

**National WASH Multi-Stakeholder
Forum 8
Hilton Hotel, March 30-31, 2017**

**Federal Ministry of Health
Hygiene and Environmental Health Communication Guidelines : Advocacy,
Social Mobilization and Behavioral Change Communications Guidelines
Dagnew Tadesse
Federal Ministry of Health**



Evolution of the Communications Guidelines



Hand Washing Communication Guidelines

Sanitation and Hygiene BCC Guidelines

Hygiene and Environment Heal Communication Guidelines –
Advocacy , Social Mobilization and BCC



Methodologies development of the Guidelines

National Communication TWG under the auspices of hygiene and environmental health case team :

- *Develop TOR*
- *Consultative workshops/ events – regional and federal*
- *Oversight and provided technical assistances in development process*
- *Endorsement and operationalization*

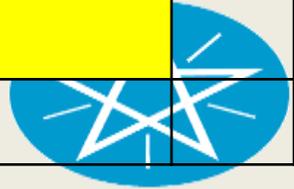
Independent Consultant :

- *Situational assessment*
- *Reviewing existing research , policy analysis ,*
- *international experiences : Behavioral analysis*
- *Reviewed theoretical approaches , models , theories , etc.*
- *Develop Guideline's frameworks;*



Insights : Behavior Audit Matrix

BEHAVIORS	KAP METER								
	Knowledge			Attitude			Practices/ Sustain Behavior		
	Low	Moderate	High	Low	Moderate	High	Low	Moderate	High
Proper Hand Washing									
Proper Toilet Utilizations									
Child faeces disposal									
Safe Water Handling									
Solid and Liquid Waste Management									
Menstrual Hygiene Management									
Face Hygiene									
Oral Hygiene									



General Objectives

- To bring *total positive behavioral changes* in ***hygiene and environmental health practices*** through the effectively ***harnessing of different communications channels*** and messages through providing proper guidance for designing, implementing and monitoring of ***integrated advocacy, social mobilization and behavioral change communications.***



Specific Objectives

- To **increase the sector's understanding** of the **knowledge, attitude and practices** of different target groups in relation to hygiene and environmental health behaviors;
- To **avail evidence based communications messages** on hygiene and environmental health to support local level practitioners develop and implement effective communications campaigns;
- To **articulate possible communications channels** to be harnessed in the delivery of hygiene and environmental health related communications campaigns;



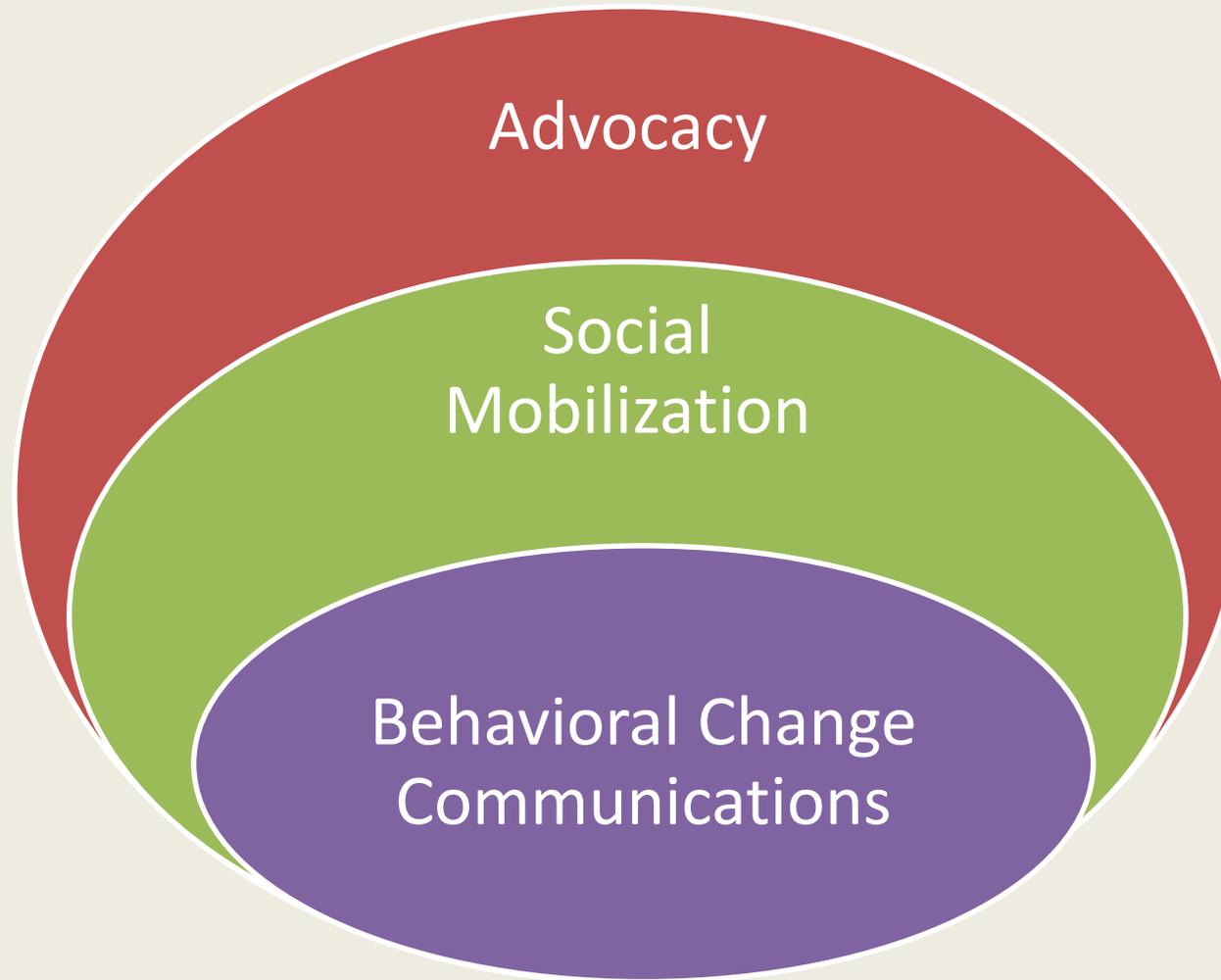
Specific ...

