
MUM'S MAGIC HANDS TRAINING GUIDE

Training trainers for handwashing promotion in emergencies



INTRODUCTION

The **Mum’s Magic Hands (MMH)** programme is a suite of promotional activities designed to increase the practice of handwashing with soap in emergencies. It was developed by Oxfam in partnership with Unilever’s Lifebuoy soap and Unilever’s Chief Sustainability Office using the most common emotional motivators (nurture and affiliation) found across three Asian countries. See the **MMH field guide for rapid implementation of handwashing promotion in emergencies**.

Key to implementing the MMH programme are community facilitators or volunteers (handwashing ‘champions’). This training guide will help you to train MMH champions using the **MMH Storyboard** and other resources.

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SESSION 1: WELCOME AND INTRODUCTIONS

AIMS

Ensure that participants get to know each other and understand the purpose of the course.

OUTCOMES

By the end of the session participants will be able to:

- Explain the rationale for the course
- Name the other participants



35 minutes

METHODS

- Brainstorming
- Discussion
- Question and answer

RESOURCES

- Handwashing ball
- MMH training PowerPoint

SESSION PLAN

Activity 1 (10 minutes)

Introduce yourself and explain a little bit about the interactive teaching methods that you will use in the course. Show the picture of a person being 'filled up with education and knowledge' (see the **training PowerPoint**) and explain that this is often the way that training sessions are carried out, but that this way often doesn't work very well. This also applies to when the champions are working with the community. People will have knowledge and we need to engage and involve them so that we can understand what they already know and then build on that.

In this course, participants will learn by discussing the current situation with each other guided by the facilitator. In order to discuss freely it is important that everyone gets to know each other and that participants do not feel nervous or scared to give their point of view on a subject.

Note: Emphasize that participants will also be expected to use this participatory learning method in the training of the champions and the champions' training of mothers.

Activity 2 (10 minutes)

Show participants the handwashing ball and briefly explain that one key way to prevent diarrhoea is to wash hands at key times (**you will come back to this later**). Therefore, the handwashing ball will be used to remind participants of this and as an aid to support their training (explain that we can all feel nervous talking in front of a group of people and that holding something like a ball can help people to feel less self-conscious).

Explain that you will throw the ball to one participant and they must then introduce themselves with the name they like to be called. They should then throw the ball to another participant who will introduce themselves and so on until everyone has had a turn. The ball throwing can then be speeded up with the person throwing shouting out the name of the person they are throwing to.

Activity 3 (15 minutes)

Read out the key objectives of the one-day course:

- To enable Mum's Magic Hands (MMH) champions to carry out effective implementation of the Mum's Magic Hands programme with mothers in emergency-affected communities to:
- Ensure that mothers wash their hands with soap consistently on key occasions
 - Ensure that mothers take action to make sure their family members, especially children, wash their hands with soap consistently on key occasions

Emphasize the importance of the role of the Mum's Magic Hands champions in the implementation of the Mum's Magic Hands programme.

Explain that in the same way that knowledge cannot be poured into the MMH champions heads, knowledge cannot be poured into the heads of community members. The MMH champions will need to develop and use much skill in trying to engage mothers in the community to wash their hands with soap. Once again, **discussion** is a key way to ensure better learning and to motivate people more effectively.

Ask the MMH champions which skills do they think are needed to promote discussion. The answers should include:

- LISTENING
- EMPATHY (putting yourself in someone else's shoes)
- ASKING QUESTIONS

They will also need to know some practical facts about the role of handwashing in preventing illnesses. Ask the participants what they know about handwashing already. The answers should include:

- Prevents diarrhoea
- Prevents respiratory illness e.g. pneumonia
- Requires soap and water

FACILITATOR'S NOTES AND KEY LEARNING POINTS

- Participants should be observing the facilitation style of their trainer and applying this in their future work with mothers in the community.
- Keep in mind that MMH champions may have had training from both government and non-government institutions. Therefore, trainers must not undermine their existing levels of knowledge but rather build on it or develop it further.

SESSION 2: MMH CHAMPION JOB DESCRIPTION

AIMS

This session is designed to:

Ensure that MMH champions understand their role in using the Mum's Magic Hands programme approach to promote handwashing with soap among mothers affected by the emergency.

