

Effect of two complementary mass-scale media interventions on handwashing with soap among mothers

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James B. Tidwell, Anila Gopalakrishnan, Stephen Lovelady, Esha Sheth,
Arathi Unni, Richard Wright, Shonali Ghosh, Myriam Sidibe

LONDON
SCHOOL of
HYGIENE
& TROPICAL
MEDICINE



HARVARD Kennedy School

MOSSAVAR-RAHMANI CENTER
for Business and Government



Why is handwashing important?

- Public Health
 - Diarrheal disease
 - Respiratory disease
 - School absenteeism
- Economics

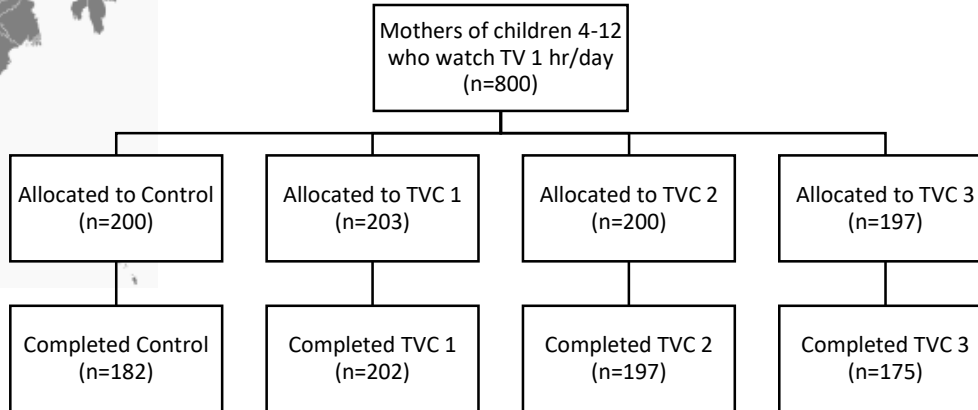
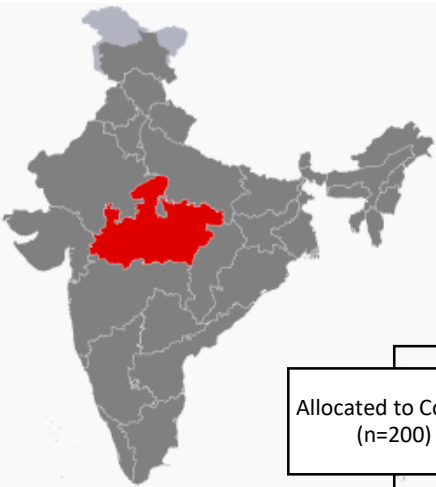
How can we get people to wash their hands?





























Television - Intervention



Television – Research Design



	1 Brushing teeth		2 Urination		3 Defecation		4 Praying
	5 Tea/Coffee		6 Cooking		7 Drinking water		8 Feeding child
	9 Eating Food		10 Washing dishes		11 Washing clothes		12 Cleaning toilet
	13 Sweeping		14 Dusting		15 Taking shower		16 Grooming
	17 Going out		18 Sleeping		19 Watching TV		20 Washing hands with only water
	21 Washing hands with soap		22 Washing hands with ash/mud		23 Washing hands with liquid hand wash		24 Wash face
	25 Bathing child with only water		26 Bathing child with soap				

Visit 1

Pre phase

Before Campaign

(Gap between visit 1 and 2 -1 week)

Visit 2-5

Campaign exposure

4 exposures of TVCs

(Gap between each visit - 1 week)

