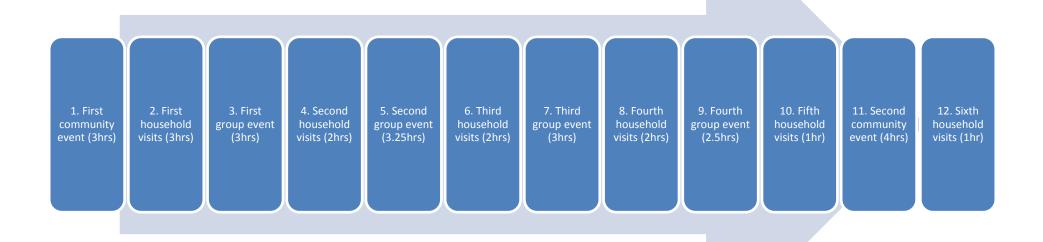
#### **Components of the Food Hygiene Intervention in Nepal**



#### **Intervention Components In-Depth**

# 1. First community event

- Goal: raise awareness of, generate interest in, and elicit commitment to the campaign and the five food hygiene behaviours.
- Activities:
- Programme jingle introduced
- Programme ritual (nails cut, hands washed with soap etc...) initiated
- Campaign objectives described by social leader
- Situation contextualised via situational analysis (disgust motive exploited)
- Five food hygiene behaviours, and their benefits, presented
- 'Ideal mother' introduced
- Public commitment oath taken, certificates distributed, and public rally held

# 2. First household visits

- Goal: remind mothers of public commitment; change settings reinforcing the desired behaviours (particularly kitchen cleanliness).
- Activities:
- Programme jingle installed on mothers' phones
- Kitchen compared with 'ideal kitchen'
- Kitchen demarcated with ribbons and flags reminding mothers of the food hygiene behaviours
- Danglers placed at eye-level
- Importance of food hygiene behaviours refreshed via a brief talk with visual aids
- Three month work plan formulated to ensure each mother meets the public commitment

# 3. First group event

- Goal: reinforce programme ritual; establish group norms/habits; and generate interest in having clean kitchens.
- Activities:
- Programme ritual carried out
- Mothers' experiences of changes in their kitchens shared
- Group norms elicited via cooking demonstration
- Benefits of five food hygiene behaviours reiterated via visual aids (PetriFilm and Glo-germ lotion)
- Bibs distributed as reminders/rewa rds for HWWS
- 'Clean kitchen' competition announced

# 4. Second household visits

- Goal: reinforce correct food hygiene behaviours with the view to these becoming habitual.
- Activities:
- Mothers' preparation of food observed and corrected where necessary
- Importance of five food hygiene behaviours reiterated
- Mothers reminded about 'clean kitchen' competition

# 5. Second group event

- Goal: increase mothers' confidence; link food hygiene behaviours with affiliation, nurture and status; generate interest in becoming an 'ideal mother'.
- Activities:
- Programme ritual carried out
- Obstacles faced by mothers shared and strategies for overcoming these discussed
- 'Child Life Game' played - future mothers want for their children discussed and linked to the five food hygiene behaviours
- Puzzle game played to encourage kitchen cues
- Folk song composed by mothers conveying key food hygiene messages = affiliation elicited
- 'Ideal mother' competition announced

# 6. Third household visit

- Goal: establish reheating and boiling as social norms; ensure a conducive family environment exists in which food hygiene behaviours can be practised.
- Activities:
- Mothers' food reheating practices are observed and corrected where necessary
- Family meeting held to promote food hygiene behaviours
- Mothers reminded about 'ideal mother' competition (visual cues)

#### 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 an 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 an publically commended (photo) = prestige conferred
- Men involved in event/celebratio n of winners

## 10. Fifth household visits

 Goal: reinforce food hygiene behaviours; mothers selfevaluate 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 prestigeconferring 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 repledge 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