OUTCOMES

- List and explain the purpose and key tasks and responsibilities of the MMH champions as outlined in the terms of reference ([see Appendix 2](#))
- Describe how to network with other MMH champions, Oxfam and partner teams to share experiences and seek support.



25 minutes

METHODS

- Discussion
- Brainstorming
- Question and answers

RESOURCES

- Mum's Magic Hands terms of reference (TOR) for MMH champions
- Mum's Magic Hands toolkit/materials, including observation monitoring and action plan templates (see the [MMH field guide for rapid response](#))
- Code of conduct

SESSION PLAN

Activity 1 (25 minutes)

- Introduction to session with aims and outcomes
- Refer to the Mum's Magic Hands programme task description or TOR
- Monitoring tools

Discuss issues relating to the terms and conditions of being a Mum's Magic Hands 'champion':

- Numbers of hours worked (e.g. 2–3 hours per day, but this needs to be agreed with the volunteers; 5 days a week or less depending on what is doable). Use your agreement to finalize the work plan for your target population.
- Remuneration (e.g. incentives per day worked)
- Training and support provided
- Tools to do the job (visual aids, other promotion materials, champion resources)
- Monitoring, reporting and providing information (e.g. meeting weekly/biweekly with Mum's Magic Hands team, collation of data and action plans during sessions, follow up of action plans, etc.)
- Code of conduct

SESSION 3: SKILLS FOR MMH CHAMPIONS (ADULT LEARNING)

AIMS

This session is designed to:

- Develop champion communication and promotion skills.

OUTCOMES

By the end of the session participants will be able to:

- Describe how adults learn best
- Support each other when carrying out Mum's Magic Hands programme activities
- List some of the factors that can motivate behaviour change



45 minutes

METHODS

- Discussion
- Group work

RESOURCES

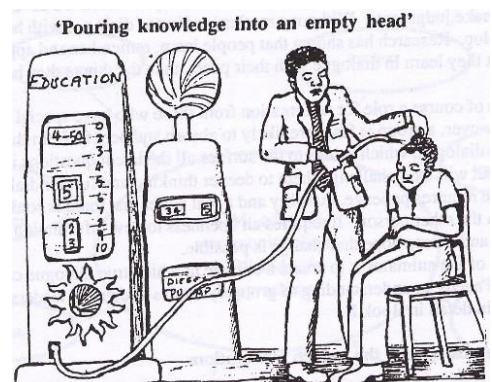
- Mum's Magic Hands Storyboard
- Flip chart paper and pens
- MMH training presentation

SESSION PLAN

Activity 1 (15 minutes)

Briefly introduce the aim of the session. Explain that adults learn differently from children and that if they want to be successful in working with adults, they cannot use the style of training that is often used in schools. Refer back to the picture of feeding people with information.

Then ask participants to brainstorm on other skills required for MMH champions, discuss them along with what their code of conduct should be.



Activity 2 (30 minutes)

Explain to the group that learning new ideas and having more information is one thing, but what about using that information and changing practices or behaviour? What is the best way to do this? What might motivate people to change their behaviour? Ask them to discuss in pairs or groups what they think might motivate mothers to wash their hands.

Possible answers might include:

- Wish to live in an attractive and clean atmosphere
- Save money by spending less on medicine (economic)
- Feel respect from people (status, affiliation)
- Respect from the gods (purity)
- Comfort
- Pleasant aroma (smell)
- Emotional experience (fear of getting sick, aversion to smell (disgust) or infection etc.)
- Desire to be beautiful and be liked by men (attraction)
- Fitting in with others (affiliation)
- Desire to have healthy, nice looking children who live to adulthood and are successful (nurture)
- Harmony in the family
- Prosperity
- Dignity and self-respect



Ask for feedback and give examples of any incentives they do not mention. Explain that people will have different perspectives and different reasons that might motivate them. Discuss results of MMH research on what motivates mothers to wash their hands with soap – explain the strongest motivators in Nepal (purity, nurture, affiliation) as well as those that were crosscutting (nurture, affiliation) across other contexts. Briefly introduce the concept of ‘Mum’s Magic Hands’. (See the [training PowerPoint presentation](#) on Mum’s Magic Hands)

FACILITATOR’S NOTES AND KEY LEARNING POINTS

- Filling people up with information is not a useful way to ensure that they learn and act on what they have learned.
- Adults learn in a different way from children and will feel patronised if they are treated as children.
- People will be motivated to change their behaviour by many things other than the fear of disease, so using this as a rationale for change is not always effective.
- Emotional motivators may be more effective to compel people to change their behaviour.

