





# Water, Sanitation, and Hygiene

## (WASH) IPC Session Guide in Tbong Khmum Province





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**Logo: MRD logo; USAID; PSI**

# Introduction

## Reason for the intervention

Promoting Healthy Behaviors (PHB) is a five-year project funded by USAID and led by PSI. PHB is implemented in close collaboration with the Cambodian National Centre for Health Promotion (NCHP) and in partnership with 17 Triggers. PHB's objective is to improve health behaviors among Cambodians and support USAID Cambodia's goal to ensure that Cambodians seek, and receive, quality health care with decreased financial hardship through more sustainable systems.

The most recent Cambodian Demographic and Health Survey of 2014, found that 16% of households consume water from an improved source during the rainy season, and 35% in the dry season. Around 31% use an appropriate water treatment method (boiling, bleaching, filtering, solar disinfecting).

The PHB baseline study conducted in September 2019 to establish baseline indicators for the demo to measure mid and end line against, reports that hand washing with soap is performed mostly after using the latrine - 71% while only 22.7% of those interviewed did it at all 5 UNICEF critical times .

Around 13% of children under 5 were found to have diarrhea within the last two weeks, and 15% of those with non-improved water sources had it in the last two weeks. This indicates that water source is not the only cause of diarrhea; other pain points can be found between collecting water and water or food consumption. 32% of children under 5 are stunted and 9% are severely stunted. Stunting is caused by some combination of poor nutrition and repeated infection in early childhood - 25% can be attributed to children experiencing diarrhea at least 5 times before the age of 2 and around 18% to children experiencing diarrhea at least 2 times before the age of 2. Since diarrhea and sanitation are closely linked, an improvement in sanitation should yield a reduction in stunting.

PHB conducted a one-day Co-Decide Workshop on the priority health area and focus key behaviors in February 2020 at the Heng Sokha hotel in Tbong Khmum province, with 23 people in attendance (not including the PHB team). WASH was identified as a key opportunity to achieve this objective. WASH was voted as the priority health areas needed to be addressed in Tbong Khmum. The 2 key WASH-related behaviors for PHB are:

- Wash hands with soap
  - Before cooking
  - Before feeding a baby
  - Before eating
  - After using the latrine
  - After changing/cleaning a baby

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1 .National Institute of Statistics, Ministry of Planning. (2014). Cambodia Demographic and Health Survey 2014. Retrieved from <https://dhsprogram.com/pubs/pdf/FR312/FR312.pdf>

2 .Promoting Health Behaviors, Baseline Study Report (2019).

3 .Checkley, W., Buckley, G., Gilman, R., Assis, A., Guarrant, R., Morris, S., . . . Childhood Malnutrition and Infection Network. (2008, August). Multi-country analysis of the effects of diarrhea on childhood stunting. Retrieved September 04, 2020, from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2734063/>

- Safe water treatment and storage

PHB identified the Yey Komru toolkit (developed by iDE in partnership with the Ministry of Rural Development (MRD) and The World Bank) as a potential intervention which the project could adapt quickly from an existing effective SBC intervention. PHB decided instead to pursue an SBC Demonstration Activity based on nudge theory for the WASH Demonstration Activity. Through field research and insight gathering with the target audience, and several design workshops with key WASH partners and stakeholders, the PHB team has begun designing a WASH intervention based on nudge theory that is complementary to the Ministry of Rural Development's Yey Komru strategy.

The objectives of the WASH SBC activity are to increase the frequency of handwashing with soap at the five critical times, and to increase the consumption of safely treated and stored drinking water. The proposed intervention aims to achieve the SBC objectives by combining awareness creation through posters, leaflets, robocalls, the demonstration and recommendation of the WASH kit and encourage the target audience to build WASH kits on their own or buy from their nearest plastic vendor if they don't have tools/materials or if they want a ready-made. They can ask the village chief for more information. This approach aligns with behavioral science and global best practice recommendations of combining knowledge with architectural nudges in order to create more successful behavior change. Upon completion of an initial implementation phase of the SBC activity and analysis, the project will review lessons learned and present recommendations for modifications and replication to take place in another province.

## Objectives of this guide

This guide is an introduction to the intervention design and Inter Personal Communication (IPC) agent's role in its implementation.

- Provide an introduction to intervention design and the role of IPC agents in the implementation
- Provide an overview of the intervention and the behavioral objectives of each session.
- Provide a comprehensive, step-by-step guide to facilitating the various sessions, and using the tools within the intervention.

## Who this guide is for

- Interpersonal Communication Agents (IPC agent)

## How to Use it

This guide can be used as a training tool for IPC agents, or as a session guide for facilitation in order to train village chief and plastic vendors and follow up. However, it is not meant to be a script to read off in front of participants. Please familiarize yourself with the content before sessions, and refer to the guide as needed.

# Intervention Overview

## Overarching campaign concept

The overarching concept for this SBC activity is "What looks clean might not be safe". The presence of dirt was one of the key reasons described during field immersion for people to perform the key behaviors, for example visible dirt on hands was the trigger for handwashing with soap. People said that absence of visible dirt meant that they believed their hands to be clean. The concept is intended to question people's belief that dirt and germs are always visible. We want people to realize that not all germs are visible. By using the tag line and then giving them a clear call to action: Wash your hands with soap at all 5 critical times and safely treat and store your drinking water, we will motivate them to perform the key behaviors to protect themselves and their families. The WASH Kit and its reminder stickers will act as behavioral nudges.

## Key Approaches and Tools

In consultation with Khemara, PHB's Tbong Khmum sub-grantee, the team mapped out the ideal community engagement journey for the target audience, provide the awareness of WASH to perform the desired behaviors, to learn about the tools and find out where to buy them and how to set them up and use them.

### COVID PIVOT

### INTERVENTION FLOW/TOOLS

Existing tools are still able to be actioned as per the existing plan.

New tools are proposed to enable WASH activity to commence within current and potentially increasing COVID restrictions.

AWARENESS	CONSIDERATION	ENGAGEMENT	CONVERSION	AFTER-SALE
Loudspeaker @ Village Chief's (VC) house	Robocalls	WASH Kit setup at VC's house	Buy WASH Kit from vendor	Customer calls VC for free-soap
Mini-Loud Speaker at vendor's shop				VC conducts HH visit with WK customer to, check setup, give soap & collect customer contact info
Village, HCF and market posters		IPC Follow up call + conducts pre-assessment		
Leaflet promotion distributed by VC / available from VC's house (if door-to-door opportunity to collect additional phone number)				MEL conducts post-assessment

## Behavior Change Objective

We want household decision makers from low-income rural Tbong Khmum families to set up WASH kits in their homes and to encourage their families to use them so that their families wash their hands with soap at the 5 critical times and drink safely treated and stored water.

## Target Audiences

This intervention will engage with husbands and wives to help overcome the barriers they and their families face to increase the reported practice of 2 key WASH behaviors.

Behaviors of the persona	Description
Their current behaviors	<ul style="list-style-type: none"> <li>● Wash their hands with soap when they see visible dirt</li> <li>● Wash their hands with water (and maybe soap) before eating, and in the case of Muslim families before praying</li> <li>● Washing their hands with water and (mostly) with soap after defecating</li> <li>● Boiling water to drink</li> <li>● Leaving it in the kettle or steamer</li> <li>● Decanting the boiled water into reused dirty old bottles to put in a cool box or to take to the field</li> </ul>
Barriers to adopt the recommended behaviors	<ul style="list-style-type: none"> <li>● They dont perceive a need to wash their hands if they dont look visibly dirty</li> <li>● They cannot afford the WASH Kit</li> <li>● They do not want to spend money on the WASH Kit when they already have access to water and soap.</li> <li>● They dont experience diarrhea or other illnesses and therefore do not see the need to change their habits.</li> </ul>
Motivators to adopt the recommended behaviors	<ul style="list-style-type: none"> <li>● Understanding of the efficacy of soap at killing germs</li> <li>● The caregiver (in particular) is motivated by the desire to keep their family, especially their children, healthy and safe, so that they can go to school and gain an education.</li> <li>● The handwashing station (HWS) and the water bottles are desirable and modern.</li> <li>● The HWS is easier and more delightful for all family members to use.</li> <li>● The free soap incentive is very desirable.</li> <li>● The stickers are attractive and desirable.</li> <li>● They trust the advice of the village chief.</li> <li>● They see the Health Centers sharing the same information.</li> </ul>

