



Basic health for all.

www.simavi.org

Do you dare to change your hygiene behavior?

In the Sanitation, Hygiene and Water (SHAW) program in rural Indonesia, Simavi used Behavioral Change Communication to motivate more than 1 million people to adopt hygienic practices, in a time-span of four years and without spending a penny on the construction of toilets.



Hygiene practices

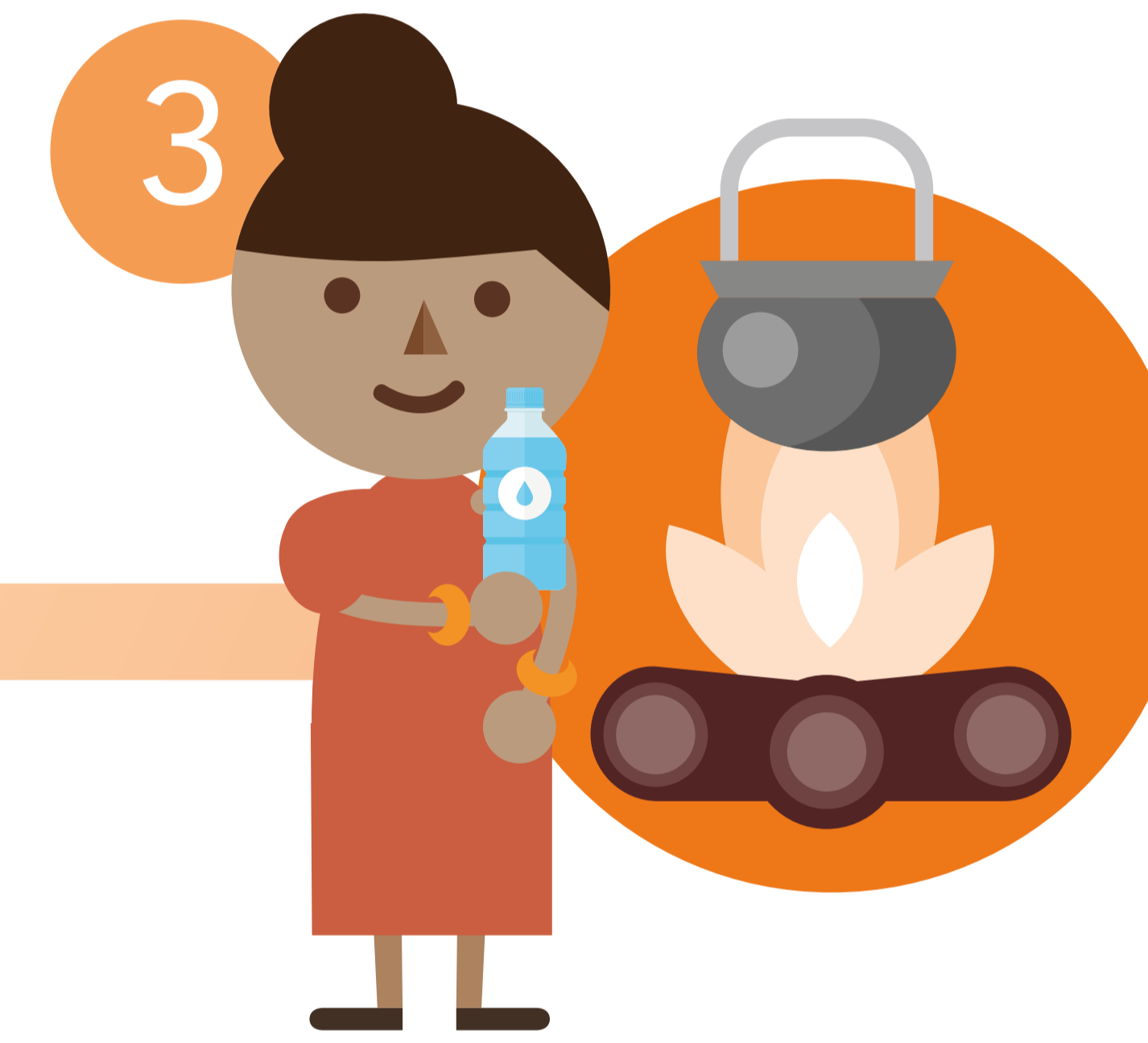
We achieved this result because the Simavi approach focusses on multiple levels that determine the ability and motivation to change behavior.