- To ***provide guidance to local level practitioners implement*** communications campaigns to develop and adapt communications campaigns to change selected hygiene and environmental health behaviors of identified target groups;
- To ***provide a framework to monitor the reach and effectiveness*** of behavior change communication campaigns, where appropriate harnessing existing health and WASH monitoring systems.

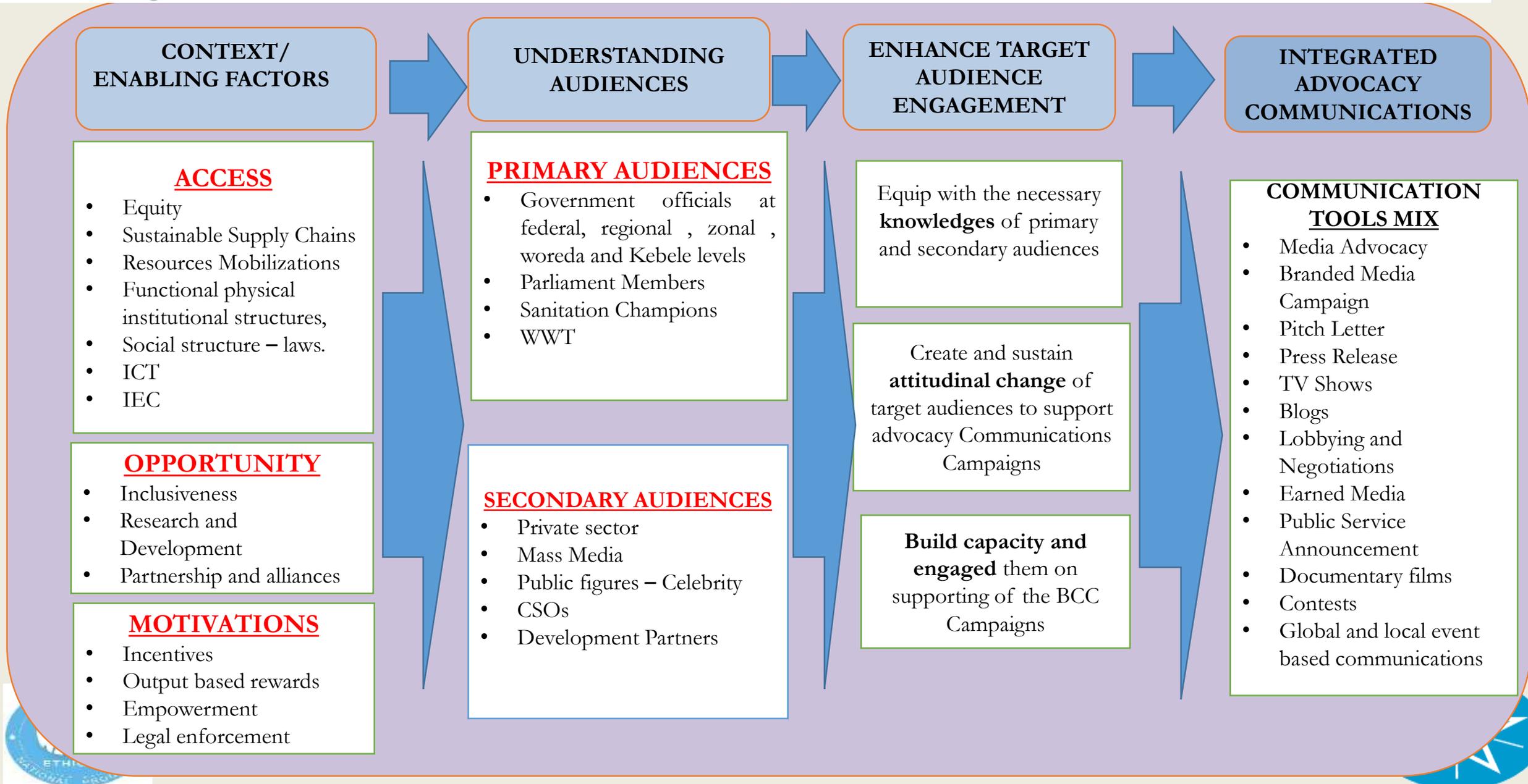


Strategic Communication Frameworks

Advocacy , Social Mobilization and Behavioral Change Communications



Strategic Frameworks: Advocacy



Strategic frameworks : Social Mobilizations

UNDERSTANDING AUDIENCES

SECONDARY AUD.

- Mass Media
- School Clubs
- HAD networks
- Cooperatives
- CBOs : Idir
- Religious Leader

TERTIARY AUD.

- Private provider
- Consumer associations
- Professional associations
- Chamber of Commerce
- Universities and colleges
- CSOs and NGOs,.

ENHANCE TARGET AUDIENCE ENGAGEMENT BEHAVIORS

Support **Advocacy and BCC campaigns** through reinforcing key messages.

ENGAGE IN CREATING AND STRENGTHENING EE

ACCESS

Equity
Sustainable Supply Chains
Resources Mobilizations
Public and Institutional facilities

OPPORTUNITY

Inclusiveness
Research and Development
PPPs
Technology Options
Voice of Citizens (VoC)
Partnership and alliances

MOTIVATIONS

Incentives
Output based rewards
Empowerment
Legal enforcement