# Tools

Tool	Behavioral Objectives	Key messages	Call to Action (if Applicable)
<b>Household/WASH Kit tool</b>			
<b>Stickers</b>	<p>To remind people to do the recommended behaviors (wash your hands with soap at all 5 critical times and only drink safely boiled or filtered and stored water)</p> 	<p>The WASH Kit includes 5 different reminder stickers.</p> <ol style="list-style-type: none"> <li><b>1.What looks clean might not be safe - wash hands before cooking, feeding children, eating</b> to go on the kitchen/diner HWS</li> <li><b>2.What looks clean might not be safe - wash hands after using the latrine, and changing a baby</b> to go on the latrine HWS</li> <li><b>3. 2 x What looks clean might not be safe - water boiling or filtering and storage process</b> sticker with a "<b>Drinking Water</b>" graphic to put on the bottles</li> </ol>	<p><b>Wash your hands with soap at all 5 critical times</b></p> <p><b>Only drink water that has been safely treated and stored</b></p>
<b>Water stickers</b>	<p>To stick on the water storage/pipe in order to remind people this water NOT for drinking</p> 	<ul style="list-style-type: none"> <li>This water is NOT for drinking</li> </ul>	<p><b>Dont drink this water</b></p>
<b>Community and market engagement tool</b>			

<p><b>Leaflet</b></p>	<p>To provide more information regarding the WASH recommended behaviors, how to protect from germs, and instructions on how to assemble the WASH kits</p> 	<p>The key messages in the leaflet included:</p> <ul style="list-style-type: none"> <li>• What looks clean might not be safe</li> <li>• How to protect oneself and family from germs</li> <li>• Recommended WASH Kit</li> <li>• DIY assembly guide for the WASH Kits</li> <li>• Contact info for nearest WASH Kit supplier</li> <li>• Free soaps for set up WASH kit at home</li> </ul>	<p><b>Buy a WASH Kit from your nearest supplier</b></p> <p><b>Assemble WASH Kit</b></p> <p><b>Contact village chief for home visit and get free soaps</b></p>
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**Communication and Awareness tools**

<p><b>Stall Sign</b></p>	<p>To inform people that WASH kit on sale here</p> 	<p>We (Plastic vendors and WASH SME) are WASH Champions and WASH Kit stockiest</p>	<p><b>Buy WASH Kit here</b></p>
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<p><b>Poster</b></p>	<p>To provide WASH information and encourage them to set up WASH kit</p> 	<p>What looks clean might not be safe, wash your hands with soap at all 5 critical times and only drink safely boiled or filtered and stored water</p>	<p><b>Assemble WASH kit on your own or contact nearest plastic vendor</b></p> <p><b>Contact village chief for more information</b></p>
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# IPC Activities

This intervention relies on IPC agents for distinct activities:

1. Conducting training to village chief
2. Provide WASH Kit to village chief to set up and display / store soap and give to households who assemble WASH Kit correctly
3. Put up village and HC posters
4. Train plastic vendors and WASH SME
5. Give stickers and leaflets to vendors to give households who set up WASH kit correctly
6. Send out robocall to screened households who have no WASH kit
7. Call follow up robocall receivers (listened more than 66%)
8. Follow up with vendor and track number of WASH kit sold
9. Follow up with village chief to conduct home visit and collect information

## SESSION GUIDES

### Guide #1: Conducting training to village chief

Duration	Audience	Objectives
(50 min)	-Participants: village chief  -Facilitator: Khemara IPC agent	<ul style="list-style-type: none"><li>• Village chief understands the context of PHB project and WASH demo strategy and activity</li><li>• Village chief is clear on their roles and responsibilities for the WASH demo, especially deliver WASH messages on the ground and encourage every household to set up WASH kits on their own or buy them to practice their WASH behaviors</li></ul>

#### Preparation

- 1 week before the session
  - Schedule 1 week prior
  - Limited number of village chiefs join the session (follow covid restrictions by provincial authority)

- 20 min before the session
  - Chairs/tables set-up
  - Set up a WASH kit to display
  - Snack and drink

### **Tools/Materials**

- PHB factsheet
- WASH factsheet (if available)
- USB to play with loudspeaker
- WASH kit
- Leaflet
- Stickers
- Poster
- T-shirt
- Soaps
- Form to screen target households and collect phone number
- Attendance form
- Masks and alcohol spray/get

### **Key Steps:**

1. ACTIVITY 1: Welcome (5 min)
2. ACTIVITY 2: Introduction to PHB (3 min)
3. ACTIVITY 3: Introduction to WASH demo (10 min)
4. ACTIVITY 4: Roles and Responsibilities of village chief (5 min)
5. ACTIVITY 5: Screening and collect phone number (5 min)
6. ACTIVITY 6: Play loudspeaker (5 min)
7. ACTIVITY 7: Set up and display the WASH kit (15 min)
8. ACTIVITY 8: Explain the leaflet and practice set up handwashing station (30 min)
9. ACTIVITY 9: Hang out leaflet and store the soaps (3 min)
10. ACTIVITY 10: Household visit (5 min)
11. ACTIVITY 11: Hang out free soaps and collect phone number (2 min)
12. ACTIVITY 12: Closing (12 min)

## Detailed Steps

<b>ACTIVITY 1: Welcome (5 min)</b>	
<b>DO</b>	<b>SAY</b>
<p>Sit everyone in a circle and keep social distance.</p> <p>Introduce yourself, thank them for coming.</p>	<p>Hello everyone, my name is _____ from Khemara.</p> <p>Thank you so much for taking your time to join our meeting.</p>
<p>Let them know what they can expect for the session</p> <p>Let them know that the meeting will take about an hour</p>	<p>We will spend time together here. The session will take about 1 hour and we will have a chance to practice and set up the WASH kit as you see here.</p> <p>Next, we are going to introduce you to PHB and the WASH SBC activity that aims to change people's behaviors in the communities to be as healthy as the work you are doing. I know you are taking care of your people in the village. Village chief is as parents.</p> <p>We know that you all do lots of work to help community people to be healthy like you take much effort to the COVID-19 intervention.</p> <ul style="list-style-type: none"> <li>● Didn't you?</li> </ul> <p>People respect, trust in you and follow your advice. We really appreciate your work and we would like you to keep continuing your work and we are here today to bring you a new way to communicate with your people to change their behavior on WASH. We will have fun together on setting up the WASH kit and practical key messages that need to apply in real life.</p> <ul style="list-style-type: none"> <li>● How does that sound?</li> </ul>
<p>Introduce each other</p>	<p>I think before we can start our session. We would like to get to know each other. Please tell me your name and how often do you wash your hands with soap? When? I will start first then....!</p>

## ACTIVITY 2: Introduction to PHB (3 min)

DO	SAY
<p>Get start to the project</p> <p>Introduce the PHB project through ppt or video clip of PHB Overview Show fact sheet and highlight key points (if available)</p> <ul style="list-style-type: none"> <li>● Objective</li> <li>● Health areas</li> <li>● Target areas</li> <li>● Cooperation and implementers</li> </ul>	<p>I would like to inform you that the Promote Healthy Behavior (PHB) is a 5 years' project that is funded by USAID and the implementation is led by PSI Cambodia.</p> <p>PHB's objective is to improve health behaviors among Cambodians and support USAID Cambodia's goal to ensure that Cambodians seek, and receive, quality health care with decreased financial hardship through more sustainable systems. For Tbong Khmum, the activity is implemented by Khemara.</p> <p>The project has cooperation with the Ministry of rural development (MRD), Ministry of Health (MoH), and the National Center of Health Promotion (NCHP).</p> <p>As you see in the factsheet here.</p> <p>This project focuses on 6 health areas:</p> <ol style="list-style-type: none"> <li>1. Family planning</li> <li>2. MCH</li> <li>3. Nutrition</li> <li>4. WASH</li> <li>5. TB</li> <li>6. Malaria</li> </ol> <p>And the project sides:</p> <ol style="list-style-type: none"> <li>1. Kampong Chhnang</li> <li>2. Kampong Cham</li> <li>3. Tbong Khmum</li> <li>4. Battambang</li> <li>5. Pailin</li> <li>6. Phnom Penh</li> </ol> <p>For Tbong Khmum at this time, we are working on WASH that is implemented by Khemara.</p>
<p>Give them time for questions</p>	<ul style="list-style-type: none"> <li>● Do you have any questions?</li> </ul> <p>If not, I will move to our WASH SBC activity.</p>