SESSION 4: MUM'S MAGIC HANDS STORYBOARD AND MATERIALS

AIMS

This session is designed to:

- Share the introductory video: <https://www.youtube.com/watch?v=ZBNqvHLfs6s>
- Provide a detailed overview of Mum's Magic Hands activities and assets as narrated in the **script for champions**.
- Allow MMH champions to practice the exercises.

OUTCOMES

By the end of the session participants will be able to:

- Understand and implement Mum's Magic Hands activities



1 hour 30 minutes

METHODS

- Discussion
- Role play

RESOURCES:

- **Mum's Magic Hands Storyboard**
- Mum's Magic Hands video <https://www.youtube.com/watch?v=ZBNqvHLfs6s>
- **Script for champions**
- Flip chart paper and markers
- MMH stickers
- Handwashing facility (soap and water)
- Notebooks, pens
- Coloured powder
- Snacks

SESSION PLAN

Activity 1 (90 minutes)

Show the Mum's Magic Hands video as an introduction to MMH concept. Then using the implementation script for champions, take the participants through the sessions as if they were the target group. Explain each activity, the purpose of the activity, and the materials or assets required. Once they have completed all the activities, switch roles and ask them to facilitate in small groups of 3–5. Ensure they have all the materials they need. Each group should have one copy of all the materials (Mum's Magic Hands Storyboard, stickers x 4 and implementation script for champions, soap). Make sure to monitor the individual group sessions to ensure the material is understood and presented accurately.

FACILITATOR'S NOTES/KEY LEARNING POINTS

- The MMH champions should keep practicing until they understand each of the activities and are able to explain them accurately.
- Following up **action plans** is critical to continuity and allows for maximum participation.
- Champions will be motivated to implement the project if they are excited about it. Make the sessions as participatory and interesting/exciting as you can. Conduct the sessions with **enthusiasm!**

SESSION 5: COMMUNITY/GROUP MEETINGS (OPTIONAL¹)

AIMS:

This session is designed to:

Ensure that the participants feel confident to hold community meetings.

OUTCOMES:

By the end of the session participants will be able to:

- Explain the importance of using group sessions for hygiene promotion
- Demonstrate how to effectively facilitate a community/group session



60 minutes

METHODS:

- Brainstorming
- Group work
- Discussion
- Demonstration

SESSION PLAN

Activity 1 (10 minutes)

Introduction to the aims and outcomes of the session.

- Ask who has attended or organized group sessions and what the positive and negative aspects of a group session are.
- Is there a place that people meet normally that could be used as a forum for the Mum's Magic Hands programme activities? For example: someone's shelter/house, a community centre, at a water point, etc.

N.B. It is very important to get the participants to suggest meeting places that are relevant to their specific situation.

¹ Implemented in situations where it is necessary to recruit volunteers from the community with little or no previous experience

Activity 2 (10 minutes)

Ask the group how they would go about organizing a group session e.g. a meeting with a group of mothers in their community.

Below are some of the things they may need to think about:

- Mobilizing the target group to come to the meeting on a specific date and time
- Positioning of themselves in relation to the group they are addressing
- Introducing themselves and the objectives of the meeting
- Addressing the group clearly and showing pictures where possible
- The use of role plays and energizers to liven up the presentation
- Distribution of materials to provide additional information/serve as reminders



Activity 3 (30 minutes)

Divide the participants into 3 groups and ask each group to imagine that they are carrying out a group meeting for Mum's Magic Hands and to devise a role play based on one of the activities in the implementation script for champions. Give the groups time to prepare and then present their role play. Two of the champions will lead the meeting and the others will be community members. The rest of the participants and trainers will also form part of the community and they can intervene and add to the discussion if they want to.

After each role play, ask the participants to give their opinions and suggestions for possible improvements in the approach used.