INTEGRATED SOCIAL MOBILIZATIONS AND OUTREACH STRATEGIES

COMMUNICATION TOOLS

- Community meetings
- Celebrities
- Voice of Citizens
- Earned Media
- Contests
- Rallies and Marches
- Street mobile theaters and video shows
- Align with local event based communications
- Radio and TV shows

Frameworks : National Hygiene and Environmental health BCC Campaign

FOCUS : BEHAVIORS

Improving and Utilizing
Latrines

Proper Hand and Face
Washing at Critical times

Safe Water Handling
along the chain

HHW Treatment

Proper Solid and Liquid
Waste Management

PROCESS: BEHAVIORAL CHANGES

Pre-contemplation

Contemplation

Preparations

Action

Maintenance

Termination/
Adoption

BEHAVIORAL CHANGE OBJECTIVES

Identify and Reinforce
perceived barriers to
acquire and practice
positive behaviors.

Promote the necessary
skill and accessibility of
physical infrastructures
to support practicing
new positive behaviors.

Ensure the positive
attitude changes realized
and sustained for each set
of behaviors.

TARGET AUDIENCES

PRIMARY AUD.

Decision makers and
influencers within
households

SECONDARY AUD.

- Mass Media
- School Clubs
- HAD networks
- Cooperatives
- CBOs : Idir
- Religious Leader

COMMUNICATION TOOL MIX

INTEGRATED COMMUNICATIONS

- Community meetings
- Celebrities
- Voice of Citizens
- Earned Media
- Contests
- Street mobile theaters
and video shows
- Align with local event
based
communications
- Radio and TV shows

