

Capacity Training Package:

WASH services and hygiene behaviour change in the workplace



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Objectives

- Increased understanding of the importance of Water, Sanitation and Hygiene (WASH).
- Enhanced understanding of WASH in the workplace (specifically hygiene), in the context of COVID-19 to support productive and resilient businesses.
- Increased awareness of resources/tools available to help achieve a WASH/COVID-19 resilient workplace, and how to:
 - 1 Conduct a self-assessment of the WASH related elements of your operation.
 - 2 Build WASH facilities and ensure supply of products, PPE and WASH services.
 - 3 Develop and implement a behaviour change package focused on key behaviours.



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Who is this package for?

Middle Management

- **Sustainability Managers** within the corporate function to understand the issues and help prioritise WASH across operations and at sites.
- **Welfare Officers** at operational/site level to understand the importance of the topic and conduct training or capacity building with their staff.



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How to use this slide pack

This training:

- Is comprehensive but modular. It's unlikely you'll need all of it at the same time – use only the slides you need.
- Can help support delivery of other initiatives, including section 4 of the WBCSD Pledge: 'Workplace Hygiene and Behaviour Change'.
- Will lay the groundwork for successful WASH programmes and partnerships with WASH NGO partners. It is not the intent that operational managers should deliver WASH projects themselves following this training.

How other companies are using it:

- With operational managers to increase WASH knowledge.
- By integrating relevant slides into existing internal toolkits for market teams.
- To develop and implement programmes with experienced NGO delivery partners.



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WASH and hygiene: understanding the crisis and its impact



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The WASH crisis



Water

One in ten (844 million) people don't have access to safe drinking water.



Sanitation

One in three (2.3 billion) people don't have access to sanitation.



Hygiene

Three billion people (40%) do not have somewhere to wash their hands with soap and water.

The human and economic cost of the WASH crisis

- **Water crises ranked within top 5 global risks** in terms of impact for last nine years (World Economic Forum, 2020).
- Lack of access to sanitation **cost the global economy USD \$222.9 billion** in 2015 (LIXIL, 2016).
- A child dies every 2 minutes from diarrhoeal diseases which are preventable and many more from other disease outbreaks and pandemics (JMP, 2019).
- **75% of jobs are directly or indirectly dependent on water** (World Water Development Report, 2016).
- **ROI: \$1 invested in WASH = \$4.30 generated return** through: reduced absenteeism, increased productivity, staff and supplier loyalty (WWD Report, 2016).



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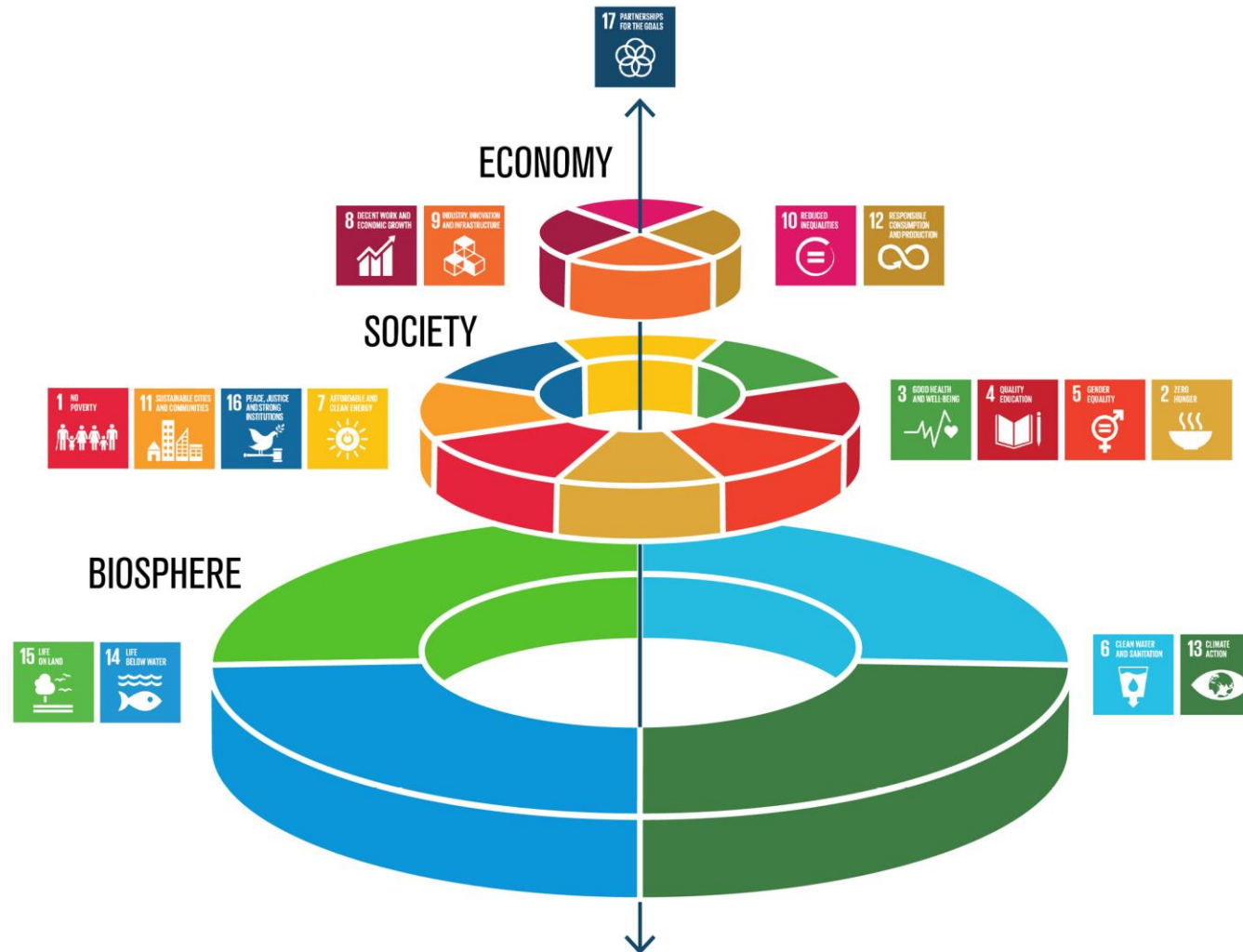


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The global goals for sustainable development



THE GLOBAL GOALS



- Sustainable Development Goal (SDG) 6 (clean water and sanitation) underpins achievements of all other SDGs.
- Without clean water, decent sanitation and good hygiene it is not possible to break free from poverty.

