

Include multistakeholders

A lot of people are tired to apply hand washing while the pandemic is not over yet

Marginalized groups tend to be left behind in emergency

Keep messages simple and in line with WHO advice - including dos and don'ts

Installation of inaccessible facilities along with promotional materials

Socialization using hand sanitizer for individual and make public hand washing compartment

Made the messages and facilities to promote Hand hygiene inclusive

Group B: how do we know if our hygiene promotion during COVID-19 led to changes in hygiene behaviour?

from survey and FGD result, access increasing

awareness of the need to wash hands does not always means more handwashing is done

Difficult to measure change in a short time of doing campaign. What can see through observation on their practice and their engagement

observation how long the duration of handwashing in public facilities before and after the promotion

we can see with the pandemic individual sanitation equipment, there are not as much as at the mid year 2020. Not all of the public place still have a good han washing equipment, and not all the people clean their hands with hand sanitaizer anymore

to measure change needs to research at different points in time

TABLE 6

Q1: Promoting hygienic behaviour during COVID-19 - what has been tried and what works?

- What types of WASH behaviours were targeted during COVID-19?
- How did we ensure our messages were inclusive and addressed gender and social norms?
- What was changed within the design of WASH behaviour change interventions in response to COVID-19? – messages, approaches?
- What was learnt with regards to inclusive WASH BCC within the COVID-19 pandemic? What will we use next time?

Drawing on existing research to inform campaign (e.g. channel selection for rural communities = radio)

If we could do it again... would do formative research to understand target audience better

Handwashing
Social Distancing
Stay Home
Dos and Donts

Translated into different ethnic languages, sign language and use of different media/outreach

Use of influencers and radio production