

Systematic Review- Promoting Handwashing and Sanitation Behaviour Change in Low- and Middle-Income Countries

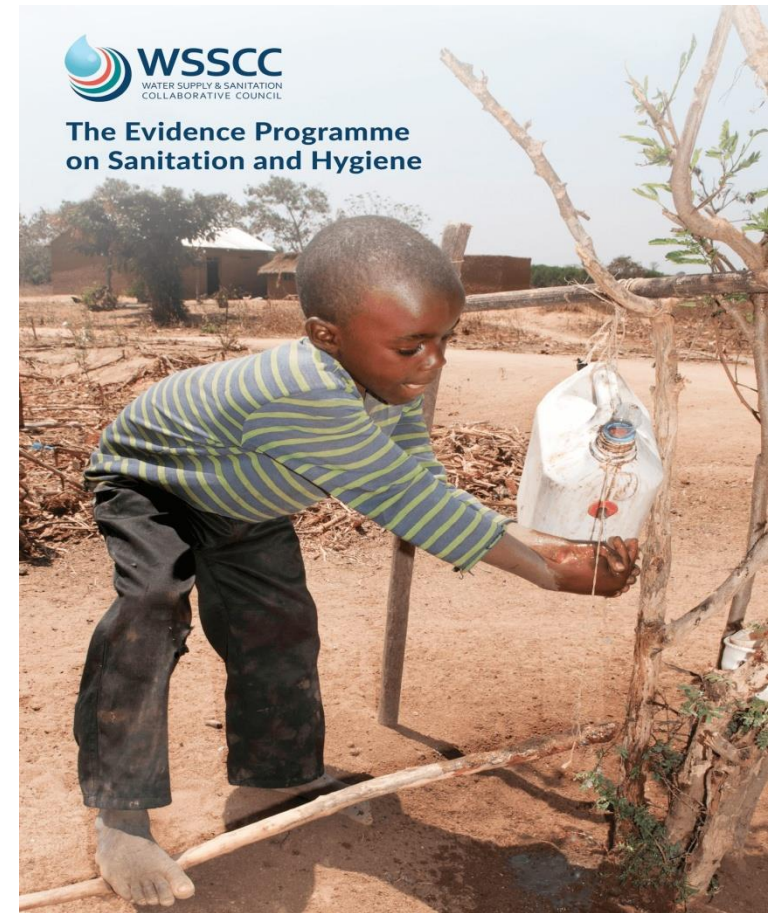
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Evidence Programme on Sanitation and Hygiene (EPSH)

How evidence can help decision-makers improve their policy and programs?



EPSH PROGRAMME FACETS OF WORK

Impact Evaluations (2)

**Systematic Reviews
(2)**

**Evaluating advocacy
approaches in
development**

**WSSCC Mid Term
Review (MTR)**

EPSH Partnerships



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Systematic Review- Promoting Handwashing and Sanitation Behaviour Change in Low- and Middle-Income Countries

- Overall goal of this SR is to show which promotional approaches are effective to change handwashing and sanitation behaviour, and which implementation factors affect the success or failure of such an intervention.
- The study tries to answer the question “**what works**”, but also “**why**” and “**under which circumstances,**” a programme will work.
- Two different review questions:
 - **Question 1:** *What is the effectiveness of different approaches for promoting handwashing and sanitation behaviour change, in communities in low- and middle-income countries?*
 - **Question 2:** *What factors influence the implementation of approaches to promote handwashing and sanitation behaviour change, in communities in low- and middle-income countries?*

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METHODOLOGY



- Mixed methods research synthesis- a strand of quantitative, and qualitative evidence
- Studies from 1980 to March 2016 included
- A thorough search for published and unpublished studies on various promotional approaches for **handwashing, latrine use, safe faeces disposal, and the discouragement of open defaecation in children and adults** in low- and middle-income countries
- Database search-23,435 → screening on title and abstract → 400 articles assessed for eligibility
- Grey literature searching-2,132 → screening on title and abstract → 121 articles assessed for eligibility
- 32 studies examining the effectiveness of various promotional approaches. Asia (51%), Sub-Saharan Africa (40%), Latin America (9%)
- An additional 28 studies investigated which implementation factors were associated with the success or failure of these promotional approaches

