

Hand hygiene campaigns: reflections from the Solomon and Cook Islands

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Asian Development Bank (ADB)

Solomon Water

Plan International Australia / Live and Learn Environmental Education

Cook Islands, Solomon Islands



WATER
WASH 2023
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#WaWF23

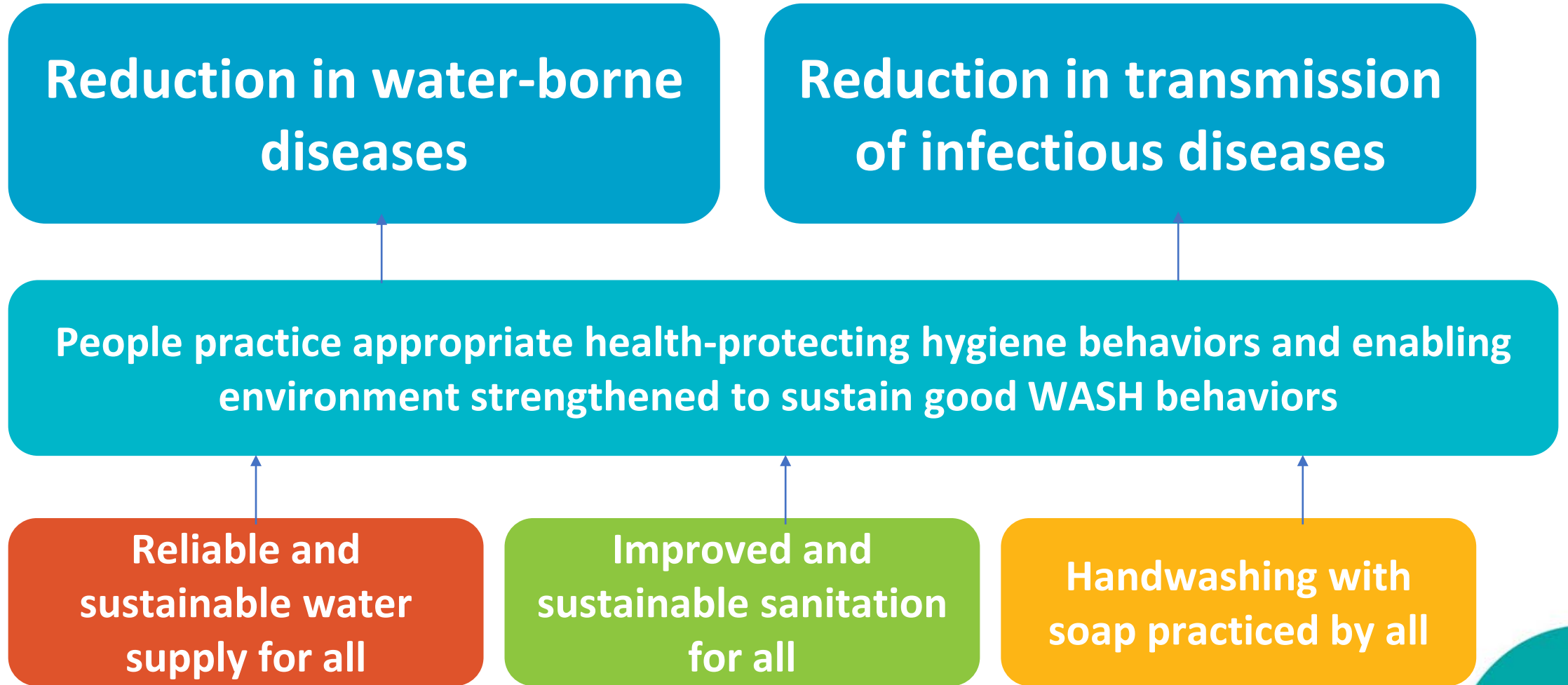
Improving the effectiveness of hygiene interventions

- ADB Strategies (Corporate strategies and country partnership strategies - CPS) mostly reflect water, sanitation, urban development and health well: **Hygiene only has limited mention**
- Preventative health fall through the **gaps** between water and sanitation access and curative health (in policies and institutions)
- Whilst many DMCs have **National Hygiene Plans**, most are not resourced

- Traditional program approaches include
 - Information, education and communication approaches
 - Health messaging

**Increasing knowledge
DOES NOT =
behavior change**

Strengthening WASH behaviors in the Pacific: Technical Assistance (TA 5661) vision



