

Request for Proposal

Research on Nudge and Behavioral Change

Background

East Meets West (EMW) and Evidence Action are currently partnering with the Vietnamese government to implement a school-based deworming program in Phú Thọ, Hòa Bình, Thanh Hóa and Nghệ An provinces. This program integrates school-based mass drug administrations of the deworming medication albendazole with hygiene education (including handwashing with soap). East Meets West and Evidence Action have been discussing what to do about hand washing with soap in the Deworming Project. It is proposed to duplicate and extend a study on *Behavior Change without Behavior Change Communication: Nudging Handwashing among Primary School Students in Bangladesh*¹ at a number of “deworming schools” in Hoa Binh province. In this research, simple cues, also called nudges, will be used to get primary students to wash their hands with soap after visiting latrine.

Thus, EMW is seeking a partner to conduct observations of toilet use and hand washing with soap after latrine visit at school.

The purpose of the research

The research on Nudge and Behavioral Change in Vietnam is designed to answer the following questions:

1. Do children fail to wash their hands with soap after latrine visits because there is no convenient place to wash the hands and there is no soap?
2. Does NUDGE work only in a specific social/cultural setting or are the results more universal?
3. Is there a novelty effect of the NUDGE?
4. Are we sure that we don't just observe a Hawthorne effect?
5. After a long time with NUDGEs, will behavior last if we remove the nudges?
6. Will a habit created by a NUDGE in one setting induce the same behavior in other similar settings?

Scope of work

Selection of schools and nudges

The research will be undertaken at 14 primary schools in two rural districts in Hoa Binh province.² EMW would randomly select schools for each arm of the study. Also, three nudges were selected for this research: (1) *Connecting latrines to the handwashing station via paved pathways that were painted bright*

¹ link to article: <http://www.mdpi.com/1660-4601/13/1/129/htm>

² East Meets West will provide a list of schools prior to contract signing.

colors; (2) Painting footprints on footpaths guiding students to the handwashing stations and handprints on stations; and (3) Having various instructional signs.

Research approach

The first research question can be addressed by doing baseline surveys at two sets of schools: One set where there are conveniently located handwashing stations (HWS) with soap and another where the HWS is located far away. While the second question can be simply answered by duplicating the results in a couple of schools and comparing our results with the Bangladesh result, another observation of HW would be added for 6 months in order to address the third question. The question regarding the Hawthorne/observer effect (#4) can be answered by observing and comparing control group B with the treatment groups. The fifth research question is more complicated. Thus, it will be addressed in a partial manner by removing the painted cues/nudges but leaving the brick/concrete footpath in place. The sixth research question could be addressed through some simple KAP surveys. Actually, the focus of the surveys would be on P for practice. This would be done at the time of the baseline observation and the final observation by surveyors/observers.

Treatment Arm	<i>Hoa Binh</i>	Treatment
Control A:	6	Inconvenient HWS with soap, observe behavior once
Control B:	2	Convenient HWS with soap, observe behavior for 6 weeks
Treatment 1:	2	Nudges, but remove paint nudges after 6 weeks
Treatment 2:	2	Nudges, observe for 6 months
Treatment 3:	2	As Treatment 4, but remove nudges after 4-5 months
Number of schools	14	Only one simple observation in 6 of the schools (Control A)

Required observations/surveys

School observations

The purpose of these observations is to see if the children washed both hands and whether soap was used after leaving the latrine. Each observation period consists of one full school day, typically ranging from 7.30 am to 4.30 pm. Observers are allowed to take short breaks during observations during periods when students are in class and return home during lunchtime. Out of 14 primary schools, there are:

- 6 schools observed once
- 2 schools observed for 6 weeks³
- 2 schools observed for 3-4 months
- 4 schools observed for 6 months

³ The observations are not continuous. Rather 5 observation days will be spread over a 6-week period (see Implementation Schedule below)

