

The 'In Safe Hands' Programme with Dettol (Reckitt Benckiser)

The Challenge

Dettol's antiseptic liquid is the gold standard of surface disinfection, yet product and category penetration worldwide is not unilateral. Dettol, wishing to improve product and category penetration amongst core LMIC market's as well as establish a new and improved partnership model, tasked Humanity with identifying a geography and relevant policy domain where effective change could be driven while setting the brand up for future success.

The Solution

We began with a detailed policy landscape analysis. This revealed several key insights such as a paucity of actionable data, a hidden HCP voice in advocating for improved hygiene and an unmet need with the maternal newborn hygiene space. These insights led to a view that nurses were an untapped lever – ideally placed to educate and empower new mothers with a view to driving positive behaviour change that could eventually have an impact on maternal and newborn mortality and morbidity.

Unlocking a new category of 'protector' while engaging nursing associations in a common goal became the foundation of the 'In Safe Hands' programme. South Africa was quickly identified as a market of interest given its challenges with maternal and newborn mortality and morbidity.

The 'In Safe Hands' programme focuses on guidance that details six key moments where new mothers can improve household hygiene behaviours to protect themselves and their babies. The guidance is currently being leveraged as part of a pilot programme in the Gauteng region of South Africa. The programme has formed the basis of a soon to be formalized partnership with the South African Department of the Health.

**12**

Markets mapped across LMICs

2m

Dettol's landmark commitment to reaching nurses worldwide

10

Partnerships explored with numerous stakeholder inputs across the programme

1

Key landmark partnership developed and nurtured with a key policy stakeholder in South Africa



Key Drivers of Hygiene Policy Globally



Across each market in this [analysis](#) we have identified the key policy domains driving dialogue and engagement within the focus area of hygiene. Subsequently, these policy domains have been [categorised](#) into green (very relevant to Dettol and easily actionable), amber (relevant to Dettol but complex to action) and red (relevant to the broader area of hygiene but not easily actionable for Dettol).

Globally, the hygiene conversation is predominantly led by 7 key policy domains. Through work and engagement in these domains, stakeholders across the hygiene landscape are driving improvements and ensuring that there is a growing focus on the link between hygiene and overall health.

Childhood Hygiene

Many children around the world live in conditions that make it difficult to maintain good hygiene, with variance in the hygiene of their environment including homes, schools, health centers and shared spaces.

Maternal Health

Maternal mortality and morbidity is still unacceptably high (particularly in LMICs) – with a key driver of this being hygiene practices. Infection after childbirth can be eliminated if good hygiene is practiced and, if early signs of infection are recognised and treated.

Clinical Hygiene

Health service hygiene standards range greatly across the globe, with an estimated 12 countries lacking adequate hand hygiene facilities at points of care within the majority of [their](#) health care services.

Gender Equality

A lack of access to water, sanitation and hygiene affects women and girls disproportionately across the world, due both to biological and cultural factors in areas such as: maternal and newborn health, education, and woman rights.

Health Equity

1.7 billion people worldwide are lacking basic hygiene and sanitation services. This population is disproportionately concentrated in lower middle-income countries, two thirds of which is in rural areas such as sub-Saharan Africa.

Access to Clean Water

There is a significant disparity in access to clean water worldwide - 2.3 billion globally lack a facility with water and soap available to wash their hands at home, of which 670 million who have no handwashing facility at all.

Occupational Health

Inadequate occupational hygiene has seen to increase rates of communicable disease worldwide, including rates of infectious disease, skin or breathing problems, and cancers.



I had the privilege of working with Mita and her exceptional team on the In Safe Hands program, a maternal hygiene education campaign designed for nurses. From the outset, she demonstrated a remarkable ability to lead her team in developing a well-crafted strategy that catered specifically to the unique needs of this program.

The team went above and beyond in creating comprehensive assets and an implementation guide that ensured a smooth and successful rollout. The pilot program recently launched with resounding success, a direct reflection of their expertise, vision, and commitment to excellence.

What truly stood out was their flexibility and pragmatism. Throughout the process, they were incredibly adaptable to changes, always ensuring that the evolving needs of the project were met with effective solutions.

Their ability to balance creativity with real-world practicality was key to the campaign's success. I highly recommend Mita and the team for any future projects – their professionalism, strategic thinking, and collaborative approach make them a valuable asset to any initiative.

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