Unpacking the realities of behaviour change interventions at scale
Case study: Handwashing with soap, safe physical distancing, proper mask use - Mozambique

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India, UK, Bhutan, Australia, Solomon Islands, Mozambique, Indonesia

The Programme Context

The Hygiene Behaviour Change Coalition (HBCC) Program was funded by FCDO in partnership with Unilever and implemented in Mozambique by SNV from August 2020 to July 2021.

Was based on small urban villages, specifically in public places (markets, transport hubs and schools) promoting hygiene messages for prevention of covid 19.

Target behaviour

The key COVID-19 prevention hygiene behaviours include:

MÃOS — Hand washing with soap and water or use hand sanitizer;
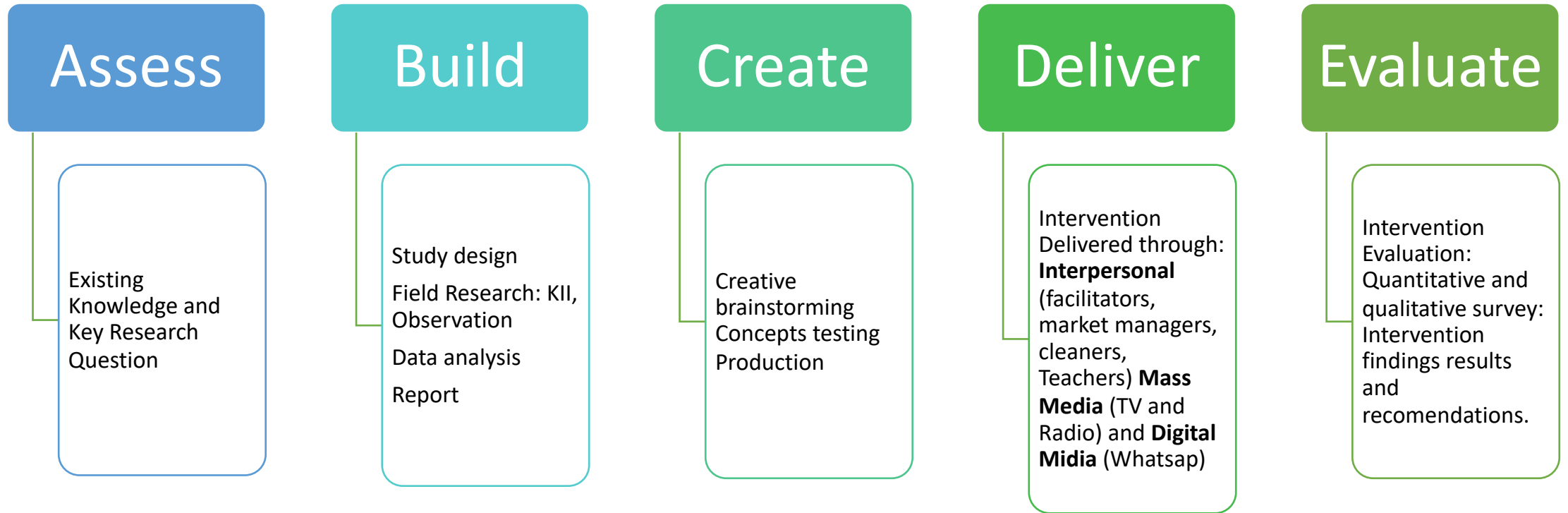
CARA — Wear a face mask in public places;

DISTÂNCIA — Keep a minimum distance of 1.5 meters between yourself and other people;

SUPERFÍCIE — Clean surfaces regularly

Process

BCD Framework

Assess

Existing Knowledge and Key Research Question

Build

Study design
Field Research: KII, Observation

Data analysis

Report

Create

Creative brainstorming
Concepts testing
Production

Deliver

Intervention Delivered through: **Interpersonal** (facilitators, market managers, cleaners, Teachers) **Mass Media** (TV and Radio) and **Digital Midia** (Whatsap)

Evaluate

Intervention Evaluation: Quantitative and qualitative survey: Intervention findings results and recomendations.

ABCDE phases of the Behavior Centered Design Framework developed by Robert Aunger and Valerie Curtis from London School of Hygiene and Tropical Medicine.