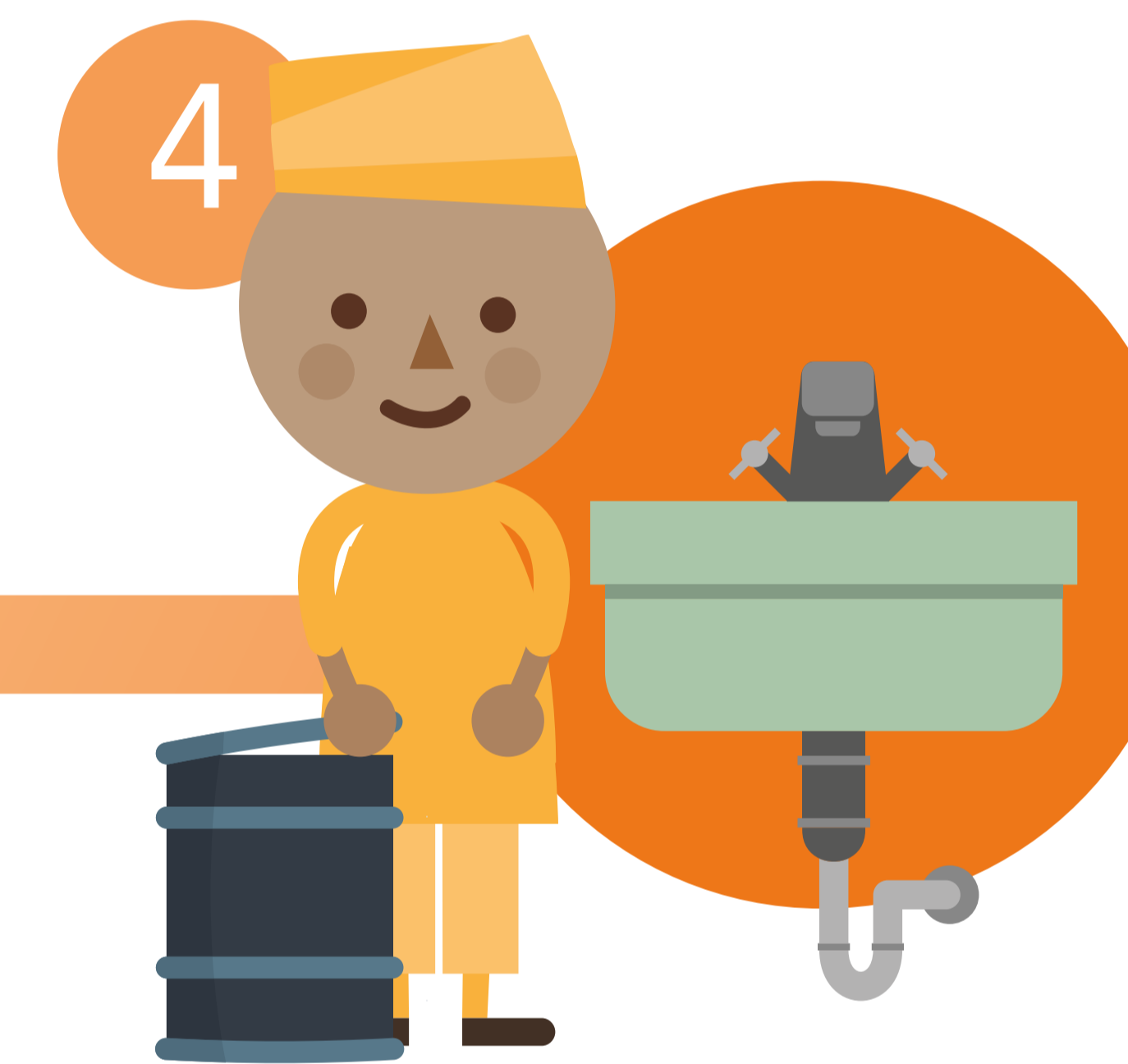
1 Hand-washing at critical times with soap



2 Using a toilet instead of defecating in the open



3 Boiling water before drinking and storage in clean water tanks



4 Correct disposal of waste water



5 Correct disposal of solid waste: separating, transporting and processing

Individual level

- Increasing knowledge
- Improving skills

Household level

- Facilitating focus group discussions between hygiene promoters and family members
- Ensuring availability of hygiene products
- Increasing willingness to pay

Village level

- Involving over 9,000 trained volunteers
- Introducing new social values and attitudes
- Teaching children about hygiene
- Building social support
- Creating a sense of competition

Government level

- Stringent deadlines and fines
- Advocating for sanitation and hygiene budgets

