



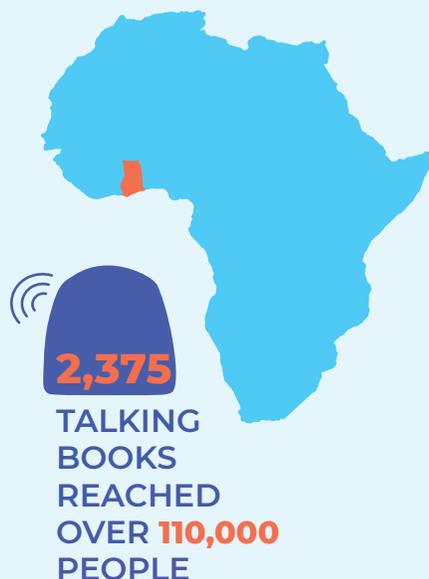
# PROMOTING GOOD HYGIENE PRACTICES IN GHANA'S RURAL REMOTE COMMUNITIES

## UNICEF GHANA'S TALKING BOOK PROGRAM

**DURATION:** 2013–2019

**REGION:** Upper West and Northern regions, Ghana

**LANGUAGES:** Dagaare, Dagbani Lambussie Sissali, Funsu Sissali



## Use of Talking Books as a C4D Strategy

In Ghana, UNICEF used the Amplio Talking Book for its Communication for Development (C4D) program in the Upper West Region. Implemented by Amplio Ghana, UNICEF's Talking Book C4D program promoted key family practices to improve community health, including hygiene and sanitation.

## Gaining Knowledge and New Behaviors for Water, Sanitation, and Hygiene

Many families in rural areas of Ghana suffer from diarrheal diseases, which can be deadly, especially for children.

To promote knowledge and healthy behaviors for water, sanitation, and hygiene (WASH), Talking Book audio content included messaging on handwashing, menstrual hygiene, open defecation, and topics such as how to make soap from ash. Messages were produced in four languages, in the form of songs, dramas, interviews, and endorsements.

Talking Books were distributed to community groups and through a household rotation listening model. People listened to messages at Village Savings and Loan Association meetings, individually, and with their families. The team also used Talking Books to facilitate multi-stakeholder dialogues. Citizens came together to listen, discuss new ideas, and find solutions to local issues and challenges, such as constructing latrines when the ground was too hard or sharing water sources with animals.

“The Talking Book convinced me to construct a tippy tap. We are the first in this community to have a hand washing facility.”

— A UNICEF PROGRAM PARTICIPANT



In Ghana’s Upper West Region, four-year-old Kojo washes his hands at a tippy tap while his mother watches.

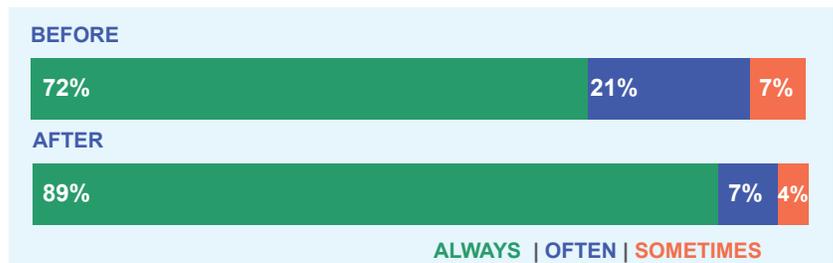
## Talking Book Impact on Hygiene

Amplio Ghana analyzed Talking Book usage data and user feedback to monitor program engagement, gain a deeper understanding of community issues and concerns, and continually update and improve content for greater impact.

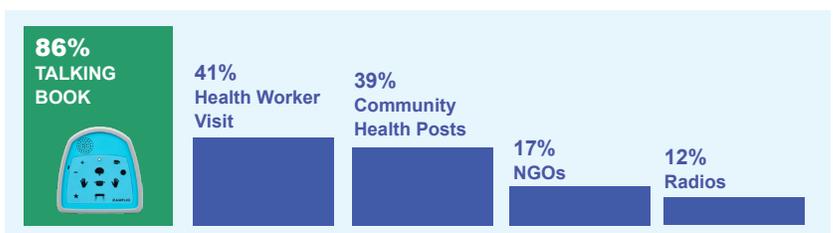
When UNICEF’s Talking Book project ended, participants reported adopting new knowledge and healthy behaviors for hygiene and sanitation, such as increased handwashing, washing hands at key times, and the use of tippy taps and latrines. In the endline survey, significantly more people reported always washing their hands before eating.

Respondents from across all districts cited the Talking Book as an important source of information for all topics covered.

### How often do you wash your hands before eating?



### Where do you receive information on handwashing?



## An Inclusive Digital Solution

Recognized by UNESCO as an inclusive digital solution, the Amplio Talking Book is rugged, battery-powered audio device designed for low-literate adults and youth. Users can select and play messages on demand and record their feedback. A built-in speaker allows families and groups to listen and learn together. Amplio’s global development partners use Talking Books to deliver hours of audio content in rural remote communities.