Student KAP surveys

A brief KAP survey of the children at the start and at the end of the school observations needs to be conducted in order to see whether they also wash their hands after visiting the toilet at home. The survey questionnaire would be filled out by 5th grade students and take no more than 15 minutes to complete. Out of the 14 schools surveyed for the practice of handwashing with soap, there are:

- 14 schools surveyed right after the baseline observation
- 4 schools (of Control B and Treatment 1 groups) surveyed after 6 weeks of observation
- 4 schools (of Treatment 2 and Treatment 3 groups) surveyed after 6 months of observation

The survey questionnaire will be designed by the consultants in cooperation with East Meets West staff. (Some suggested questions are provided in the Attachment.)

		Implementation Schedule										Total Observations	Observations/school	# of Schools	
Treatment Arm	Intervention	Baseline	KAP Survey	Footpath	Paint	2 weeks	6 weeks	KAP Survey 6 w	3-4 months	6 months	KAP Survey 6 m				
Control A:	Inconvenient HWS with soap, observe behavior once	X	S										6	1	6
Control B:	Convenient HWS with soap, observe behavior for 6 weeks	X	S	X	X	X	X	S					2	5	10
Treatment 1:	Nudges, but remove paint nudges after 6 weeks	X	S	X	X	X	X	S	X				2	6	12
Treatment 2:	Nudges, observe for 6 months	X	S	X	X	X	X		X	X	S		2	7	14
Treatment 3:	As Treatment 2, but remove nudges after 4-5 months	X	S	X	X	X	X		X	X	S		2	7	14
Total													14		56

X Observation without NUDGES
X Observation with all NUDGES
X Observation with footpath only (no painted nudges)
S KAP survey

Reporting

At the end of the study, the firm will be required to submit a report in both English and Vietnamese outlining the key points as below:

- Data and corresponding summary from the school observations
- Data and corresponding summary from the student KAP surveys

All raw data in Excel format in both English and Vietnamese needs to be submitted to EMW staff within 2 weeks after each survey or observation round.

Timeline and deliverables

Proposal should include an implementation plan and a preliminary budget. The implementation plan and budget should be based on the assumption that the two target districts are within 50 kilometers from Hoa Binh city.

The observations/surveys is expected to start around **November 15, 2016** and end **around May 12, 2017**. Thus, below are expected timeline and deliverables.

Deliverables	Timeline	Notes
Proposal with implementation plan and budget (in English)	October 17, 2016	
Questionnaire for student surveys and observational checklist	October 20, 2016	
Initial meeting with East Meets West team	October 21, 2016	Expectedly planned for the afternoon
Data set and draft report (in English)	May 26, 2017	
Final report (in English)	June 9, 2017	

Proposal, implementation plan and budget need to be submitted in English by **October 17, 2016** to:

East Meets West Foundation

No.2, Lane 10, Dang Thai Mai street, Tay Ho district, Hanoi

Email: nhung.nguyen2@eastmeetswest.org

Attachment: Suggested Questions for Student Survey (Grade 5)

1. Are you a boy or a girl? Boy.....Girl.....
2. Write down each time you washed your hands with soap yesterday
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.....
.....
3. Do you have a latrine at home? Yes or No
4. Is there a place for you to wash your hands near the latrine at home? Yes or No
5. Is there soap at the handwashing place at home? Yes or No
6. Did you visit the school latrine yesterday? Yes or No
7. If you didn't visit the school latrine, what was the reason?
 - a. No need to go to the school latrine
 - b. The school latrine is dirty and smelly
 - c. I waited until I went home at lunch time
 - d. I waited until I went home at the end of the school day
8. Did you wash your hands after visiting the school latrine? Yes or No
9. Did you use soap when you washed your hands? Yes or No
10. If you did not wash your hands with soap, what was the reason?
 - a. I forgot
 - b. I was in a hurry
 - c. There was no soap
11. Why should you wash your hands?
12. When should you wash your hands?
.....
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