

PPPHW Consumer Research

A Sampling from Different Countries

India HHH Alliance Workshop

September 9-10, 2009

In the beginning...

**RESEARCH INFORMED BY CORPORATE
MARKET AND CONSUMER RESEARCH
APPROACHES**

Key Components

- Current practices by population segments
- Product availability, acceptability and affordability
- Motivators and facilitators for adopting behavior/practice
- Barriers to adopting behaviors
- Communication channels and message bearers



Ghana PPPHW: RESEARCH INTO PRACTICE

CONSUMER RESEARCH METHODS

- Structured Observations of mother-child pairs
- Quantitative survey of same mother-child pairs
- In-depth Interviews
- Focus Groups Discussions
- Behavioural Trials

DETERMINANTS OF HW BEHAVIOR

Facilitating Environment:

- 100% households had water
- 68% households relied on public latrines
- 95% households had soap
- Preferred soap: laundry soap prior to eating, 'toilet' soap after defaecation

Behavioural Drivers:

- Being a good mother
- Social acceptance
- Fear of contamination/ disgust
- Habit

Final Message

MESSAGE: “Whenever you wash your hands with just water it leaves things on your hands you can’t see”



MESSAGE MOTIVATOR: Nurture, mother’s desire to do the best for her child

Introducing FOAM: Focus, Opportunity, Ability, Motivation



A Behavior Change Model for HW
programs focused on
determinants of behavior

Introduced by WSP
In 2007

F O A M

- **Focus:** desired behavior (*consistent* HW at critical times) and target populations
- **Opportunity:** institutional or structural factors that influence an individual's chance to perform a behavior
- **Ability:** individual's skills and proficiency to perform a behavior
- **Motivation:** drives, wishes, urges, or desires that influence an individual to perform a behavior

Opportunity

Product attributes: perceived or actual characteristics of goods and services

- Does soap smell good?
- Does water look clean?
- Is the color (soap or water) nice?
- Is it anti-bacterial?
- Is the soap agent I have at home appropriate for all critical times?

Ability

Knowledge: true facts accumulated through learning about objects, actions, and events

- Do I know why HW is important?
- Do I know that washing with water is not good enough?
- Do I know when to do it?
- Do I know that germs that are invisible can make me or my child sick?
- Do I know that HW can prevent my child from getting diarrheal disease and ARIs?

Motivation

Threat: perceived danger or harm associated with performing or not performing the behavior

- How likely is my child to get diarrhea or ARI (susceptibility)?
- How dangerous is diarrhea or ARI for my child (severity)?

Vietnam HW Initiative

FOAM based Consumer Research



FOAM Questions for HW Behavior Change

Focus	Opportunity/ Resources	Ability/ Knowledge	Motivation
<p data-bbox="156 451 465 658">Target Audience</p> <p data-bbox="156 704 479 911">Desired Behavior</p>	<p data-bbox="542 451 890 648">How easy is it to get the goods/services?</p> <p data-bbox="542 679 890 876">What is the product like?</p> <p data-bbox="542 893 865 1090">What traditions influence the practice?</p>	<p data-bbox="929 451 1271 639">What do I know about the behavior/product?</p> <p data-bbox="929 662 1271 865">What kind of support do I get or give?</p>	<p data-bbox="1329 451 1657 639">What attitudes and beliefs do I have?</p> <p data-bbox="1329 662 1657 816">What will happen if I practice this?</p> <p data-bbox="1329 833 1657 988">What risks are there?</p> <p data-bbox="1329 1019 1657 1173">What do I plan to do?</p>

MAIN RESEARCH FINDINGS

- “Handwashing is not linked to diarrhea”
- “Handwashing with water alone is enough to clean hands”
- “Handwashing with soap takes too much time”
- “Changes in the weather causes diarrhea – there’s nothing I can do about it”
- “I simply forget to wash my hands with soap”

BC DETERMINANT

Knowledge

**Motivation
Beliefs, Attitudes
&
Locus of Control**

**Motivation
Intention –
Cues to Action**

From Determinants to Communications Objectives



After the campaign, the target audience will:

- KNOW that even clean-looking and clean-smelling hands can have germs (**knowledge**)
- BELIEVE that HW with water alone is not enough - soap is needed (**belief**)
- BELIEVE that HWWS is time well spent (**belief**)
- BE REMINDED to HWWS at critical junctures (**cues to action**)
- FEEL empowered that HWWS is something **they can do** to ensure the well-being of their children (**locus of control**)

Main Poster

