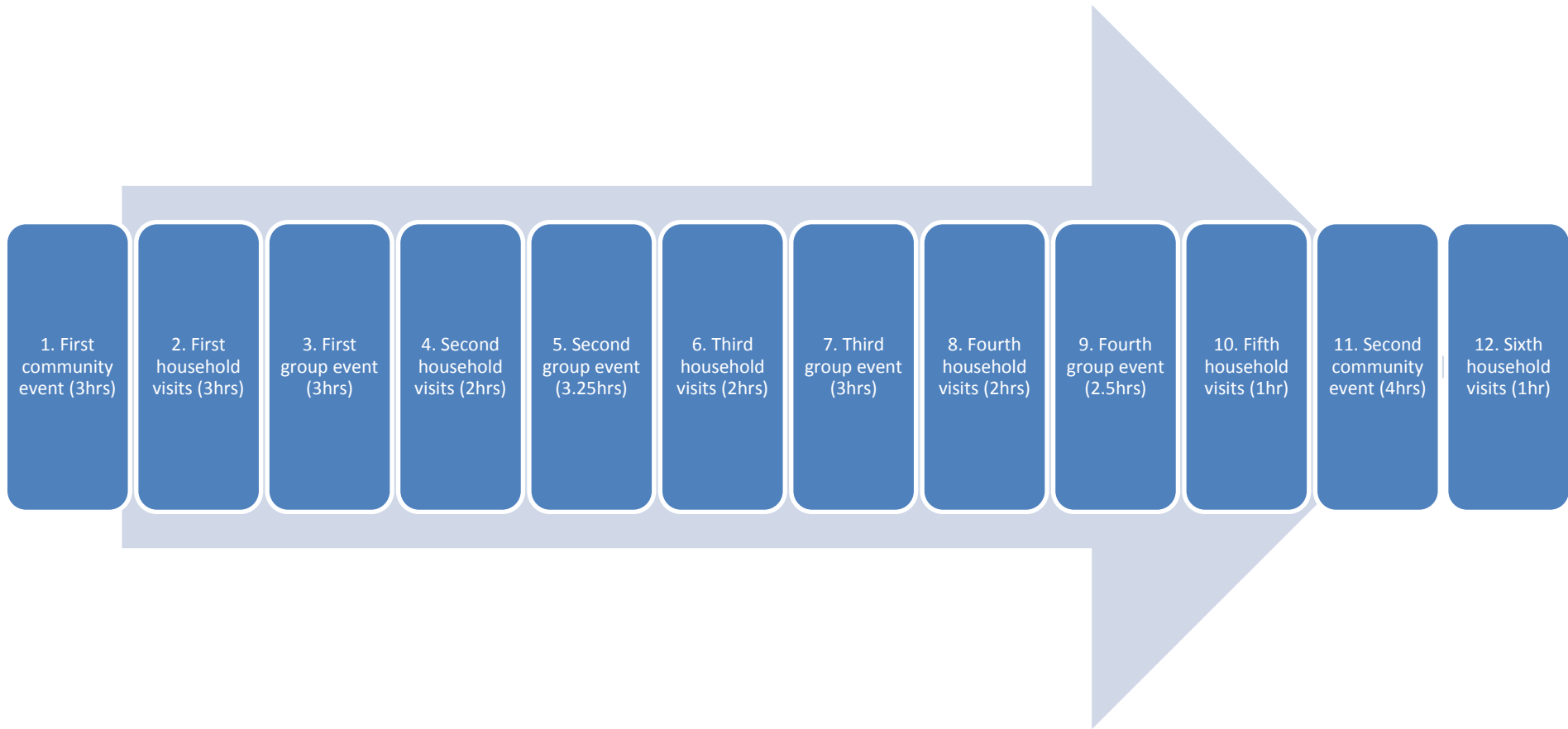
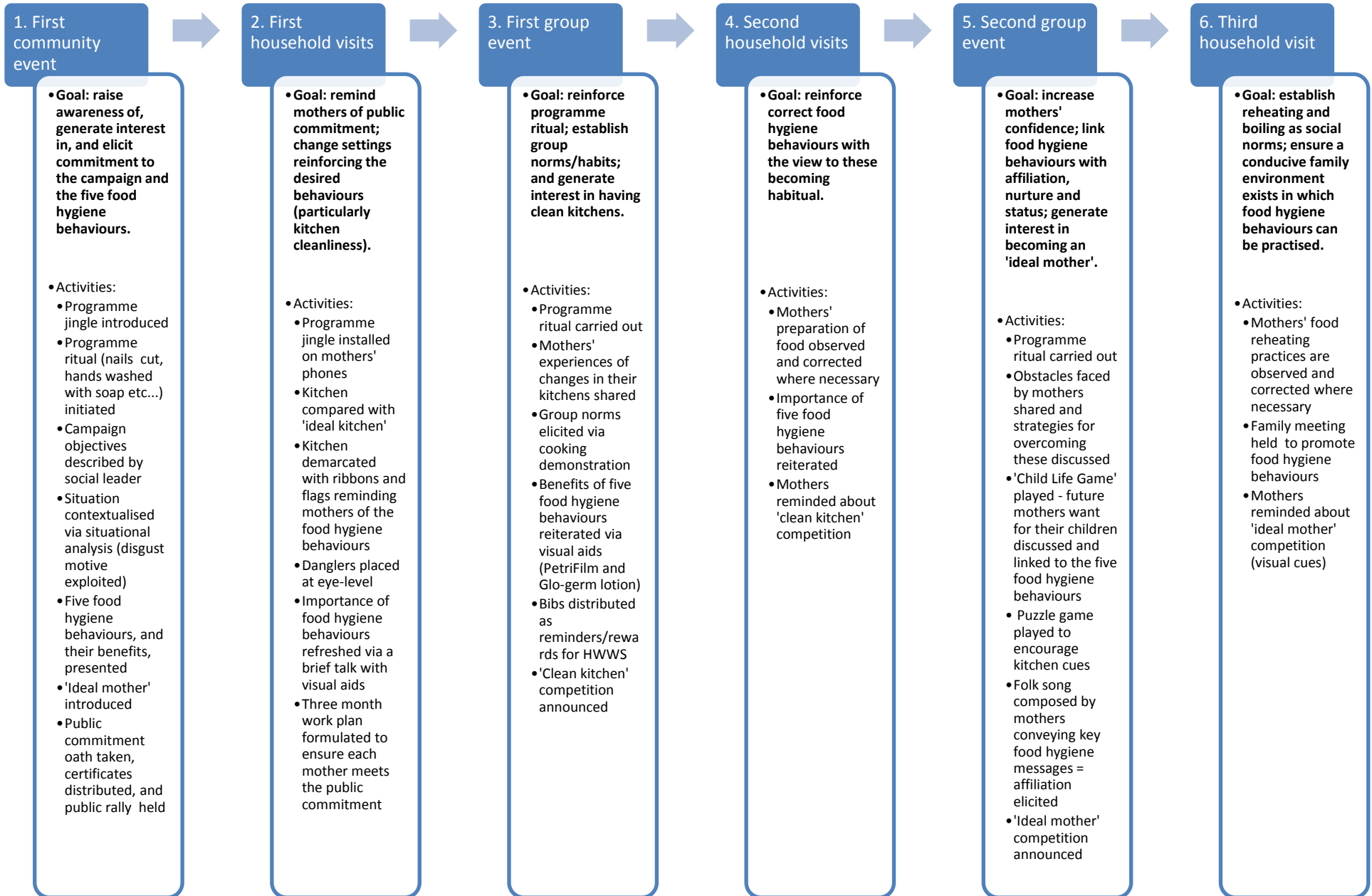


