





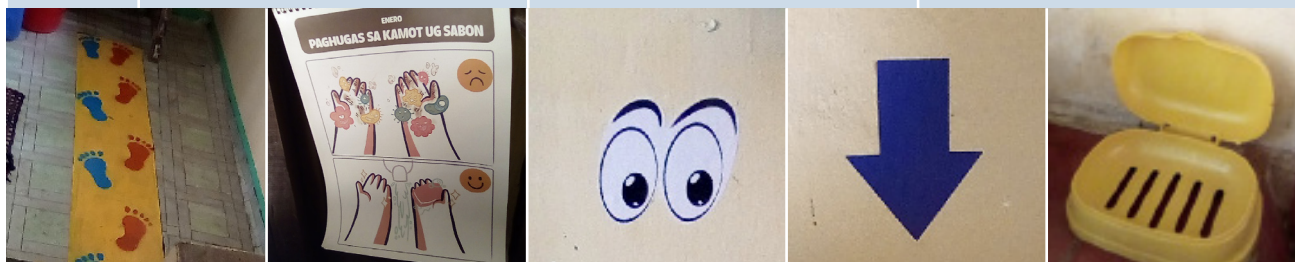
Handwashing Nudges Installation Guide

Guide to Adapting Nudges to Local Context

Nudge Package

We strongly recommend for all nudges to be installed as a package to maximize their impact. Since we have no evidence on which individual nudges drive the increase in handwashing rates, selective installation of the nudges may decrease the effective of the nudge package.

Nudge	Purpose	Interaction
 Painted footpath with spray-painted footprints from toilet stall to handwashing area	To prompt students to head to handwashing station rather than straight back to their seat after toilet use	Students walk on footpath
 Set of handwashing posters, which are changed monthly, at the back of the toilet stall door	To remind students to wash hands with soap <i>immediately</i> after toilet use, combatting forgetfulness and delivering simple motivating messages about cleanliness and fitting in with peers	Students read posters. Multiple posters provide variety and surprise, encouraging students to read the poster each time it is changed
 "Watching eye" sticker above water source of handwashing area	To simulate the feeling of being watched, which research indicates can create social pressure and encourage people to wash hands	N/A (subconscious)
 Arrow sticker pointing to soap dish by handwashing area	To carve out a visual space for handwashing, reminding students to wash hands with soap and reminding teachers to provide soap	Student reaches for the soap beneath arrow Teachers replenish soap



Recommended Installation Requirements

The nudges are best suited for locations that have the following characteristics:¹

School-Level	Classroom-Level
<ul style="list-style-type: none"> Pupil-to-toilet ratio of under 100, to ensure there are enough toilets per pupil Daily water availability at least some hours of the school day, to ensure there is water for washing hands At least one handwashing station (individual or group) 	<ul style="list-style-type: none"> Grades K-6 Functional handwashing station (with either running water regularly available or stored water regularly replenished) Functional toilet stall near handwashing station Clear, unobstructed, paved path from the toilet stall to the handwashing station Budget for soap at handwashing station²

Guidance for Adapting the Nudges

We recommend that the nudges be adapted to local context. Testing the nudges, gathering feedback, and adapting them to suit your classrooms and students will maximize their impact.

Below is a step-by-step guide for adapt the nudges. Remember you are testing for feasibility (of installation and use), appropriateness and appeal. If the set of nudges works ‘as is’ without adaptation, that’s great and there is no need to change the nudges! If you have any questions or clarifications regarding the nudges or the process of adapting them, please reach out to inquire@idinsight.org.

It is best to complete each step below once chronologically. Afterwards, however, you should feel free to repeat each step as necessary, until you are satisfied the nudges will work in your classrooms. For example, if you decide to change the color of the arrow sticker due to student feedback, you can repeat Step 2 and solicit feedback from students again.

1. Print out test materials and do pilot installations.

As much as possible, test what is feasible, attractive, suitable, and long-lasting in your setting. You may want to print out the footprints and posters, and take them into the bathroom to see if they are the appropriate size. You may want to print stickers and see how well they adhere to the surface where they’ll be placed. You may want to spray-paint or paint a tester of the same flooring material you have in your classroom, or paint an inconspicuous part of your classroom. This would help you see how long your paint takes to dry, and how well it adheres. The pilot installation is intended to make sure you know the nudges will be successfully installed, before you install them.