FACILITATOR'S NOTES/KEY LEARNING POINTS

Community meetings can provide:

- The opportunity for people to share information about handwashing and to problem-share
- An effective way of gathering a lot of people together in a short time
- A targeted meeting can bring people together who may not necessarily have the confidence to speak at large meetings e.g. vulnerable groups.
- A way to motivate people to become involved in the programme.

The pitfalls of community meetings can be:

- Meetings can be too long and move away from the subject
- It is important that all participants are involved
- Follow clear steps for holding meetings including:
 - ✓ Establishing the clear purpose of the meeting
 - ✓ Review of the previous meeting and action plans
 - ✓ Decide the steps in the meeting and the reporting after the meeting
 - ✓ Decide on the venue and notify participant
 - ✓ Facilitator should be respectful, good listener and communicator.

APPENDIX 1: MUM'S MAGIC HANDS RAPID RESPONSE TRAINING OF TRAINERS SAMPLE AGENDA

Date:

Location:

Facilitator:

Participants:

RESOURCES AND MATERIALS

Mum's Magic Hands Storyboard sample

Mum's Magic Hands field guide for implementation

Mums Magic Hands training guide for trainers and script for champions

Coloured powder/perfumed powder

Handwashing station with water

Soap

Flip chart paper, Sticky notes

Coloured markers, tape

WORKSHOP OBJECTIVES

1. Review all materials and activities
2. Review and refine MMH champion job description/roles and responsibilities
3. Review and master MMH champion training manual and methodology
4. Review and master MMH champion scripts
5. Develop MMH champion reporting framework and follow up
6. Review programme monitoring tools and reporting

Session 1 (35 minutes)

Welcome and introductions

Icebreakers/energizer

Housekeeping (setting ground rules, parking lot, etc.)

Review objectives and workshop participatory learning approach

Session 2 (25 minutes)

MMH champion job description and roles and responsibilities (discuss and refine in line with on-the-ground reality)

Session 3 (45 minutes)

Skills for MMH champions (adult learning)

Code of conduct

Session 4 (1.5 hours)

MMH Storyboard and materials

LUNCH (45 minutes)

Session 5 (1 hour)

Community/group meetings (optional)

APPENDIX 2: TERMS OF REFERENCE FOR MUM'S MAGIC HANDS CHAMPIONS

Job title: Mum's Magic Hands (MMH) champion
Reports to: Public Health Promotion Project Officer/Assistant

Purpose

As part of the WASH intervention, to safeguard and improve the public health of the affected population by:

- Promoting handwashing with soap among mothers on key occasions
- Ensuring mothers promote handwashing with soap within the household, particularly among children

Key tasks and responsibilities

Information management

- Gather and document data during handwashing assessment, monitoring exercise and feedback findings to project team
- Ensure action plans are documented during each promotion session and followed up
- Record data on participants during each session and feedback to programme team
- Maintain record of soap distributed to beneficiaries
- Liaise with community leaders and other sectors and agencies working locally

Implementation

- Organize weekly/biweekly group sessions ensuring that all mothers in MMH champion's geographical target area are reached
- Implement Mum's Magic Hands programme for 6 weeks as per the champion implementation guide
- Act as the link between the programme team and emergency-affected mothers from the community

Resource management

- Use programme resources effectively and with care

Programme approach

- Carry out Mum's Magic Hands activities in line with relevant standards, codes of conduct, and humanitarian principles
- Encourage the participation of community members throughout the programme
- Act in a way that is sensitive to gender, protection, HIV, the environment, and other important cross-cutting concerns

Person specification

1. Some prior knowledge of health, hygiene, teaching, or community development
2. Strong communication skills
3. Good listening skills
4. Sensitivity to the needs and priorities of different sectors of the community
5. Trust and wide acceptance by the community
6. Diplomacy, tact, and negotiating skills
7. Literacy, numeracy, and record keeping skills are desirable but may not be essential (especially where the majority of target population are illiterate)
8. Speak the same language and live in the same cluster as target group is desirable but not essential

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This guide was written by Foyeke Tolani and Sonya Sagan. Parts of the guide were adapted from Global WASH Cluster (2009). WASH Hygiene Promotion in Emergencies Training for Community Mobilisers.

For further information on the issues raised in this paper please email handwashing@oxfam.org

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