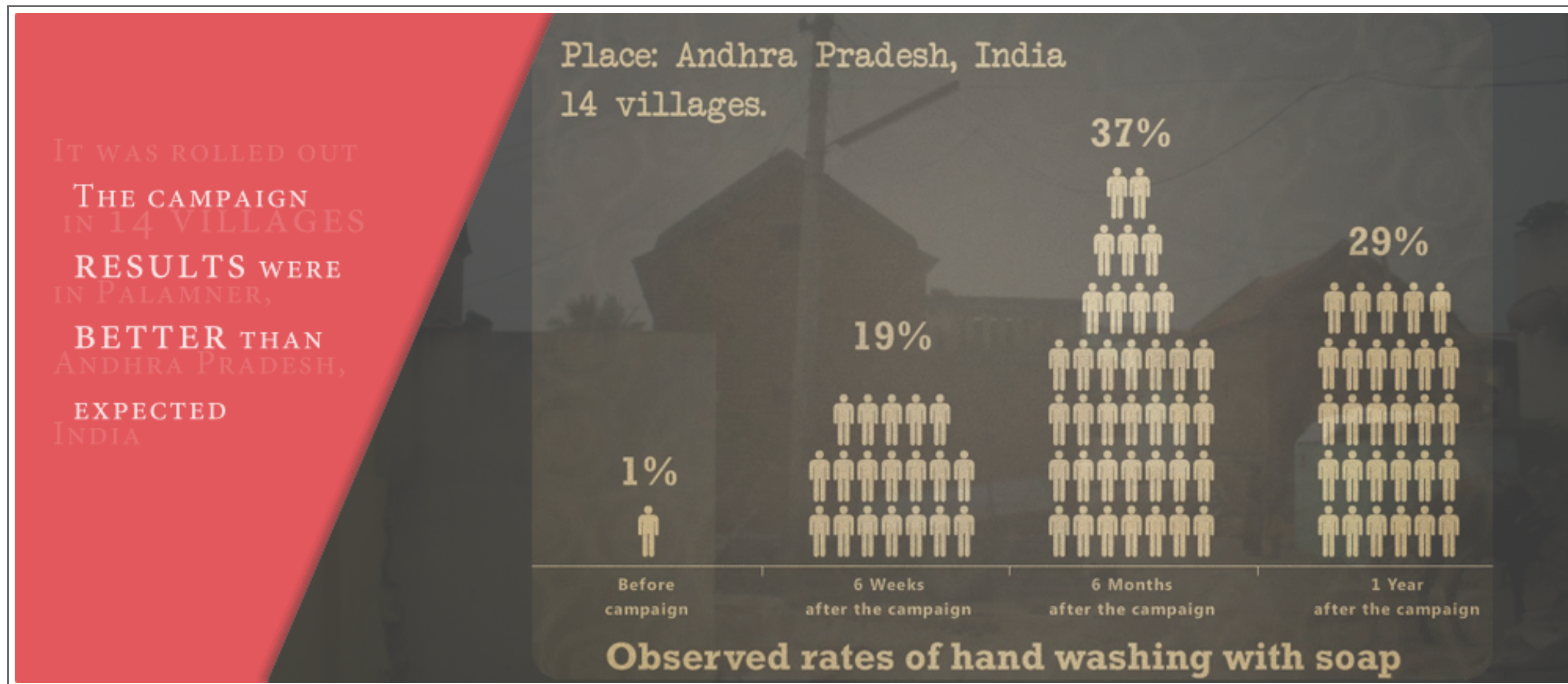


SUPERAMMA CAMPAIGN

FOR CHANGING HAND WASHING BEHAVIOUR

HOME CAMPAIGN TRAINING DOWNLOAD RESEARCH PAPERS



The SuperAmma campaign is the culmination of years of behavioural science research to inculcate the habit of handwashing with soap. We designed a communication campaign based on the Evo-Eco theory of behaviour change. Here we make available the approach and the materials that worked successfully in Southern India to inspire and assist you in your behaviour change campaign.



CAMPAIGN

Know more about how the campaign was designed, implemented and evaluated.

TRAINING

Learn how to implement this campaign in your own backyard.

DOWNLOAD

Tested open source communication materials that you can download and use.

RESEARCH PAPERS

Scientific research papers on Handwashing with Soap.

Based on Evo-Eco behaviour change theory from the Hygiene Centre, LSHTM.

Contact

Campaign Guidance and Evaluation



Campaign Research & Creative Design



Campaign Implementation



On-ground Support – Campaign and Evaluation



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