

Réduire la propagation du COVID-19 en promouvant le lavage des mains

Idées et actions rapides qui peuvent être mises en place par les acteurs locaux dans les milieux à revenus faibles et moyens.

Wash'Em


Qu'est-ce que Wash'Em ?

LONDON SCHOOL OF HYGIENE & TROPICAL MEDICINE



Un processus pour concevoir rapidement des programmes basés sur des preuves et adaptés au contexte pour changer les comportements en



Handwashing with soap – our best defence against coronavirus

Wash'Em

The global spread of the coronavirus (COVID-19) has resulted in public officials and mainstream media encouraging people to wash their hands with soap as regularly as possible. The simple act of handwashing with soap remains our best defence against coronavirus, other outbreak pathogens and common global killers such as diarrhoeal diseases and respiratory infections. However, rates of handwashing with soap at critical times (such as after using the toilet or before eating) are less than 20% globally.

In this guide we give you practical tips for how to encourage community-level handwashing behaviour with the aim of controlling and preventing the spread of the coronavirus. This guide is not a technical brief about COVID-19, please refer to reliable sources such as the [CDC](#) or [WHO](#) for this information. If you are working on water, sanitation or hygiene we recommend you read [this technical guide](#) also.

How to change handwashing behaviour:

- Globally most people know the benefits of handwashing. Despite knowing this, people all around the world often forget or deprioritize handwashing with soap. To really change behavior we need to do more than just hygiene education.
- People sometimes don't practice handwashing because it is inconvenient or because they have other priorities. So to change handwashing behaviour we need to create an enabling environment, establish positive social norms and make it a desirable thing to do.
- In an outbreak people normally start to wash their hands more frequently and more thoroughly. This is because they perceive themselves to be more vulnerable to disease than usual. Our job is to support this natural instinct without creating unnecessary fear and do so in a way that establishes handwashing as a habitual practice that persists even after the outbreak.

What is Wash'Em and how does it relate to coronavirus?

Wash'Em provides humanitarian organisations with a way of designing rapid, evidence-based, and context adapted hygiene programmes. The Wash'Em process combines 5 rapid assessment tools to learn about the determinants of handwashing behaviour with a software that helps humanitarians to identify contextualised hygiene promotion activities. To date Wash'Em has been used in 34 humanitarian emergencies by 45 NGOs. In each case Wash'Em has facilitated handwashing programmes to be designed in just a week.

Wash'Em has also been used in the acute phase of cholera outbreaks and for Ebola prevention. Wash'Em is also a useful resource for hygiene promotion in the context of coronavirus because it includes a set of 80 easy-to-implement activities that can be used to promote handwashing in regions of the world where the coronavirus is spreading.

Recommendations:

Handwashing should be used in the coming month (March 2020) for coronavirus prevention. It has been chosen because they are quick, easy, and low cost.

by increasing the availability of handwashing facilities, soap and water. The presence of a handwashing facility can make people 60% more likely to wash their hands. Focus on providing handwashing infrastructure in visible places such as public buildings, in places where lots of people gather (like markets, schools, and places where handwashing is most needed (outside toilets and latrines)). Read our [guide](#) on how to design handwashing infrastructure that works.

Use social media to promote handwashing. When a new disease emerges it can create a lot of fear and uncertainty about an outbreak like coronavirus but fear can cause people to act in harmful ways. We suggest that you partner with health authorities in your community who have been exposed to the virus and who have recovered. Sharing the individuals (with their permission) will help you build an accurate picture of what is happening. Getting these individuals to speak out about the importance of handwashing is likely to be much more believable and have a much more persuasive impact on others. Find out more about how to do this activity [here](#).

Messages surprising. Placing messages (e.g. on posters) in key locations where people will see them to wash their hands with soap at critical times. However, if people are already washing their hands they may no longer trigger handwashing. Changing the handwashing message every few days will help to keep it fresh and time and time again. While COVID-19 is a serious disease our goal is to be aspirational and fun. Find out more about this activity [here](#).

Use of soap! Soap has been around for since 2800BC so it is easy to use and it is. In most countries people don't have access to soap with water - but handwashing is still important. Wash'Em helps you to design truly clean hands. Wash'Em includes a list of 80 easy-to-implement activities to show the power of soap. All you need is soap, water, and a clean cloth. These when you visit communities. Make sure to assess the risk of contamination in the areas where you are working. You can also share these activities on social media to try them at home.



