

Changing behaviours at scale in a pandemic in Indonesia – Learnings from the 5-star approach

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SNV

Indonesia



WATER
& WASH 2023
FUTURES

Achieving SDG6 in a Changing Climate



#WaWF23

Hygiene & Behaviour Change Coalition (HBCC) in Indonesia

1-year COVID-19 response project (Sept 2020-Aug 2021) supported by UK aid from the UK Government and Unilever

Evidence-based interventions for improvements in personal & environmental hygiene

Adapted, strengthened, and customised preventive messages by target audience



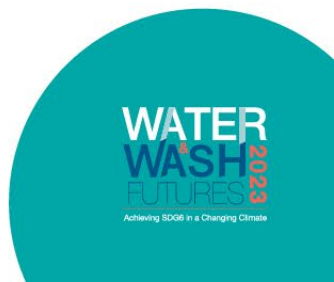
69 markets and transport hubs



50 health care facilities



2 cities, 8 districts in 5 provinces



HBCC audience reach and activities

- Targeted diverse city stakeholders: local governments, facility managers, users, cleaners, women's groups, organisations for people with disabilities
- Engaged in three types of activities



SNV develops a scalable approach with Upward Spiral



5-star approach

A five-level star rating system that visually communicates COVID-19 safety levels in public spaces: markets, transport hubs, and health centres

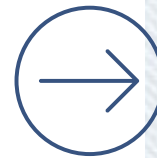
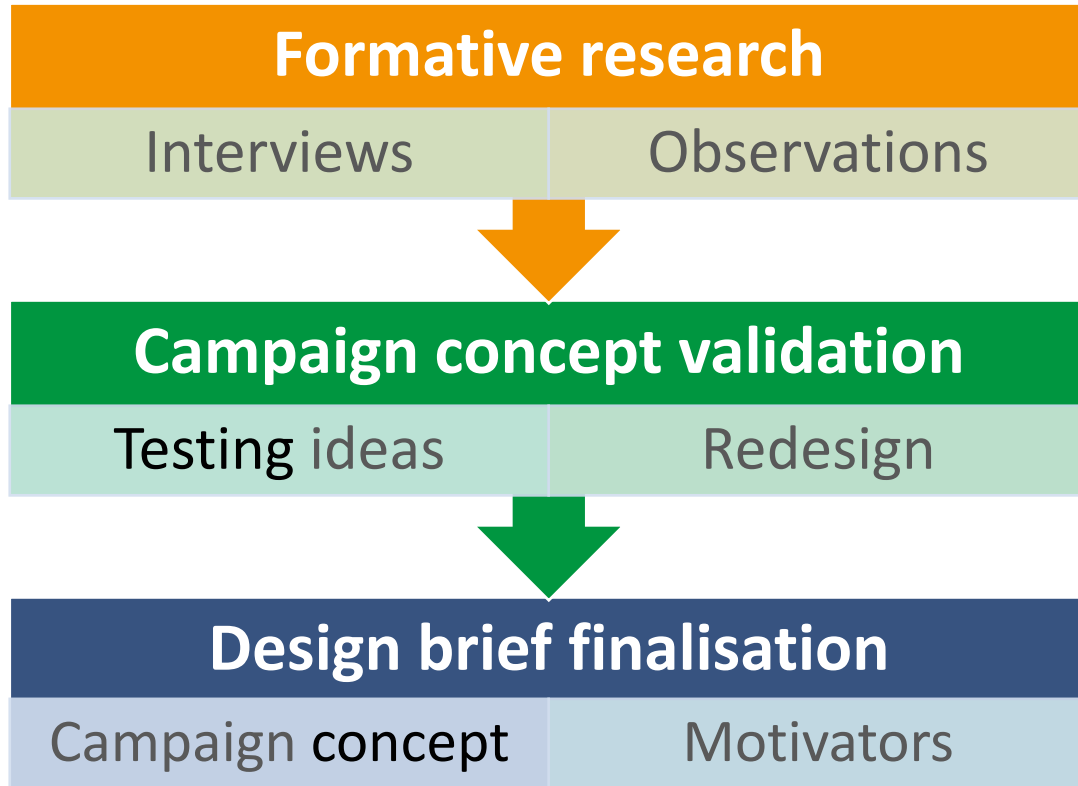
SNV in Indonesia

HWWS, Mask, Physical distance

SNV in Mozambique

HWWS, Mask, Physical distance

Co-developing and enhancing the 5-star approach



For greater project impact and inclusivity, stakeholders introduced a plus (+) sign, assessing public safety levels based on **ACCESSIBILITY**.



