Hygiene Habit Formation through WASH in Schools in Zambia

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SPLASH = Schools Promoting Learning Achievement through Sanitation and Hygiene

Objective
To sustainably improve access to safe water, adequate sanitation, hygiene information & health practices to improve learning environments & educational performance in Zambian primary schools.
SPLASH Overview

- Managed by USAID WASHplus
- Implemented by FHI360 and CARE/Zambia
- Improves infrastructure, hygiene habits, and sustainability
- Housed in MOE, funded through USAID/Zambia’s Education Sector
4 districts
375 primary schools
Framework For Sustainable School WASH

Access to Hardware
- Water supply
- Sanitation systems/toilets
- Washrooms for girls
- Soap & cleaning supplies
- Anal cleansing materials
- Menstrual hygiene management materials

Hygiene Practice
- School Led Total Sanitation (SLTS)
- WASH clubs & PTA Committees
- WASH curriculum in & out of classrooms
- Community mobilization
- Hygiene education campaigns
- Street theater, community radio

Hygiene Improvement

Learning Improvement

Enabling Environment
- Policy improvement
- Financing & cost recovery
- Institutional strengthening
- Private sector involvement
- Cross-sectoral partnerships
Five Task Areas

1. Improve water & sanitation infrastructure
2. Improve hygiene behaviors
3. Strengthen governance at all levels & coordination with multiple stakeholders
4. Advocate for improved WASH in school’s policy environment
5. Strengthen capacity of small-scale service providers to deliver WASH goods & services
SPLASH 2012 Baseline Facilities
Survey shows:

- 70% of schools have access to water supply (but functionality a big problem)
- Only 13% treated their drinking water
- Average ratio of pupil-to-toilet for girls was 1:207
- 28% of schools had handwashing facilities, but most without soap & none with signs of being used
School sanitation infrastructure improvement

A school toilet before.... And after!
Provision of safe drinking water

And running water for some washrooms
SPLASH Approach to Hygiene Behavior Change

1. Principle of Multiples

2. Principle of “Small Doable Actions”

3. Habit formation rather than hygiene promotion
Principle of Multiples

- Saturation with hygiene/handwashing messages via multiple channels:
  - Pupil WASH Clubs with hygiene activities & talks
  - Teacher training & inclusion in lesson plans
  - Access to handwashing facilities & soap
  - Inclusion of soap in school budgets
  - Big celebrations of Global Handwashing Day
Small Doable Hygiene Actions... by schools & households

- Ex: Use DIY “tippy taps” until permanent handwashing stations are built
Small Doable Actions for Menstrual Hygiene Management

- Make your own menstrual pads until schools can purchase stocks of commercial pads
Focus on Habit Formation

- Habit formation gaining importance as paradigm for behavior change
- Uses brain science to pinpoint how actions convert to habits (reflective to reflexive)

Ex: daily mandatory group handwashing
Schools influence household practices

- School Led Total Sanitation brings together school & community to analyze poor hygiene & sanitation practices
- Households build latrines after participating in PTA contributions to school sanitation
- Several communities have ended open defecation as a result of SPLASH School Led Total Sanitation efforts
Handwashing in households is more common after children show parents how to build & use tippy-taps.
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