## ACTIVITY 3: Introduction to WASH demo (10 min)

DO	SAY
<p>Get their attention Let's them share shortly about the WASH experiences</p> <p>Thanks for their sharing</p>	<p>Now, we are going to talk about the WASH SBC activity.</p> <ul style="list-style-type: none"> <li>• Have you ever worked or been involved in WASH activity before?</li> <li>• If so, can a volunteer share to the group?</li> </ul> <p>That's great. Thank you so much for your nice work and sharing with us.</p>
<p>Share the context of WASH in Cambodia</p> <p>Engage with them about WASH</p>	<p>I think you have heard about this. I would like to highlight some key information related to WASH. But, I would like to ask you first.</p> <ul style="list-style-type: none"> <li>• What does WASH mean to you?</li> </ul> <p>Thank you so much for your sharing.</p> <p>When we talk about WASH SBC activity. Yes, there are three things that we need to cover such as hand washing, safe drinking water and latrine. For this WASH SBC activity, we focus only on two main behaviors such as 1. Hand washing with soap and 2. Safely treating and storing water.</p> <ul style="list-style-type: none"> <li>• Have you ever observed these two WASH behaviors above in your community?</li> <li>• Can you share with us?</li> </ul> <p>Thanks for your points.</p> <p>Based on the research conducted by PHB in target provinces showed that 71% of people wash hands with soap after using latrine while at other important times just 22.7% that is very low. Moreover, households in rural areas about 31% use an appropriate water treatment method (boiling, bleaching, and filtering).</p> <p>We need to increase this!</p> <p>We have talked about safe drinking water and hands washing with soap.</p>

	<ul style="list-style-type: none"> <li>● How do we get safe drinking water? Please share!</li> <li>● What about washing hands with soap?</li> <li>● What are the 5 critical times?</li> </ul> <p>Please share out loud! Thanks for your sharing. Yes, they are:</p> <ol style="list-style-type: none"> <li>1. Before cooking or touching food</li> <li>2. Before eating</li> <li>3. Before feeding a child</li> <li>4. After using the latrine</li> <li>5. After changing/cleaning a baby</li> </ol> <p>I think you all captured all what we are doing and why we are here together today. You are the best person who knows your people. You have been working to help your community. Based on that you are a very valuable resource to this WASH SBC activity so that is why we need all of you to take part in this intervention.</p> <ul style="list-style-type: none"> <li>● Do you really want to help your people to be healthy?</li> </ul>
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**ACTIVITY 4: Roles and responsibilities of village chief (5 min)**

<b>DO</b>	<b>SAY</b>
<p>Tell them what are their role</p> <p>Let them clarify and ask questions</p> <p>Answer to their questions (the questions related to the next session then ask them to wait and see)</p>	<p>As you all say " Yes " for your community. Ok, I would like to tell you the key activities that you can manage and take responsibility for.</p> <p>Your roles are to:</p> <ul style="list-style-type: none"> <li>● Collect phone numbers for screened target households (no WAH kit) and give them to the IPCs</li> <li>● Set up and run loudspeaker outside your house</li> <li>● Handout/display leaflets</li> <li>● Set up and manage WASH Kit outside your house</li> <li>● Keep stock of the soaps</li> <li>● Conduct HH visits with WASH Kit customers <ul style="list-style-type: none"> <li>○ Check WASH Kit set up correctly</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Hand out soap two free bars of soap and stickers to households who set up WASH kit correctly <ul style="list-style-type: none"> <li>▪ Handling only two free bars of soap to households who bought and set up WASH kit correctly because they got stickers from the vendor already</li> </ul> </li> <li>○ Collect household's head name and contact number We will train you how to do this work and we will support you.</li> <li>● Do you have any questions or clarification?</li> </ul>
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**ACTIVITY 5: Screening and collect phone number (5 min)**

<b>DO</b>	<b>SAY</b>
<p>Inform them their first task</p> <p>Explain of how to screen target household</p> <p>Hang out leaflet</p>	<p>We have discussed early; 1) hands washing or hand washing station 2) safely water boiling or filtering and storing.</p> <ul style="list-style-type: none"> <li>● Can you tell me how many households in your village have these two things, hand washing station and water boiling or filtering and storing tools?</li> <li>● Have you ever observed and collected this information?</li> <li>● Do you have those household heads' contact numbers?</li> </ul> <p>Thank you so much.</p> <p><b>Your first</b> important activity to this WASH SBC activity is to find out or screen households where they don't have those WASH kits yet then collect the phone number of those household heads (husband or wife who will be able to answer robocall and call from IPC).</p> <p>Ok, let me clarify this.</p> <p><b>Step 1:</b> Visit your people's house and observe if they have handwashing stations with water with soap and clean drinking water storage containers</p> <ul style="list-style-type: none"> <li>● Hand washing station <ul style="list-style-type: none"> <li>○ Bucket/jar with tap (not scoop) that they use for washing but not for drinking and drainage/ collect bowl of the grey water</li> <li>○ Soap</li> <li>○ They need to have two sets of above tools that can take place at the kitchen and latrine</li> </ul> </li> <li>● Water treatment tools</li> </ul>



PETE

- Water boiling or filtering tool like kettle or pot or filter
- Safe water storage containers for clean water like clean, easy to wash bottles with lids and taps - at least 2 bottles, which have a PETE 1 logo on them.

**Step 2:** If they don't have all this stuff means they meet the selection criteria then record that household in the list and ask the household head's phone number.

- Please also ask them: Are they ok, if we send them the health messaging about WASH?
- Hand out leaflets!

(If they have everything means they don't meet the selection. Remind them of the 5 critical times to wash hands and to only drink boiled or filtered water and stored safely.)

**Step 3:** After you screened all households in your village then please give those household heads'(husband or wife) names and their contact to IPC (Khemara).

- Do you get my point?

Cool!

## ACTIVITY 6: Play loudspeaker (5 min)

### DO

Tell them their second task is to manage playing the loudspeaker

### SAY

And your second thing is to manage playing the loudspeaker from your home because we will set up a WASH kit there and we will talk more about this next.

This is an important moment to provide WASH awareness to your community.

We will give you a flash drive (USB) that already recorded the messages to play with the loudspeaker.

- Can USB play with your loudspeaker?
  - Yes, the messages will talk about handwashing and safe drinking water and also WASH kit.

	<p>We have limited time and schedule for you to manage playing the loudspeaker.</p> <ul style="list-style-type: none"> <li>● Play loudspeaker 3 times per day</li> <li>● You play it only 10 days over 2 months <ul style="list-style-type: none"> <li>○ At this point, you can manage when is the best day to play the loudspeaker. You need to ensure that people are at home and they can get those messages.</li> <li>○ Each village might have a different situation and you know it very well. Right?</li> </ul> </li> </ul> <p>Regarding this loudspeaker</p> <ul style="list-style-type: none"> <li>● Do you have any clarification?</li> </ul>
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**ACTIVITY 7: Set up and display the WASH kit (15 min)**

<b>DO</b>	<b>SAY</b>
<p>Bring the WASH kit</p> <p>Ask them some questions related to the WASH kits</p> <p>Tell them the purpose</p> <p>Let them know that they will have a set of WASH kit to display as they join this program</p>	<p>Yes, some have looked at this stuff.</p> <ul style="list-style-type: none"> <li>● What do you think when seeing these kits? (remind them about hygiene....)</li> <li>● How do you feel about them? (look nice, convenience, motivation....)</li> <li>● What are they using for? (storing water, ....) <ul style="list-style-type: none"> <li>○ This one and that one?</li> </ul> </li> <li>● Do you have any of them at home? <ul style="list-style-type: none"> <li>○ That's ok even different brand or shape or size</li> </ul> </li> <li>● What do we call these things?</li> </ul> <p>Thanks for your attention.</p> <p>Yes, these are WASH kits. I'm going to tell you in detail about these things.</p> <p>Yes, these are WASH kits. The advantages of having these WASH kits are:</p> <ul style="list-style-type: none"> <li>● The Handwashing station (HWS) has a tap which makes it cleaner than using the scoop</li> <li>● Kids can wash their hands on their own now</li> <li>● 2 20L safe drinking water containers means never running out of water</li> </ul>

- The HWS and larger drinking water storage bottles mean there is more time to spend with the family
- Free soaps and "cool" sticker reminders

This side is a set of hand washing stations.