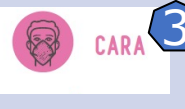An evolutionary psychology approach to behavior change
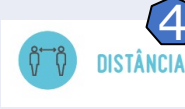
Intervention idea:

5 Star Market

Insight 1

Market managers pride themselves on how well they manage markets. They like it when they are recognized by the Government for their role – Status Motive.

Acessibility

Star	Description
1 MÃOS	Hadwashing with soap at the entrance of the Market
2 MÃOS	Hadwashing with soap Inside the Market
3 CARA	Proper use of face mask
4 DISTÂNCIA	1.5 meter distance between users
5 SUPERFÍCIE	Cleaning Surfaces

Intervention idea:

Markets Transformation

Insight 2

The transformation of the market to a safe place requires the improvement of knowledge and skills of managers and availability of materials.

Intervention idea:

Insight 3

Materials need to be adapted to the context: translated into local language, photos, characters, etc. for better appropriation of behaviour change.

HBCC Global campaign "Hands Face Space Surface"

Intervention Design - Summary

Enrolment

of Market managers

Assessment

Verification using the 5 star rating print out or google forms;
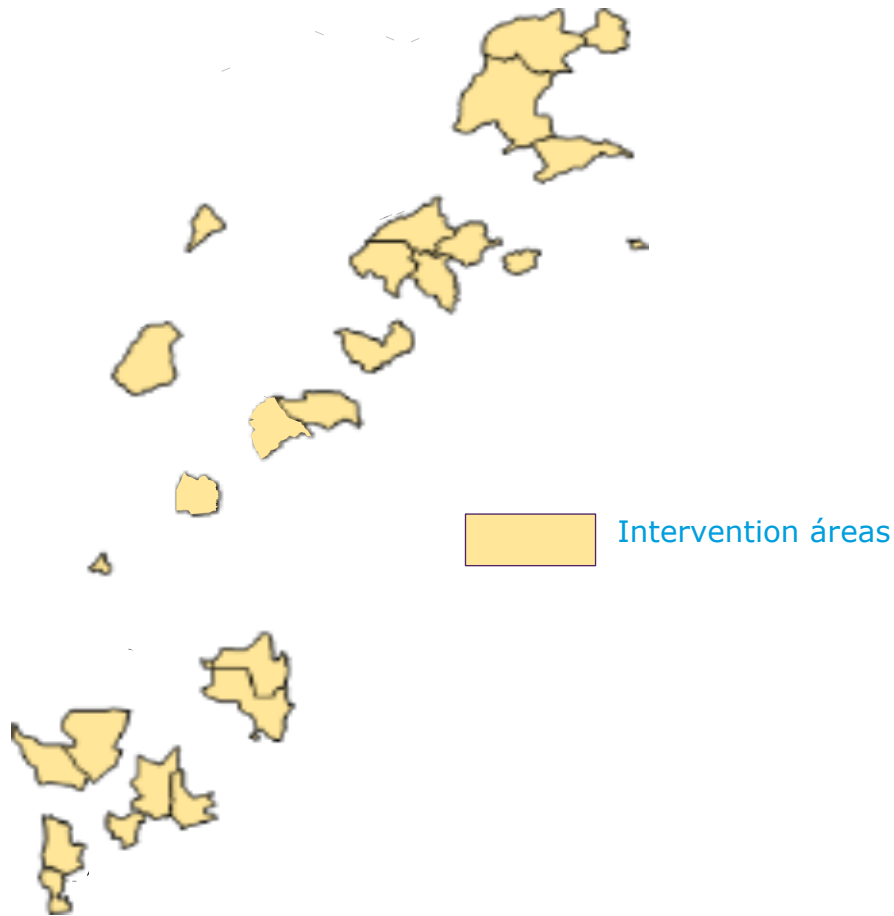
Recomndation for improvement

Transformation

Demarcation;

Handwashing facilities;

IEC Materials

Training of cleaners

Rewards

Based on the number of star achieved. Minimum 3 Star

Intervention Delivery – Geography

Intervention áreas

CABO DELGADO
1. Montepuez
2. Chiure

NAMPULA
1. Ilha de Moçambique
2. Nametil
3. Ribaue
4. Malema
5. Meconta
6. Monapo