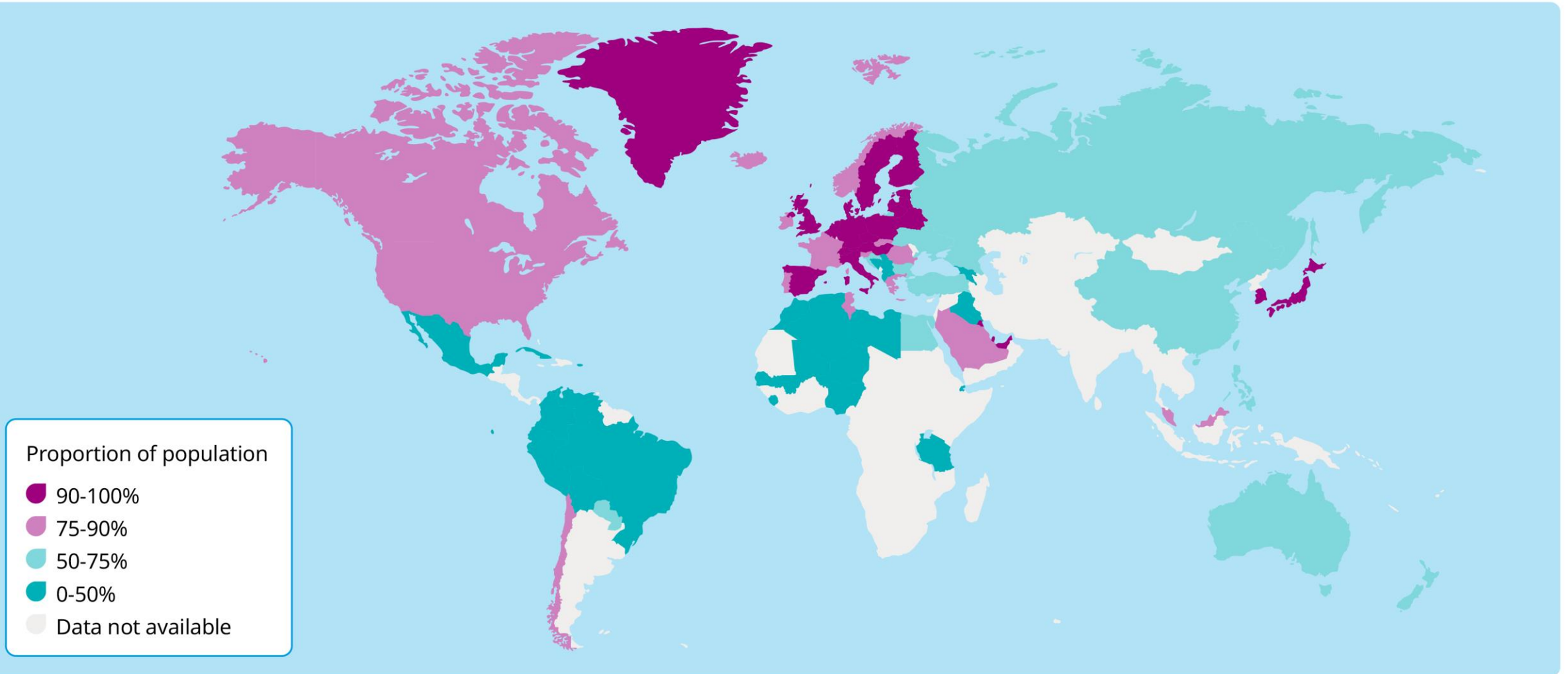


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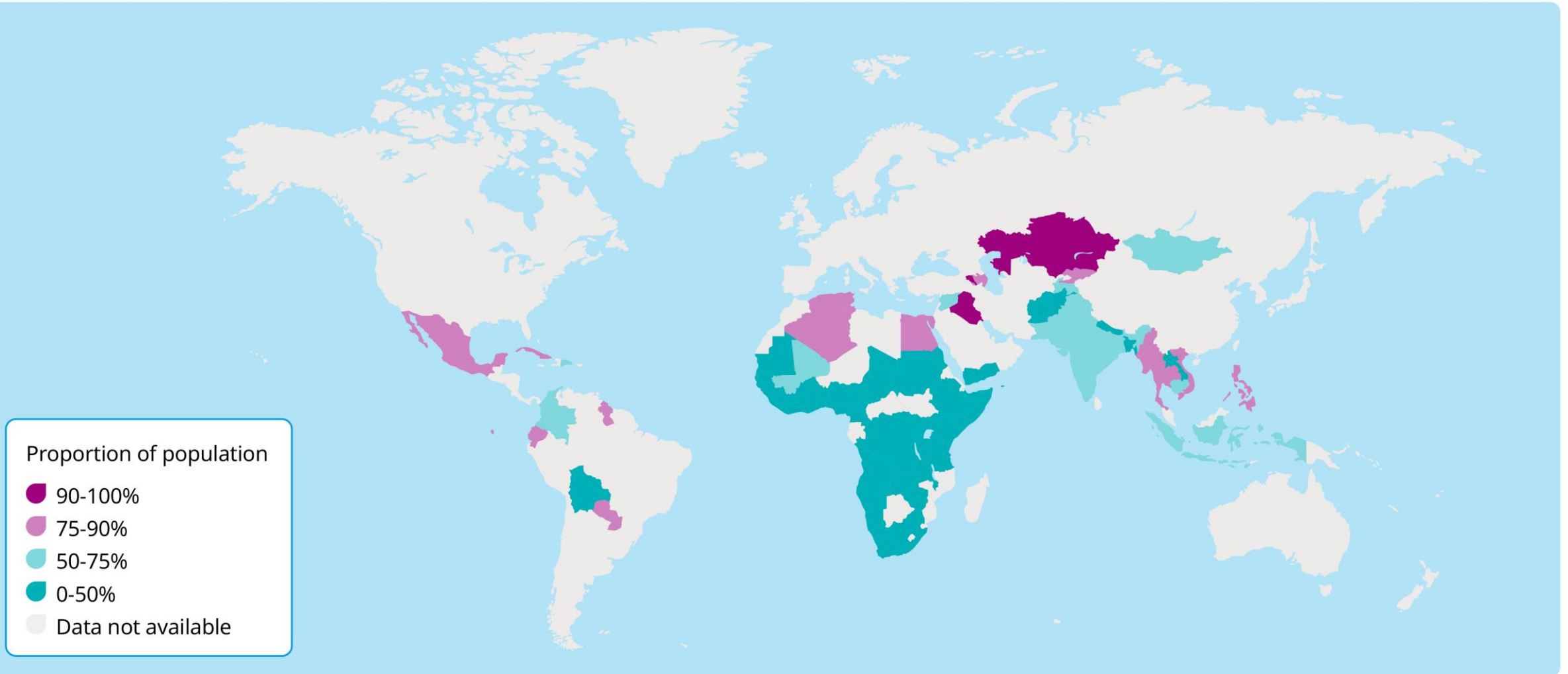


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Global status indicator 6.2.1b Proportion of population using safely managed sanitation service (%) (2017)



Global status indicator 6.2.1b Proportion of population using a hand washing facility with soap and water (%) (2017)



Why is WASH important?

