ILLUMINATED HAND SOAP TO INCREASE HANDWASHING BEHAVIOUR AMONG OFFICE WORKERS



Only **0.5%** of customers used soap while washing hands **for 10 seconds**

Background

Practicing good hand hygiene is one of the most effective ways to prevent illness. A study conducted among staff at a local university in Malaysia revealed that only 31.8% complied with proper handwashing practices. To assess soap usage during handwashing, we conducted an observational study at a cafeteria. Our initial findings showed that only 0.5% of customers used soap while washing their hands, and the duration of handwashing was typically less than 10 seconds.

The only glow up you need

Warning!! May cause excessive hand washing

Not your average dispenser - experience the glow of cleanliness

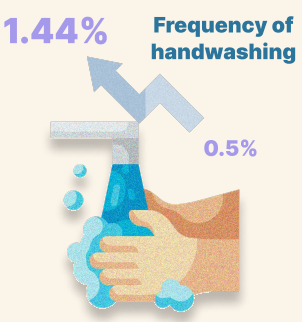
Intervention 1
Three positive framing's messages

Intervention 2

An LED light that displayed colour was installed in the soap dispenser to serve as a visual cue, drawing attention to the dispenser. The soap dispenser was placed at the sink, adjacent to the text messages.

RESULTS

A two-hour observation was conducted to monitor the frequency of handwashing using the soap dispenser. By the end of the observation period, a total of 23 customers had used the soap dispenser, an increased from 0.5% to 1.44%. Additionally, several individuals were observed touching or lifting the dispenser out of curiosity.



CONCLUSION

Choice architecture using visual cues and engaging features significantly improved both soap usage and handwashing duration, demonstrating that simple environmental changes can promote better hygiene practices.

A project by the Postgraduate Students in Health Behaviour Change Communication Course and the Behavioural Insights Unit, Institute for Health Behavioural Research (IHBR)