Handwashing with soap makes you feel so fresh



Ongoing campaign includes:

- Promotional materials developed together with Solomon Water
- Handwashing jingle
- Face-to-face community activities

Handwashing jingle – short version



Plan International and Live & Learn with Solomon Water



Targeting improved handwashing with soap, sanitation and menstrual health behaviours in 6 informal settlements

- Behaviour Barrier Analysis – Doers and Non-Doers (handwashing with soap behaviour)
- 6 step Behaviour Change Wheel for Intervention Design Campaign
- Evaluation planned
 - Wide-reaching social media
 - Radio messaging
 - Community outreach
 - Follow ups



3 Interventions selected and developed in campaign

Intervention 1 – Education (Psychological Capability)

- Provide education to communities with reference materials (poster, stickers, videos) on contamination of food if hands are not washed with soap before food preparation, and if hands are not washed with soap after contact with baby / child poo, and after going to the toilet

Intervention 2 – Environment & Modelling (Social Opportunity)

- Community leaders / influencers model and promote washing hands with soap before cooking and after contact with child faeces, and after going to the toilet

Intervention 3 – Persuasion (Reflective motivation)

- Creative persuasion campaign for women and men to feel positively about always washing hands with soap before cooking and after contact with baby / child poo, and after going to the toilet

Reflections & recall

- Target audience
 - The more targeted the better, and the easier to evaluate success
 - Good window of opportunity to target hygiene messaging to new water customers (e.g. Solomons)
 - Social media has good reach at low cost
- Message recall
 - 93% of 115 respondents remembered campaign after 2+ months
 - most common places to see/hear promotion was at a local community event, on a poster or on a billboard
 - Almost half (48%) remembered the message well and 99% said that they made changes personally or in their family after viewing the ad.



Northern Group



Cook Islands Background

- Cook Islands is spread over 2.2 million sq km
- Total population: 15,020
- Student population: 3,904

- Hand washing facilities in all lavatories
- Limited soap supplies
- Limited to no hand washing facilities outside of lavatory
- Lack of education on hand washing at critical times; other than just after using bathroom

FIG 5: TOILETS HAND WASH BASINS



2x Bi-lingual campaigns

- Produced in English & Cook Islands Maori
- Engaged 5x local Stakeholders (Govt & NGOs)

Campaign 1: Animated video



Campaign 2: Printed Resources

Hand wash posters



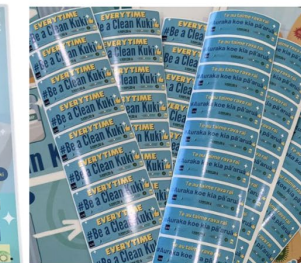
Cleaning toilets posters



Outdoor splash proof signage



Reward stickers



Printed Resources opens conversation

Pre-launch of Printed Resources

- Distribution leaflet
- WASH in schools survey
- Site visits
- Gained new major stakeholder

Launch of Printed Resources

Stakeholders in attendance



Red Cross, CIIC, Child Welfare, MOH, MoE, ADB Country Manager

Apii Avarua has a school role of 375 students



Distribution Leaflet

Bi-lingual WASH Printed Resources for the Cook Islands

The Asian Development Bank (ADB) in collaboration with the Ministry of Education, Te Marae Ora, Internal Affairs, Cook Islands Child Welfare Association and the Cook Islands National Disability Council are working on WASH (water, sanitation and hygiene) activities to help improve WASH behaviour and facilities in the Cook Islands.

The following package includes these printed resources to assist you in positive WASH behaviour and practices. Below is a list of what may be included in your package as well as recommended places of use and display. Resources 1, 2 & 3 for all schools; Resource 4 is for ECE & Year 1 only.

Improving community understanding of hygiene, health, and sanitation requires ongoing attention, beginning in schools.

