COVID-19
Planning and Implementing a Behaviour Focused Hygiene Promotion Intervention and Activities

RESPONSE: KEY ACTIONS

1. IDENTIFY THE TARGET BEHAVIOURS
   - The target population needs to have the knowledge, ability and motivation to carry out the behaviour. These behaviours might include:
     - Handwashing with soap, chlorinated handwashing water (0.05%) or alcohol-based sanitizer, particularly after coughing or sneezing, after visiting of public spaces, after touching any surfaces outside the house, and before and after visiting/caring for at-risk or sick people
     - Avoid touching one's face (mouth, nose, eyes)
     - Covering nose and mouth while coughing and sneezing
     - Maintain physical distance – don’t shake hands, hug or kiss people, share food, utensils, cups and towels - generally keep a 2m distance
     - Generally increase cleaning frequency of surfaces, particularly in public places

2. IDENTIFY THE TARGET SETTINGS
   - Target settings include: homes, public spaces such as workplaces, marketplaces, places of worship, public transport, etc. in which to practice and promote these behaviours:
     - Promotion of handwashing addressing key barriers and behavioural drivers
     - Promotion of cough/sneeze etiquette
     - Promotion of alternative ways of greeting others
     - Maintaining physical distance
     - Promotion of surface cleanliness
     - Provision of water in adequate quantity to make hygiene practices possible
     - Provision of handwashing infrastructure and supplies in homes and public places

3. IDENTIFY APPROPRIATE PARTICIPATORY INTERVENTIONS
   - Identify participatory interventions with limited human-to-human contact
   - Choose the mix of interventions based on the barriers to performing the behaviour, effective communication channels, past experience, and in consultation with government and partners

4. IMPLEMENT HYGIENE PROMOTION ACTIVITIES
   - Implement hygiene promotion activities building on existing community engagement strategy and in coordination with CAD
   - Adapt activities to limit human-to-human contact by using social media, mass media and/or (community) radio channels while ensuring to reach the most vulnerable

5. INCLUDE MONITORING AS WELL AS A RAPID FEEDBACK CYCLES
   - Monitor outputs and outcomes
   - Adapt programme activities according to rapid feedback from implementers and beneficiaries

6. SUSTAINABILITY OF HYGIENE PROMOTION OUTCOMES
   - Create an enabling environment for adequate hygiene for instance by setting up a public-private partnership platform for handwashing and hygiene, supporting government-led hygiene monitoring, documenting lessons learnt and promoting cross-sectoral collaboration

7. FOR MORE GUIDANCE
   - Behaviour change communication in Emergencies: A Toolkit and the Communication in Humanitarian Action Toolkit

For further details: ROA, WASH (d.ooley@unicef.org)