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Behavior Change and the Water Strategy

Changing Attitudes, Habits and Approaches



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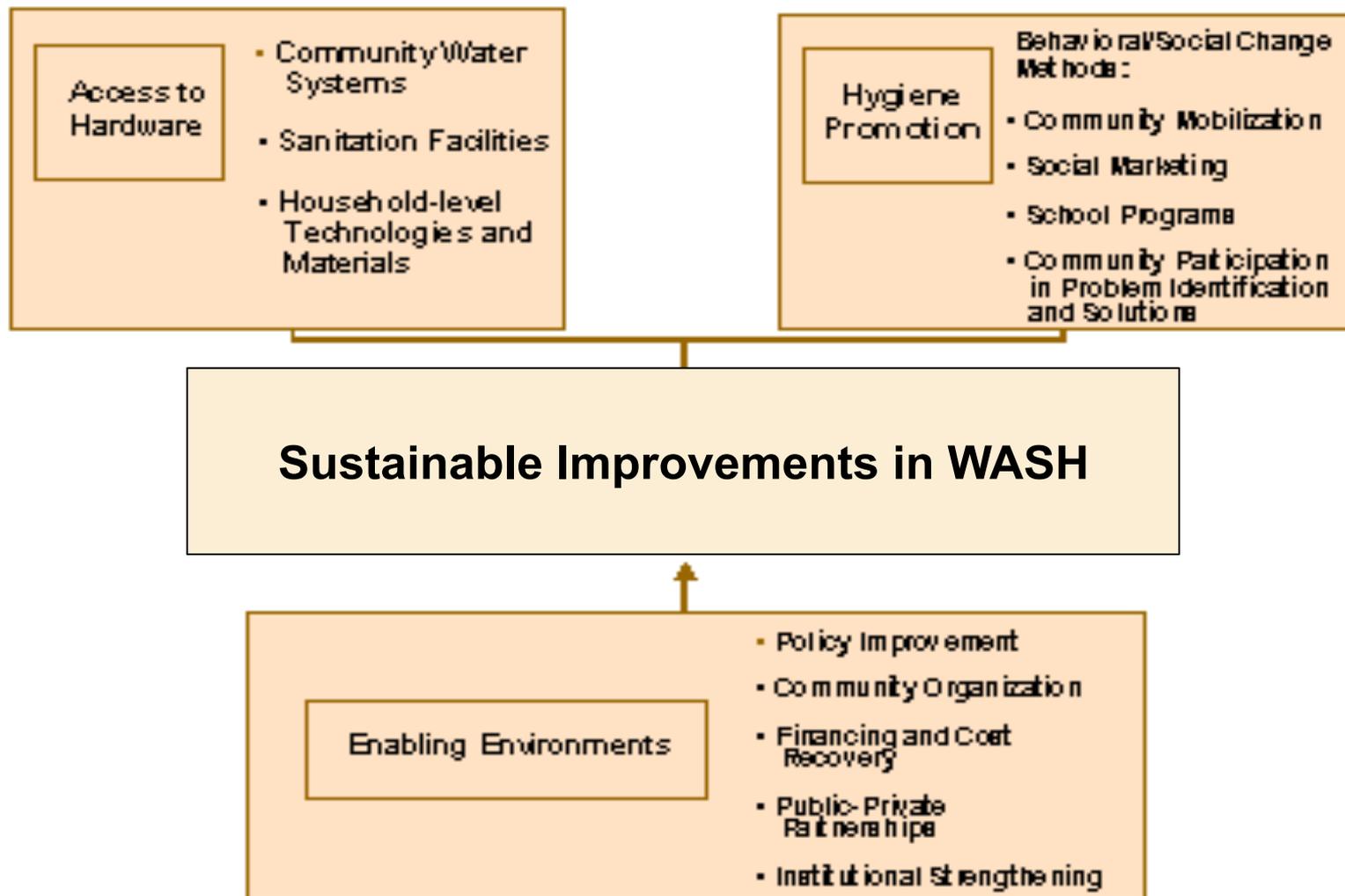
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BC and the Water Strategy: Strategic Principles



Strategic Principle 1: BC is more than sanitation & hygiene promotion

WASH Improvement Framework



Strategic Principle 2: BC is more than messages



Comprehensive BC strategy to promote:

Mothers of small children should wash hands with soap before preparing food, and air dry hands

Communication Activities	Training Activities	Mobilization Activities	Infrastructure Activities	Product Activities	Policy Activities	Financing Schemes
<p>Demos</p> <p>Flipcharts</p> <p>Experience of “healthy families”</p> <p>Manuals</p> <p>Complete education kit</p> <p>Educational games</p> <p>Theatre, songs</p> <p>Sports star</p>	<p>Train agents: Proper hand washing</p> <p>Basic water issues</p> <p>How to conduct community meetings</p> <p>Train community members: Pump repair</p> <p>Soap making</p> <p>Proper hand washing</p>	<p>Contest for “clean family”</p> <p>Support associations</p> <p>Creation of water committees</p> <p>Community participation in decision making</p> <p>Engage women AND men</p>	<p>Provision of adequate safe water sources</p> <p>Provision of hand washing taps</p> <p>Availability of soap</p>	<p>Soap</p> <p>Basins</p> <p>Soap making kits</p>	<p>Advocacy on hand washing</p> <p>Inclusion of govt. health agents</p> <p>Include in curricula at all levels</p>	<p>Voucher system</p> <p>Water committee collection for hand washing stations</p> <p>Small grants</p>

Strategic Principle 3: Enabling products are essential for BC uptake



Strategic Principle 4: Building capacity in BC for WASH is essential



Strategic Principle 5: Gender matters!



“Village WASH Committee”

Strategic Principle 6: Include sustainability strategy in all BC programs



Strategic Principle 7: You get what you evaluate in BC programs



Strategic Principle 8: Integrate WASH in food security/nutrition programs



Handwashing



Food preparation



Feeding

- Promotion of handwashing stations
- Counseling & demo of complementary feeding

BC and the Water Strategy: Full Steam Ahead



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