

26/10/2022

RANAS APPROACH AAH BEKAA



RANAS

We Understand Behaviour Change

SPIN-OFF
of Eawag



**ACTION
AGAINST
HUNGER**

THE APPROACH

- Improve hand hygiene amongst Syrian refugee adults and children.
 1. by developing an evidence-based and population-tailored behaviour change campaign
 2. by implementing and evaluating the behaviour change campaign

ASSESSMENTS

Qualitative survey

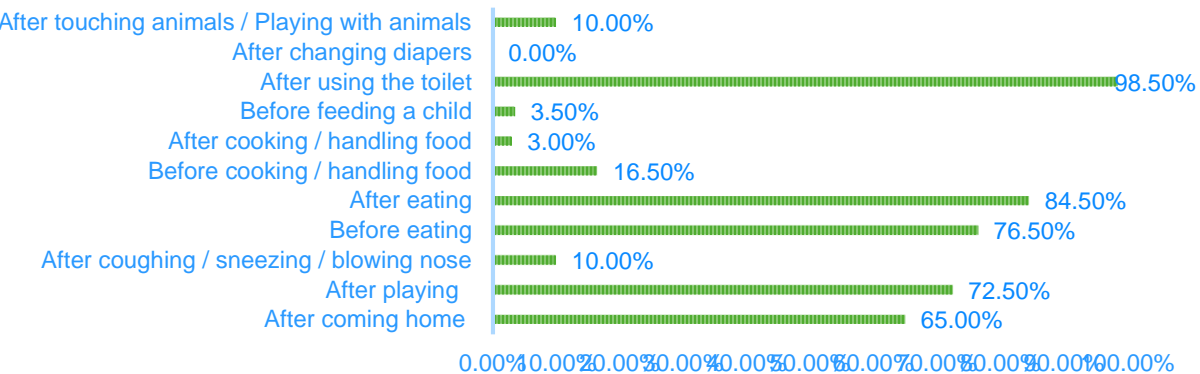
- The AAH team was trained on a qualitative questionnaire tool assessing handwashing behaviour of adults and children and conducted 10 interviews for each group in April 2022. The findings showed that there is still improvement for handwashing, especially amongst children. Related feelings and barriers were identified and fed into the quantitative questionnaire.

Quantitative survey

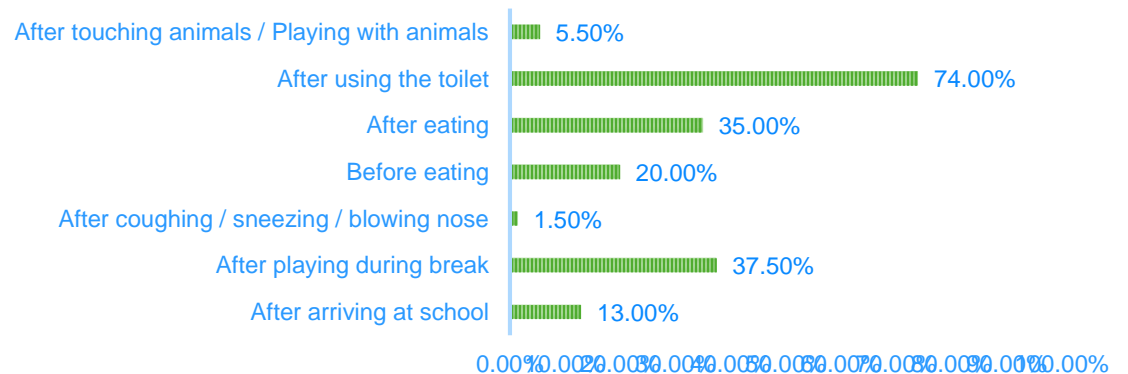
- Measure the behaviour and the specified behavioural factors and a protocol to conduct observations of the target behaviour.
- In May 2022, the AAH conducted 163 interviews with children and their caretakers

RESULTS (EXTRACT)

HOME: WHEN DO YOU NORMALLY WASH YOUR HANDS WITH SOAP?