Clean water, decent sanitation and good hygiene are important for many reasons.

Human rights. Full realisation of the human right to water and sanitation requires the use of 'safely managed' services.

Universal access to WASH means more than just household level access – people need services wherever they are and this includes the workplace.

Dignity. Access to WASH improves the dignity, safety and health of workers. It has the potential to prevent at least 9.1% of the global disease burden and 6.3% of all deaths.

Health. The World Bank says promoting good hygiene is one of the most cost effective health interventions. Healthy workers leads to less absenteeism and a more productive workforce.



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What is hygiene?

Hygiene refers to **behaviours** that encourage the widespread adoption of **good hygiene practices** in order to **keep people** and their **environment clean**.

Sustained hygiene behaviours **enhance dignity, increase productivity, prevent the spread of disease, reduce under-nutrition and maintain good health.**

- WaterAid

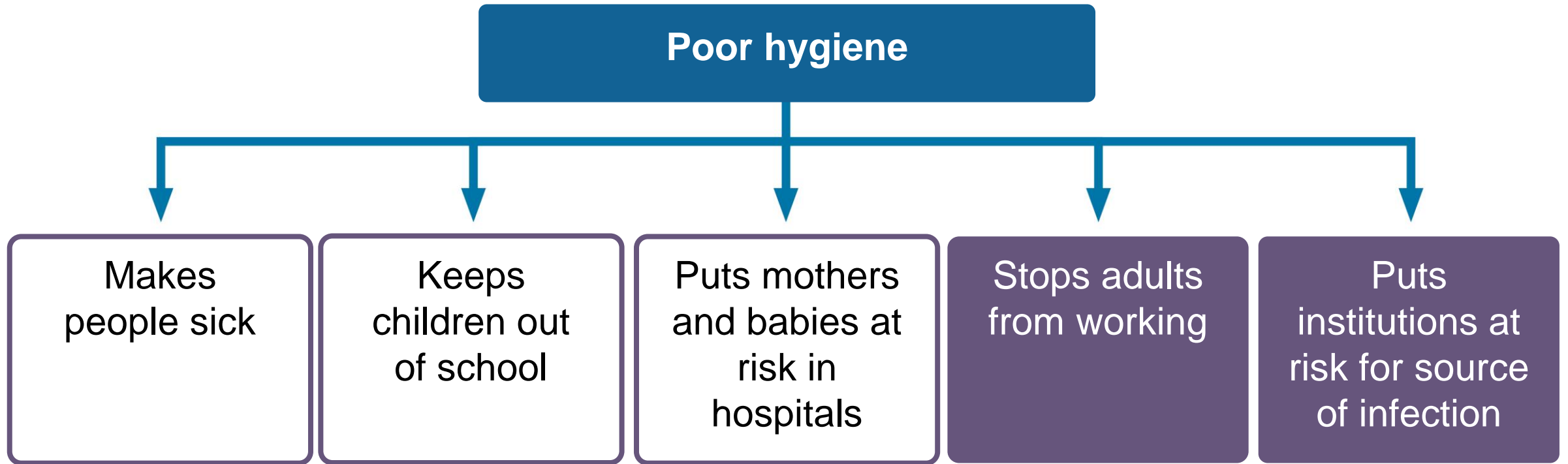


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The impact of poor hygiene



Hygiene matters in all settings: in communities, schools, health facilities and in the workplace.



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Benefits of good hygiene practices

Handwashing with soap is linked with:

- Up to 30-48% reduction in risk of endemic diarrhoea.
- Up to 23% reduction in acute respiratory infections.
- Up to 43% reduction in school absenteeism (fewer days).
- Up to 30% reduction in personal risk of acquiring seasonal coronavirus infection.

Good hygiene behaviour helps prevent the spread of cholera, Ebola, shigellosis, SARS, hepatitis E., Neglected Tropical Diseases and COVID-19.



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Why WASH is important and how it impacts your business



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WASH and business

WASH responsibilities in a business setting include:

- Ensuring employee access to WASH in the workplace.
- Influencing stakeholders to provide access to WASH for workers in supply chains and communities.
- Managing water consumption and discharge of water as a cornerstone of water stewardship through on-site and catchment based action.

Business settings where WASH is important include:

- Agriculture sites – e.g. tea gardens, agricultural framing.
- Manufacturing sites – e.g. bottling plants, garment factories.
- Standard office setting.



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The illnesses caused by unsafe water, poor sanitation and hygiene have a detrimental impact on productivity.

Around the world, millions of garment workers live without clean water, decent toilets or good hygiene in the workplace and in their communities. Garment factories in Southern Asia are often based in areas where water resources are scarce or where water and sanitation infrastructure is weak or non-existent.

Rosemary, a textile employee in Bangalore told us 'About two years ago, I left my job at one apparel factory and joined another establishment. Because of unclean surroundings and the lack of proper sanitation facilities, I changed job again. Within 2 months I decided to return to my former factory.'

The business case for WASH: Why is WASH essential for sustainable business growth?

Managing WASH risks is essential for business continuity

Managing risks and strengthening license to grow:

- **Physical risk** – Ensuring physical access to WASH in supply chains and communities.
- **Regulatory risks** – Complying with local regulations and standards.
- **Reputational risks** – Enhancing social license to operate.

Taking WASH action supports business growth

Implementing WASH can result in quantifiable benefits:

- Increased productivity.
- Reduced absenteeism.
- More resilient supply chains.
- Improved health and wellbeing of staff/workers.
- Increased brand value and consumer preference.
- Better reputation and relationships with investors.



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Why is WASH important to business in the context of COVID-19?

- Unavoidable physical proximity in the workplace.
- A lack of handwashing facilities with soap and water for workers to wash their hands frequently.
- Lack of knowledge and motivation about when they should be doing so.

A robust WASH action plan, including COVID-19 responsive hygiene behaviour change, is vital to protect workforce health and sustain safe operation through future shocks, ultimately ensuring financial resilience and long-term business continuity.



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Key COVID-19 specific behaviours in businesses

Coronavirus (COVID-19)

How to reduce the risk of infection in the workplace

Symptoms

You may have one or more of these symptoms
(which are similar to other illnesses such as cold or flu)



High fever



Continuous cough



Loss or change to sense of smell or taste

Frequently wash both hands with soap and water for at least 20 seconds:

- Before and after work.
- Before eating and touching your face and nose.
- After using the toilet and any frequently touched surface like door handles and taps.

20 seconds

Hands



Face

Cover your nose and mouth when you cough or sneeze. Use a tissue and dispose of it in a closed bin, or sneeze into your elbow. Then wash your hands with soap. Wear a mask in public places.

If you feel unwell, stay at home. If at work, go to a designated isolation room and notify a manager. Seek immediate medical attention.



Maintain 2m distance at all times (WHO recommends 1m).

Avoid close contact, group gatherings and meetings. Stagger lunchtimes and use non-contact greetings.

