



# NATIONAL WASH CONCLAVE

Medium, channels and tools  
for communication on  
improving  
hand hygiene and menstrual  
hygiene management

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# Session Objectives

- Discuss national & state strategies of **investing in PRIs' capacities as communicators**, for enabling adoption of positive WASH behaviours (with focus on HH & MHM) among communities.
- Highlight the **channels and tools available and required** to enable PRIs to effectively conduct community engagement and mobilisation, enabling positive shifts in norms around HH and MHM.
- Share experiences of the **potential and power of PRIs** as key advocates and community leaders to drive positive behaviour change among communities.



# Benefits of HWWS



- Handwashing is **key to reducing the burden of many diseases** which pose chronic challenges to health and development.
- Handwashing is the **first defence in preventing COVID-19**

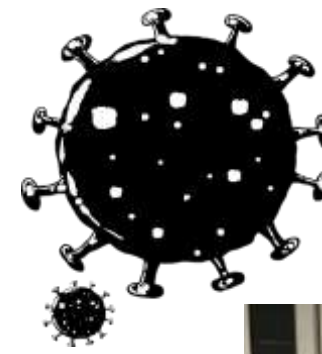
**Handwashing with soap at critical times is most cost-effective way** protect from illnesses & stop the spread of germs.



- HWWS reduces the number of people who get sick with **diarrhea by 30%**
- HWWS reduces **acute respiratory illnesses (ARI)**, by up to **20%**
- HWWS can reduce the likelihood of **COVID-19 infection by 36%**



# Key learnings on HWWS during COVID-19

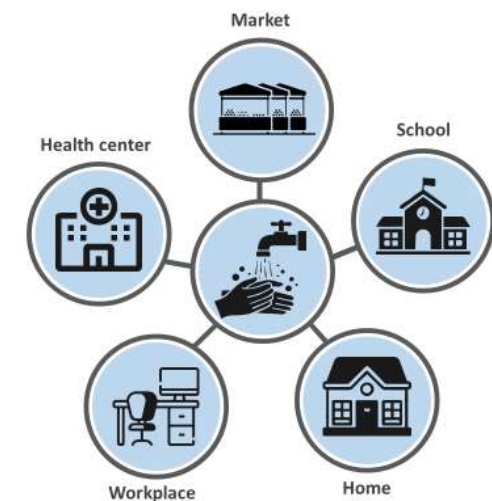


- The pandemic has resulted in a **global increase in handwashing behavior**, though handwashing rates vary across contexts
- Increased handwashing reported at **critical times associated with COVID-19 transmission** (when returning from outside, after sneezing/coughing etc.)
- Increased **sales of soap and hand sanitizer** indicate a shift in hand hygiene practices, away from just rinsing hands with water
- The pandemic has made handwashing a **more publicly visible behavior**, contributing the development of a **social norm and enabling environment** around handwashing.
- **Self efficacy, perceived control and intentions** around HWWS, are seen to predict and affect hygiene behavior



# Key learnings and action required

- Increased HWWS rates during the pandemic need to be **sustained and supported**
- Increases in HWWS have been **driven by fear** during the early stage of the pandemic, but **fear-based changes are likely to be short-lived.**
- HWWS behaviour change initiative need to **assess all factors that may influence behaviour** and design programs which focus on addressing **context-specific motivations**, opportunities or barriers and creating an enabling environment
- Hygiene programs should be delivered **over an extended period and combine a range of delivery channels**
- Effective **hygiene programs are not cheap and require investments** to strengthen **capacity on behaviour change communication.**
- **Whole of society approach** is needed to establish hand hygiene as a social norm



# Menstrual Hygiene Management

MHM is a **global and national priority**, a key WASH outcome in the Sustainable Development Goals (2030), and a reinforced commitment by government.



# Potential impact of investing in MHM

*Investing in MHM creates a ripple effect leading to healthier and stronger families, societies, reduced poverty, greater gender equality, healthier populations, and stronger economies.*

## Empowerment

- Increase Mobility, access to services and safe spaces
- Reclaim dignity and self confidence among adolescent girls and women
- Promote gender equality
- Greater awareness and participation of boys and men

## Physical and Mental health

- Reduction in RTIs and UTIs
- Improved nutritional status
- Awareness on right age at marriage
- Mitigate gender-based violence
- Address mental health issues

## Education

- Reduce absenteeism and dropouts among girls
- Prioritisation of girl child education among families and communities
- Girls in school and higher education reducing early marriage

## Environment

- Improved practices on safe disposal and reduced environmental hazards
- Increased use of appropriate technologies for MH products and solutions

## Economic

- Potential for increased participation of women in workforce
- Reduction in work absenteeism
- Reduction in harassment at the workplace

# Menstrual Hygiene: Norms that hinder practices and demand for services



- ☞ Adolescent girls often unaware or unprepared for the onset of menstruation due to **culture of silence** prevailing around women's reproductive health issues
- ☞ Lack of preparation, knowledge and poor hygiene practices leading to negative impact on girl's self esteem, confidence and personal development
- ☞ Taboos around menstruation affects mobility, freedom of choices, education, overall participation
- ☞ Lack of menstrual friendly facilities to manage period in schools, universities, workplaces, public places compromising safety leading to anxiety and stress among girls and women