## Components of the Food Hygiene Intervention in Nepal



## Intervention Components In-Depth



7. Third group event

• **Goal: show that implementing the five food hygiene behaviours will avoid disgust and social exclusion and will increase social prestige and happiness.**

- **Activities:**
- Programme ritual carried out
  - Mothers participated in disgust exercises/games
  - 'Safe food hygiene zone' competition announced
  - 'Clean kitchen' competition winner announced and publically commended = prestige conferred

8. Fourth household visits

• **Goal: reduce observer bias in observation of mothers' food hygiene behaviours.**

- **Activities:**
- Peer-review exercise carried out (element of secrecy entailed)
  - Mothers reminded about 'ideal mother' and 'safe food hygiene zone' competitions
  - Mothers three month work plans reviewed

9. Fourth group event

• **Goal: reiterate that implementing the five food hygiene behaviours will increase social prestige and status; encourage men to participate.**

- **Activities:**
- Programme ritual carried out
  - Advice provided by mothers to a fictional mother (Dhukhimaya) experiencing social, environmental and attitudinal barriers to adopting food hygiene behaviours
  - 'ideal mother' competition winners announced and publically commended (photo) = prestige conferred
  - Men involved in event/celebration of winners

10. Fifth household visits

• **Goal: reinforce food hygiene behaviours; mothers self-evaluate their food hygiene behaviours.**

- **Activities:**
- Mothers' work plans reviewed
  - Mothers' food hygiene behaviours observed
  - Mothers' performance self-evaluated publically
  - 'Safe food hygiene zone' indicators reinforced

11. Second community event

• **Goal: ensure food hygiene behaviour change is sustainable post-intervention by further entrenching them as social norms and prestige-conferring practices.**

- **Activities:**
- Programme ritual carried out
  - Response received from Dhukhimaya linking food hygiene behaviours to child health and social status
  - Mothers volunteered to continually monitor community's food hygiene behaviours
  - Mothers publically re-pledge their commitment to sustainable food hygiene behaviour change
  - 'Safe food hygiene zones' declared and bill boards erected
  - Intervention formally closed

12. Sixth household visits

• **Goal: entrench food hygiene behaviours into mothers' daily routines and identify any remaining barriers to these practices; ensure sustainability.**

- **Activities:**
- Sustainability work plans formulated by mothers
  - Ease of implementation of food hygiene behaviours analysed by participants
  - Sustainable behaviour change pledged by entire families