The WASH Kit for hand washing includes:

- 2 x taps
- 2 x sets of stickers

Households need to provide their own buckets with lids and tap and grey water collection bowls. If they do not have these they can buy them from the vendor.

Please have a look at these buckets again.

- Did you see any difference? (sticker)

Yes, the stickers are different.

- What's wrong with them?

Actually, each household needs to have two sets of these handwashing stations, one placed in the kitchen and another one outside the latrine so that is why they stick the different stickers.

- What does the sticker of each bucket tell us?

Yes, it says " What looks clean, might not be safe ".

- Why?

Because we cannot see the bacteria therefore we need to wash our hands at all 5 critical times to ensure that our hands are safe.

- Did you remember, what are 5 critical times?

They are already on the stickers of these buckets here.

This one:

- What does it say?

Yes, wash hands with soap before cooking, feeding, and eating.

- How about this one?

Wash hands with soap after cleaning the baby's bottom and using the latrine.

- Do you get all the messages?
- What do you think about these?

We will practice and set up this hand washing together following this leaflet.

The WASH Kit for safe drinking water includes:

- 2 x 20L bottles with lid and tap (or other large PETE 1 safe containers with lids and tap)
- 2 x sticker sets

Look at the stickers, they explain how to safely boil or filter and store drinking water.

- Why do these bottles have the same stickers? It is different from those buckets that put different stickers.
- How do you store drinking water at home?
- For those who use bottles, how many do you have?
  - Is that enough?
- How many bottle do you think?

Yes, you need to have at least two bottles.

In fact, we want each household to have at least two bottles so that they can switch the bottle to store the water and clean up with soap.

- What does it mean?

Please have a look at the sticker on the bottle here.

- Can anyone read through this journey?

Thanks!

It tells us the process to get safe drinking water.

- Clean your bottle with soap
- Boil or filter water
- Leave it cool

	<ul style="list-style-type: none"> <li>● Put into the bottle</li> <li>● Drink or use it</li> <li>● When the bottle down or almost empty</li> <li>● Repeat the process on the second bottle (1 to 3)</li> </ul> <p>When we have two bottles then we will not run out of drinking water and we can keep our bottle clean. If we have just one that is difficult to store and clean it. Yes, it depends on the number of family members also.</p> <ul style="list-style-type: none"> <li>● Do you have any questions or clarification on this?</li> </ul> <p>Before we set up this hand washing station. I would like to let you all know that you will have a set of WASH kits to set up at your home as you join this program in order to display as a model for your people to see and adopt the behavior. So you need to know how to set up this WASH kit and support your people if they need it.</p> <ul style="list-style-type: none"> <li>● Are you happy with that?</li> </ul>
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**ACTIVITY 8: Explain the leaflet and practice set up handwashing station (30 min)**

<b>DO</b>	<b>SAY</b>
<p>Distribute the leaflet</p> <p>Show the tools/ material</p> <p>Read out the step in the leaflet and doing it</p>	<p>Here is the leaflet about the WASH kit. Please take one each. It helps everyone to assemble the WASH kit easily. Here you go!</p> <p>The instruction leaflet that shows you how to make a handwashing station. Please have a look.</p> <ul style="list-style-type: none"> <li>● What do they tell us in the leaflet?</li> <li>● What do you see here?</li> <li>● Does the visual make sense?</li> </ul>

Ok, we will go through together from the front cover.

The tag line here says " Not all germs are visible " and below " What looks clean might not be safe!"

- Is that true? Yes, we just talked about it.

And what is about the texts below.

- What does it say?
- Can anyone read it out?

It says " Protect yourself and your family member from germs by handwashing with soap at the 5 critical times and safely treating and storing your drinking water ".

Thanks, they remind us to protect ourselves from getting diarrhea or sickness, right?

Open the cover up!

Oh the WASH kit makes it easy.

Yeah! Inside the leaflet says " make your own hand washing stations " . That's great.

- What do we need?

The WASH Kit includes 2 taps, the stickers and a hole template, you will also need:

Ok, you will also need

- 2 buckets with lids
- 1 drill
- 2 dirty water bowls
- 2 stands for the handwashing stations

(if your villagers do not have these they can also buy them)

Everything is here.

And they show us the 10 steps that we can take to make our own hand washing station.

1. Place the tap hole template on the side of the buckets near the bottom

2. Using a drill make a hole on the circle
3. Fit the taps to the buckets (make sure washer on each side of the bucket)
4. Make a second hole tiny hole in the bucket lid for air to come in
5. Put the " Before " hand washing sticker on the side of the bucket for the kitchen and the " after " sticker on the one for the latrine
6. Set up one stand in the kitchen/dining area and the other outside the latrine
7. Fill the top bucket with water and place them on their stands
8. Fit the lid to the buckets
9. Place the collection bowls under to the taps to catch the dirty water

And there's one last step

- Do you know what it is?

10. Put the soap bar in the net bag and hang one over each tap

Soap is the most important part of this! We are giving everyone two soap bars to who set up a WASH Kit correctly. We are also giving away two soap bags which hang over the tap.

- Do you know why we use the soap bag?

Because often the bar of soap falls on the floor and gets dirty or gets moved. This way the soap stays clean, the bag helps the soap to become extra bubbly to really wash your hands. When your soap is finished, put another bar in the bag.

They tell us everything that you need to follow.

- Do you think you can find and do all this stuff yourself?

Let's assemble one HWS together to show you how easy it is.

- Who would like to volunteer?

(Give them 15 minutes to set up one)

.....  
.....

So now you know how useful the WASH Kit is and how easy it is to set up.

We want to encourage people to set up WASH kits themselves and if they don't have tools/materials or they are interested and want to buy this WASH kit then they can contact their nearest WASH kit vendor in this box.

Mr.....Contact number.....

Please enter the name and number of the nearest WASH Kit vendor to you on the leaflets.

They can also ask you to explain it to them, is that ok? And then once they have their WASH Kit they need to tell you so that you can visit them at home to check their WASH Kit is set up correctly and to give them their two free soaps.

Please also write your name and phone number on the leaflet.

Mr.....

On this number

Contact number.....

Yes, that's it.

- Is everything in your hand now?
- Do you have any questions?

People may still need your support before they decide to set up the WASH kit so please help them. They will listen to you and follow your advice as authority.

