**Communication plan for hygiene promotion and social mobilisation**

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| **1. What is the problem to be addressed?** | **2. What is the desired behaviour?** | **3. What are the main barriers for change?**  | **4. Who is the target audience?** | **5. What are the key motivations to begin practicing?**  | **6. Key messages**  | **7. Key influencing audience**  | **8. Channels / HP Activities**  |
| What are the current bad (or negative) hygiene practices and behaviours? What are the routes of transmission (e.g. water borne, mosquito borne, faecal-oral etc.) **GUIDANCE**What are the key health risks? Has there been any disease outbreak?  | What ‘good’ behaviour do you want people to change to? What are the new hygiene practices that you want them to adopt? Include a target number so that the objective is measurable. Whose behaviour do you want to change?  | What is stopping 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?  | Who are the key segments of the community you need to 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)?  | Your key messages MUST have the following 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

**YOU MUST CHOOSE ONLY 1 – 2 MESSAGES PER CHANNEL**  |
| People do not wash their hands after using the latrine (high rates of diarrheal disease) **EXAMPLE** | 80% of targeted mothers in the camp wash 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
* Wash your hands to get ahead in life! (picture of family out of poverty)
* If you wash your hands you protect your children and family from cholera
 | Examples: ChurchHealth worker / midwifePeersLocal leadersTeachersTraditional healers  | Examples: Printed materials (posters, leaflets, banners)RadioSMS Theatre/moviesHousehold visits PuppetsSongsMeetingsPHAST-ER sessions |
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