



An innovation project that looks at improving hygiene promotion in emergencies through better understanding of behavioural change principles
version 1.0 2018/01/06

Terms of Reference: **Project Researcher on Gamification Principles for Hygiene Promotion**

Background

NRC's humanitarian WASH programmes are focused on assisting displaced people and host communities with safe water and sanitation, and support for maintaining good hygiene practices. While Hygiene Promotion activities are considered integral to NRC WASH responses, their effectiveness in changing or sustaining healthy hygiene practices varies considerably. The limited effectiveness is due in part to an over reliance on old hygiene promotion methodologies first developed in rural Africa in the 1970s. Not only do these standard techniques poorly resonate with the changing nature of current refugee responses, but they also fail to reflect current understanding of behavioral economics and psychology.

To address these gaps and contribute to improved effectiveness of hygiene promotion programming in emergencies, NRC is launching a **Re-Thinking Hygiene Promotion** project. With funding support from Innovation Norway, this project has four main components:

- A. Research, exploratory workshops and webinars on integrating behavioural change theory and psychology into humanitarian - based hygiene promotion practices;
- B. Development of a website for project documentation; links to resources; blogs and training materials on hygiene promotion in humanitarian responses.
- C. Development of e-Learning modules on behavioural change theory and hygiene promotion;
- D. Desktop research into women's access to information technologies and the effectiveness of digital health message directed towards displaced people.

This document is intended to outline the responsibility and tasks for a project researcher to contribute to the first two components noted above.

Research on the potential use of Gamification Principles / Techniques in Hygiene Promotion

Gamification has been defined as "the application of game design elements...to non-game contexts...to improve user engagement... and usefulness of systems".¹ Until recently, the most common use of gamification principle is in the development of smart phone apps or social media sites that encourage repeated usage (i.e; *Pokemon Go* or *Facebook* likes). Increasingly, gamification is being used to promote positive health behaviours,² and in on-line training of humanitarian staff.³

The four (4) key research questions the project researcher will address are:

1. Where has gamification been used to promote positive health outcomes in humanitarian and non-humanitarian settings?
2. What are the key principles of successful gamification?
3. Who are the leading practitioners and /or researchers in gamification?
4. How can gamification techniques be applied to hygiene promotion in humanitarian responses?

¹ <https://en.wikipedia.org/wiki/Gamification>

² <https://www.igi-global.com/book/handbook-research-holistic-perspectives-gamification/134800>

³ http://www.humanitarianleadershipacademy.org/new-course-gamification-humanitarian-sector/Terms_of_Reference_Project_Researcher_Rethinking_Hygiene_Promotion_Project_Jan_2018_v.1.0

Outputs

The expected outputs of this research project are:

1. A 6 – 8 page synthesis report of research findings, with 3 or 4 annexes that address the key research questions (maximum number of pages including annex: 12);
2. Presentation of key findings in a public webinar on “Gamification as a Behavioural Change Techniques in Hygiene Promotion”;
3. Development of a 2 – 3 hour “Introduction to Gamification for Hygiene Promotion” training module with facilitators notes, participant handouts, and power point presentations;
4. Uploading of relevant documents to project website.

Time Frame

A total of 20 days is budgeted for this work, with main deliverables expected to be completed by 08 March 2018.

Contact Information

Interested consultants are expected to submit their CV, representative sample (s) of their portfolio, and daily rate **no later than 12 February 2018** to:

Richard Bauer

Global WASH Adviser / NRC

Project Manager / Rethinking Hygiene Promotion Project richard.bauer@nrc.no

Tel: UK +44 07908 050 281 NO +47 414 82 508