## ACTIVITY 9: Hand out leaflet and store the soaps (3 min)

DO	SAY
<p>Tell them how they will use the leaflet</p> <p>Store and hang out the soap when home visit</p>	<p>I know that it is very easy for you to set up this WASH kit and you will support your people very well on this.</p> <p><b>Leaflet:</b> Regarding this, we will give you these leaflets. Therefore, you can bring with you and hang out to target households when you screen households further as you set up WASH kits at home so you will need to have leaflets available at your home. You can display leaflets and hang out to those who visit your WASH kit.</p> <p><b>Soap:</b> As you already know that one of your tasks is to give soap to those who set up the WASH kit correctly so we will ask you to store those soaps that are easy for you to hang out when you do a home visit. You will need to give 2 bars of soaps to those who did the right set up. We have put this in the leaflet and also inform people about this incentive also to motivate them to have WASH kit at home.</p>

## ACTIVITY 10: Household visit (12 min)

DO	SAY
<p>Tell them the purpose of home visit</p> <p>Checklist</p>	<p>This is one of your main tasks and it is the last one of the journey.</p> <p>You will receive a call or verbal as you are in the village to inform them about WASH kit set up or claim the free soaps so then you will need to conduct a home visit.</p> <p>The purpose of conducting home visits is to make sure that the household stickled the sticker correctly and placed it in the right location.</p> <p>We have the checklist for you to follow.</p>

	<ol style="list-style-type: none"> <li>1. Is the "before" sticker on the HWS?</li> <li>2. Is it correctly set up? <ol style="list-style-type: none"> <li>1. Tap</li> <li>2. Li</li> <li>3. Sticker</li> <li>4. Collection bowl</li> </ol> </li> <li>3. Is the "before" HWS by the kitchen/diner?</li> <li>4. Is the "after" sticker on the HWS?</li> <li>5. Is it correctly set up? <ol style="list-style-type: none"> <li>1. Tap</li> <li>2. Lid</li> <li>3. Sticker</li> <li>4. Collection bowl</li> <li>5. Location</li> </ol> </li> <li>6. Is the "after" HWS by the latrine?</li> <li>7. Are the drinking water containers PETE 1 safe?</li> <li>8. Is the "Safely treating and storing water sticker" sticker on the both drinking bottles?</li> <li>9. Do they use only one bottle?</li> <li>10. Is the "do not drink" sticker on the pipe/jar?</li> </ol>
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**ACTIVITY 11: Hang out free soaps and collect phone number (2 min)**

DO	SAY
<p>Handle the free soaps</p> <p>Collect phone number</p>	<p>Thanks to your people for their commitment to adopt WASH behaviors. Please encourage them to keep practicing the WASH behaviors to ensure that they will not get diarrhea and always stay healthy.</p> <p><b>Data collection forms</b></p> <p>We will give you data collection forms to write down the name and number of everyone who has set up a WASH Kit correctly.</p> <ul style="list-style-type: none"> <li>- Name</li> <li>- Number</li> </ul> <p>Soap handed out</p> <p>Then give this to IPC, thanks</p>

## ACTIVITY 12: Closing (12 min)

DO	SAY
Summary their tasks	<p>Before we close our session, I would like to summarize your responsibilities of this WASH SBC activity.</p> <ul style="list-style-type: none"> <li>● Collect phone numbers for screened target households and give them to the IPCs</li> <li>● Set up and run loudspeaker outside your house</li> <li>● Handout/display leaflets</li> <li>● Set up and manage WASH Kit outside your house</li> <li>● Keep stock of the soaps</li> <li>● Conduct HH visits with WASH Kit customers               <ul style="list-style-type: none"> <li>○ Check WASH Kit set up correctly</li> <li>○ Hand out two free bars of soap and stickers to households who set up WASH kit correctly                   <ul style="list-style-type: none"> <li>■ Handling only two free bars of soap to households who bought and set up WASH kit correctly because they got stickers from the vendor already</li> </ul> </li> <li>○ Collect customer name and contact number</li> </ul> </li> </ul> <p>I do hope you will manage time to help your people to be healthy. I think these tasks will not affect your core work.</p> <ul style="list-style-type: none"> <li>● Doesn't it?</li> </ul>
Home message	<p>Please remind people that " dirty hands and dirty water can lead to diarrhea " therefore please always wash their hands with soap to ensure their hands are cleaned; please always drink safely boiled or filtered and stored water to be healthy. One house, one WASH kit!</p> <p>Please keep practicing and advice your people to always</p> <ul style="list-style-type: none"> <li>● Wash their hands with soap at all 5 critical times               <ul style="list-style-type: none"> <li>○ Before cooking</li> <li>○ Before feeding</li> <li>○ Before eating</li> <li>○ After cleaning a baby</li> <li>○ After using latrine</li> </ul> </li> <li>● Safely boiled or filtered and stored drinking water</li> </ul> <p>Great, make sure you practice these behaviors to keep yourself and your family healthy.</p>

Questions / feedbacks	<ul style="list-style-type: none"><li>• Do you have any comments/questions/feedback?</li><li>• Are you confident to implement this work?</li></ul>
Give WASH kit	Please take your own WASH kit. You already know how to set up and I think you will place the right location.
Thanks to their attention	Thank you so much for your attention and commitment.

## Guide #2: IPC follow up robocall

Duration	Audience	Objectives
3 minutes	<ul style="list-style-type: none"><li>- Household who listened to majority of robocall at least 66% up</li><li>- Facilitators: IPC</li></ul>	<ul style="list-style-type: none"><li>● To track the pre-assessment data</li><li>● To check their comprehensive and recall</li><li>● To direct them to build their own WASH kit or buy it</li></ul>

### Preparation

- 1 week before doing follow up call
  - Select those who listened the robocall more than 66%
  - Contact number
- Interview time
  - Prep tracking form

### Tools/Materials

- List of people received robocall and listened more than 66% of the time
- Tracking form
- Phone (has data to call)

### Key Steps:

1. ACTIVITY 1: Greeting (15 seconds)
2. ACTIVITY 2: Interview (2 min 40seconds)
3. ACTIVITY 3: Closing (5 seconds)

## Detailed Steps

<b>ACTIVITY 1: Greeting (15 seconds)</b>	
<b>DO</b>	<b>SAY</b>
<p>Greeting</p> <p>Introduce yourself</p> <p>Confirm their name and phone</p>	<p>Hello, my name is_____.</p> <p>I am calling from Khemara.</p> <ul style="list-style-type: none"> <li>● May I talk to you quickly?</li> <li>● Are you.....?</li> <li>● Is this your number?</li> </ul> <p>Thanks</p>
<b>ACTIVITY 2: Interview (2 min 40seconds)</b>	
<p>Ask them if they received robocall</p> <p>Ask them if they listened to the robocall</p> <p>Check if they get the messages</p> <p>Recall</p>	<p>I would like to ask a few quick questions.</p> <ul style="list-style-type: none"> <li>● Did you receive a call talking about WASH and the WASH Kit?</li> <li>● How many times has it been received?</li> <li>● Did you listen to those messages?               <ul style="list-style-type: none"> <li>○ Why?</li> </ul> </li> <li>● Can you tell what the message is talking about? (key points to measure their comprehensive)               <ul style="list-style-type: none"> <li>○ Wash your hands with soap at all 5 critical times</li> <li>○ Safely boil or filter drinking water and store</li> <li>○ Set up WASH kit own self or go to your nearest plastic vendor to buy WASH kits</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>● Do you know what the WASH Kit is?</li> <li>● Have you seen it outside your VC's house? <ul style="list-style-type: none"> <li>○ The WASH Kit is a simple kit you can set up yourself or buy from your local vendor that has taps, 20L bottles and stickers to help you make your own hand washing station and you can safely store your drinking water</li> <li>○ If you set up your WASH Kit you will receive 2 free soaps</li> </ul> </li> <li>● Do you know why it's important to wash your hands with soap and to safely boil or filter and store your drinking water? <ul style="list-style-type: none"> <li>○ To reduce diseases like diarrhea</li> </ul> </li> </ul>
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**ACTIVITY 3: Closing (5 seconds)**

<p>Thanks for their time</p>	<ul style="list-style-type: none"> <li>● Do you have any questions? Thank you so much for your time. Please good luck and be healthy!</li> </ul>
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## Guide #3: Village Chief Home Visit

Duration	Audience	Objectives
15 min	Household head  The household already set up the WASH kits	<ul style="list-style-type: none"><li>• To conducts home visit to see how WASH kit set up and if it is not correct then help them set it up correctly</li><li>• Hand out the free soaps (plus bags) to the household</li><li>• Remind and encourage household to practice the 2 key WASH behaviors (hand washing with soap and safe drinking water)</li></ul>

### Preparation

- Confirm participants about home visit

### Tools/Materials

- Checklist form
- Data collection form
- Soap and net bag

### Key Steps:

1. ACTIVITY 1: Greeting (1 min)
2. ACTIVITY 2: Checklist (12 min)
3. ACTIVITY 3: Handle the free soap (1 min)
4. ACTIVITY 4: Closing (1 min)