2. For each nudge in the package, ask yourself and other key informants the following list of questions to assess the nudge’s suitability:

- Will each nudge be able to do what it is meant to do? What are some reasons it might not? Is there anything I can do to make it more likely for the nudge to work as intended?
- Will the nudge be appropriate and suitable to the religious or cultural context of my classroom? If not contextually appropriate, is there anything I can do to make it so, or would it be best not to use it?³ (Ex: Is the imagery of the arrow, eye, or footprints associated with a particular political party?)
- Will I be able to install the nudge as directed? What are some reasons I might not be able to? If I cannot install them as instructed, how else can I install them while still preserving their original intention and function? (Ex: Is my floor made of a material that can’t be painted? Will stickers adhere to my wall?)
- Is the nudge noticeable and appealing in my classroom? How I can make it more attractive and distinct in my classroom? (Ex: Can I change the size, color, material, location, etc.?)
- Is the nudge understandable to my students? It is necessary for the purpose of the nudge for students to understand it? (For example, students need to understand the posters, but not the eye sticker). If yes, how might I make them understand?⁴

3. Solicit Feedback.

Share the nudge ideas, the nudge materials, and any plans for alteration of the nudge design with other decision-makers. This may be other teachers, principals, school staff, and/or students! Their feedback can help you brainstorm ideas and/or make decisions. However, do not take up suggestions that alter how the nudges function, as this may decrease the impact of the nudges. For example, the suggestion to turn the eye sticker into a face sticker should not be adopted, because the eyes were specifically designed to make students feel social pressure to wash hands.

In the box below, we provide concrete examples of changes you might make in your own classrooms.

It's important to consider your physical space when making decisions about the nudges to install. Is the handwashing station far from the toilet stall? Does the classroom lay out make it easier for students to return to their seat, rather than head to the sink to wash their hands? You can see an example of a classroom like this in the photo below. In this case, you may want to invest more time in installing the footpath, as we had in this classroom.





Consider also the location of the handwashing station in relation to the toilet when deciding where to place the posters. It's important for students to see the posters at the exact moment they are deciding whether or not to wash their hands.

In most school bathrooms in the Philippines, the handwashing station was outside the toilet stall. Therefore, it made sense to install the posters in the back of the toilet stall door, because students had look there after toilet use but before passing by the sink. In other locations, however, (like in the photo below), the handwashing station may be inside the toilet. Posters at the back of the door would be ineffective, as students would only see the poster once they are exiting the bathroom, when it would be too late to nudge them to wash hands. Instead, you should place the posters between the toilet and the handwashing station, or any other place students would naturally look as they're exiting the bathroom.



List of Additional Nudge Ideas

In the course of selecting and refining our package of nudges, we collated a variety of nudge ideas. We describe them below, and also provide a link to either research on their impact or more information on them. It is worth considering if these nudge ideas may be suitable in your school. These may be added to, but should not replace, the original set of nudges.

Nudge Idea	Purpose	Source
 Mirror by Sink	Attracts people who want to look at their reflection in the mirror towards the sink, making it more likely they will wash their hands	http://www.washplus.org/sites/default/files/resource_files/habits-neal2015.pdf
 (Citrus) Timed Scent Spray near Sink	Creates pleasant feelings when handwashing through appealing clean scent, which build handwashing habits by creating positive associations to it	https://psycnet.apa.org/doiLanding?doi=10.1037%2Fhea0000239
 Paper Towels (or hand towels)	Makes handwashing more pleasant and appealing, leading more people to want to wash hands	https://www.ncbi.nlm.nih.gov/pubmed/23621052
 Pump Soap Dispenser	Makes it easier and more convenient than to wash hands (in comparison to a bar of soap), increasing the number of people who wash hands by lowering the effort required	https://bmcpublihealth.biomedcentral.com/track/pdf/10.1186/1471-2458-13-877

1 These criteria are meant to ensure that schools or classrooms where nudges are installed have the infrastructure required for the nudges to work as intended. For example, nudges should be installed in handwashing areas with water access because the nudges will be effective only if students have the opportunity to handwash. A pupil-to-toilet ratio under 100 pupils per toilet ensures students likely have a toilet available to them in school when they wish to use them. These criteria are adapted from the eligibility criteria used in handwashing nudges study.

2 Regular soap availability is important for the nudges to work as intended, because it enables students to practice handwashing with soap. Schools should thus have budget to purchase soap.

3 For example, posters depicting eyes have been used in anti-corruption campaigns in some countries. If students in these countries already associate eye imagery with other concepts (and potentially have negative feelings towards eye imagery), then the eye sticker nudge would not be suitable for use in classrooms in these countries.

4 We strongly recommend you utilize the posters we provide in the Resources file, rather than utilizing other designs or creating your own. The posters we provide have been professionally designed and field-tested to ensure that they are simple enough for younger pupils to understand, and to ensure that they appeal to emotional motivators for handwashing like the desire to feel clean or to fit in with classmates. However, you may wish to make changes that would not affect the poster's messaging, such as translating the text, or changing the clothes and appearance of the students in the posters to more closely match your students.