### BEHAVIOR PROFILE: HANDWASHING WITH SOAP

#### HEALTH GOAL
Improve maternal and child survival

Family members wash hands with soap under running water at 4 critical times [after defecation, after changing diapers, before food preparation and before eating].

Among households where place for handwashing was observed, percentage of households with soap and water. Soap includes soap or detergent in bar, liquid, powder or paste form.

#### BEHAVIOR ANALYSIS

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<td>What steps are needed to practice this behavior?</td>
<td>What factors may prevent or support practice of this behavior?</td>
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#### Behavior

Family members wash hands with soap under running water at 4 critical times [after defecation, after changing diapers, before food preparation and before eating].

#### Steps

1. Construct or purchase handwashing station
2. Obtain soap and water
3. Maintain handwashing station with soap and water at all times

#### INTERNAL

**Attitudes and Beliefs:** Family members wash their hands because they believe it is disgusting to not wash hands after defecation or before handling food.

**Knowledge:** Family members do not always wash their hands because many are unaware of the diseases transmitted by unclean hands.

#### SOCIAL

**Family and Community Support:** Family members do not wash their hands with soap because family members often do not reinforce handwashing, especially among younger children.

**Norms:** Family members do not wash their hands at all critical times because it is not regularly practiced or reinforced by community members.

#### SYSTEMS, PRODUCTS AND SERVICES

**Products and Technology:** Develop locally appropriate handwashing stations and train families how to construct stations themselves.

**Quality Improvement:** Train providers to promote handwashing with caregivers.

#### INSTITUTIONAL

**Policymakers:** Establish financing schemes for soap and handwashing stations.

**Community Leaders:** Support local soap and handwashing station marketing efforts.

**Community Leaders:** Promote hand washing at community events and public locations like schools, maintain a handwashing station in own household, and find ways to create reminders for handwashing at home or in the community.

**HOUSEHOLD**

**Family Members:** Encourage and assist children to wash their hands as a way of avoiding ingestion of feces.

**Community Leaders:** Support the family members by ensuring the availability of soap and handwashing stations.

**Communication:** Use media channels to highlight the risks of not washing hands with soap and promote the benefits of handwashing with soap behaviors (not washing hands after defecation and before eating means eating feces).

**Communication:** Create context disruptions and visual cues in the community and household to provide reminders for handwashing.

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