## Detailed Steps

<b>ACTIVITY 1: Greeting (1 min)</b>	
<b>DO</b>	<b>SAY</b>
<p>Greeting to the house owner (husband and wife)</p> <p>Engage with some questions</p>	<p>Hello!</p> <ul style="list-style-type: none"> <li>• How are you doing?</li> <li>• Are you free today?</li> </ul> <p>Thank you for inviting me to visit you here and see your WASH kit.</p> <p>Yes, I am here to see you and also the WASH kit.</p> <ul style="list-style-type: none"> <li>• How do you feel after setting up the WASH kit?</li> <li>• May I visit your WASH kit set up?</li> </ul>
<b>ACTIVITY 2: Checklist (12 min)</b>	
<b>DO</b>	<b>SAY</b>
<p>Use the checklist form to track</p>	<p>Let's see your WASH kits.</p> <ul style="list-style-type: none"> <li>• Where did you set up the WASH kits?</li> <li>• How many WASH kits do you have now?</li> </ul> <p>I want to see your sticker closer. (circle or tick on it)</p> <ol style="list-style-type: none"> <li>1. Is the "before" sticker on the HWS?</li>   <li>2. Is it correctly set up?               <ol style="list-style-type: none"> <li>1. Tap</li> <li>2. Lid</li> <li>3. Sticker</li> <li>4. Collection bowl</li> </ol> </li> <li>3. Is the "before" HWS by the kitchen/diner?</li>   <li>4. Is the "after" sticker on the HWS?</li> </ol>

	<ol style="list-style-type: none"> <li>5. Is it correctly set up? <ol style="list-style-type: none"> <li>1. Tap</li> <li>2. Lid</li> <li>3. Sticker</li> <li>4. Collection bowl</li> <li>5. Location</li> </ol> </li> <li>6. Is the "after" HWS by the latrine?</li> <li>7. Are the drinking water containers PETE 1 safe?</li> <li>8. Is the "Safely treating and storing water sticker" sticker on the both drinking bottles?</li> <li>9. Do they use only one bottle at a time?</li> <li>10. Is the "do not drink" sticker on the pipe/jar?</li> </ol>
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**ACTIVITY 3: Handle the free soaps (1 min)**

<b>DO</b>	<b>SAY</b>
Handle the 2 free bar of soaps	<p>Thank you so much for your commitment to adopt WASH behaviors. I really appreciate your action on this healthy behavior. Please keep practicing the WASH behaviors to ensure you and your family will not get diarrhea and always stay healthy.</p> <p>Here are yours!</p> <p>As promised, you set up these WASH kits so I would like to hand these free soaps to you.</p> <p>Thanks</p>

## ACTIVITY 4: Closing (1 min)

<b>DO</b>	<b>SAY</b>
Thanks for their willing to change the behavior	<p>Please remind that "dirty hands and dirty water can lead to diarrhea" therefore please always wash their hands with soap to ensure their hands are cleaned; please always drink safely treated and stored water to be healthy.</p> <p>One house, one WASH kit!</p> <p>Please keep practicing and always</p> <ul style="list-style-type: none"><li>● Wash their hands with soap at all 5 critical times<ul style="list-style-type: none"><li>○ Before cooking</li><li>○ Feeding</li><li>○ Eating</li><li>○ After cleaning a baby</li><li>○ Using latrine</li><li>○ Safely treat and stori drinking water</li></ul></li></ul> <p>Great, make sure you practice these behaviors to keep yourself and your family healthy.</p> <p>Thanks, bye!</p>

**Note: IPC follows up and collects that home visit data.**

## Guide #4: Train Plastic Vendor

Duration	Audience	Objectives
50 min	<ul style="list-style-type: none"> <li>- One on one with plastic vendor</li> <li>- Facilitators: IPC</li> </ul>	<ul style="list-style-type: none"> <li>• Vendor is clear on their roles and responsibilities for selling WASH kit</li> <li>• WASH kit store is recognized by people through stall sign, T-shirt, and loudspeaker</li> <li>• Vendor is better pitch their customers to buy WASH kit</li> </ul>

### Preparation

- In advance of the session
  - Schedule 1 week prior
  - Make appointment with vendor that you will meet one on one at the store or suitable place to discuss

### Tools/Materials

- PHB factsheet
- WASH factsheet (if available)
- List of plastic vendor in the area
- WASH kit (bucket with lip, bottle, tap, bowl, soap)
- Contact info for suppliers (for vendors to order wash kits from)
- Stickers (before, after, drinking water bottle, this water is not for drinking)
- T-shirt
- Voice recording on WASH to play with loudspeaker
- Stall sign
- Tracking form

### Key Steps:

1. ACTIVITY 1: Welcome (5 min)
2. ACTIVITY 2: Introduction to PHB (2 min)
3. ACTIVITY 3: Introduction to WASH demo (2 min)

4. ACTIVITY 4: Roles and responsibilities of plastic vendor (7 min)
5. ACTIVITY 5: Review tools and stuffs (1 min)
6. ACTIVITY 6: Promotional tools/materials (5 min)
7. ACTIVITY 7: Give away material (7 min)
8. ACTIVITY 8: Order and stock WASH kit (10 min)
9. ACTIVITY 9: Pitches to customers (6 min) - Refers to guide #5
10. ACTIVITY 10: Review data collection form (1 min)
11. ACTIVITY 11: Summary tasks (2 min)
12. ACTIVITY 12: Handout stickers and data collection forms (50 seconds)
13. ACTIVITY 13: Closing (10 seconds)

### Detailed Steps

<b>ACTIVITY 1: Welcome (5 min)</b>	
<b>DO</b>	<b>SAY</b>
<p>Sit together but keep social distancing</p> <p>Introduce yourself, thank them for their time to discuss</p>	<p>Hello, my name is _____ from Khemara.</p> <p>Thanks for your time to discuss with me.</p>
<p>Let to know their expectation</p>	<p>I am going to introduce you to our work and how it connects to your business. I think you got some information about our project, right?</p> <ul style="list-style-type: none"> <li>● What is your expectation from this meeting?</li> </ul>
<p>Introduce each other</p>	<p>That's great!</p> <p>We would like to get to know each other then I will tell you why we are here. We would like to know about you.</p> <ul style="list-style-type: none"> <li>● Can we know your name?</li> <li>● What is your business/work?</li> <li>● How long do you start your business?</li> </ul>

<p>Tell them the purpose of the meeting</p>	<p>The reason we are here is because we want you to be part of WASH work in this community. We know that you are currently selling plastic stuff and you want to increase your sales in order to get more profit, right?</p> <p>You are selling WASH items and we are working on WASH to change people's behaviors to practice the right WASH behaviors therefore it is absolutely good to make cooperation in order to help the community people to access and practice the WASH behaviors that leads them to be healthy.</p> <p>As you mentioned:</p> <ul style="list-style-type: none"> <li>• Are you selling buckets with lids, taps, collection bowls and 20L water bottles?</li> </ul> <p>If you don't, please don't worry. We will talk more about this.</p>
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### ACTIVITY 2: Introduction to PHB (2 min)

<b>DO</b>	<b>SAY</b>
<p>Get start to the project</p>	<p>I would like to introduce you to our project called "Promoting healthy behavior - PHB".</p> <ul style="list-style-type: none"> <li>• What does it sound to you?</li> </ul>
<p>Introduce the PHB project through ppt or video clip of PHB Overview</p> <p>Show fact sheet and highlight key points (if available)</p>	<p>I would like to inform you that the Promote Healthy Behavior (PHB) is a 5 years project that is funded by USAID and the implementation is led by PSI Cambodia.</p> <p>PHB's objective is to improve health behaviors among Cambodians and support USAID Cambodia's goal to ensure that Cambodians seek, and receive, quality health care with decreased financial hardship through more sustainable systems.</p> <p>ForTbong Khmum, the activity is implemented by Khemara. The project has cooperation partnerships with the Ministry of rural development (MRD), Ministry of Health (MoH), and the National Center of Health Promotion (NCHP).</p>