ZAMBÉZIA
1. Alto Molócue
2. Gurue
3. Mocuba
4. Mopeia

SOFALA
1. Caia
2. Nhamatanda

INHAMBANE
1. Vilanculo
2. Massinga

GAZA
1. Praia de Bilene
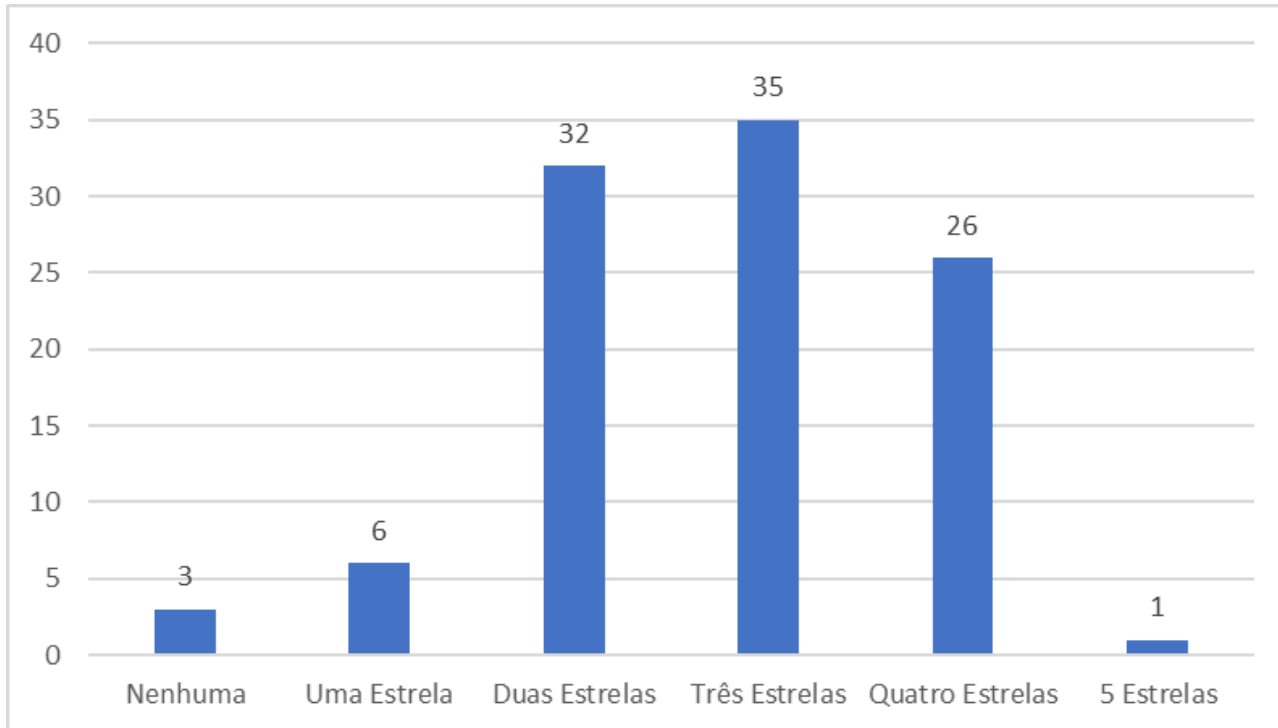2. Massingir
3. Mabalane
4. Mandlakazi
5. Chibuto

MAPUTO
1. Moamba
2. Namaacha
3. Manhiça

The campaign was implemented in 118 markets across the 24 target towns.

Outcomes

Markets - Final 5 Star rating

Verification Team

- AIAS – Provincial Gov
- District Government
- SNV

Learnings

Parameter	What worked well?	What can be improved?
Design effective interventions	Rapid design process with include research and test; Group learning and discussion with Indonesia Team.	
Facilitate Scale-up	Same motivation and design approach	Differentiate type of intervention depending on the market types
Efficient use resources	Adaptation of existing messages and materials; Doing the process along Indonesia	Design Logos and materials could have been done together
Strengthen capacities	Provide skills to design, delivery and evaluation of the intervention.	Preference in Portuguese Language
Improve program sustainability	Government engagement in delivery and evaluation	Involve Government in design

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