Handwashing with soap – our best defence against coronavirus

Encourage and celebrate handwashing. Controlling an outbreak like coronavirus requires the community to work together and practice handwashing with soap regularly. Rewarding people when they do the right thing is more likely to encourage them to do it again and can lead to long-lasting habit formation. If you are working in a setting where social media is common, then share photos of people washing their hands with soap and praise them for doing the right thing. If you are working in a setting where social media is less common, then create a champions wall where you feature similar photos on a wall in a public place and encourage people to do these activities by following the links.

Social media recognition

Champions wall

Short-term approach (for use if COVID-19 continues to spread)

These activities are designed to be simple short-term ideas to promote handwashing with soap in settings where coronavirus is spreading. If the coronavirus continues, those implementing these activities will need to change their approach in the following months. This approach is complex and often you need to include a range of activities which work through a range of mediums in order to sustain behaviour. From April 2020 onwards we will be developing a contextualised and longer-term response to the COVID-19 outbreak. To learn about Wash'Em visit our [website](#) or access our [software](#). Here you can download the rapid assessment tools and the training package or watch our [video](#). You can also use the software to generate additional handwashing programme materials.

Rapid Assessment tools can be adapted in simple ways for COVID-19 prevention.

Handwashing Demonstrations tool - use as per the guide

Case Perception - the guide uses diarrhoea as the case study disease. To adapt it change the case study disease to 'coronavirus'.

Case Perception - use as per the guide. If you do not have time to do all the Rapid Assessment tools the Case Perception tool can be dropped.

Case Histories - use the worksheet that is designed for outbreak prevention. Adapt the questions so that you ask participants to describe what would happen should they get coronavirus.

Case Studies - use as per the guide.



Key Facts:

Coronaviruses are transferred through hands. In fact, at any one time we have about 3,200 coronavirus particles on our hands (many of which are not harmful).

Hands are easily re-contaminated. An hour after handwashing with soap they will typically be re-contaminated with about 100 coronavirus particles. This means it's important to wash your hands as often as possible.

Coronaviruses are much smaller than bacteria and are typically harder to remove from hands. This means you need to wash hands thoroughly (for about 20 seconds), creating a nice soapy lather over your hands and then rinsing the soap off fully. Drying your hands can help to remove any remaining germs.

Hand sanitizer can be used when you do not have easy access to water and soap.



Wash'Em



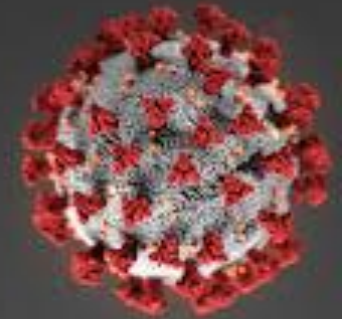
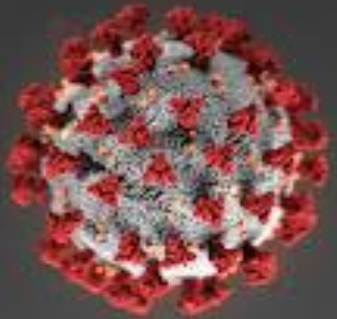
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Site Internet : washem.info

Aperçu

Première partie : principes généraux
pour orienter votre réponse

Deuxième partie : actions simples
pour promouvoir le lavage des mains



1

Il est essentiel de promouvoir le lavage des mains, mais cela ne doit pas être la seule composante d'une réponse au coronavirus.



- Autres mesures d'hygiène
- Distanciation sociale
- Procédés pour chercher l'assistance sanitaire et lignes d'assistance téléphonique sur le COVID-19
- Soutien social
- Démentir les idées fausses

2

S'informer auprès
de sources fiables



- OMS
- Ministère de la Santé
- CDC (Centres pour le contrôle et la prévention des maladies)
- Principaux médias internationaux

3

Coordonnez votre réponse avec :

- les entreprises ;
- les leaders de la communauté ;
- les organisations sociales ou religieuses.