2 meters

Distance



Regularly clean office facilities and frequently touched surfaces with disinfectant including door handles, desks, phones, hand rails, toilets, taps and drinking fountains.



Surface



Do not share water bottles or cups with others and clean-up after using a kitchen space.



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Building engagement in the workplace

Corporate engagement

- Engage management and stakeholders.
- Strengthen understanding of WASH at work.
- Highlight WASH-risks to the business.
- Foster understanding and communication across the organisation.
- Build the business case for WASH.

Operational readiness

- Ensure funding.
- Build internal capacity and knowledge.
- Identify WASH champions.
- Work with technical experts to create solutions.



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Good WASH provision
improves **worker health**,
reduces absenteeism, and
increases productivity.



WASH solutions in the workplace



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Solutions in a business context

1. Improved WASH services and hygiene hardware



2. Sustained behaviour change:

Common WASH behaviours



Handwashing
with soap



Use of
clean toilet



Food
hygiene



Use of
safe water

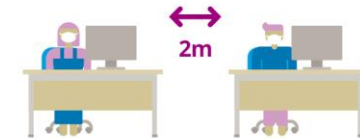


Menstrual
hygiene

COVID-19 specific behaviours.



Respiratory
hygiene and
wearing mask



Physical
distancing



Surface
cleanliness



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WASH in the workplace – key principles

Access

- Providing adequate and inclusive access to water and sanitation, including handwashing facilities.
- Ensure required number of facilities to accommodate number of people in peak hours and ensure these are accessible for those who use them (children, elderly, limited mobility).

Facilities

- Full water, sanitation and hygiene facilities. Handwashing facilities must be accessible for all users, attached to potable running water and with a drainage system.
- Potable running water that is safe to drink is preferable. When piped water is not available, other methods can be used.
- Soap and water at handwashing stations. If single-use hand towels are not available, promote air drying. If not possible, alcohol-based hand rub (ABHR) containing at least 60% alcohol should be used.

Hygiene practice

- A comprehensive behaviour change package to encourage good hygiene practices – package, cues/prompts can be provided by delivery partners.
- Provision of hardware as well as embedding hygiene behaviour change amongst workers, encouraged by management. Engaging promotional material should be used to inspire uptake.



Achieving a WASH/COVID-19 resilient workplace

1

Conduct a [self-assessment](#) of the WASH related elements of your operation.

2

Build WASH facilities and ensure supply of products, PPE and WASH services.

3

Develop and implement a behaviour change package focused on key behaviours.



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Conduct a WASH self-assessment of your operations

A [WASH Risks Self-Assessment Tool](#) has been designed to support you. It:

- Is a ready-to-use self-assessment for COVID-19 responsive WASH in field and factory settings.
- Produces automatic and comprehensive results.
- Enables the development of costed action plans to support the implementation of improved drinking water, sanitation and hygiene services.
- Identifies critical control points and highlights recommendations tailored to factory and field settings.
- Identifies areas for WASH improvement to enable WBCSD WASH pledge compliance.
- Identifies current motives and barriers for behaviour change among workers.



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WaterAid and WRC WASH Risks Self-Assessment Tool

Select Self Assessment Type:			
Factory			
Self-assessment tool for COVID-19 sensitive WASH for factory-based work settings			
	Processing raw materials	Production/manu	Remarks
Water Supply			
1. Availability of sufficient, free, physically accessible drinking water	<p>A. Sufficient quantity of water to provide adequate hydration for workers</p> <p>B. Convenient proximity to workers (within 500 metres and/or workers allowed to keep drinking water with them (at work stations))</p> <p>C. Physically accessible drinking water facilities, including for workers with disabilities</p> <p>D. Drinking water is free of charge</p> <p>E. Drinking water is available to workers at any time during work period</p> <p>F. All workplace facilities e.g. kitchen/dining room, health care facilities or breastfeeding/childcare facilities have sufficient and safe drinking water available</p>		
2. Access to safe water that meets quality standards	<p>A. Drinking water is from an improved drinking-water source</p> <p>B. Drinking water source meets government quality standards or is treated before being consumed by workers</p> <p>C. Drinking water taste is acceptable to workers</p> <p>D. Drinking water provided within the facility is regularly tested by appropriately trained staff to ensure quality and safety</p> <p>E. Safe methods for drinking water vessels are available (i.e. cups, bottles, jugs)</p> <p>F. There are enough drinking water vessels available to avoid sharing</p>		
3. Water supply system cleaning, maintenance and conservation	<p>A. Appropriate provisions are made for the regular cleaning of all water supply systems - including drinking water tanks, containers and taps - a minimum of 2 to 4 times per year (note: cleaning is not mandatory if residual disinfection is provided and therefore this would be nil so leave blank)</p> <p>B. Appropriate provisions are made for the regular inspection, maintenance and repair of all water supply facilities and drainage systems under direct company control (at least annually for water supply systems)</p> <p>C. Water saving technologies are deployed within facilities and other relevant work areas to conserve water used by operations and workers</p>		
Sanitation			
1. Access to adequate, improved, convenient toilet facilities	<p>A. Employees have access to improved toilet facilities with adequate superstructures to make sanitation safe and convenient and are located where they are easily accessible to all workers during the work day</p> <p>B. Minimum 2 toilet seats and 2 urinal facilities per 45 male workers are provided in facilities</p> <p>C. Minimum of 4 toilet seats per 50 females are provided within facilities</p> <p>D. Toilet facilities have lighting and looks for safety</p> <p>E. Facilities are accessible to workers with mobility challenges, e.g. workers with disabilities and older workers</p> <p>F. Toilet facilities for female workers are provided in a secure and private location</p>		

WASH Assessment

Question	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5
Employee Information					
Gender					
How old are you?					
Do you have any long-term illness, health problem or disability which limits your daily activities or the work you can do?					
Job title of the respondent					
Handwashing at work					
Right now, is there a place in at work where you could go to wash your hands?					
Is there water available at this location right now?					
Is there soap available at this location right now?					
Is handwashing facility convenient / sufficient for majority of the workers to wash hands?					
Think back to what you did yesterday. Can you please tell me how many times that you washed your hands?					
How many of these times did you wash your hands with soap?					
Please ask the worker workers what the key times are to wash hands with soap. Do not prompt them for any of the responses, but for each of the key moments record whether or not they were mentioned by the worker					
1) After defecation					
2) Before eating					
3) when hands are dirty (after working/touching dirt/dust/waste)					
4) after touching frequently touched surface					
5) before touching face/mask					
Have you seen your colleagues washing hands with soap in key moments?					
Drinking water at work					
Do you have access to safe drinking water at your work place?					
Is there enough water for you to drink when you are thirsty at work?					
Is drinking water adequately stored in workplace? (note adequate storage meaning "in clean container with lid")					
Please ask the worker workers what can be done to make water safe for drinking. Do not prompt them for any of the responses, but for each of the methods record whether or not they were mentioned by the worker					
Filtration					
Boiling					
Chlorination					
Sodium hypochlorite/bleach					

Employee Survey



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Build WASH facilities and ensure supply of products, PPE and WASH services



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WASH programmes – minimum standards

Good quality standards must be built into programmes at the beginning, and checked regularly throughout implementation.

