Hygiene promotion in Bhutan: Does it work and at what cost?

Overview
The Hygiene Cost Effectiveness Study in Bhutan aims to analyse and compare the cost effectiveness of different hygiene promotion interventions. The findings will enhance the case for improved hygiene, to reduce the rate of illness and prevent avoidable deaths.

Handwashing with soap

No

No

No

Findings by wealth quintile

Sanitation

• Comparing costs against behaviour changes.
• Capturing costs of hygiene interventions;
• Capturing behaviour change using the effectiveness ladder;

The hygiene cost-effectiveness study includes:
-development and scaling up of the national Rural Sanitation and Hygiene Programme

In Bhutan, it is part of SNV Bhutan’s Sustainable Sanitation and Hygiene for All promotion interventions.

Specific institutional & cultural context

Hygiene promotion in Bhutan:
-communication

WASH supply chains & finance

Material costs range from 45 USD to 752 USD

Cost of handwashing facility

• Capital expenditure hardware costs: e.g., tapstands for handwashing

Material and labour costs for building a toilet

• Cost of soap

Baseline study

• How do we know if, and to what extent, inputs into hygiene promotion interventions on basic and above basic practice level per indicator are working effectively?

Results per indicator

• No water available
• Water available
  • Soap or substitute available
  • No soap or substitute available
• Water is collected safely
  • Water is collected safely BUT
  • Water is collected safely OR
  • Water is collected safely OR
  • Water is collected safely OR

• Not all HH members
• No soap or substitute available
• No soap or substitute available
• No soap or substitute available
• No soap or substitute available
• No soap or substitute available

Next steps
• Track budget and expenditure on hygiene interventions from implementers and analyse how much was spent on supplies. This tool can be developed further to mirror national budgeting and expenditure tools.

What costs are captured?

- Internal costs and feedback from baseline household surveys
- Costs to collect data
- Costs to support technology

Cost for the three behaviours

Average expenditure (direct and indirect costs) per HH on handwashing with soap

How is data collected?

Using a hygiene effectiveness ladder & flow diagram

Baseline study area

Determine all costs

Maps actors

Baseline study

• How much is enough?

Implementers

• Efforts of hygiene promotion interventions on individual and household level

Next steps

• The next round of monitoring will take place in 2016

Hygiene effectiveness ladder

Basic level

• How do we know if, and to what extent, inputs into hygiene promotion interventions are working effectively?

What are the basic levels of the effectiveness ladder?

3. Safe household water management

2. Safe source water management

1. Basic practice level

0. No basic practice level

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