Resource 1: 'Hand washing' Poster

The bi-lingual laminated 'Hand washing' poster outlines 5 key moments to 'Wash Hands':

1. After playing
2. After using the toilet
3. After sneezing or coughing
4. After touching animals, foreign objects or surfaces
5. BEFORE eating

Resource 2: 'Help keep your toilet clean' Poster

The bi-lingual laminated poster outlines 5 key actions to 'help keep your toilet clean':

1. Flush
2. Disinfect
3. Toilet Brush
4. Wipe down
5. Wash hands with SOAP

Resource 3: Outdoor 'Hand washing' Signs

The bi-lingual 'Hand washing' signs (accompanied with screws for installation) outlines 5 key moments to 'Wash Hands':

1. After playing
2. After using the toilet
3. After sneezing or coughing
4. After touching animals, foreign objects or surfaces
5. BEFORE eating

Resource 4: Reward or acknowledgement stickers (ECE & Year 1 classes only)

The bi-lingual reward stickers have been created for ECE and Year 1 students to encourage WASH behaviour. Below are some example scenarios:

1. Encourage hand washing during all 5 key moments (ref to poster) and reward the student with a sticker as a 'WASH Champion'
2. Allocate a day once a week to highlight hand washing and reward 1 or 2 WASH champion(s) per week.

COMMUNICATE WITH US

Take a Pic & SHARE with us how your WASH printed resources are displayed & being used!

Email: wash.cookislands@gmail.com

We could share your images of the resources displayed at your school on our social media sites, via our website and in print media

Auraka koe kia pa'arua Be a Clean Kuki

Survey

Section 1 of 7

Pre-WASH Printed Resources Distribution Survey for Cook Islands Schools

The Asian Development Bank (ADB) in collaboration with the Ministry of Education, various government ministries and NGOs in the Cook Islands are working on WASH (water, sanitation and hygiene) activities to help improve WASH behaviour and facilities in the Cook Islands. As part of the activities, we are focusing on our Cook Islands schools to encourage behaviour change campaigns for improving hygiene practices. Improving community understanding of hygiene, health, and sanitation requires ongoing attention, beginning in schools.

Through this voluntary survey we are hoping to capture impressions from teachers and principals before the WASH printed resources are distributed in the schools and then again later in the 2022 school year to monitor any change. The survey will assist in gathering information to identify where we need to improve WASH in schools.

Allocation + Delivery

A). WASH PRINTED RESOURCE ALLOCATION					
SCHOOL'S	WASH Printed Resource Allocation				
	1	2	3	4	5
1 Apii Te Uki Ou	16	3	3	41	31
2 Apii Arorangi	17	3	3	3	31
3 Apii Avarua	18	8	6	41	42
4 Apii Nikao	17	8	6	31	31
5 Black Rock Apii Potiki	2	2	2	51	
6 Imanuela Akatemia	7	2	2	31	31



MOH Importance of hand washing



Red Cross Hand washing demonstration



Apii Avarua students following along hand washing demonstration

- Ministry of Health
- Ministry of Education
- Child Welfare
- Red Cross
- Disability Council
- CIIC - Cook Islands Government Asset Management Agency



Surveys gather common themes

Limited number of facilities for:

- Hand washing that are located outside of lavatories
- Soap at hand washing facilities
- Access to clean drinking water

Fig 4: Sample of detailed WASH facilities data collected

1st WASH Data Report Inclusions

- ✓ Individual School WASH priorities
- ✓ No. of toilets (girls, boys, staff, shared, disabled, junior height)
- ✓ Hand wash basins in toilet stalls
- ✓ Hand wash basins outside of toilet stalls
- ✓ Access to clean drinking water
- ✓ Access to soap
- ✓ Proximity of WASH facilities to classrooms

Quantifying WASH in School needs

- Collaborate with Ministry of Education & CIIC
- Data Collection processes
- Person to ratio standards based on NZ Education System
- Identifying gaps
- Gathering estimate costings for procurement & contractors
- Cook Islands Census
- Proposal for an Intervention & its Impact on Cook Islands people

Fig 5: Sample of 1 Schools current ratio standards

Current Ratio Standard at a School Avarua School (Biggest school on Rarotonga)	
Toilets	1 to 15
Hand wash basins	1 to 53
Drinking Fountains/ Taps	1 to 375

Fig 6: NZ ratio to person standards.

Goal Ratio Standards with ADB Support NZ Ratio Standards	
Toilets	1 to 15
Hand wash basins	1 to 15
Drinking Fountains/ Taps	1 to 60



ADB Intervention for WASH in Cook Islands 2023

Evidence has now been gathered to support the next phase we are working on in the Cook Islands and that is investments to improve WASH facilities in schools.

- Long term benefits to future of Cook Islands people
- Public Health benefits
- Climate resilient



Be a Clean Kuki

#beacleankuki

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Thank you

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