CLTSH Outcome Evaluation

Summary Report
August; 2016



Findings – Working Environment

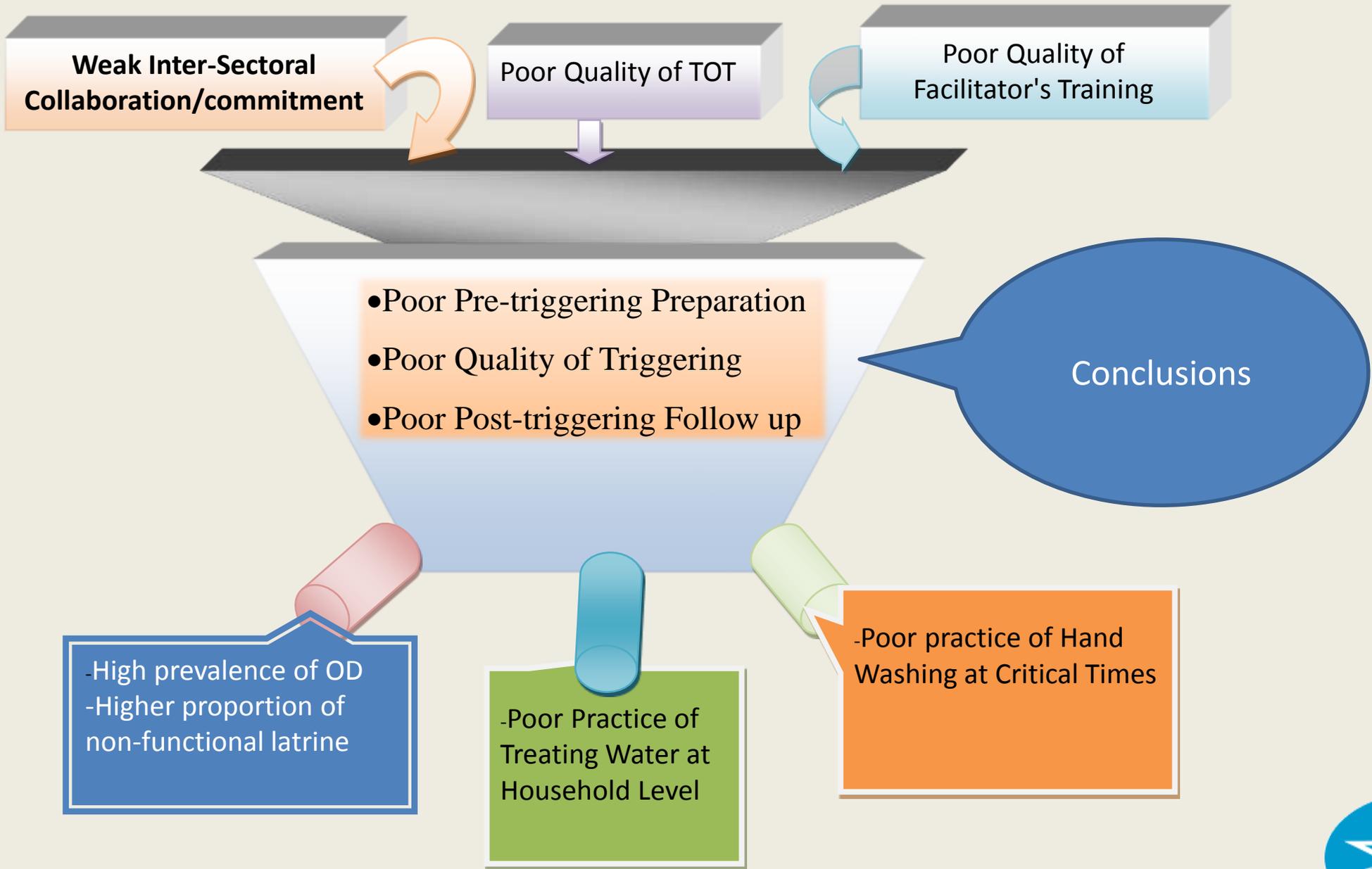
Triggering Phase

- Vast majority of triggering session didn't produce community action plan and CLTSH Team.

Post-triggering

- Though TOT on CC/FD are given at woreda level, trained facilitators were not available at kebele and DU levels
- In most case of CC/FD sessions CLTSH Team members were not facilitators. This resulted that communities were not the leaders to follow the implementation of their village level action plans
- The team formation and the process of verification were irregular, which didn't follow the N-CLTSH Verification Guide.





Federal Ministry of Health

Menstrual Hygiene Management Guidelines



Rationale

- It is a human rights issue. Girls and women have the right to have access to information and services that enable them to manage menstruation with dignity;
- Safely practiced menstrual hygiene prevents infections and body odor. Prolonged use of sanitary materials can cause body odor and skin irritation, which also increases the risk of infection;
- Managing menstruation effectively can reduce absenteeism from school and contribute to improved educational performance;
- MHM can enable women and girls to remain healthy, empowered, and become more productive for the growth of the country and
- MHM can contribute to the achievement of the Sustainable Development Goals.