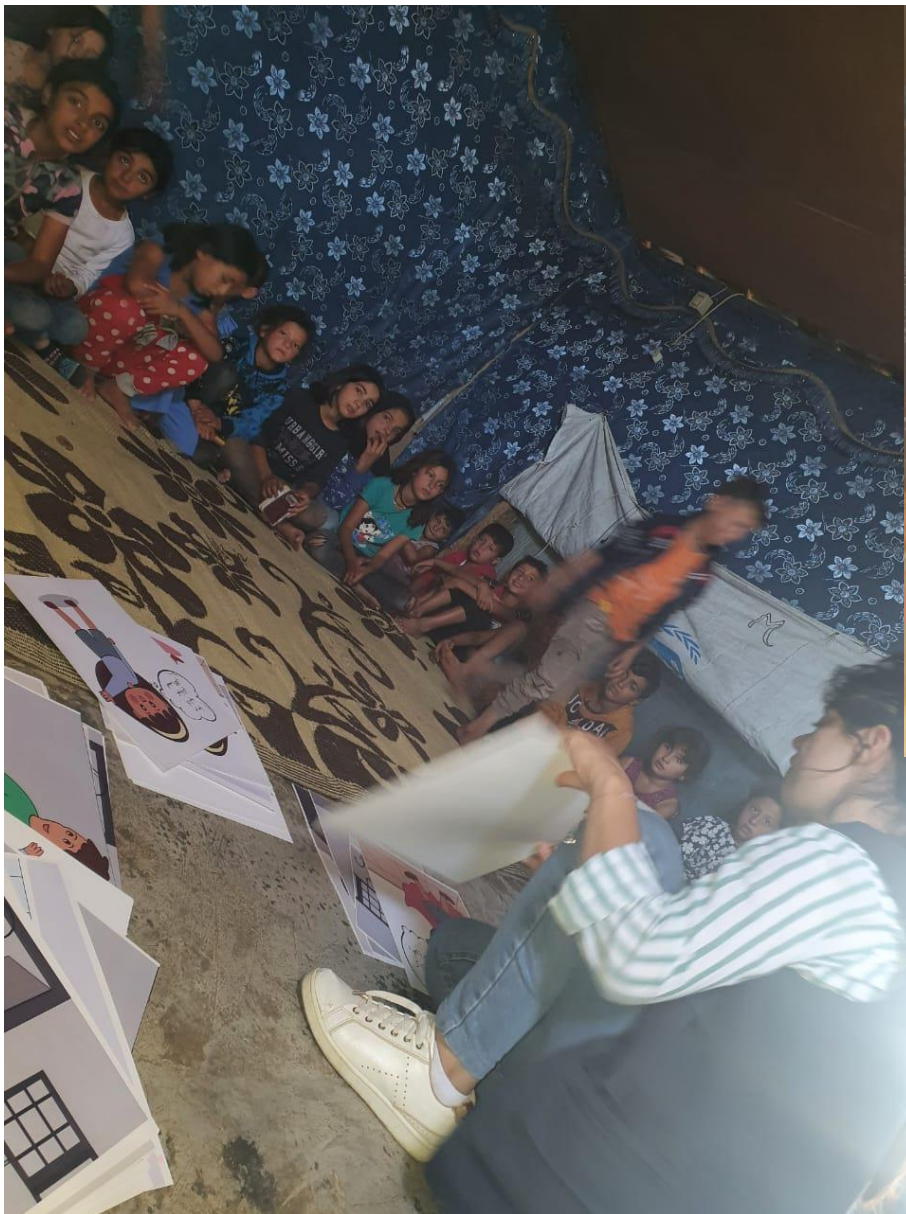
SCHOOL: WHEN DO YOU NORMALLY WASH YOUR HANDS WITH SOAP?



