

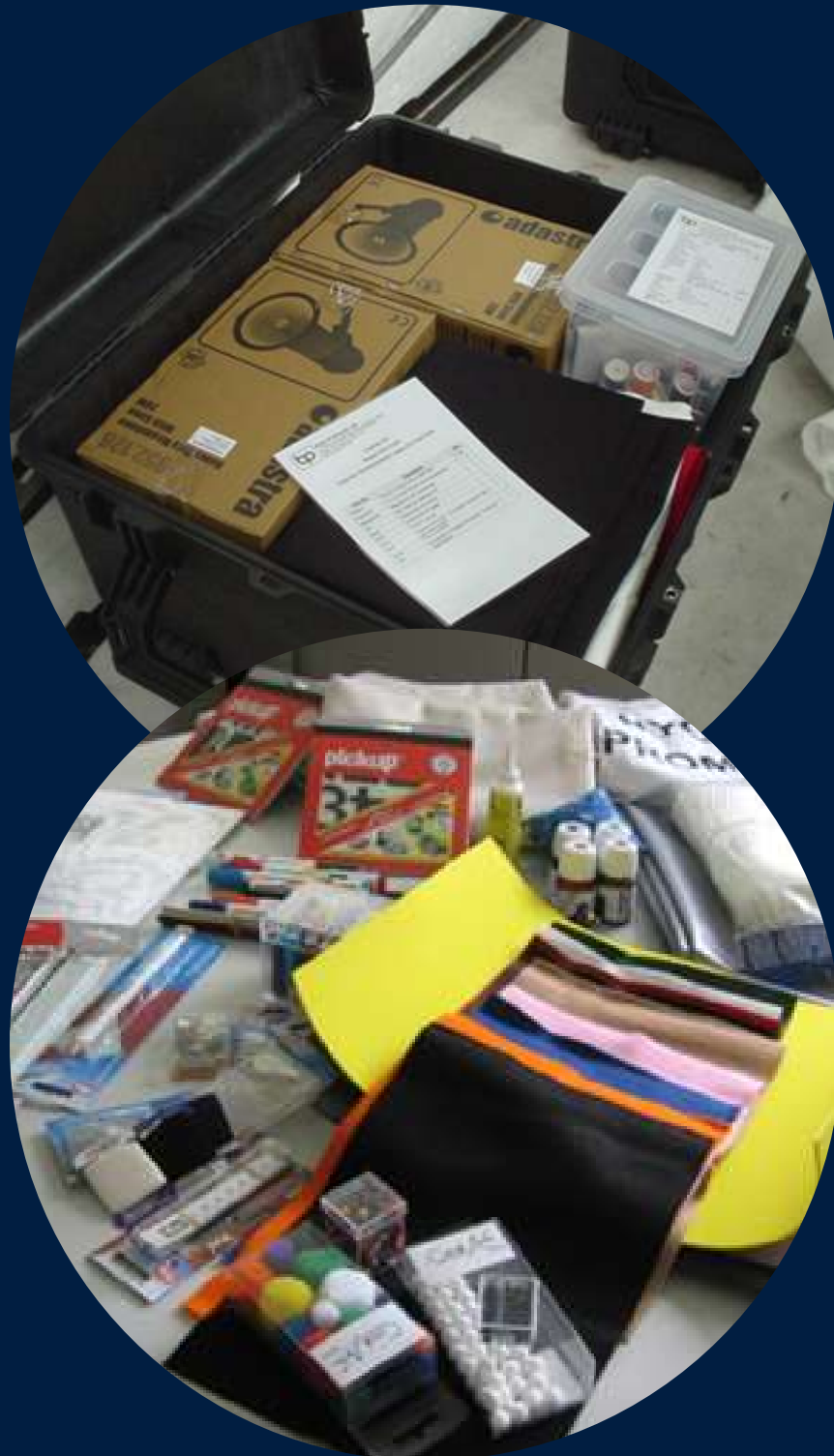


# Adapted Hygiene Promotion Box: fast, effective and culturally appropriate

 **INDONESIA**

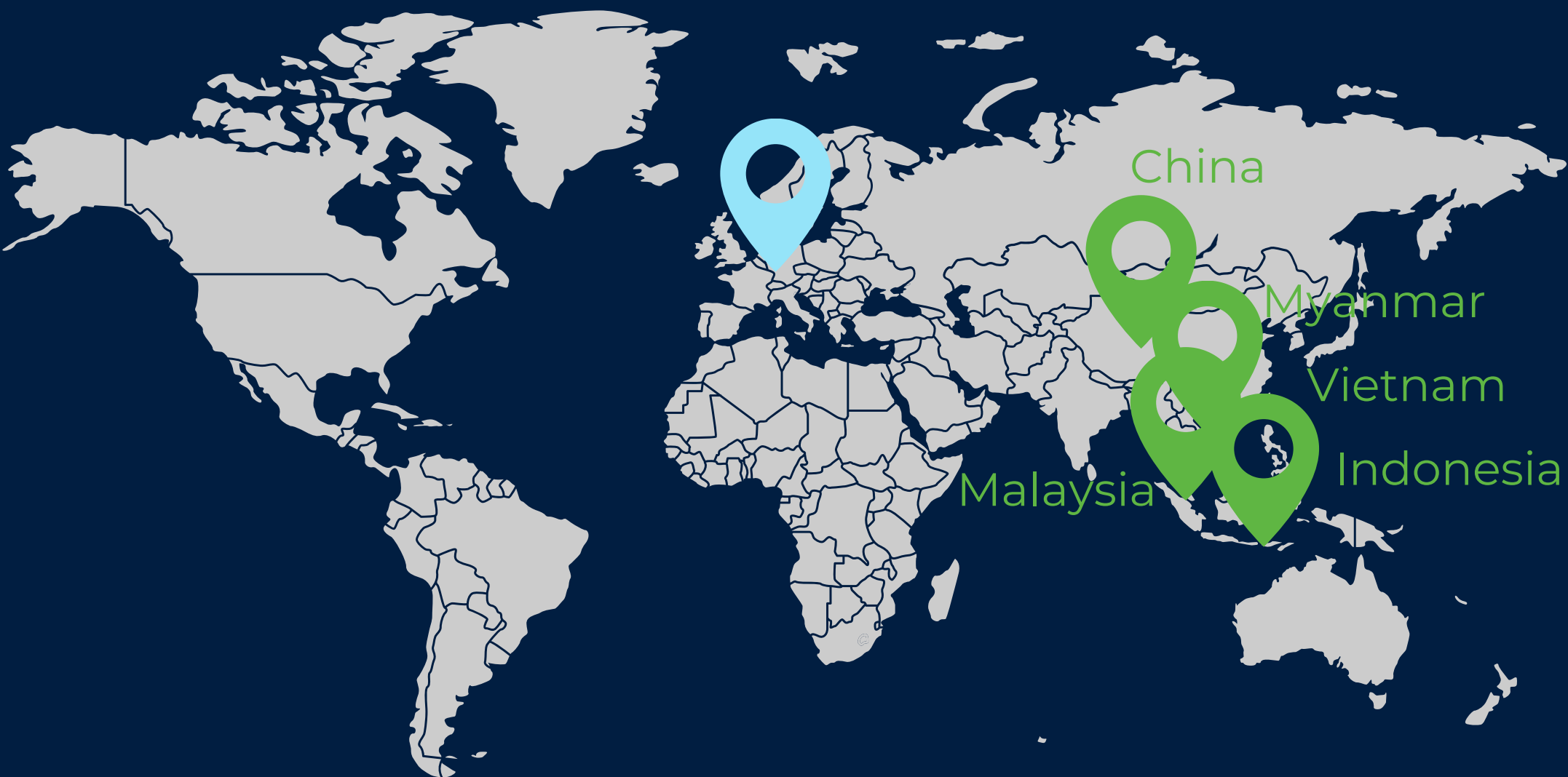
**WASH LEARNING SERIES**

# What is a Hygiene Promotion Box (HP Box)?



- **An emergency response tool to support rapid hygiene promotion activities**
- **Contains pre-made posters, picture cards, megaphone, laminator, camera, stationery supplies, puppet kit, pocket chart...**
- **Designed to be pre-positioned**

# Standard versus adapted?



- **Standard HP Box developed by the Global WASH Cluster in 2002**
  - **pre-positioned with WASH ERUs and kits**
  - **used for large emergency responses globally**
- **Several National Societies have adapted the standard HP Box to match their local contexts, respond faster and more effectively**



**STANDARD**



**ADAPTED**

# The adaptation process



## 2004 (Tsunami) Standard HP Box

Some materials not appropriate for Indonesia; heavy; long import process.



## 2010 - 2011 First adaptation

IEC for local context; new activity kit (GloGerm, pre-made puppets, and snake and ladder game); hygiene kit sample.



## 2020- 2021 Review process

Heavy, bulky and fragile containers; training and banner kit irrelevant; IEC need updating including for infectious diseases (e.g. Covid)



## 2022 Current version

Compact, lighter, stronger cases; all locally available; MHM materials updated; local illustrator for IEC etc.



# What is new in the Indonesian HP Box?



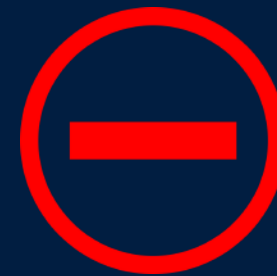
Credit: PMI (all images)

# Indonesia's HP Box: the main differences



## What was added?

- Locally appropriate IEC and resource material
- UV handwashing materials
