

Hygiene Behaviour Change & COVID-19

LONDON
SCHOOL of
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MEDICINE



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COVID-19

HygieneHub

Handwashing with Soap (HWWWS)

Long tradition of handwashing promotion in public health

- Incorporated into many health campaigns
- May have materials and communication strategies ready

What this means for COVID-19:

- High “exposure” in the general population
- Need to adapt messages and targets and delivery
- Large body of knowledge to inform our strategies



Hygiene behaviours in previous outbreaks?



Increased exposure and messaging



Perceptions of risks change



New norms emerge



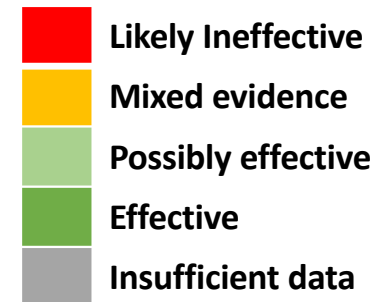
Preventive hygiene behaviours increase

<https://psyarxiv.com/y38m9>

What does experience tell us about changing hygiene behaviours?

A recent systematic review of hygiene and sanitation interventions

adapted from De Bruck et al. 2017



Intervention	Uptake	Adherence	Sustainability
Information and Education	Mixed evidence	Likely Ineffective	Likely Ineffective
Community-based approaches	Possibly effective	Effective	Mixed evidence
Social / Commercial Marketing	Insufficient data	Effective	Insufficient data
Psychological and social theory	Possibly effective	Possibly effective	Insufficient data

Hygiene Promotion for COVID-19

Key moments

Traditional promotion

- Before food preparation
- Before eating or feeding a child
- After using the toilet
- After cleaning a child / changing diapers



For COVID-19

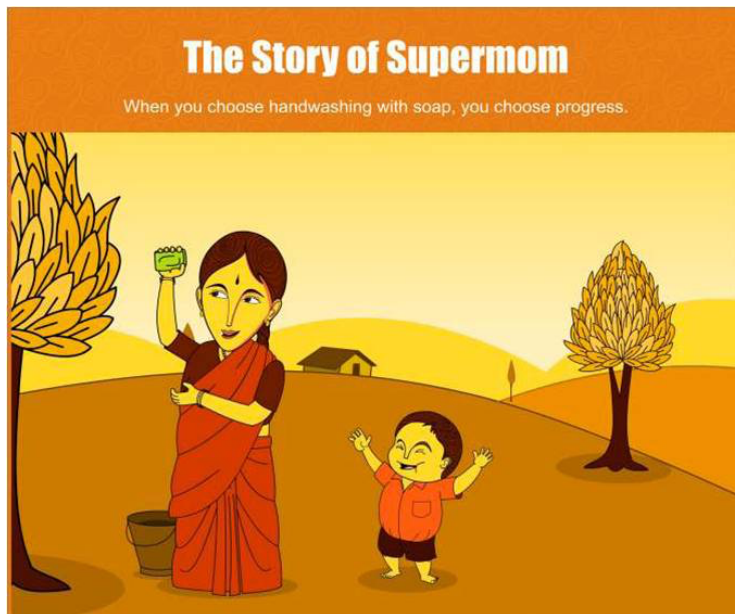
- After coughing or sneezing
- When entering or leaving the household or any other building
- After physical contact with individuals outside the home
- After touching high contact surfaces (door handles, rails, money)
- After visiting public spaces
- After caring for a sick individual



Hygiene Promotion for COVID-19

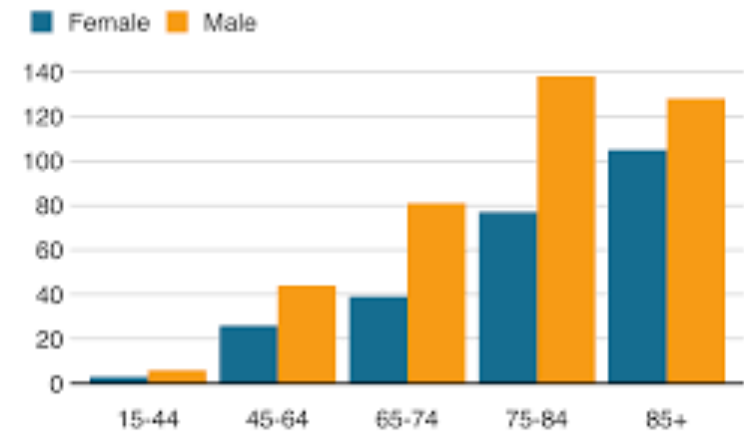
Target populations

Existing approaches for handwashing promotion focus on caregivers of young children



