



HANDWASHING RESULTS

TALKING BOOK EVALUATION

AMPLIO WITH UNICEF

Families 50% more likely to wash hands with soap when using Talking Books

CONTEXT

Amplio's Talking Book provides the hardest-to-reach rural families with locally relevant, on-demand health information to improve their standard of living and quality of life. At the heart of our program is the Talking Book, an innovative, low-cost audio computer designed for the learning needs of populations without basic infrastructure and minimal literacy skills. In 2013, Amplio partnered with UNICEF and ARM* to use the Talking Books to reach 44,000 people in 49 communities in Ghana's Jirapa District of the Upper West Region.



HEALTH ISSUES ADDRESSED

- 1) handwashing with soap;
- 2) exclusive breastfeeding for the first six months of a child's life;
- 3) proper diagnosis of diarrhea and use of oral rehydration therapy;
- 4) delivery with a skilled birth attendant;
- 5) proper use of insecticide treated bed nets;
- 6) birth registration;
- 7) routine vaccinations;
- 8) ending early childhood marriage; and
- 9) Kindergarten enrollment.



*World's leading design of semiconductor IP with technology powering 80% of all mobile computing devices.

ASSESSMENT

We believe it is critical to measure and assess the results of our work. After one year of providing 80 messages on these health issues, a survey co-designed with UNICEF was conducted with 1,000 randomly selected participants in 12 communities that used the Talking Book, and 12 communities that did not, also randomly selected. Together with the Talking Book usage logs, we were able to answer the following questions for each of our health-related programming:

- * Are people listening to these health messages?
- * Have they learned the key health information intended by the messages?
- * Have they changed their health behaviors as a result of these messages?

One of the key sets of Talking Book messaging focuses on handwashing to prevent disease. The following table highlights the Questions, Indicators, Results, and Percentage of Change (“Switch”) resulting from the program.

HANDWASHING KEY RESULTS

Goals	Indicators	Results	Switch %
Increase availability, access to information	# of times message played from start to completion: # of messages provided	16,647 messages played from start to completion: 6 unique messages	N/A
	# of minutes played: # of minutes provided	130,920 minutes played: 58 minutes provided	
	Completions per household	Messages on HW were played, on average, 13 times per household	
	Minutes played per household	Households listened to, on average, 109 minutes of messaging on HW	
Increase knowledge, change attitudes	% of people who identify critical hand washing times	61% of TB users identified “after defecation” as a critical moment for hand washing versus 51% of non users.	19%
Adoption of practices, Frequency of practices	% of respondents who wash their hands with soap at critical times	Before preparing food: 75% of users vs. 49% of non users**	52%
		Before eating: 64% of users vs. 44% of non users**	36%
		After defecating: 68% of users vs. 46% of non users**	42%
		After cleaning the child: 81% of users vs. 58% of non users**	55%
		Children washed before eating: 59% of users vs. 36% of non users**	37%
		Before feeding the child: 61% of users vs. 37% of non users**	38%

**Denotes statistical significance at $p < 0.5$ level

While all respondents reported practicing hand washing at critical moments at high rates, people who used the Talking Book mentioned using soap significantly more often than those who did not at each of the six critical moments.



www.amplio-network.org
info@amplio-network.org