- Games (snakes and ladders, blow up dice)
- Pre-made puppets
- Additional IT equipment



## What was changed?

- Containers are now less bulky, lighter and easily transportable (e.g. fits in a large suitcase)
- Removed resources and IEC that were not relevant or appropriate (e.g. standard materials for other regions/languages)

# Why adapt?

- Enables immediate response - no procurement delays
- Uses relevant local materials - culturally appropriate, reduced waste, cheaper and faster to replace items
- Practical issues fixed - lighter, stronger, updated content



PMI's HP Box weighs less than 25 kilograms and is easy to transport. Credit: PMI

# Indonesia's HP Box now

- 8 sets currently pre-positioned at PMI Warehouse in Bandung
- Used during medium/large disasters, including COVID-19 and most recently following the Cianjur Earthquake 2022 - 2023
- Used for preventing infectious diseases (not only diarrhea or vector-borne) and promotion of menstrual hygiene for reproductive health



**Volunteers having a conversation with community members on hygiene and health. Credit: Indonesian Red Cross Society**

# Agung's perspective: a simple, low-cost and scalable innovation



*“By adapting the HP Box to fit local needs, we're bridging a gap in [emergency] behavior change communication and making hygiene activities more engaging and effective.*

*It's a simple, low-cost solution that any organization or government can easily replicate and use in their own countries. We hope this small innovation creates a big impact on communities through improved hygiene behaviors.*

**- Agung Lestawayan, IFRC**



**Want to learn more?**



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