Coronavirus deaths by age

Total deaths to week ending 27th March broken down by age and gender

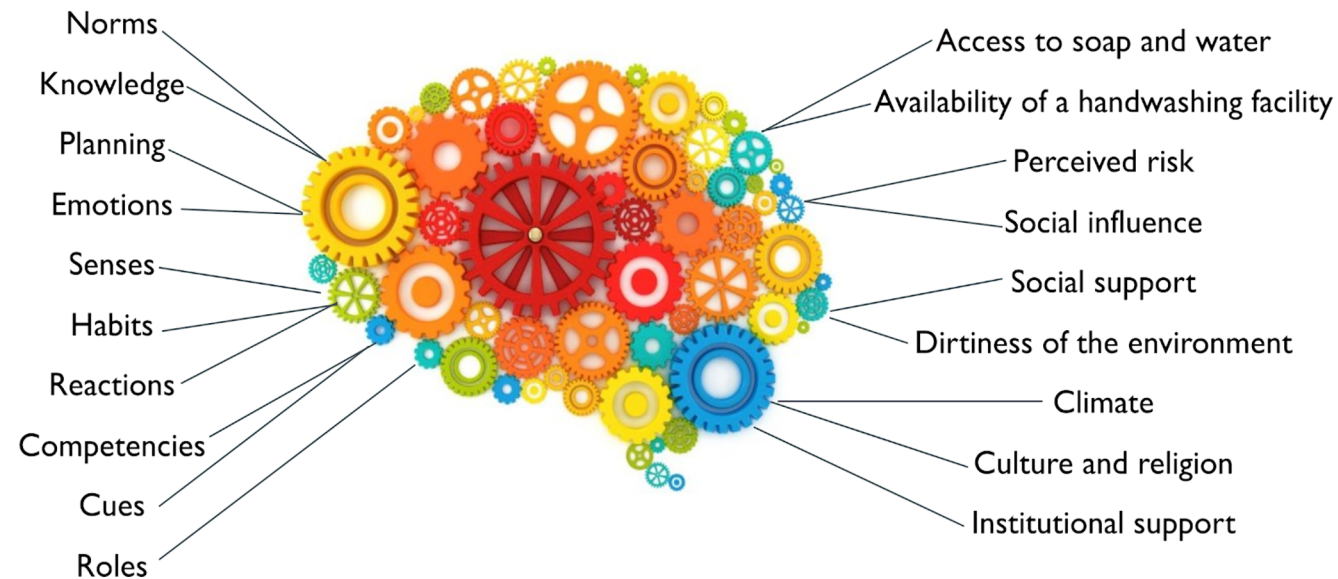


Source: ONS

BBC

Determinants of HWWS

Broad range of determinants used to promote HWWS behaviour change

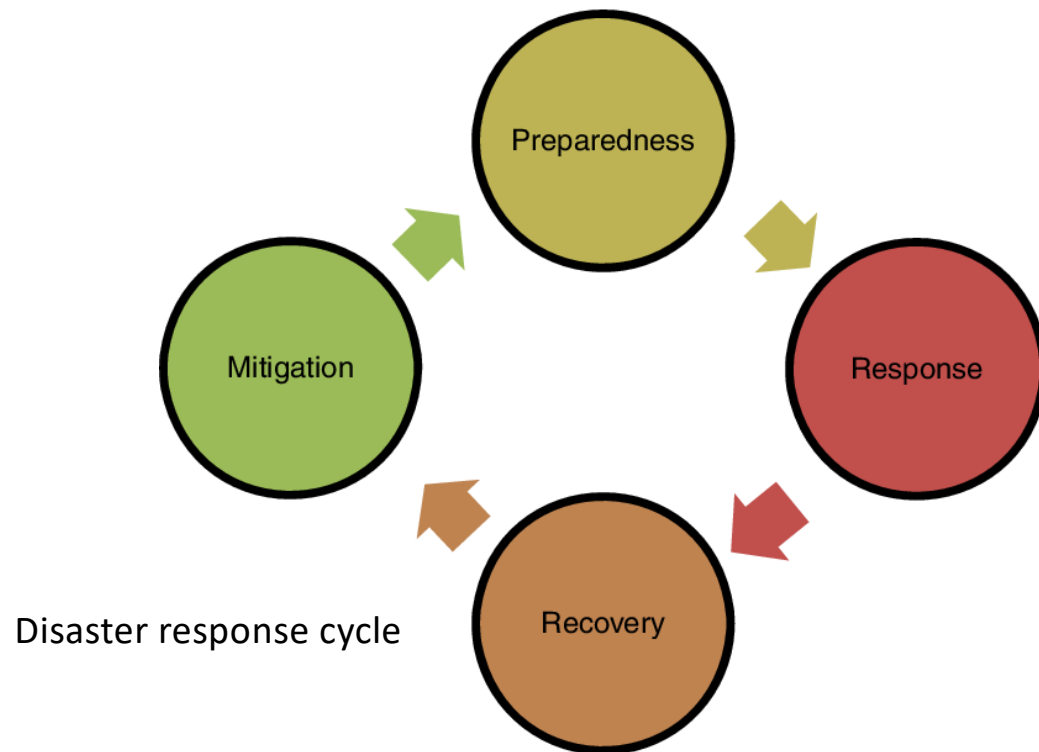


White et al. 2020. *The determinants of handwashing behavior in domestic settings: an integrative review*. International Journal of Hygiene and Environmental Health

Some Key Principles of HWWS Promotion: *Adaptation is necessary*



Hygiene
promotions
strategies should
evolve over the
course of the
pandemic



Some Key Principles of HWWS Promotion: *Grab and keep attention*



Keep messages
surprising and
engaging

- Messages that surprise and engage more likely to be effective



Some Key Principles of HWWS Promotion:

No "one size fits all" approach

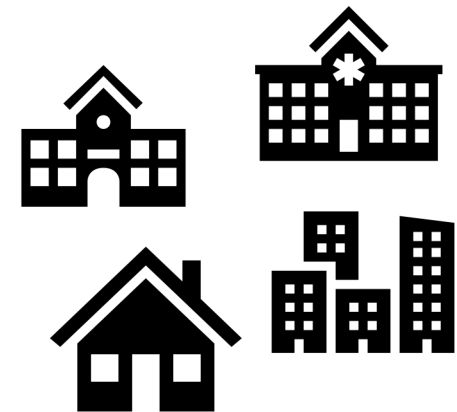


Define your target group(s) and appropriate touchpoints

- Different population groups will have different constellation of determinants
- Tailor your messages and delivery to the population you are trying to reach



Target Populations



Target setting

Some Key Principles of HWWS Promotion: *Make messages specific and actionable*



Specific and clear messages are more effective at changing behaviour



Some Key Principles of HWWS Promotion:

Create an enabling environment



**Infrastructure
enables behaviour**

- Households with access to a dedicated location for handwashing with both soap and water are more likely to HWWS
- Infrastructure requirements outside of the home - new WHO guidelines on provision of infrastructure for HWWS at public spaces
- Requires systems and processes for maintaining and ensuring supplies (soap and water) are regularly available

Key Principles of HWWS Promotion: *Use cues, reminders and triggers*



Cues & reminders
can be effective
triggers for HWWS

- Make HWWS automatic, hard to ignore, and socially visible



Some Key Principles of HWWS Promotion

Make handwashing aspirational



Emotions and motivations are important drivers of HWWS

- Nurture, disgust, affiliation (belonging to a group), and respect have been used to improve HWWS



Some Key Principles of HWWS Promotion: *Build on new norms*



Make
handwashing
normative



COVID-19

HygieneHub

www.hygienehub.info

- Peer-reviewed resource documents in multiple languages
- Real-time support in English, French, Spanish, and Arabic
- Share information about your own research projects and connect with other organizations
- Opportunities for sustained, dedicated support from global panel of technical and creative experts