

A gentle push towards improved hygiene and food safety through 'nudge' interventions

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Problem: Cross-contamination between raw and cooked ingredients



Solution:

Five keys to safer food

How to get meat handlers to adopt the 5 keys?

1 Explore

Reviews
Expert consultations
Contextual research
In-depth interviews (n=119)
Behavioral analysis

Used?
Effective?
Desired?
Viable?

2 Experiment

Co-creation & testing of 42 prototypes at pork joints

Wash hands regularly	Liquid soap belt, Hand sanitizer at entrance, Path stickers, Pimp my wash
Use clean cloth	Printed cloth with reminders, Cloth spinner, Clean/dirty buckets, Most cloths competition
Clean regularly	Bacteria alarm, Secret inspection, Chore wheel, Cleaning belt, Water at hand
Keep the back of house clean	Cleanest PJ competition, Feedback card, Open kitchen invitation, Claim call invite
Separate utensils for raw and cooked ingredients	Marking utensils, Double up chopping boards, Cooking & cleaning instructions, Utensil sleeve, 3 bucket wash
Store raw and cooked ingredients separately	Colored containers, Labels, Fridge organizer
Cook meat thoroughly	Timer, Color range, Meat thermometer, Cooking rating card, Pass the baton

3 Pilot

Group 1 (n=16):
2 Comprehensive kits
Group 2 (n=16):
2 tools selected from each kit
Group 3 (n=16): control



Nudge kit 1: Keep clean

Nudge kit 2: Tricolor kitchen



4 Evaluation

↓ Coliforms raw pork with training only
↓ Coliforms equipment for pork with training + all equipment
↓ Coliforms equipment for vegetables with training + all equipment
No reduction coliforms on hands, vegetables or kitchen towels.
↑ Coliforms in vegetables and towels with training + incomplete set of equipment

5 Conclusion

Nudges can help re-enforcing training messages but must be contextualized and used as intended

PERSONA: Helen, 29 years

Education: Some secondary
Priorities: health, hygiene, education, rent
Info channels: TV and radio
Likes about work: paid on time, well treated, social environment
Dislikes about work: long hours, cuts



"I want to increase my earnings and open my own pork joint one day!"
- Andrew, Pork Joint Worker

"I learn on the job. It is not complex, no need for so many books."
- Ronald, Pork Joint Worker

"Hygiene behaviors are obvious. I was not taught."
- PJ Worker

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This project was funded by the Federal Ministry for Economic Cooperation and Development (BMZ), Germany.

ILRI thanks all donors and organizations which globally support its work through their contributions to the CGIAR Trust Fund.



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