

What Behavior Will Frontline Workers Do? Supporting Hand washing in Bangladesh



Ecological model



The “old” behavior

- Counseling of mothers by frontline worker on nutrition
- Counseling on handwashing with soap at critical times
- No emphasis on ‘maintenance of handwashing station’ near child feeding area

Naming the behavior to promote

- Help family set up and maintain handwashing station near to the child feeding area
 - Follow up visits by Frontline workers
 - Supervisory visit with observation check list
- Encourage the mother to wash hands with soap before feeding the child
 - Home visits & demonstration
 - Engage fathers through social mobilization to support mother

Materials and messages



Reminder Sticker

Recommended Feeding for Children Up to Age Two

Newborn
Begin breastfeeding within one hour of birth; continue breastfeeding only (no other liquids or water) for six months

Starting from completion of 6 months (181 days to 8 months)
Introduce local family foods; half of a 250 ml bowl or ball of semi-solid or solid food two times a day, along with continued breastfeeding

Starting with 10th month (9 to 11 months)
Rapidly increase amount of food for a young child to a half of a 250 ml bowl or ball of food three times a day, plus two snacks, along with continued breastfeeding

Starting with second year (12 to 23 months)
Rapidly increase amount of food for a young child to a half of a 250 ml bowl or ball of food three times a day, plus two snacks, along with continued breastfeeding

Wash hands to protect nutrition and health
Caregivers should wash their hands and the child's hands with **water and soap** before food preparation and feeding a child to prevent contamination of complementary food

Based on the National IYCF Strategy (IPHN 2007), the National IYCF Communication Framework and Plan (IPHN 2010), and the National Hygiene Promotion Strategy for the Water Supply and Sanitation Sector in Bangladesh, 2011, Policy Support Unit, Local Government Division, MoU/GOE



Job aids

Infant 6 to 8 months



- Give mashed family foods: solid/semi solids, not watery food
- Give fish or egg or chicken liver daily + thick lentils + dark green leafy vegetables or yellow fruits + fried foods
- Feed 1/2 bowl two times a day
- Give iron supplement according to the recommendation of health worker



Infant 9 to 11 months



- Spend time and teach child to feed himself/herself
- Give fish or egg or chicken liver daily + thick lentils + dark green leafy vegetables or yellow fruits + fried foods
- Feed 1/2 bowl three times a day and nutritious snacks 1-2 times (ripe papaya, ripe mango, jackfruit, boiled egg)
- Give iron supplement according to the recommendation of health worker



Child 12 to 23 months



- Encourage child to feed himself/herself
- Give fish or egg or chicken liver daily + thick lentils + dark green leafy vegetables or yellow fruits + fried foods
- Feed one full bowl three times a day and nutritious snacks 1-2 times (ripe papaya, ripe mango, jackfruit, boiled egg, dairy products)
- Give iron supplement according to the recommendation of health worker



Feeding a sick child



- Breastfeed frequently
- Give favourite nutritious foods
- Give small, frequent foods
- Feed extra meals and amount of nutritious foods for at least one week after child recovers, until child gains previous weight

To protect child from diseases always wash hands with water and soap before feeding



www.alivendrive.org

Poster

Materials and messages

Why Hand Washing Is Critical to Child Health and Nutrition in Bangladesh—How to Make it a Reality



Children under two years of age are at their most vulnerable stage of mental and physical development. Reducing infections and supporting good appetites by promoting hand washing have lifelong benefits. — *The Lancet*, 2008¹

Hand washing with soap before handling children's food is key to protecting infant and young child nutrition in Bangladesh. Undernutrition accelerates rapidly from six to 24 months of age.² Low nutritional intake and frequent infections are underlying causes of the problem.³ When caregivers and children do not wash their hands with soap and water before food preparation and feeding, it can lead to infections, poor appetite, and eventually malnutrition and death.

Each year, more than 2 million children worldwide under the age of five die from diarrhoea and pneumonia.⁴ Addressing the main barriers to proper hand washing before child feeding is a life-saving and cost-effective intervention for families in Bangladesh. It can help prevent the spread of common illnesses and reduce stunting, which has not shown much progress from 2007 to 2011.^{5,6}

Impacts and risks of not washing hands with soap before child feeding

Even when families feed their children the right foods, in the right quantities, the lifelong benefits of good nutrition are undermined when children become repeatedly sick from infections. Proper hand washing before food preparation and child feeding can:

- ▶ Reduce the spread of deadly diseases like pneumonia and diarrhoea—two of the leading causes of death in children less than five years old—and reduce the number of deaths from acute respiratory infections by one-quarter.^{4, 7, 8, 9}
- ▶ Combat other illnesses, including intestinal worms, eye infections, skin infections, and avian influenza, and can prevent anaemia caused by parasitic infections.^{7, 10}
- ▶ Prevent decreased appetite—a barrier to ensuring optimal feeding practices. And by reducing illnesses, hand washing can reduce the loss of vital nutrients that are critical to physical and cognitive development.¹¹

