



DBC Framework : Mothers of children under five wash their hands with soap and water at the five critical times each day

Behavior	Priority Group/Influencing Group	Determinants	Bridges to Activities	Activities
<p>Mothers of children under five wash their hands with soap and water at the five critical times each day (after defecating, after handling children’s faeces, before eating, before feeding children, and before preparing food)</p>	<p>Demographics: Mothers of children aged 0 to 5 years with low-income speaking Hausa and living in the rural area of Maradi.</p> <p>Daily activities: Daily activities schedule very overloaded (Seeking water early in the morning, looking for firewood, prepare breakfast, lunch and dinner).</p> <p>During the rainy season they help their husbands in farming activities.</p> <p>Common desire: Overcome food insecurity and having a healthy life with healthy children. Like to be appreciated by others and practice animals raising.</p> <p>Barriers to behavior: - Broad understanding of the link between hand washing with water and soap and disease (They know hand Washing can protect against diarrhea but don’t know to which extent). -Think that it is God will their children get diarrhea.</p> <p>What they know, feel and do related to the behavior:</p> <p>They are aware of the positives consequences of hand washing but overlook it.</p>	<p>1. Perceived Positives consequences Feeling of protection against diseases: (I wash my hands at critical time to protect my child from diseases)</p> <p>2. Perceived Susceptibility/Risk Somewhat likely that I or my children) will get diarrhea in the next 3 months if I wash my hands with water and soap at five critical times. (Diarrhea is something normal for children and even for adult who eat spoiled food)</p>	<p>1.1 Increase the perception that handwashing with water and soap by mothers at critical times protects their children from disease.</p> <p>2.1 Increase the perception that diarrhea is not something normal for both children and adult.</p>	<p>1.1.1 Organization sensitization caravan (hand washing our shield)</p> <p>1.1.3 Trigger hand washing by using Dirt under fingernails tool.(Unicef H W triggering tool)</p> <p>1.1.3 Organized and Produce a women opinion Leader script. see script for more details </p> <p>1.1.4 Produce audio and video message in local language on hand washing protection attribute for dissemination via phone memory card</p> <p>1.1.5 organize household mini drama (Clean hand and dirty hand) see script for more details </p> <p>2.1.1 Sign agreements with local radio stations (organize debate on the topic: diarrhea as a dangerous disease for children and adult)</p> <p>2.1.2 Trigger Hand washing using Shit and Shake tool.(Unicef H W triggering tool)</p>

	<p>Stage of Change: Part of the priority group wash their hands with soap and water regularly at the five critical moments.</p>	<p>3. Cues for Action/Reminders (I know but I always overlook ,particularly before preparing food)</p> <p>4. Perception of Divine Will (Whatever I do, I cannot change it. It is God's will)</p> <p>5. Perceived Access (It is easier to wash hands at the five critical times when I have soap all the time)</p>	<p>3.1 Increase the ability to remember to wash hands before preparing food</p> <p>4.1 Decrease the perception that it's God's will that your child will get diarrhea.</p> <p>5.1 Increase the perception that it isn't difficult at all to organize soap at hand washing places</p>	<p>3.1.1 Produce hand washing cards on hand washing before preparing food, (to be distributed during post-natal consultation and nutritional monitoring of children)</p> <p>3.1.2 Signage around the villages (Provide posters in health centers ,sewing centers, around the water point etc)</p> <p>3.1.3 Organize family pledging on hand Washing before preparing food (crossing the line). <i>See scrip for more details.</i></p> <p>4.1.1 Involve religious leaders in promoting hand washing at critical times.</p> <p>4.1.2 Produce video with humorous role to address the fatalistic mind –set.</p> <p>4.1.3 Organize preaching session focusing on fatalistic mind –set.</p> <p>We need to do some additional investigation with doers who say it's not difficult at all, to discover how they're managing to organize soap for hand washing is present all the time –using Positive Deviance Inquiry.</p>
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Indicator:		Process indicators :		