Water	Sanitation	Hygiene
Improve access to water, water quality and quantity, service reliability and resilience of water services to disasters.	Consider sanitation as a service along the whole chain, from toilets to safe disposal.	Handwashing facilities with soap accessible for all users.
Ensure people achieve basic access to water quality in line with SDG6.	Use behaviour-change methods to end open defecation and establish effective social norms.	Research determinants of adverse hygiene behaviours and use creative process to develop context-relevant and engaging change campaigns.
Ensure implementation of all water supply installation is high quality.	Promote and implement gender-differentiated and inclusive sanitation facilities in the workplace.	Focus on behaviour change, and target people in household, community and institutional (including workplace) settings.
Test the water quality of all new and rehabilitated water sources before public use.		Expose target populations multiple times to different components of the behaviour change campaign.
		Prioritise COVID-19 key behaviours: <ul style="list-style-type: none">• Handwashing with soap at critical moments.• Respiratory hygiene.• Surface cleanliness.• Physical distancing.• Self isolation and referral.



Facilities alone are not sufficient: garment factory example

Management had invested in hardware and had the right facilities in place, but issues persisted due to lack of:

- Sustained operational maintenance.
- Correct behaviours – handwashing, food hygiene, drinking water, menstrual hygiene management and COVID-19 behaviours.



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About hygiene behaviour change and how to do it



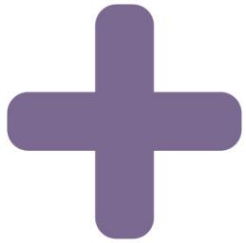
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Focus on WASH and COVID-19 behaviours

Key hygiene behaviours



Food hygiene



Use of safe water



Use of clean toilet



Handwashing with soap

Key COVID-19 Pathways



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Can you think of a behaviour you have changed in the last 5 years?

- Why did you change?
- What motivated you to change?
- Was it easy to change?
- **Have you maintained the change?**

Behaviour change is a complex undertaking but it is possible to change if done using right motives.



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What is WASH behaviour change?

Behaviour change occurs when someone is faced with a familiar situation but suddenly does something new or different.

Why don't people change behaviours? Psychological mismatch.



It might be bad but it tastes really good!



It might be good but I wouldn't be good to start off with and I would have to spend lots on equipment!



It might be good but I have been fine up until now!



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WASH-related behaviour change is all about what we *do*

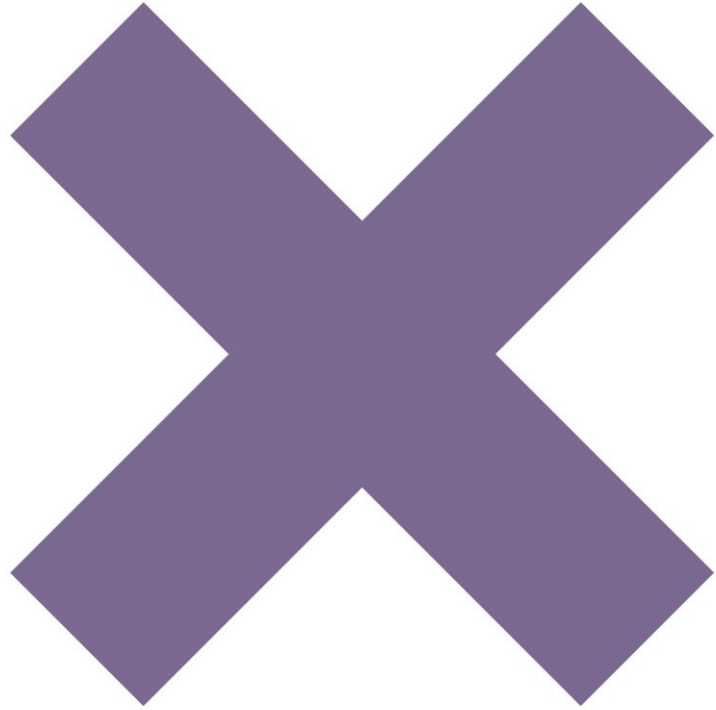
- It is not what you know.
- It is not what you believe.
- It is not what you say you do.
- It is not what processes are in place.
- It is not about your skills.
- It is not about your intentions.



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Hygiene behaviour change – what doesn't work?

- Training or education only.
- Using messages related to health, germs/diseases, death.
- Distribution of posters, leaflets, caps, t-shirt.
- One-off messaging through media only.
- Single blanket approach/message to everyone.

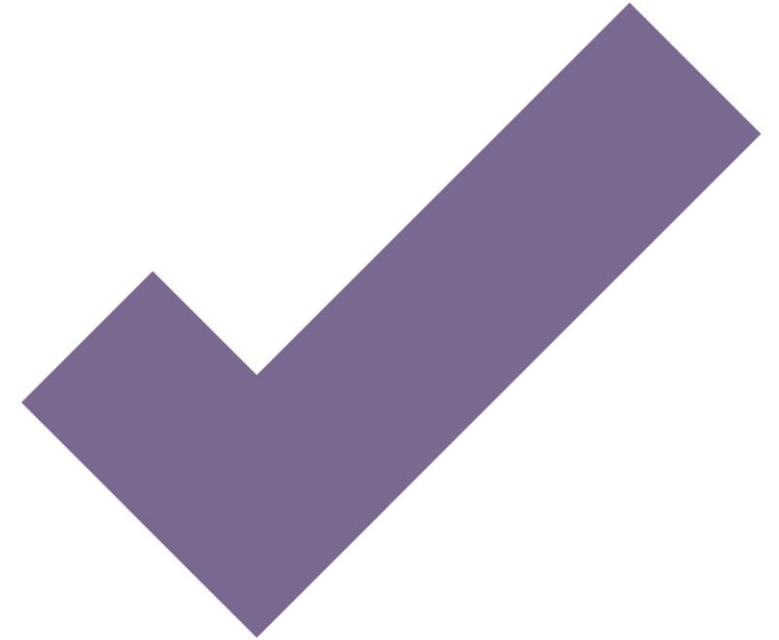


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Hygiene behaviour change – so what works?

- Using motivations (disgust, status, nurture, affiliation) to inspire change.
- Change in behavioural settings (nudges, visual cues and placement of behavioural products/facilities in key locations).
- Using social media, commercial marketing, and psychological and social theory.
- Integrating a hygiene campaign into existing programmes and structures.
- Changing social norms using rewards and habit formation.