Importance

Hand washing with soap is the most cost-effective health intervention against diarrhoeal disease and reduces pneumonia.⁷ Complementary foods transmit pathogens if not hygienically prepared.⁸



Hand washing TVC

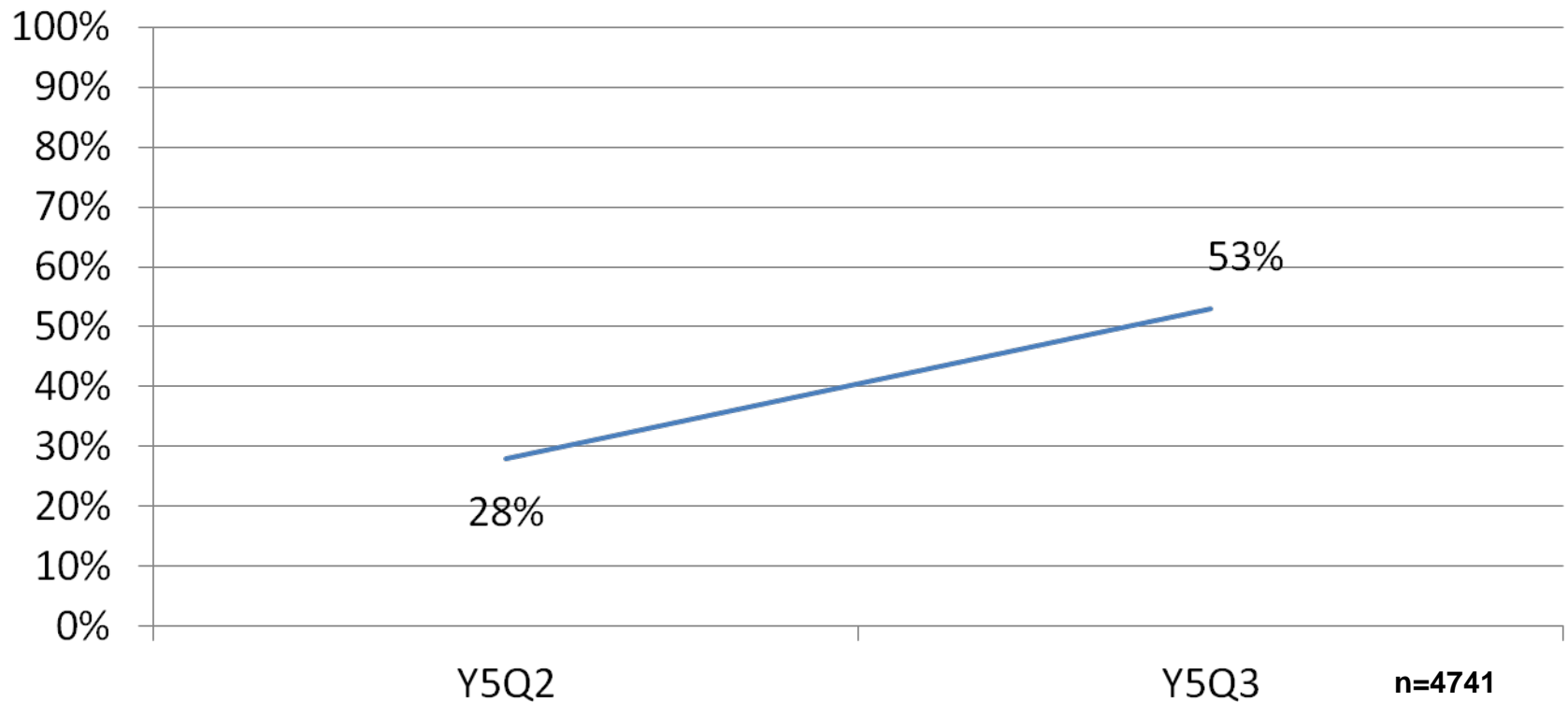
Evidence that it's working

- Integration of handwashing station intervention in A&T program
 - Frontline workers trained on handwashing station module
 - Frontline workers using Job aids and reminder stickers
 - Revised handwashing incentives implemented
 - Monitoring of handwashing station –Observation

IFPRI evaluation surveys 2013 and 2014 will provide further evidence

Performance incentive received by Front line worker

% Frontline worker received incentive based on maintenance of handwashing station at child feeding area