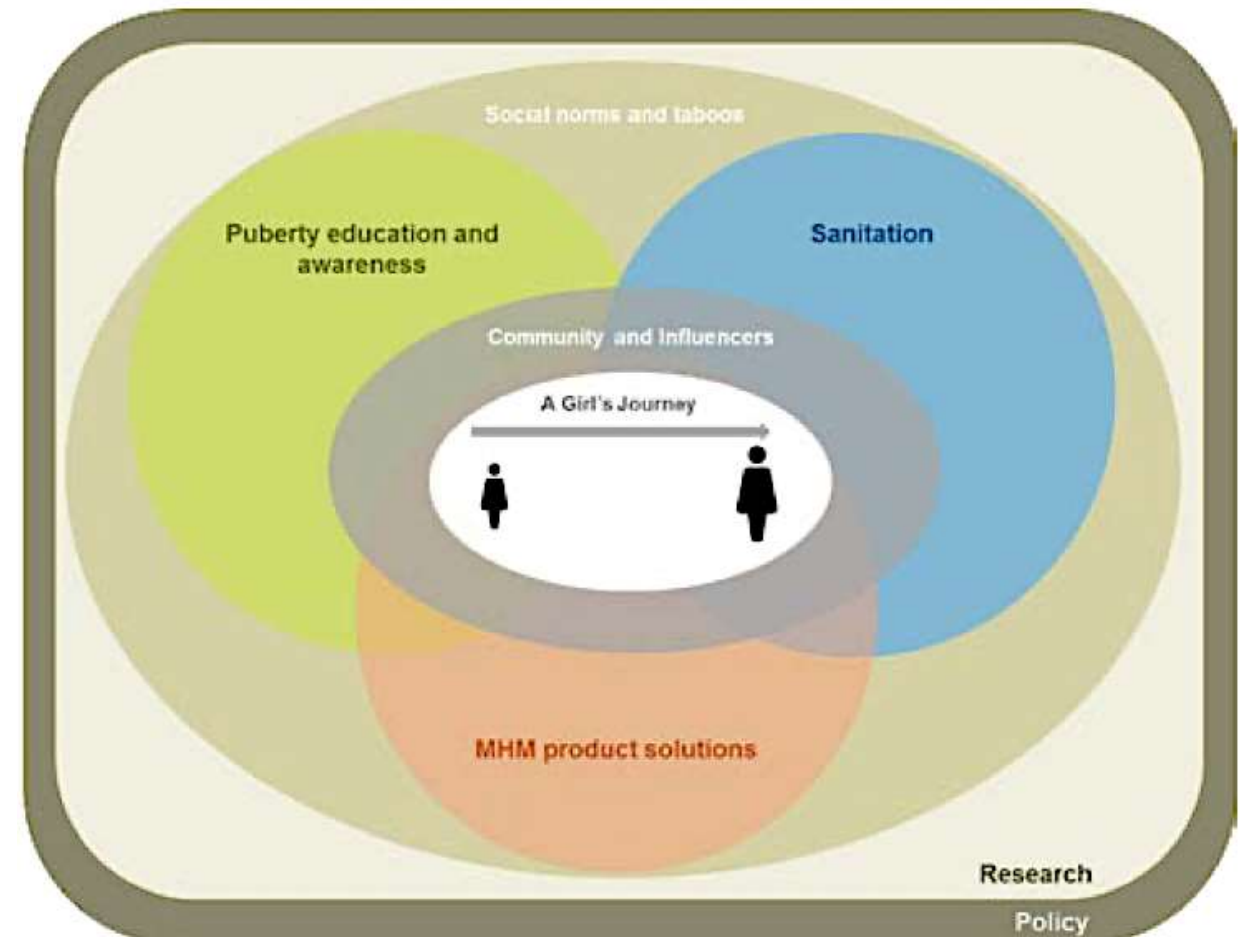


# Complexity of communication around MHM

- Addressing the **culture of silence** around menstruation (ingrained social norms and taboos)
- **Awareness and engagement** of men/boys on the issue
- **Information** on menstruation, hygiene practices, (correct management and disposal) through trusted mediums

## Provision of services

- **Information, access and choice** around MHM products and solutions
- Access to **WASH infrastructure** (private, clean) and **facilities** (water and soap access)
- **Convergence and coordination** in effective delivery of MH services (public, private and civil society)



Source: Menstrual Health in India - Country Landscape Analysis

FSG, supported by BMGF



**Role of PRIs in  
communication  
for HH & MHM**

**ENABLING ENVIRONMENT**

- Coordination with administration
- Ensure implementation of SBCC activities
- Utilizing funds for IEC
- Ensure supply /infrastructure
- Monitoring of SBCC activities

**CAPACITY BUILDING**

- Participating in trainings, refresher trainings
- Ensuring capacity building of key stakeholders at GP level to build team of influencers & motivators

**SOCIAL MOBILIZATION**

- Engaging women FBOs, CBOs, youth alliances, teachers, children, others
- Organizing cultural events, village fairs, special weeks & days
- Reinforcing messages on WASH at key social gatherings/Gram Sabhas

**COMMUNITY ENGAGEMENT & MOBILISATION**

- Activating frontline personnel (ASHA, AWW, Swachhagrahis, volunteers) and community institutions (VWSC/VHSNC, SHGs, local committees)
- Home visits and discussion sessions

**MID/FOLK MEDIA**

- Organizing puppet shows, folk media, interactive sessions, games, nukkad nataks
- Miking, Mobile Van
- Posters, Hoardings, Banners, wall art at strategic locations

**MASS/ SOCIAL MEDIA**

- Ensuring WASH messaging reaches communities through TV/radio/print, screening vans, community radio,
- social and digital media