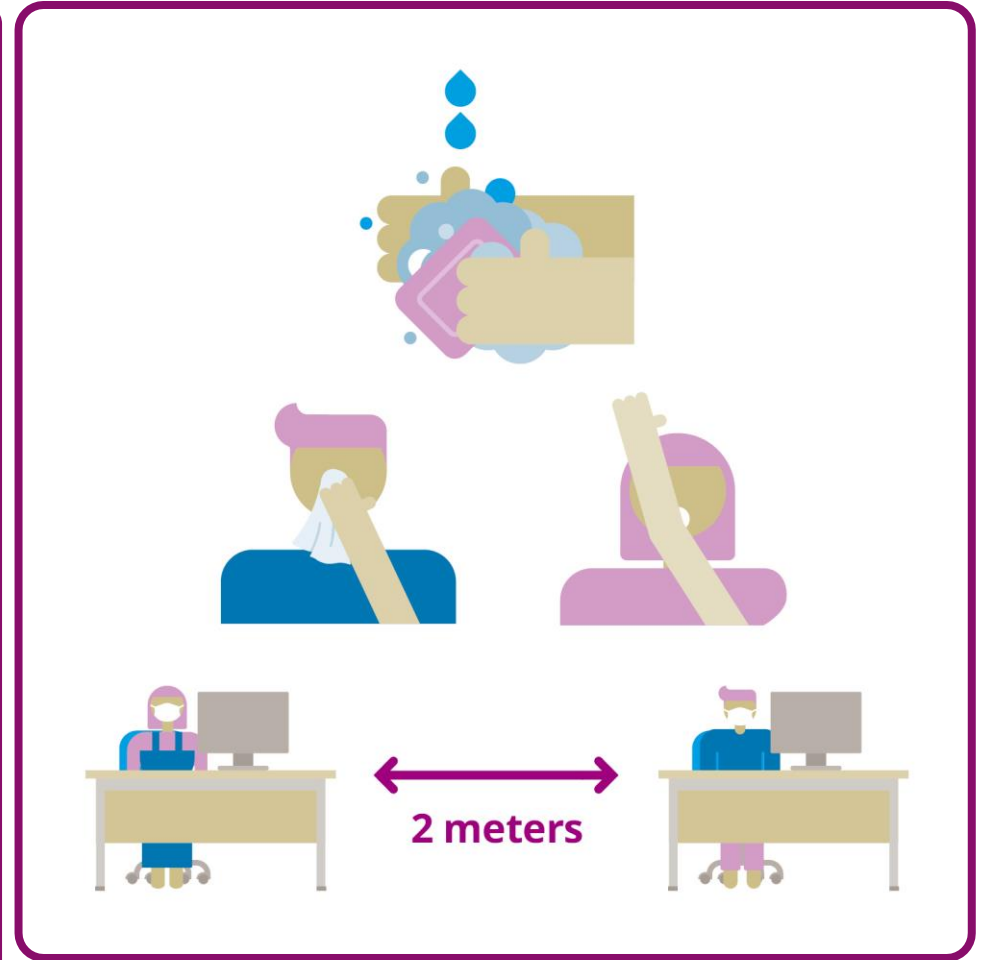


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Designing and implementing a hygiene behaviour change intervention



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Designing a hygiene behaviour change programme

Imagine you recently joined your organisation and they ask you to design, implement and evaluate a hygiene behaviour change programme.

- Where and how do you start?
- What do you do?



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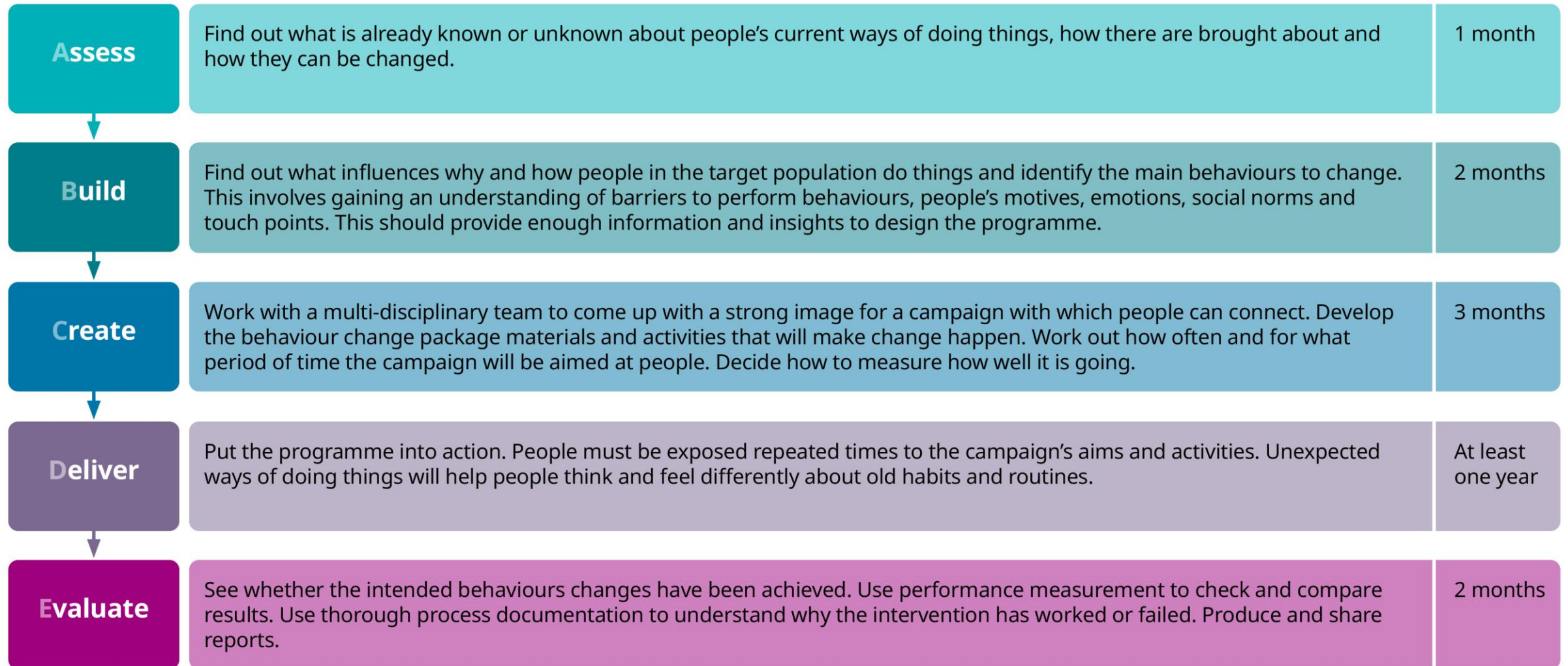


Approach to hygiene behaviour change: how to design, implement and evaluate hygiene behaviour change programme

A	B	C	D	E
Assess	Build	Create	Deliver	Evaluate
Literature review and framing work	Formative research	Package design	Implementation	Baseline and endline
1 month	2 months	3 months	1 year +	2-3 months

Note: Behaviour Centred Design Approach (LSHTM), contextualised by WaterAid

Approach to hygiene behaviour change: how to design, implement and evaluate hygiene behaviour change programme





A: Assess

1. Review literature.
2. Hold a workshop with site-level key stakeholders to inform formative research (step B).



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B: Build (Formative research)

Key information to be gathered:

- WASH and behavioural status and its key determinants.
- Key motives and drivers for change.
- Key barriers to practice behaviours (environment – physical, social, cultural and biological).
- Power dynamics, social norms and variability.
- Key routines of target population (workforce).
- Key touch points to deliver intervention.
- Supply chain and business model for products.
- Testing products and innovations in a small trial.



