

# “I Heard it from All Directions”: Maximizing Media Mix to Increase Handwashing Rates

**Dr. Kate Tulenko**

Health Specialist, Coordinator Public Private Partnership for Handwashing  
World Bank, Water and Sanitation Program

November 6, 2007

[ktulenko@worldbank.org](mailto:ktulenko@worldbank.org)

# Global Public Private Partnership for Handwashing



- Founded 2001
- Partners: CDC, USAID, World Bank, Water and Sanitation Program, UNICEF, Colgate Palmolive, Procter & Gamble, Unilever, Water Collaborative Council
- Support national PPPHW to design and implement Handwashing programs
- Countries: Peru, Ecuador, Bolivia, Colombia, Paraguay, Central America, Ghana, Senegal, Tanzania, Kenya, Uganda, Benin, Burundi, Madagascar, Nepal, Indonesia, Vietnam, China

# Handwashing as a Classic Public Health BCC Challenge

- People already have the knowledge
- Are not motivated
- Other priorities
- Barriers stand in the way
- Not a habit

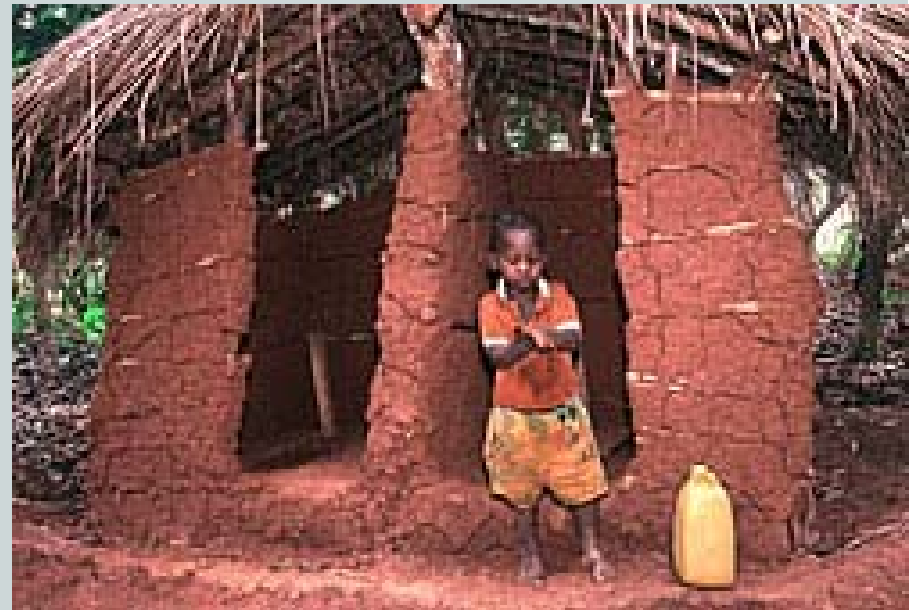
## **Behavior change is correlated with:**

- Number of messages received
- Increased variety of channels



## Ghana: Begin by Building Your Evidence Base

- What channels reach your target audience?
- Which channels do your audience trust?
- How much do they cost?
- Logistical challenges?
- Replicability?



# Media Mix

## National Launch

- Television: 2 TV ads in 3 languages on 3 TV stations (mothers & children) 5x a day for 6months
- 2 radio ads 5x day for 6 months (mothers)
- 132 billboards
- Posters: schools, communities

## Regional Launch

- 6 months later
- 132 community events in 12 districts

**Mix based on advice from commercial marketers to maximize exposure and behavior change**

## Phase 1 Evaluation

- National representative survey, peri-urban and rural
- 497 mothers
- 407 school children, 204 men
- 24 in-depth interviews
- Compared to baseline survey, 406 women

## Phase 1 Results: Exposure

- 71% of women heard of *Hororo Wonsa*
- *Of these women:*
  - 69% from TV (multiple)
  - 58% from radio (multiple)
  - 14% from posters (clinics)
  - 13% from billboards
  - 64% from clinics
  - 27% from events
- Television reached the largest number of women

## Phase 1 Results: Message Recall

- 69% of all women interviewed knew the song
- When asked how they learned the song:
  - 78% from TV
  - 45% radio
  - 30% children
  - 11% from friends
- **Non-paid channels (children and friends) were a significant source of learning messages**
- **Amplification of the message via word of mouth**



## Phase 1 Results: Word of Mouth

Of those who reported hearing about Handwashing from people:

- 53% heard it from friends
- 40% heard it from husband
- 35% heard it from children

TV watching is communal (96%) many reported discussing the ad.

Qualitative work suggests word of mouth is fundamental to 'domestication' of message.

# Behavior Change by Channel

**Respondents claimed the following channels had an impact on their behavior:**

- 78% of event attendees claimed behavior change
- 63% of radio recallers claimed behavior change
- 58% of television recallers claimed behavior change

Percent of total people reporting behavior change, by primary channel:

- TV 32%
- Radio 30%
- Events 17%

**Events had a higher behavior change success rate, but because television reached more people, it changed the behavior of a greater number of people**

## Plans for Phase 2

- Determine the cost per person with behavior change:  
Television vs Radio vs Events
- Determine the percent recall and percent behavior change for each channel per each person exposed (rather than per each person reporting exposure--eliminating recall bias)
- Design an optimized media mix: cost, exposure, recall, behavior change, word of mouth

### Phase 2 Evaluation

- Investigate more the impact of posters and billboards:
  - May build legitimacy or serve as a reminder, but may not be a prime changer of behavior
- Test different sequencing strategies
- Investigate impacts of new and non-traditional media

# New and Non-Traditional Media

- Cell phone text messages
- Water bills
- Cosmetics saleswomen
- Closed Circuit Television
- “Bounty Packs”
- Different types of Community Events
  - Handwashing contests
  - Parades
- “Viral Marketing”/ Word of Mouth

# Thanks!

# Questions?