PROTOKOL KESEHATAN

FASILITAS BERSIH & AMAN,
KERJA & USAHA LANCAR!

The 5-star+ approach: monitoring indicators and process



1. Handwashing with soap/sanitiser at entrance
2. Handwashing with soap/sanitiser after a transaction
3. Safe physical distance
4. Proper mask use
5. Surface cleaning/disinfection
+ Accessibility

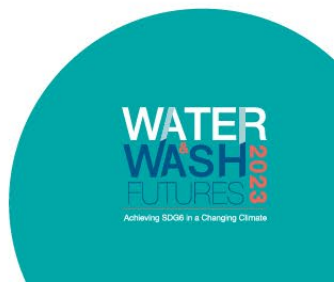
Monthly **SELF-ASSESSMENT** by managers

VERIFICATION by an independent team

Improvement **recommendations & action plan** by managers and LGs



Done 4 times throughout the campaign



Implementing the 5-star+ approach in stages



ENROLMENT

- Motivation mapping
- Govt. buy-in
- Onboarding



PLANNING

- Final indicators
- Assessment criteria
- Team formation



TRANSFORMATION

- Training
- Entrance & cleaning rituals
- New layout
- IEC materials, nudges
- Regular assessment



SUSTAINABILITY

- New normal
- Integration with local resources & platform

Monitoring results: facility and campaign performance

Min of **3 stars with a PLUS** achieved by **109 facilities** HCFs, markets, transport hubs

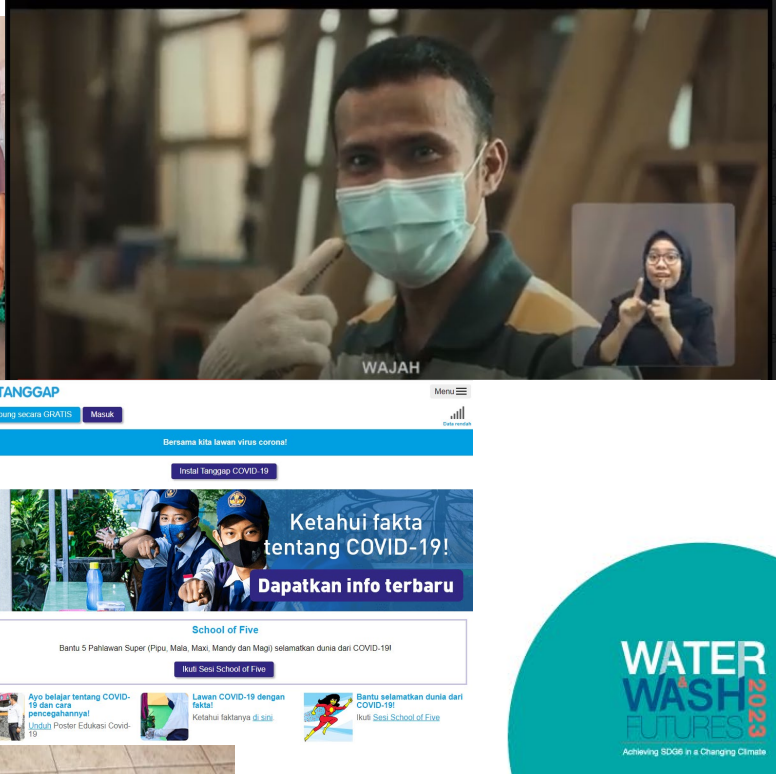
More than **4.6 million people** were reached by the 8-month campaign



26
facilities

57
facilities

26
facilities





PROTOKOL KESEHATAN

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KERJA & USAHA LANCAR!