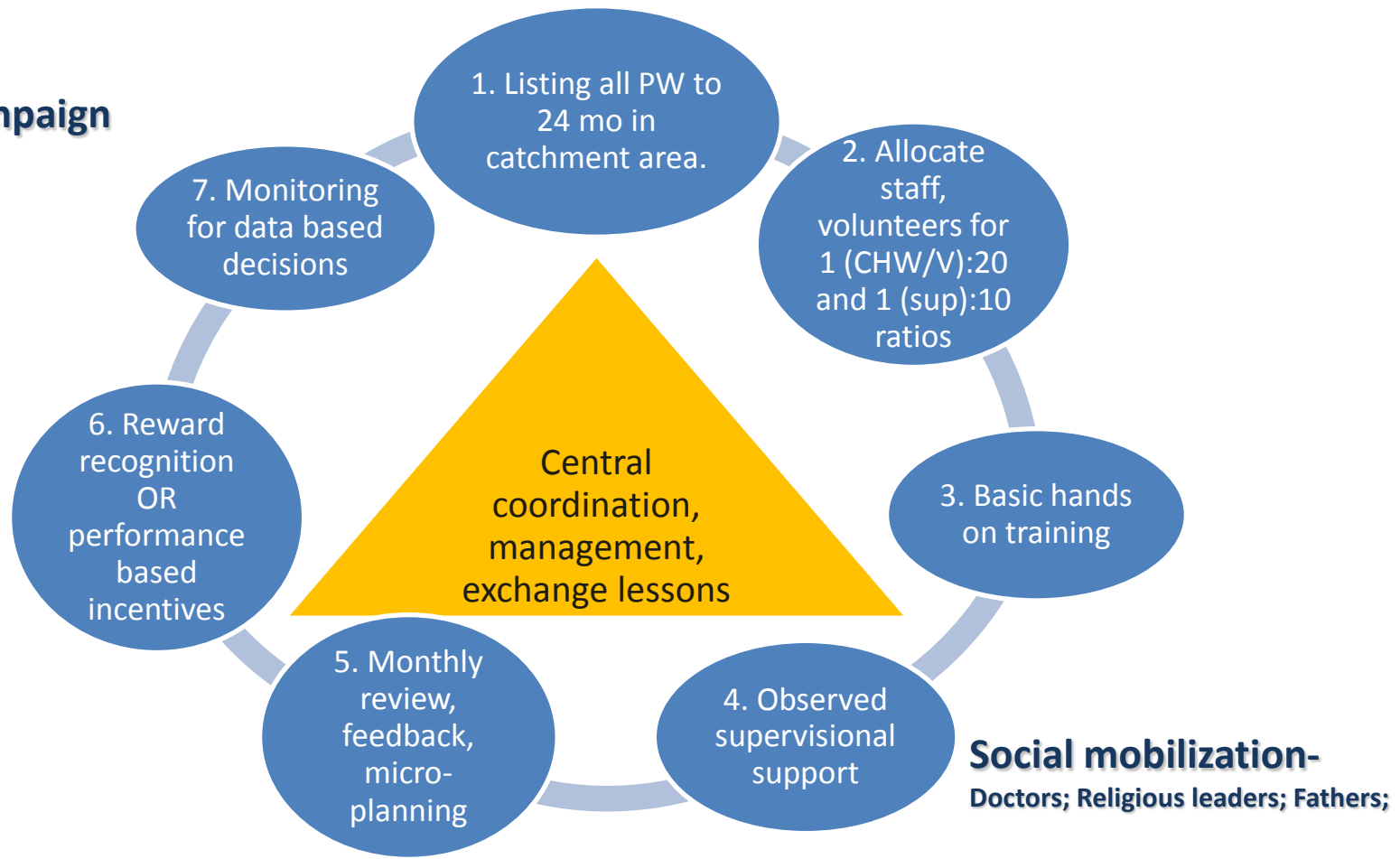
Source: Brac Quarterly Report (Monitoring)

Why it's working

Integration of the handwashing component at every steps to improve the performance of Frontline worker

Mass media campaign

TVC, Radio



Addressing the other audiences

- Mothers and caregivers
 - Keep soap & water at child feeding area
 - Wash hands with soap before child feeding
- Father
 - Maintain Handwashing station & remind mother of hand washing
- Doctors
 - Doctors advise on maintaining handwashing station & washing hands with soap before feeding during sick child visit
- Policy makers
 - Integrate handwashing behavior linked to child feeding in national policy & programs like National Nutrition Services , National Hygiene Promotion Strategy etc

Summary

- Shift in the behavior of Frontline workers to address the issue of handwashing linked to child feeding, we have:
 - Focused on the issue of convenience through maintenance of hand washing station at the child feeding area, rather than only counseling on hand washing with soap.
 - Followed each steps of the Front line worker performance improvement cycle to improve hand washing behavior.

Thank you!