<p>Give them time for questions</p>	<ul style="list-style-type: none"> <li>Do you have any questions?</li> </ul> <p>Ok, I will go more specific on our WASH SBC activity.</p>
<p><b>ACTIVITY 3: Introduction to WASH demo (2 min)</b></p>	
<p><b>DO</b></p>	<p><b>SAY</b></p>
<p>Get their attention</p> <p>Let's them share shortly about the WASH experiences</p> <p>Thanks for their sharing</p>	<ul style="list-style-type: none"> <li>Have you ever joined or been involved in WASH SBC activity before? (training, business)</li> </ul> <p>That's great. Thank you so much for sharing with us.</p> <p>You live in this community so you know people and your customers the best. I think you become a champoint in your community.</p>
<p>Engage with them about WASH</p>	<p>Now, I would like to highlight some key information related to WASH SBC activity. When we talk about WASH.</p> <ul style="list-style-type: none"> <li>What does WASH mean to you?</li> </ul> <p>Thank you so much for your sharing.</p> <p>Yes, there are three things that we need to cover such as hand washing, safe drinking water and latrine.</p> <p>But our work, we focus only two main behaviors such as:</p> <ol style="list-style-type: none"> <li>Hand washing with soap</li> <li>Safely boil or filter and store water.</li> </ol> <p>For hand washing with soaps there are 5 specific behaviors to change such as hand washing with soap:</p> <ol style="list-style-type: none"> <li>Before cooking or touching food</li> <li>Before feeding a child</li> <li>Before eating</li> <li>After cleaning baby's bum</li> <li>After using the latrine</li> </ol>

	<p>I think you captured all what we are doing and why we are here today. As mentioned above, you are the best person who knows people, your community, their behaviors and their needs so based on that you are a very valuable resource to this WASH SBC activity that is why we need you to take part in this community intervention.</p>
<p>Introduce key behaviors</p>	<p>We want rural households to set up or buy a WASH Kit so that they can wash their hands with soap before cooking, feeding a baby, and eating and after cleaning a baby's bum and sing the latrine and safely boil or filter and store drinking water and safely store their treated drinking water so that they and their families are healthier!</p> <p>We want you to sell these kits because we want you to be WASH champions of your community.</p>
<p>Becoming a WASH Champion</p>	<p>Being a WASH Champion, you are not just a social person but you will get more customers therefore you will gain more profit based on the number WASH kits you sell. It means people will recognize you and your WASH stock shop and whatever they think about WASH stuff or items they will think about you and come to you.</p> <p>Being a WASH Champion, it will build your good reputation in your community and the society. You are not just gaining from your business but you will gain your social image as you are helping your community to be healthy through support and supplying them the WASH messages and WASH kit in order to change them, practice the right WASH behaviors through fully access to those required WASH kits.</p> <ul style="list-style-type: none"> <li>● Do you really want to grow your business?</li> <li>● Do you really want to help your people to be healthy?</li> </ul>

## ACTIVITY 4: Roles and responsibilities of plastic vendor (7 min)

<b>DO</b>	<b>SAY</b>
<p>Tell them what are their role</p> <p>Let them clarify and ask questions</p>	<p>As you say "Yes" for your community.</p> <p>Ok, I would like to tell you the key activities that you can manage and take responsibility for.</p> <p>Your role are to:</p> <ul style="list-style-type: none"> <li>● Set up this stall sign in front of your store</li> <li>● Wear this T-shirt</li> <li>● Play your mini loudspeaker with this recording WASH messages</li> <li>● Assemble WASH kit to display at your store</li> <li>● Order and stock WASH kits</li> <li>● Store stickers and leaflets</li> <li>● Pitch WASH Kit to customers</li> <li>● Sell WASH Kit</li> <li>● Hand out stickers with each sale of WASH Kit</li> <li>● Keep record of WASH Kit sales</li> </ul> <p>Don't worry, I will review your tasks one by one and you can discuss and clarify on that.</p> <ul style="list-style-type: none"> <li>● Is that ok?</li> </ul>

## ACTIVITY 5: Review tools and stuffs (1 min)

<b>DO</b>	<b>SAY</b>
<p>Display all tools and material</p>	<p>Here are the tools/materials that will be used in this WASH intervention. We will give you all of them for the purposes.</p> <ul style="list-style-type: none"> <li>● Stall sign</li> <li>● T-shirt</li> <li>● USB</li> <li>● Stickers</li> <li>● Leaflet</li> <li>● Script to pitch customer</li> <li>● Sale tracking form</li> </ul>

## ACTIVITY 6: Promotional tools/materials (5 min)

DO	SAY
<p>Pick up the tools one by one to advertise WASH kit at their store</p> <p>Stall sign</p> <p>T-shirt</p> <p>USB to play with loudspeaker</p>	<p>There are tools that help to promote WASH kits at your store.</p> <ul style="list-style-type: none"> <li>● <b>Stall sign</b> This is a stall sign that you need to install yourself in front of your store so people can find and recognize your store selling WASH kits. It says "WASH kit on sale here" and "What looks clean might not be safe". The sign can inform and attract your customers to come to you for WASH kit and other relevant stuff also.</li> <li>● <b>T-shirt</b> Yes, this T-shirt looks very nice and it fits your size. This is another WASH marketing material. You need to wear this T-shirt as a WASH ambassador at this market. You know you are a WASH kit person so they will look for you when they need a WASH kit. The T-shirt can help to spread your store and create demand faster. It says "What looks clean might not be safe" and below here it tells you to "wash your hands at all 5 critical times" with the nice visual down here and "Drink safely boil or filter water and store only". Please wear this T-shirt as you dedicate to help your people.</li> <li>● <b>Recording messages</b> We have pre-recorded the messages for you to play <ul style="list-style-type: none"> <li>• How can I send you this audio?</li> <li>• Can I send you through your telegram or directly to your phone?</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>● <b>Leaflet</b> This is a take away one. It can help your customer to consider buying WASH kits. It provides WASH knowledge if they want to be healthy. And it helps to promote WASH kit by buying WASHkit get free 2 bar soaps and I think it will help to increase your sales. You see here contact the village chief to get free soaps. At the back side here, it provides the DIY hand washing station that they can set up themselves. That is valuable. You can use this leaflet to explain to your customer if they need your support.</li> <li>● <b>A set of WASH kit</b> We will also give you a set of WASH kits so you can set up and display your customers in front of your store.</li> </ul>
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**ACTIVITY 7: Give away material (7 min)**

<b>DO</b>	<b>SAY</b>
<p>Show those stickers</p> <p>Review them</p>	<p>These are WASH stickers. We will keep the amount of stickers with you. This is one of your tasks is to store and give these stickers to your customers when they buy WASH kits. You need to give these 5 stickers when someone buys your WASH kit.</p> <ul style="list-style-type: none"> <li>● Hand washing with soap " Before" x 1</li> <li>● Hand washing with soap " After " x 1</li> <li>● Safely boil or filter drinking water and store x 2</li> <li>● This water is NOT for drinking x 1</li> </ul> <p>Let's review these stickers together. Then, you can explain and support your customer and these hole templates for making hand washing stations also.</p>

### **Hand washing with soap stickers**

The above tag on this sticker says "What looks clean might be safe" and "wash your hands with soap" to remind your dirty hands and direct you to wash your hands with soap to ensure that it is safe. These stickers are stuck on the buckets of the hand washing stations.

There are two stickers of "Hand washing with soap" one is "Before" and another "after", right?

Before

1. Cooking
2. Feeding a baby
3. Eating

After

4. Clean the baby's bottom
5. Using the latrine

And at the bottom right corner here says "This water is not for drinking". It reminds you that untreated water is not for drinking but it is just used for cleaning your hands and stuff.

### **Safely treating and storing water sticker**

This sticker is stuck on the drinking bottle. The main tag line here says "What looks clean might not be safe" and the below one here "Please, safely boil or filter drinking water and store only". It reminds you to do this behavior to be healthy.

This diagram shows the steps of how to get safe drinking water.