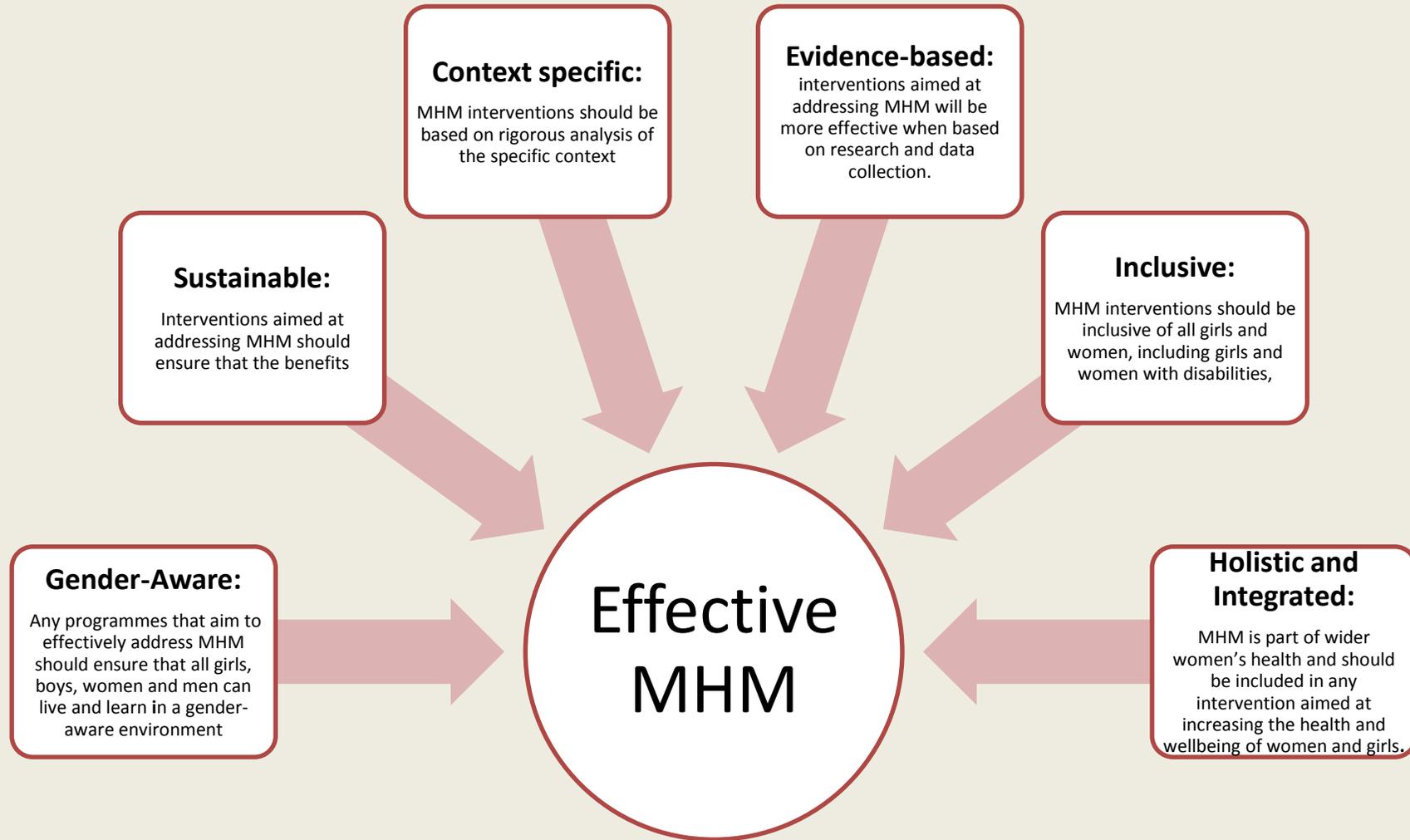
Objective

Enable girls and women in Ethiopia to lead dignified, productive and healthy lives through appropriate menstrual hygiene management through :

- Increased awareness of the general public- women, men, girls and boys- of menstrual hygiene; build self-esteem, and empower girls and women for greater socialization;
- Increased recognition of MHM in national policies, strategies and guidelines, related to a wide range of issues including health, workplace environment and school infrastructure and
- Enhance inter-sectoral collaboration among different actors (government, Civil Society Organizations (CSO), Community Based Organizations (CBO), the Private Sector, influential leaders, etc.) towards effective and efficient MHM systems.



Principles



Before

After



Behavior Change Elements

motivation, ability, trigger

Core Motivators

pleasure/pain, hope/fear,
social acceptance/rejection

Simplicity Factors

time, money, physical effort,
brain cycles, social deviance,
non-routine

Triggers

facilitator, spark, signal

© 2008 BJ Fogg
www.BehaviorModel.org



Federal Democratic Republic of Ethiopia
Ministry of Health

