

Getnet Eshetu

Involving Children For Hand Washing Behavior Change

Repeated Message Delivery to Foster Action



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Eshetu, Getnet: Involving Children For Hand Washing Behavior Change: Repeated Message Delivery to Foster Action. Hamburg, Anchor Academic Publishing 2013

Buch-ISBN: 978-3-95489-096-5

PDF-eBook-ISBN: 978-3-95489-596-0

Druck/Herstellung: Anchor Academic Publishing, Hamburg, 2013

Bibliografische Information der Deutschen Nationalbibliothek:

Die Deutsche Nationalbibliothek verzeichnet diese Publikation in der Deutschen Nationalbibliografie; detaillierte bibliografische Daten sind im Internet über <http://dnb.d-nb.de> abrufbar.

Bibliographical Information of the German National Library:

The German National Library lists this publication in the German National Bibliography. Detailed bibliographic data can be found at: <http://dnb.d-nb.de>

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Hermannstal 119k, 22119 Hamburg
<http://www.diplomica-verlag.de>, Hamburg 2013
Printed in Germany

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ACKNOWLEDGEMENTS

The researcher would like to thank Reda Darge (Asso. Prof.) for his valuable assistance and guidance with this research. Additional thanks to Chandba Full Cycle Primary School Principal Ato Beka Kebta for his support and contribution to select students and willingness in allowing the researcher to implement all intervention component in this work. The researcher also wishes to thank Ato Tegaye Habte for his great support in giving transport service. I wish to thank all students which participated in the experiment, data collectors, Chandba Primary School, Gondar Education Media Center staff and Amhara Region Education Bureau.

Finally, I wish to thank Anteneh, my brother, for his continued support and encouragement throughout my work.

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LIST OF ABBREVIATIONS/ ACRONYMS

AIDSCAP: The AIDS Control and Prevention Project

ANRS: NGAZCWF&EDO: Amhara National Rgional State: North Gondar Adminstration Zone

Chilga Woreda Finace and Economic Development office

CDC: Center for Disease Control

EDHS: Ethiopia Demographic Health Survey

HIP: Hygiene Improvement Project

IBP: Integrative Behavioral Prediction

MDGs: Millennium Development Goals

TPB: Theory of Planned Behavior

TRA: Theory of Reasoned Action

UNICEF: United Nations Children Fund

WASH: Water and Sanitation Hygiene

WASP: Water and Sanitation Program

WHO: World Health Organization

ABSTRACT

This experimental study investigated the presence of complementarity between Integrative Behavior Prediction (IBP) to identify beliefs to change and media priming effect to increase the association between positive intention and behavior of hand washing with water and soap at the three critical moments (i.e., before eating, before touching or preparing food, and after defecation). Using purposive sampling 34 participants were selected. The participants are grade six students of Chandba Primary School in Chilga woreda North Gondar Zone Amhara Region in Ethiopia. The research method is mixed where both quantitative and qualitative methods are employed for data collection and analysis. Before the one month intervention time elicitation information collected through interview used to develop the questionnaire administered before and after intervention. In addition to this on spot house observation and hand washing skill evaluation tool were utilized to collect data. The intervention treatment has been done through multimedia communication and practical participation of students in all the activities. The result indicates significant correlation between normative belief-others behavior and descriptive norm both in pre and post intervention time ($r = 0.465, p < .01$, and $r = 0.460, p < .01$ respectively). In addition to these significant correlations were observed between pre intervention normative belief-others expectation and Injunctive norm ($r = 0.486, p < .01$). Injunctive norm is the strongest predictor of intention (F obtained 8.871, $p < .000$). Qualitative results indicated that multimedia communication, provision of small money to buy soap and empty plastic bottle to establish simple hand washing station (Tip tap) improved participants' and their neighbors hand washing behavior positively. The result of post intervention exposure to message showed significant correlation with behavior ($r = 0.720, p < .01$). Intention after intervention strongly correlated with behavior ($r = 0.712, p < .01$). Regarding change Knowledge $Z_{ob} = 4.94$ and practical skill $Z_{ob} = 5.08, p < .025$ due to intervention. Finally significant positive complementarity relationship observed between IBP model and Priming effect theory ($F = df_1 = 7, df_2 = 26, 5.579, p < .001$). In

conclusion, intention to promote important referents to wash their hand with soap and their encouragement, promotion to change student's affective belief and strengthening their control belief, provision of hand washing facilities i.e., soap and empty plastic bottle for tip tap preparation contribute to change hand washing behavior. In addition to these, exposure to multimedia message and practical involvement of students improved their behavior resulted complementary synergy effect of IBP and priming theory. From the findings it was recommended that School administrators, teachers, media organizations, non-governmental organizations, health extension workers, and government health organizations should use research based participatory multimedia approach to get effective hygiene behavior change on primary school students.