- 1) Incitez les entreprises et les groupes à prendre soin de leurs employés et des membres de leurs communautés
- 2) Identifiez les compétences clés qui pourraient être utiles à cet effort
- 3) Mettez en place des moyens de communication

4

Ne mettez pas en danger votre personnel ou votre communauté



- Évitez les grands rassemblements communautaires
- Mettez l'accent sur les médias de masse, les réseaux sociaux et les infrastructures
- Évaluez les risques localement avant de faire des visites à domicile
- Assurez-vous que les membres de l'équipe soient en capacité de maintenir une bonne hygiène des mains

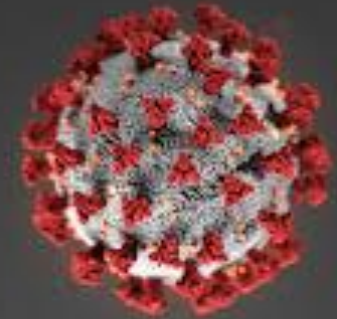
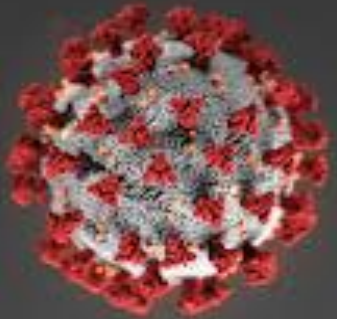
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Faites en sorte
que votre
message sur le
lavage des mains
soit clair



- Lavez-vous les mains fréquemment
- Lavez-vous les mains soigneusement avec beaucoup de savon pendant 20 secondes

**Actions simples
pour promouvoir
le lavage des
mains**



1

Les installations de lavage des mains et savon

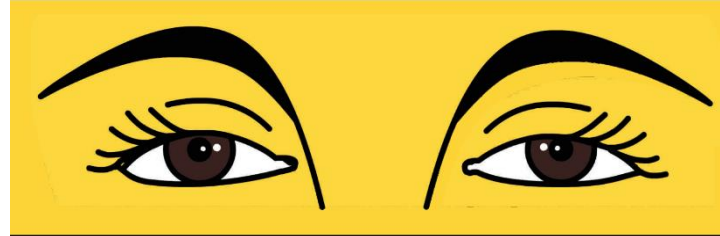


- Dans les endroits où les gens se réunissent
- A l'entrée des bâtiments
- Aux endroits où l'on prépare ou mange de la nourriture
- Il doit y avoir du savon !
- Doivent être entretenues

2

Stimuler les comportements

Rendre le lavage des mains automatique, difficile à éviter, faire en sorte que qu'il y ait une pression sociale en faveur du lavage des mains, et qu'il soit agréable de se laver les mains