Formative research is ideal but in an emergency situation we recommend conducting the WASH Risks Self-Assessment Tool which generates automatic results and recommendations.



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C: Create (package design)



Findings

Insight

Ideas

Package



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Define your hygiene campaign design principles

Areas	Hygiene Package Design Principles (please agree these as part of the creative process)
Hygiene Intervention (campaign) implementation settings	Workplace, communities and workers' residences.
How long will the campaign run for?	Should not be less than one year (but in an emergency, it can be within a limited timeframe).
Who is your target population?	Workers? Management? Families?
Key behaviours to focus on	<ul style="list-style-type: none"> Primary behaviours (select as appropriate): Handwashing with soap at critical moments; Clean use of toilet; Use of safe water; Food hygiene; Menstrual hygiene. COVID-19 behaviours: Physical distance; Respiratory hygiene; Surface cleanliness.
Frequency of exposure and reach	Exposure: At least 6 times within a year. Reach: at least 80% of the workers should be exposed.
Who will implement the intervention and what is their capacity?	Who will implement in all settings. Future capacity building plan: 3 – 5 days training to be provided to team.
Expected outcomes	Primary – sustained hygiene behaviour and functional WASH facilities among key target population to contribute towards reduction of workplace illness and absenteeism, and improvement in dignity.
Overall campaign desire/slogan	Should be discussed as part of design process.
Campaign ritual	Should be discussed as part of design process.
Branding	Single identity, slogan, programme colour.
Quality and fidelity	Standard package with multiple touch points and approaches. Thorough capacity building for implementer. Standardised tools. Session plan and training outlines.
Inclusivity	Gender sensitive, consider people of all abilities, avoid gender stereotyping, inclusive to vulnerable groups such as women, girls and people with different abilities.

Identify activities and tools

Changing script in people's mind through motivations (emotional activities)



Changing settings (with cues, nudges and products/facilities)



Creating social norms (desire for change with competitions, reward)



Changing script in people's mind through motivations (emotional activities)

Activities need to link with people's emotion. These are examples of community based hygiene promotional campaign activities which can be implemented in worker communities.

Click link (right) for video.

Nurture

Desire to keep the one we love safe, in good health and happy.



Child Life game

Disgust

Desire to avoid the source of infection.



Glo-germs
before feeding

Affiliation

Desire to fit in and belong socially.



Folk song

Status

Desire to improve our social standing.



Public reward

Example of how intervention can be implemented: This is a community based food hygiene intervention. This can be useful for worker's community based intervention. Click for video: gov.uk/research-for-development-outputs/video-nepal-food-hygiene-intervention-campaign

Changing settings (with cues, nudges, products and facilities)

Activities need to be surprising and attractive.

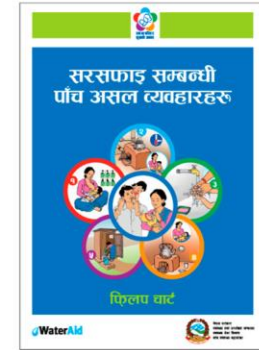
Get exposure



Grab attention



Surprise



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Finalise package

Approve prototype package

Final range of hygiene behaviour change materials



Examples of hygiene promotion activities and materials

Select your technological options

Including handwashing facilities and other products



D: Deliver

- Produce the hygiene behaviour change campaign 'package' based on creative process undertaken.
- Train nominated hygiene promoters.
- **Implement with high intensity (exposure):** 4-6 direct interactions/exposure with people. Each exposure should be through a different touch point.
- **Aim for higher coverage/reach** – greater than 80% of people (100% would be ideal).
- **Focus on key targeted behaviours** – behaviour change.
- **Maintain fidelity** – consistent delivery utilising touch points that reduce reliance on human capacity (use technology).
- **Ensure partnership:** involve relevant stakeholders including government (at the early stages if possible).



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A hygiene session takes place with workers at a readymade garment factory. WaterAid Bangladesh.

Hygiene promotion session: Example of how to run a behaviour change session

Activities	Tools/materials
Handwashing Ritual (5min): Invitation and careful placement of back-drop banner. Handwashing station with soap and water available in every session (participants wash hands before attending session). Programme song (includes key behaviours with music). Manager in charge highlights objectives and introduces theme and logo.	Banners, jingles, branded handwashing facilities with soap and water. Programme song. Flip charts.
Story telling (5min): Reflect on current workplace scenario – positive and negative behaviours - followed by discussion.	Story, story board.
Child life game (10min): Demonstration (walk through child's experience) of the real-life impact of practicing or not practicing key behaviours for them and their family.	Mask, story, story board.
'Hot potato' game (7min): Passing 'clean' and 'disgusting' pictures until bell sounds; whoever holds the 'disgusting' picture leaves the group. Participants explain the importance of good and bad habits using the pictures.	Key behaviour card: positive and negative behaviour card.
Key behaviours (5min): Introduction with detail and motives for performing behaviours (illustrations with motives).	Flip Chart / Flex.
Announcement of 'best clean competition' (5min): Highlight the competition indicators and possible reward.	Indicator flex and rules for indicators.
Distribution of takeaway materials (5min): Such as a nice sticker or mirror with visual illustration of behaviours.	Branded mirror, stickers, mat.



Hygiene promotion: Examples of nudges and reminders



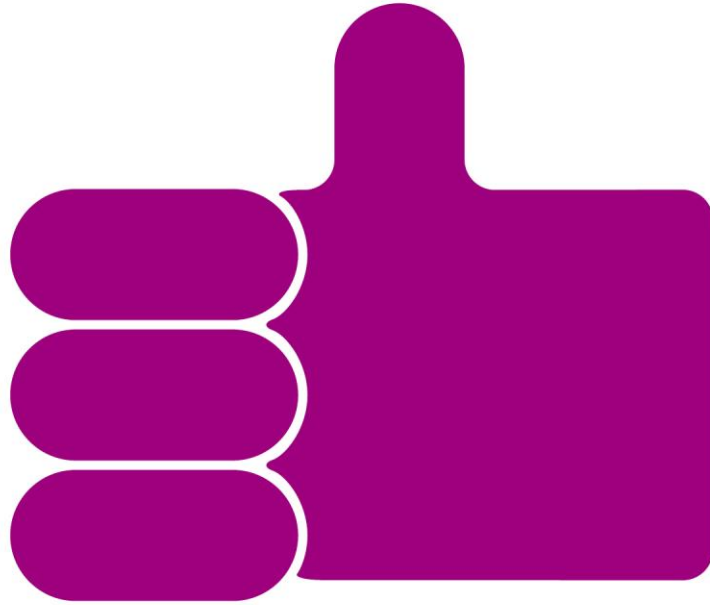
A branded mirror with visual illustration of key behaviours to be practiced, placed in key behavioural locations.