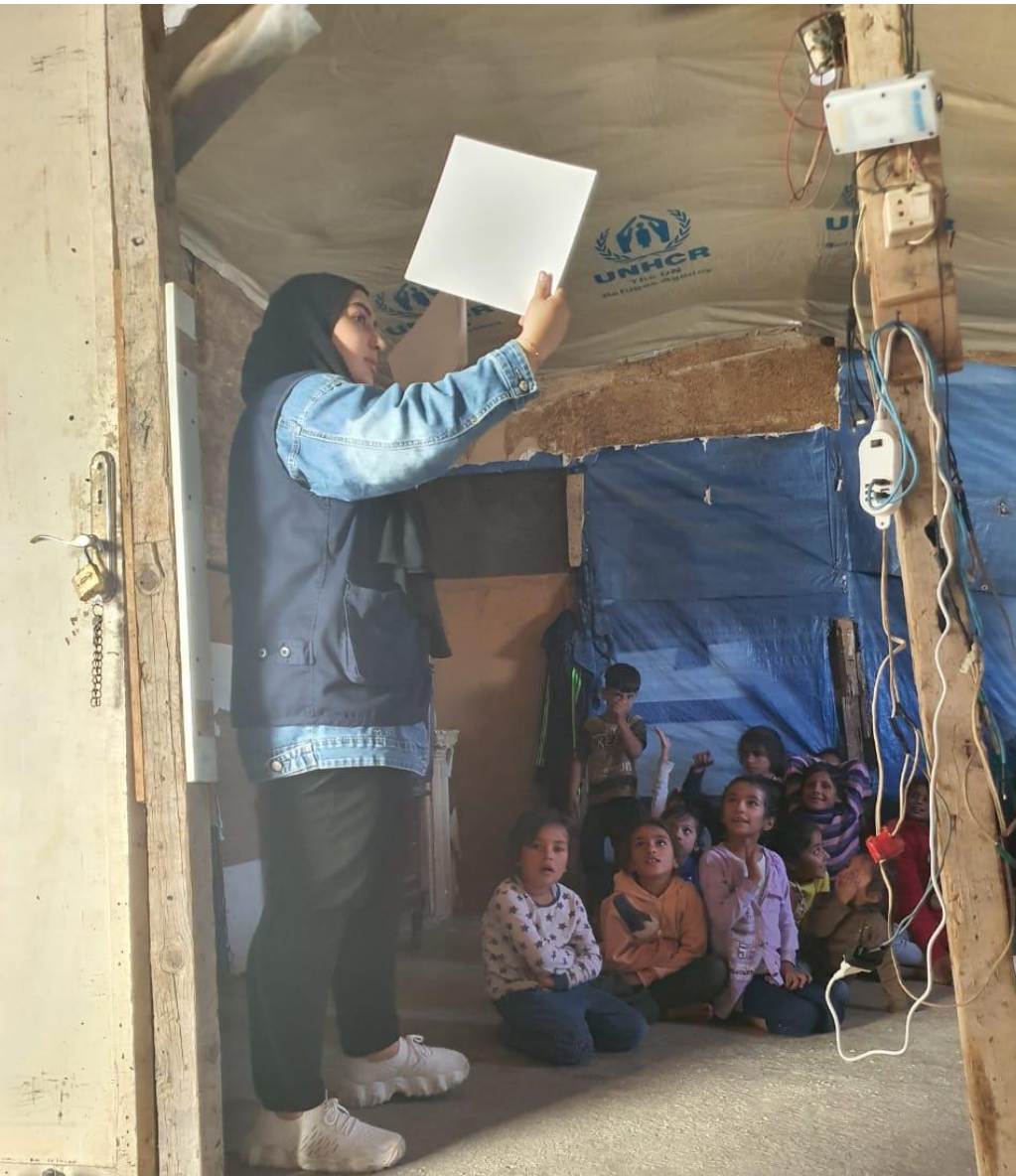
RANAS CAMPAIGN ACTIVITIES

- 1. For adults, two communication channels were selected: **one social media campaign**, targeting the factors Vulnerability, Benefits (health), Feeling (bored) and Action knowledge; and **household visits** where activities were developed to target the same factors plus Action planning.*
- 2. For children, three different communication channels were chosen: a **board game** to target Severity and Beliefs about benefits (health); to **participate in the campaign activities of their parents** (Other's behaviour of family members) and a **comic strip** was developed to target Other's behaviour of friends, Confidence in performance (cold water, play with friends) and Personal norm*

RANAS ACTIVITIES-MATERIALS



RANAS ACTIVITIES-MATERIALS



CHALLENGES

- Adapt the approach to the context/manage the distance
- How to include the target specificities (cultural behavior/level of education) into the activities
- Involvement of national authorities
- Time constrains /HR capacity to keep a minimum standard in sampling