Monitoring results: user behavioural change

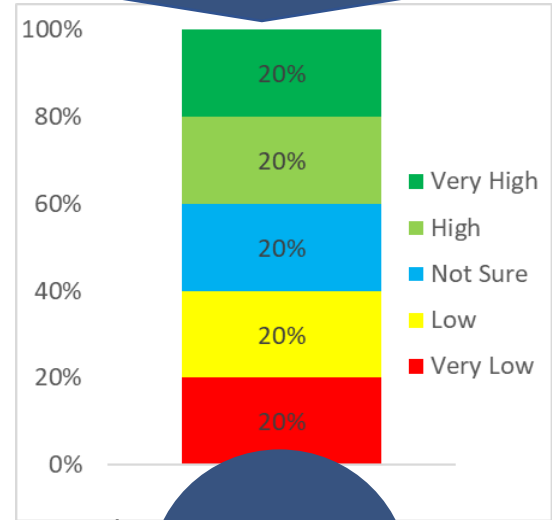
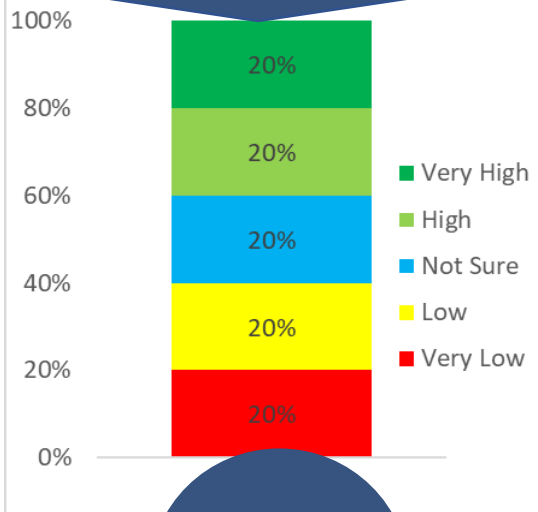
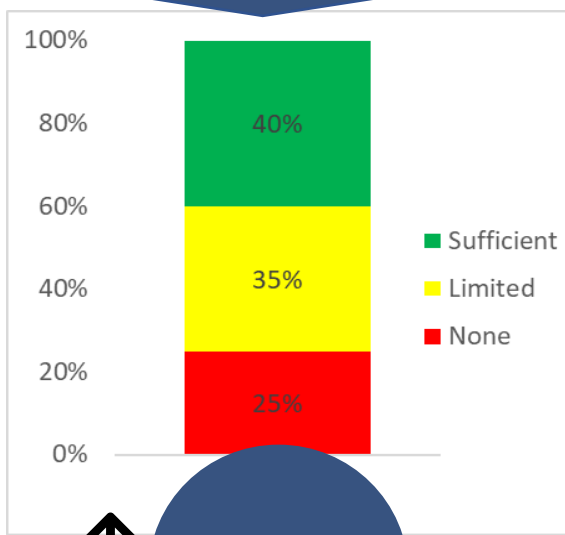
INDICATOR

KNOWLEDGE

MOTIVATION

SELF-EFFICACY

LADDER (Example)



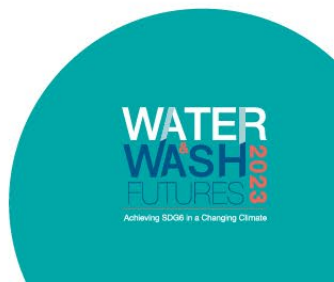
RESULTS PP increase

↑ **32%**

↑ **2%**

↑ **5%**

2020	42%	96%	87%
2021	74%	98%	92%



*Sample size: 1,200 users of 119 facilities



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Key learning points

- **Formative research** leads to **relevant & coherent** interventions plus **buy-in & sustainability**; be **adaptive** during pandemic e.g., rapid assessment, test initial ideas
- **Strong M&E** linked to government guidelines, plus regular reflection, ensures government colleagues engaged in continuing assessments & strengthens the capacity to **adapt creatively** to emerging challenges
- **Inclusion of people with disabilities** in design & assessments raises the level of **accessible facilities** & infrastructure and raises awareness of need amongst counterparts & developing the links between OPDs & local government

Useful resources

Story of Coronavirus video: <https://youtu.be/5H64YVDH96s>

HBCC Mozambique making markets safer: <https://snv.org/update/hbcc-turning-mozambican-markets-safer-spaces>

HBCC Indonesia reinventing handwashing stations: <https://snv.org/update/handwashing-stations-schools-reinvented>

HBCC Mozambique market traders fight COVID-19: <https://snv.org/update/market-traders-mocuba-stand-firm-against-covid-19>

Teach Clean materials used to structure training of cleaners: <https://www.lshtm.ac.uk/research/centres/march-centre/soapbox-collaborative/teach-clean>

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