Visual illustration about wearing mask in public places offers cues on how to use them correctly.



Visual illustration of region-specific animal with its length to symbolise 2m distance as a novel nudge.



E: Evaluate

- Was it effective? Did we achieve what we set out to achieve?
- Measure behaviour.
- Try to measure intervention delivery and reach (same as coverage and exposure).
- Measure the functionality of WASH services and its utilisation.



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How to monitor WASH in the workplace

Behaviour of interest	Example indicators	Methods of data collection and tools
Sanitation/excreta disposal	Toilet is seen to be in use and clean.	Spot-check using checklist.
Water treatment/storage	Drinking water stored in clean container with lid.	Spot-check using checklist.
Handwashing	Handwashing facilities with soap and water at key locations. Workers washing hands with soap when observed at critical times.	Spot-check/ structure observation using checklist.
Menstrual hygiene	Method for disposal of used sanitary products.	Spot-check & structured observation using checklist.
Food hygiene	Proper storage place for food.	Spot-check and structured observation.
Surface cleanliness	Workers cleaning and disinfecting frequently touched surfaces.	Spot-check and structured observation.
Respiratory hygiene	Tissues, bins and masks available.	Spot check and structured observation.
Physical distancing	Physical distancing measures are clear (work spaces are 1 metre apart and clearly marked).	Spot check and structured observation.
Business related	Workers reporting dignified, productive and happy in workplace.	Reported behaviours using checklist. Attendance record with cause.

Outcomes

- Adequate WASH facilities in key locations in workplace.
- Hygiene products available and being used.
- Improved knowledge of importance of key hygiene behaviours.
- Improved key hygiene behaviours observed.
- Improved social norms on key hygiene behaviours.
- Improved confidence, sense of dignity, productivity and happiness of workforce.



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Case study: Ready Made Garment (RMG) factory in Bangladesh



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Improving WASH in an RMG factory

The challenge

Context and issue identified:

- RMG factory.
- Large workforce of 11,000 workers.
- **Only around 1.6% of the workers washed their hands with soap.**

Main obstacles:

- Lack of facilities and accessibility.
- Lack of awareness around the importance of handwashing.
- Lack of time.

Solution requirements:

- Easily accessible.
- Situated strategically to promote use at key times.



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 **WaterAid**



Improving WASH in an RMG factory

WaterAid's solution:

Hygiene behaviour change is a core component of WaterAid's sustainable supply chain programmes, combining hardware and software intervention.

Facilities (hardware)

- Context-relevant handwashing stations with easily accessible soap.
- Stations release drips of water continuously.
- Stations are accessible at both sides simultaneously.
- The solution reduces wait times and saves workers' time.
- The water flow mechanism has better water efficiency.



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 **WaterAid**

Improving WASH in an RMG factory

WaterAid's solution:

Hygiene Behaviour Change is a core component of WaterAid's sustainable supply chain programmes, combining hardware and software intervention.

Sustained behaviour change

Innovative communication products are also used to reinforce good handwashing practices.

- Attractive posters in key locations.
- Jingles used in toilets to remind the workers to use soap when they wash their hands.

The results

60.9% of workers now wash their hands properly (both hands with soap) during lunchtimes, up from just 1.6%.



Resources



**TIPS TO PROTECT YOURSELF
AGAINST COVID-19**



WaterAid

**Avoid touching your eyes,
nose and mouth until you
have properly washed your
hands.**



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WaterAid's support with development and implementation

- There are many resources and tools available to help you build a hygiene behaviour change package, such as those seen in this deck. However, a complete and tailored promotional package is best developed by experts in consultation with management and implementing staff.
- With four decades of global WASH expertise and now a partner of global governments in their fight against COVID-19, WaterAid is uniquely positioned to support the private sector to build long-term resilience through the implementation of business and people critical hygiene plans. **To discuss WASH management strategy and bespoke materials tailored to your company, please contact corporate@wateraid.org**



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Resources

- [Water and COVID-19: Risks and Opportunities Library](#) Pacific Institute
- [Prioritising Hygiene for Business Resilience: Enabling Safe Return to Work for Global Supply Chain Employees in the Face of COVID-19](#) WaterAid
- [Drinking Water, Sanitation & Hygiene \(WASH\) and COVID-19 Library](#) WASH4Work
- [Hand Hygiene Protocol for the Workplace](#) WASH4Work
- [Coronavirus Global Health Emergency Library](#) UN Water
- [#UnitingBusiness to Respond to COVID-19](#) UN Global Compact
- [Further Hygiene Resources](#) WaterAid
- [How to Conduct a WASH Accessibility and Safety Audit](#) WaterAid
- [Guidance on COVID-19 Back to Work Preparedness](#) Unicef
- [Hand Hygiene at the Workplace](#) ILO policy brief
- [Prevention and Mitigation of COVID-19 at Work Action Checklist](#) ILO
- [Technical guide for handwashing facilities in public places and buildings](#) WaterAid

Videos

- [Science behind handwashing](#)
- [What's the hype about handwashing?](#)
- ['Naughty hands' animation](#)



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Other business WASH initiatives, tools and guidance

- WBCSD [WASH Pledge](#)
- [WASH4Work](#)
- [AWS Water Stewardship Standard](#)
- UNICEF Workplace [Baseline and Monitoring Indicators](#)
- ILO WASH@ Work: [a Self Training Handbook](#)



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Glossary

- **Campaign:** Behaviour change activities implemented to improve knowledge, and change people's behaviour within a mass population, in the given timeframe at specific settings with repeated frequencies.
- **Touch points:** Context or behavioural setting within which people can be exposed to the programme/intervention. It also means the communication/exposure platforms.
- **Behaviour change package:** Hygiene behaviour change intervention package consisting of session plan, activities, promotional materials, tools and products.
- **Formative research:** Research that occurs before a programme or intervention package is designed. It helps to identify behavioural determinants, environments, norms, barriers, motives and touch points. It includes a useful set of tools.
- **Total direct exposure:** Number of times people are in direct contact, exposure or participate in hygiene intervention.
- **Intensity:** Number of hygiene sessions with a certain frequency within the given time.
- **Fidelity:** Consistent delivery of standard package in different locations/settings.



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