Decay Period

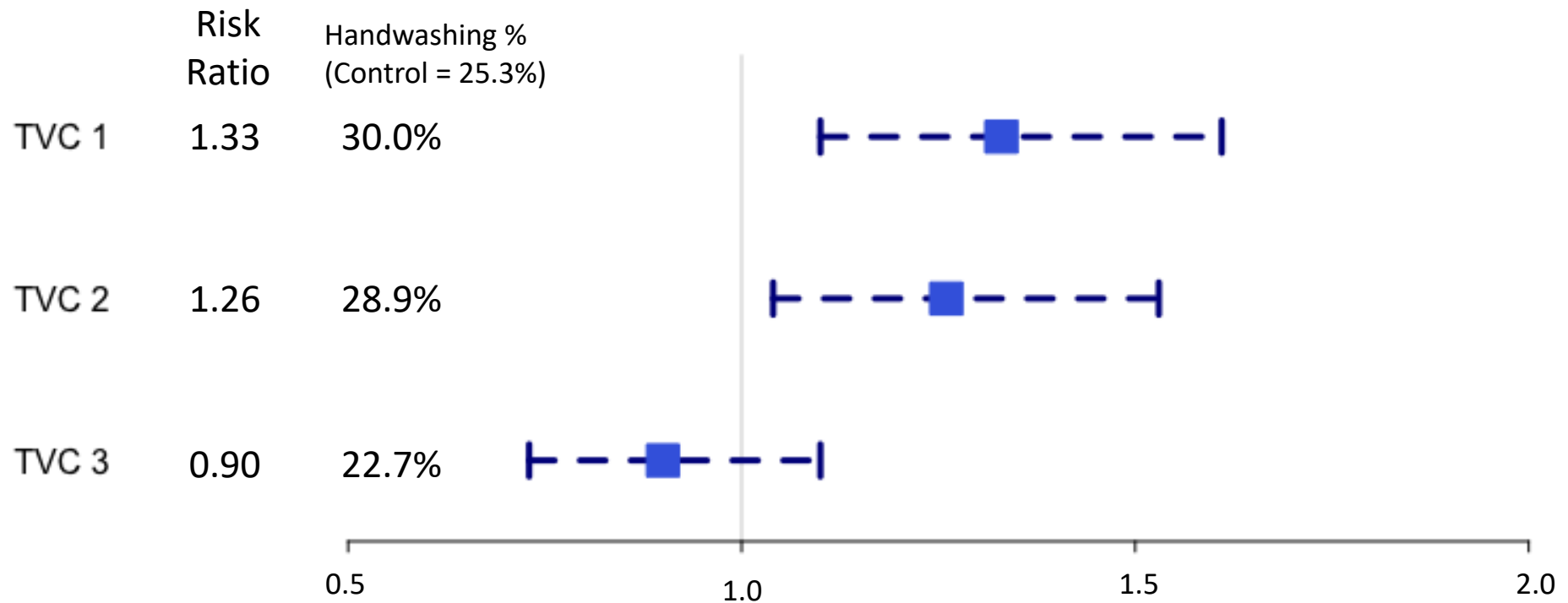
Two weeks

Visit 6

Post phase

After Campaign

Television - Results



Mobile phones – Intervention



Voice based service to reach mothers

- A Family Doctor to deliver our messages
- A person of authority for listeners
- A local doctor, well versed with local myths
- She helps break these myths and drive change



Free advice on your child's health at the
comfort of your home

Mobile phones – Intervention (2)



New Mothers

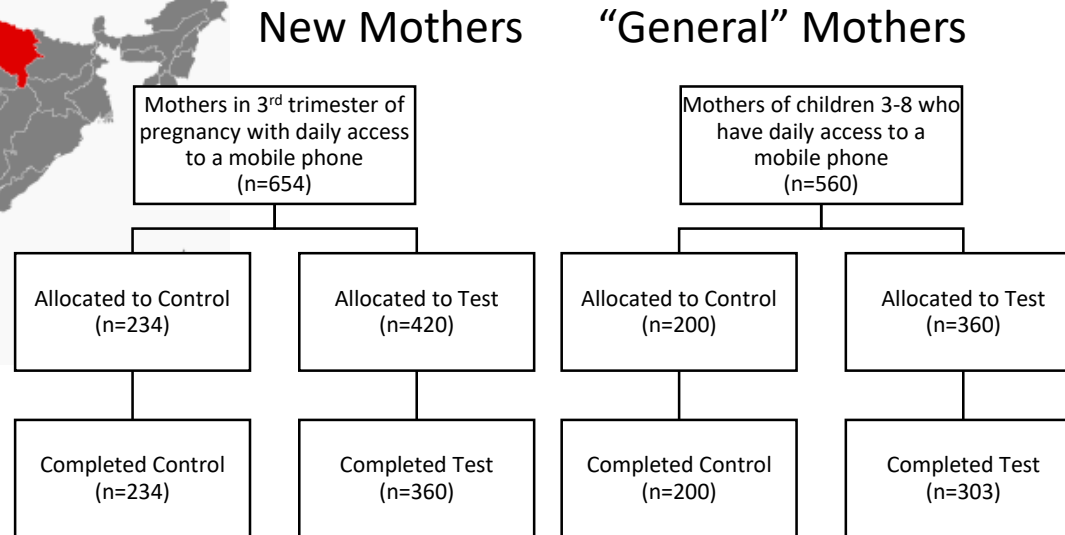
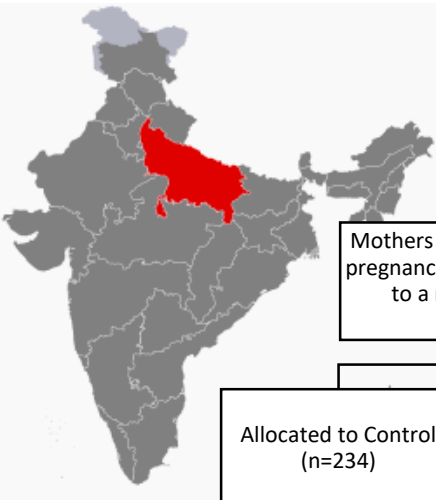
- **16 content** pieces, 90 sec each
- Duration: **8 weeks**
- **Health and hygiene** information
- **Reminder messages** to follow up the behavior





