1. Clean your water bottle with soap
2. Boil or filter
3. Let it cool, pour into bottle and fit the lid then drink it
4. When the bottle is nearly empty then repeat the process with the second bottle

	<p>On the top right corner here says "This water is for drinking".</p> <p>It confirms that drinking water is safe. It is good to have two bottles to ensure that they will not run out of safe drinking water and they can switch bottles for storing and cleaning it.</p> <p><b>Do not drink sticker</b></p> <p>There is another separate sticker "This water is NOT for drinking" to stick on the jar or pipe to inform people that it is untreated water and it is not safe for drinking.</p> <ul style="list-style-type: none"> <li>• Do you have any questions about these stickers?</li> </ul> <p><b>Hole templates</b></p> <p>This template will help you to make the hole on your hand washing bucket correctly and nicely. You need to cut the hole inside this circle and make the hole on your bucket with this size to fit with your tap. And this small template is for making a small hole on the lip to get the air inside.</p> <p><b>Set up WASH kits</b></p> <p>You can set up these WASH kits very easily by following this leaflet from step 1 to step 10. Moreover, you need to stick those required stickers and place them in the right locations such as one hand washing station that needs to be placed at the kitchen/dining and another one outside the latrine.</p>
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**ACTIVITY 8: Order and stock WASH kit (10 min)**

<b>DO</b>	<b>SAY</b>
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Order WASH kit	<p>This is what you need to do for your business if you need to order WASH kits for your stock.</p> <p>The WASH kit includes:</p> <ul style="list-style-type: none"> <li>• 2 x 20L water bottles for drinking water (or PETE1-safe and easy to clean containers with taps and lids)</li> <li>• 2 x taps to make HWSs</li> </ul>
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	<ul style="list-style-type: none"> <li>• 5 x stickers</li> <li>• 1 x drill hole template</li> </ul> <p>The WASH Kit costs less than \$4 for you to buy and stock.</p> <ul style="list-style-type: none"> <li>• Do you think \$5 is a good price for these items?</li> </ul> <p>You should sell the WASH Kit for \$4- \$5</p>
Stock WASH kit	<p>Customers may also want to buy new buckets with lids and water collection bowls from you for their HWS.</p> <p>You need to manage your stock to ensure you can supply what they need.</p> <p>We will give you the mentioned stickers and drill hole templates to you for free to give your WASH kits' customers. Here is the contact information for plastic's suppliers in case you need it:_____</p>
Display WASH kits	<p>You also need to set up a WASH kit to display at your store so people can see your model.</p> <p>And you need to know how to assemble it. It is easy, right?</p>

### ACTIVITY 9: Pitches to customers (6 min) - Refers to guide #5

### ACTIVITY 10: Review data collection form (1 min)

DO	SAY
Show the sale tracking form	<p>Ok, this is a data collection form.</p> <p>It will help us know how many people purchased the WASH kit. Please help to record down the WASH kits you sold out.</p> <ul style="list-style-type: none"> <li>• Do you have any questions on this form?</li> </ul>

### ACTIVITY 11: Summary tasks (2 min)

DO	SAY
Summary their tasks	<p>Before we close, finish our meeting and distribute these things.</p> <p>I would like to summarize what you need to do:</p>

	<ul style="list-style-type: none"> <li>● Set up this stall sign in front of your store</li> <li>● Wear this T-shirt</li> <li>● Play your mini loudspeaker with this recording WASH messages</li> <li>● Assemble WASH kit to display at your store</li> <li>● Order and stock WASH kits</li> <li>● Store stickers and leaflets</li> <li>● Pitch WASH Kit to customers</li> <li>● Sell WASH Kit</li> <li>● Hand out stickers with each sale of WASH Kit</li> <li>● Keep record of WASH Kit sales</li> </ul> <p>I think you will gain more customers and build your social reputation.</p> <ul style="list-style-type: none"> <li>● Do you have any questions about what you need to do?</li> </ul>
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**ACTIVITY 12: Handout tools/materials (50 seconds)**

<b>DO</b>	<b>SAY</b>
Give them tools/materials	<p>Here are the tools/materials.</p> <p>Set up this stall sign in front of your store</p> <ul style="list-style-type: none"> <li>● Stall sign x 1</li> <li>● T-shirt x 1</li> <li>● Script to pitch customer x 1</li> <li>● Sheet to record sales x 1 (date, sale, items, handed over stickers)</li> <li>● Sticker kits x 100 One set of sticker kit includes: <ul style="list-style-type: none"> <li>● 1 x before HWWS</li> <li>● 1 x after HWWS</li> <li>● 2 x drinking water boil or filter and storage</li> <li>● 1 x not drinking water</li> <li>● 1 x leaflet</li> <li>● 1 x hole template small on lid</li> <li>● 1 x hole template on bucket</li> </ul> </li> </ul>

## ACTIVITY 13: Closing (10 seconds)

DO	SAY
Thanks for their cooperation	<p>Thank you so much for your time joining and your cooperation for this WASH demo.</p> <p>If you still have any questions or clarification, please contact me by.....</p> <p>I wish you all good luck!</p>

**Note: Plastic vendors need to track this data into the form.  
IPC will come to collect this form.**

## Guide #5: Pitches Customers

Duration	Audience	Objectives
6 min	<ul style="list-style-type: none"> <li>- Pitch: Plastic vendor</li> <li>- Target audience: household head</li> </ul>	<ul style="list-style-type: none"> <li>● To help plastic vendor pitches their customers to buy WASH kit</li> <li>● WASH kit store is recognized by people through stall sign, T-shirt, and loudspeaker</li> <li>● Vendor is better pitch their customers to buy WASH kit</li> </ul>

## Preparation

- Display WASH kits
- Make leaflet available at the store

## Tools/Materials

- WASH kit and assemble materials
- Stickers
- Leaflet
- Hole template
- Tracking form
- Script to pitch customer (reserve)

## Key Steps:

1. ACTIVITY 1: Welcome (30 seconds)
2. ACTIVITY 2: Pitch (5 min)
3. ACTIVITY 3: Closing (30 seconds)

## Detailed Steps

<b>ACTIVITY 1: Welcome (30 seconds)</b>	
<b>DO</b>	<b>SAY</b>
Greet your customer	Hello! Welcome to our store. WASH kits on the sale here. How can I help you?  Here, we are selling WASH kits - this includes the basic kit you need to make your own handwashing stations and to safely store your treated (boil or filter) drinking water.

## ACTIVITY 2: Pitch (5 min)

**DO**

**SAY**

Pitch your customer

A WASH Kit is a great and easy way to protect yourself and your family from diarrhea and other diseases like COVID! because not all germs are visible. What looks clean might not be safe!

You can protect yourself and your family from germs by handwashing with soap at the 5 critical times and safely boiling or filter and storing your drinking water. Right?

The WASH kit includes:

- 2 x 20L water bottles for drinking water
- 2 x taps to make HWSs
- 5 x stickers
- 1 x drill hole template
- 1 x how to assemble guide (leaflet)

It cost (\$4-5)

When you buy a WASH kit today you will get two free bar soaps from your village chief to use at your hand washing stations. It is mentioned in the leaflet. This is a promotion.

- Do you see it? Here it is!

If you also need buckets with lids and collection bowls for your HWS we sell those too, or ready assembled HWS.

Here is the stuff you need. You can make it yourself at home.

- Do you know how to assemble these kits?

You can follow the instructions from the leaflet that you got from the village chief or you can take one from here.

I am happy to instruct you if needed.

(please follow the above steps of how to assemble a hand washing station as explain in the leaflet)

### ACTIVITY 3: Closing (30 seconds)

DO	SAY
Closing	<p>Thank you so much for coming and buying your WASH kit here.</p> <p>Please practice washing your hands at all 5 critical times and safely boil or filter drinking water and store to ensure that you and your family will not get diarrhea or any sickness like COVID because of unhygienic conditions.</p> <p>And don't forget to contact your village chief to get your free soap. (We only give to the household in the target village.)</p> <p>I wish you and your family good health.</p>

**Note: Plastic vendors need to track this data into the form.  
IPC will come to collect this form.**

## Contact information

If you have any questions about the contents of this guide, how to execute the intervention, or use the tools, please contact:

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