Approaches to Promote Behaviour Change



Community-Based Participatory Approaches

works with the whole community, ownership and shared decision-making

Community Led Total Sanitation (CLTS); Community Approaches to Total Sanitation (CATS)

Social Marketing Approaches

Combining enterprise approaches with demand stimulation, and assuming that people both want and are able to change their behaviour.

Sanitation and hygiene messaging

Predominantly directive educational approach, mainly of one-way communication, designed to help individuals and communities improve their health, by increasing their knowledge and/or skills

Other Promotional Approaches

using Psychosocial theory (e.g. knowledge, feelings, social pressure)-
RANAS Model- Risk Attitude Norm Ability Self-regulation

KEY RESULTS



- We cannot identify a promotional approach that is better than all others in achieving all outcomes, yet several promotional elements seem promising
- The **community-based promotional approach** probably improves sanitation behaviours around open defaecation (free) and latrine use and may improve handwashing with soap. Limited positive results on the knowledge of key handwashing times were found.
- Improvements are less clear in the longer term, i.e. more than 12 months following implementation

KEY RESULTS cont...



Social marketing probably improves open defecation free and latrine use behavior up until 12 months following the implementation but the effects on handwashing are currently unclear. Additional income generation would be an important facilitator for this type of approach.

Sanitation and hygiene messaging merely seem to have a short-term effect on handwashing with soap, while no effects are evident regarding sanitation.

Other promotional approaches using psychosocial theory may improve handwashing with soap at key times up until 12 months following implementation, but the impact on sanitation is unknown.

Enablers Relevant Across all Promotional Approaches



- ❑ Longer intervention periods with adequate follow-up,
- ❑ Frequent visits by the implementers,
- ❑ Using short communication messages,
- ❑ Availability of training materials,
- ❑ The implementer being part of the community, kindness, respect & accessibility of the implementer,
- ❑ Gender of the implementer,
- ❑ Income generating activities, working with local builders and considering consumer preferences (Social Marketing),
- ❑ Knowledge/information about costs and benefits, access to infrastructure, availability of space, and others in the community showing the behaviour change.

Barriers

Social Marketing

- sanitation loans not reaching poor people,
- attitude of the loan officers, high interest rate of loans,
- extensive loan processing times,
- lack of financial knowledge
- Poverty
- lack of communication to latrine business owners about which area to cover

Sanitation and hygiene messaging

- Messages (including short message services, SMS) that were too long or culturally inappropriate,
- passive teaching methods in schools,
- lack of interest and involvement from the family in case of a school intervention, and
- Illiteracy

IMPLICATIONS FOR POLICY, PROGRAMMING AND RESEARCH



- A combination of different promotional elements probably the most effective strategy bearing in mind the context and profile of the target community
- Recognition of different barriers and facilitators that influence the implementation of these promotional approaches may have a triggering effect on its effectiveness
- There is not enough evidence to answer major policy questions around the incorporation of financing into sanitation promotion approaches. Specific studies are needed that assess combined approaches, such as community approaches combined with sanitation marketing and financial support.
- An urgent need to use a more uniform method of outcome measurement to improve the quality of evidence and its use
- This will facilitate making concrete conclusions on the effects of promotional approaches in the future

MORE LEARNING AND DISCUSSION- WEBINAR

- Full report is available at the Campbell collaboration website
<https://www.campbellcollaboration.org/library/handwashing-sanitation-behaviour-low-middle-income-countries.html>
- Developing Policy Brief, will be available mid September for wider dissemination
- 24 October 2017, 2-3.30 Geneva time. Emmy will be presenting. Lookout for our website announcement. Registration required



THANK YOU