Football-based life skills education in primary schools and effects on hygiene behaviour

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FOOTBALL FOR WASH
CATCH THE BALL NOT THE GERM

Football-based life skills education in primary schools and effects on hygiene behaviour

World Coaches

UNICEF

Aqua for All
KEY CHALLENGES & SOLUTIONS SUMMARIZED FOR THE WINS SECTOR

1. **CAPEX <> OPEX Financial sustainability challenge**
   - **Education sector**: O&M of WASH facilities
   - **Water sector**: Investments in Water and Sanitation (CAPEX)
   - F4W developed trainings and cost recovery models that give insight and help resolve financing challenges for Operation & Maintenance

2. **Fragmented governance Aligning and embedding in public institutions**
   - Education
   - Water
   - Sports
   - Finance
   - Health
   - …
   - F4W aligns with governments, NGOs and other stakeholders to embed the approach and stimulate additional investments in sports-based life skills education

3. **Challenge to achieve and measure sustainable hygiene behaviour**
   - Impact driven: Effects on health take time as behaviour change takes time
   - F4W uses the WorldCoaches methodology and a full community approach to enhance local ownership and expand behaviour change

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**FOR THE WINS SECTOR**
**Football for Water 2.0**

**Theory of Change**

“synergy - the working together of two things to produce an effect greater than the sum of their individual effects”

**Impact**

Decreased prevalence of WASH related diseases among school children

**Long term outcome**

Children practice sustainable and good hygiene behavior at school

**Intermediate outcomes**

- Physical WASH facilities including hand washing and soap are in place
- Proper management and operation (O&M) in place for 10 years
- Safe football facilities are available
- Demonstrated stakeholder (government, school, community, other partners) commitment
- Children are organized and connected (peer to peer groups)
- Increased knowledge and awareness on good hygiene behavior
- Increased motivation to practice good hygiene behavior

**Early outcomes**

- WASH facilities are properly designed and sited at schools in line with standards
- Continuous delivery and use of data for insight into functionality and O&M
- Sustainable football infrastructure and equipment is in place
- Enabling policies and/or supporting MoUs with national and regional governments
- WASH football and life skills trainings for children are taking place
- Regular intra and inter school football competitions are organized
- School, Community and Local Governments are committed to behavior change
- Availability of spare parts is assured (local system)
- Pre-existing WASH facilities are rehabilitated
- Cost Recovery Planning (CRP) is in place and operational
- Continuous commitment, ability and willingness to O&M
- Actively organized peer to peer groups are in place
- Role models demonstrate good hygiene behavior (eg football player, parent, teacher, peer)
- Exposure and communication on WASH Behavior
Why do we need sustainable hygiene behaviour?
- The 80% rule
- Health impact

Why use sports or Football?
- Football brings fun, fitness and discipline, which accelerates motivation and memory retention.
- Football helps children to retain new daily habits, like using latrines and washing their hands.
- School children as Game changer – Butterfly effect
• F4Wash schools have significantly better access to improved sanitation and handwashing facilities compared to the control group.

• There is a statistically significant decrease in open defecation in F4WASH schools, compared to the control group.
• Significant increase of girls’ attendance, compared to control schools
• The percentage of schools that eliminated absenteeism due to menstruation increased from 12% to 76% in Ghana
• Absenteeism for girls in general decreased by >50% in Kenya
• Menstrual Hygiene Management: Statistically significant better access, use and understanding of MHM facilities at F4Wash schools.
• Decreased reported vandalism and open defecation
• Access to handwashing and sanitation at home increased significantly.

Access to sanitation facilities: Increased from 8 to 56% (>50% coverage)

Access to handwashing facilities: Increased from 7 to 67% (>50% coverage)

• Greater use of handwashing facilities at home.
• Improved regularity in handwashing with soap among parents and compared to the control group
• Parents are more willing to improve their sanitation facilities at home.

*** Last 3 statistically significant
Children participating in F4WASH are more likely to report learnings on hygiene, health and cleanliness at the endline.

Observed positive behaviour change in pupils was statistically significant for all F4WASH schools on the following indicators:
- Better hygiene
- Increased confidence
- More ambitious
- Better school performance
- Improved health.
Compared to control group:

- Reduction of diarrhoea cases was statistically significant for children participating in F4WASH
- Reduction of cases of cough, cold and influenza in the previous month.
Improved academic performance

Significant increase in the average official testing score from 36.12 to 59.28 in Ghana.

Increase in the average official testing score in Kenya. (not significant)
In summary

• Sports-based life skills education contributes to bridging the gap between hygiene education and behaviour change.

• Football for Wash schools outperform other schools in terms of:
  - Health
  - Hygiene behaviour
  - Community outreach
  - Menstrual Hygiene Management
  - Attendance, motivation and performance

• This leads to improved health and school performance.

To realise actual health impact, increased investment in financial and institutional sustainability, hygiene and Life Skills education and sports is a necessity.