3

Changer le message, le rendre amusant et surprenant

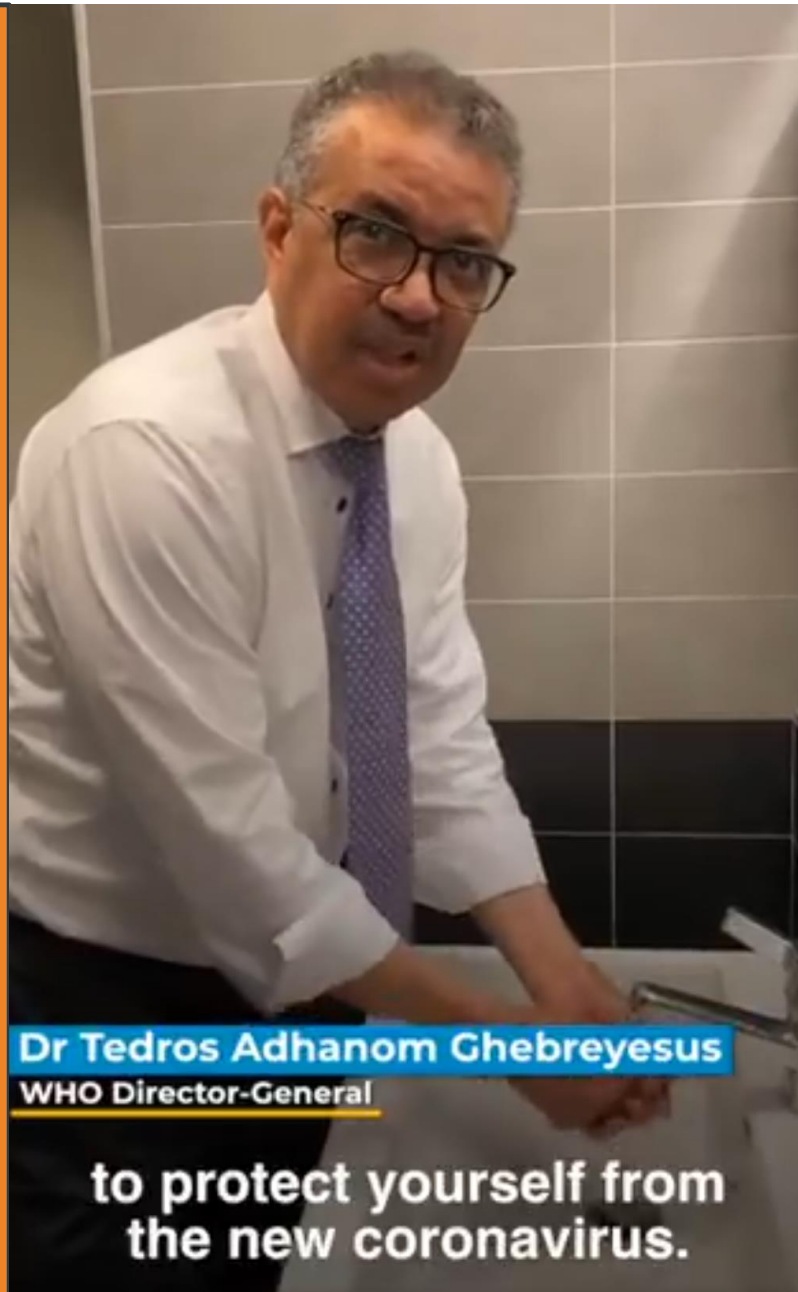


Le futur est entre vos mains. • Ne vous faites pas attraper avec les mains pleines de germes. • Noyez un microbe, sauvez une vie. • Vous voulez changer le monde ? Commencez par vous laver les mains ! • Stop ! On se lave les mains ici. • Des mains lavées sont des mains qui prennent soin. • Quels sont les dix principaux vecteurs de maladies ? Réponse : vos dix doigts. • Saviez-vous que les germes peuvent vivre jusqu'à 3 jours sur vos mains ? • Ici se trouve du savon qui peut vous sauver la vie. • Remettez les choses dans l'ordre • Vous voyez l'évier ? Utilisez du savon • Ne faites pas partie de ces gens sales qui évitent le savon. • La personne à côté de vous se lave-t-elle les mains au savon ? • Note : ce savon n'est pas là simplement pour décorer. • Prenez un moment pour vous détendre, lavez-vous les mains au savon. • Les autres vous regardent, vous feriez mieux de vous laver les mains • Le bonheur, c'est d'être entouré de gens qui se lavent les mains. • Que venez-vous de toucher ? • Saviez-vous qu'il y a plus de 3200 germes sur vos mains en ce moment ? • Mains non lavées. Beurk ! • Les mains lavées méritent deux pouces vers le haut. • Le monde tourne rond grâce aux mains lavées. • Au nom du savon, je vous arrête avant que vous ne me brisiez le cœur !

4

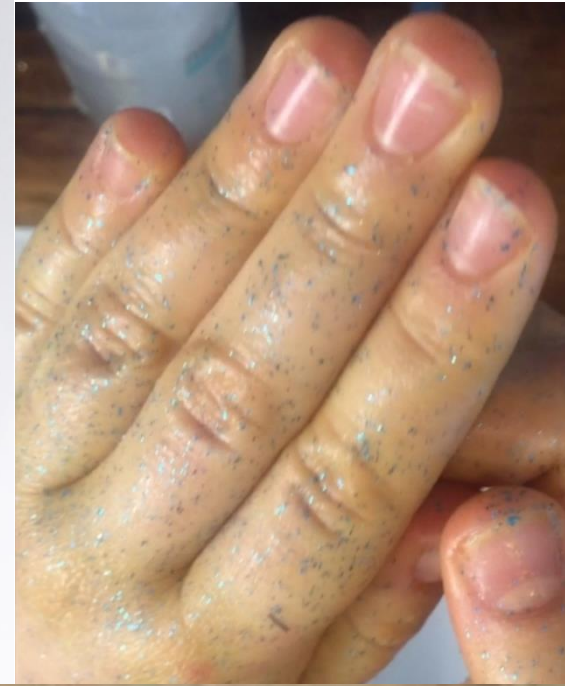
Faites en sorte
que le lavage
des mains
devienne la
norme.

#SafeHands
#MainsPropres



5

Rappelez aux gens que le savon est formidable !



6

**Démentez les
idées fausses
par des
expériences
réelles**





Site Internet : washem.info

Courriel : support@washem.info



Réseaux sociaux : pour les dernières nouvelles et les derniers tests dans le monde entier

GET UPDATES

Liste de diffusion : pour des mises à jour sur les outils, des supports de formation et des mises à jour logicielles