**DREF Annex - Communication plan for hygiene promotion and social mobilisation**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| National Society: | | |  | | | | DREF number: |  |
| Type of operation: | | | |  | | | | |
| **KAP done?** | | | | | |
|  | Yes |  | | | No |

|  |  |  |  |
| --- | --- | --- | --- |
| **M & E plan done?** | | | |
|  | Yes (attach) |  | No |

**Communication plan to be filled in (use guidance and example provided)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Problems to be addressed** | **Behaviour change objective** | **Main barriers for change** | **Audience (segments)** | **Key motivations** | **Key messages** | **Key influencing audience** | **Channels/ Activities** |
| What are the key health risks? Has there been any disease outbreak?  **GUIDANCE**  What are the routes of transmission (e.g. water borne, mosquito borne, faecal-oral etc.)  What are the current hygiene practices? | Whose behaviour do you want to change?  What are the new hygiene practices that you want  them to adopt?  Include a target number so that the objective is measurable. | What stops people from doing the new (or good) hygiene behaviour?  Do they know why they should do it, and how to do it?  Do they have the items (hardware) they need? If they are not motivated, why not? | Who are the key segments of the community you will target?  Which groups of people need to change their behaviour to see most benefit? | What are the attitudes and beliefs of the target audience? What do they perceive the outcomes or benefits of the practice to be? Are they motivated by social status, money, fear, the perceptions of others (rather than health)? | Ensure your key messages have these three attributes:  1. Keep the message simple  2. State a benefit (relate to their key motivations)  3. Include a call to action (which hygiene behaviour do you want them to change to?) | Which people in the community are influential to others?  Who are the change agents? Who are the innovators? | How will you get the message across? Which channels are commonly used by your target audience?  Think about:   * Sensitivity/type of message * Number of people reached vs cost * Speed/timeliness |
| Low prevalence of handwashing at key times  **EXAMPLE** | 80% of targeted mothers in the camp was their hands after visiting the toilet | * lack of knowledge about hands as a vehicle to transmit cholera * lack of skills for proper handwashing technique * limited availability of water and soap * limited understanding of the seriousness of cholera disease | Women (mothers) and other caretakers (sisters, grandmothers) | * Fear of getting infected with cholera and die. * Fear of social stigma (cholera associated with poverty) * Feeling of protection, caring and nurturing * Feeling of cleanliness (good smell) | * Your hands may be dirty with cholera, wash them with soap after visiting the toilet * If you wash your hands you protect your children and family from cholera | Church  Health worker / midwife  Peers  Local leaders  Teachers  Traditional healers | Printed materials (posters, leaflets, banners)  Radio  SMS  Theatre/movies  Household visits Puppets  Songs  Meetings  PHAST-ER sessions |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |