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

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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

Mothers of children 4-12 who watch TV 1 hr/day (n=800)

- Allocated to Control (n=200)
  - Completed Control (n=182)

- Allocated to TVC 1 (n=203)
  - Completed TVC 1 (n=202)

- Allocated to TVC 2 (n=200)
  - Completed TVC 2 (n=197)

- Allocated to TVC 3 (n=197)
  - Completed TVC 3 (n=175)

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)

Visit 6
- Post phase
  - After Campaign
  - Decay Period
    - Two weeks
<table>
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<tr>
<th>Television - Results</th>
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<td><strong>Risk Ratio</strong></td>
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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

**Lifebuoy**

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

**Mobile Doctorni**
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
Recruitment
- Women in final trimester (NM)

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

Decay (4 weeks)

Evaluation
Mobile Phone - Results

New Mothers
Risk Ratio
1.06

General Mothers
1.07
Conclusions

• 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