Components of the Food Hygiene Intervention in Nepal

1. First community event (3hrs)
2. First household visits (3hrs)
3. First group event (3hrs)
4. Second household visits (2hrs)
5. Second group event (3.25hrs)
6. Third household visits (2hrs)
7. Third group event (3hrs)
8. Fourth household visits (2hrs)
9. Fourth group event (2.5hrs)
10. Fifth household visits (1hr)
11. Second community event (4hrs)
12. Sixth household visits (1hr)
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/rewards for HWWS

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 publicly commended = prestige conferred

8. Fourth household visits
- Goal: reduce observer bias in observation of mothers’ food hygiene behaviours.

- Activities:
  - Programme ritual carried out
  - Mothers participated in disgust exercises/games
  - ‘Safe food hygiene zone’ competition announced
  - ‘Clean kitchen’ competition winner announced publicly commended = prestige conferred

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 publicly commended (photo) = prestige conferred
  - Men involved in event/celebration of winners

10. Fifth household visits
- Goal: reinforce food hygiene behaviours; mothers self-evaluate their food hygiene behaviours.

- Activities:
  - Programme ritual carried out
  - Mothers’ work plans reviewed
  - Mothers’ food hygiene behaviours observed
  - Mothers’ performance self-evaluated publicly
  - ‘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 prestige-conferring 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 publicly repledge their commitment to sustainable food hygiene behaviour change
  - ‘Safe food hygiene zones’ declared and billboards 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