General Mothers

- **8 Content** pieces, 90 sec each
- Duration: **4 weeks**
- **Hygiene** information

Mobile phones – Research Design



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Recruitment

- Women in final trimester (NM)



Campaign Exposure

- 8 weeks (GM)
- 16 weeks (NM)

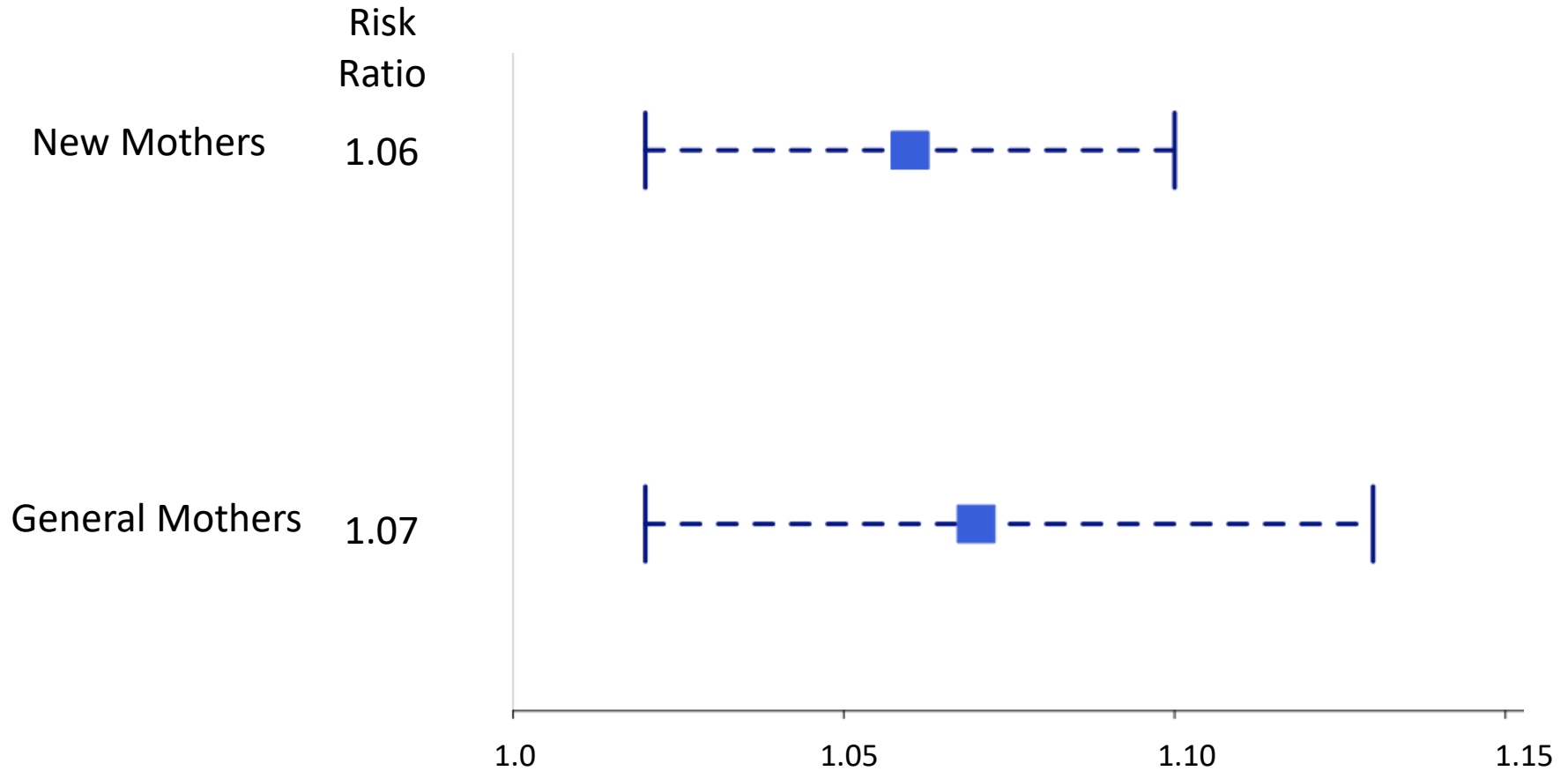


Decay
(4 weeks)



Evaluation

Mobile Phone - Results



- Mass-media interventions can change habitual health behaviors
- Sustainability of one-off intervention unclear, but possible for brands to consistently deliver new and engaging messages