



Supportive Environments for Healthy Communities

# Effective Behavior Change in WASH: Lessons from the Field

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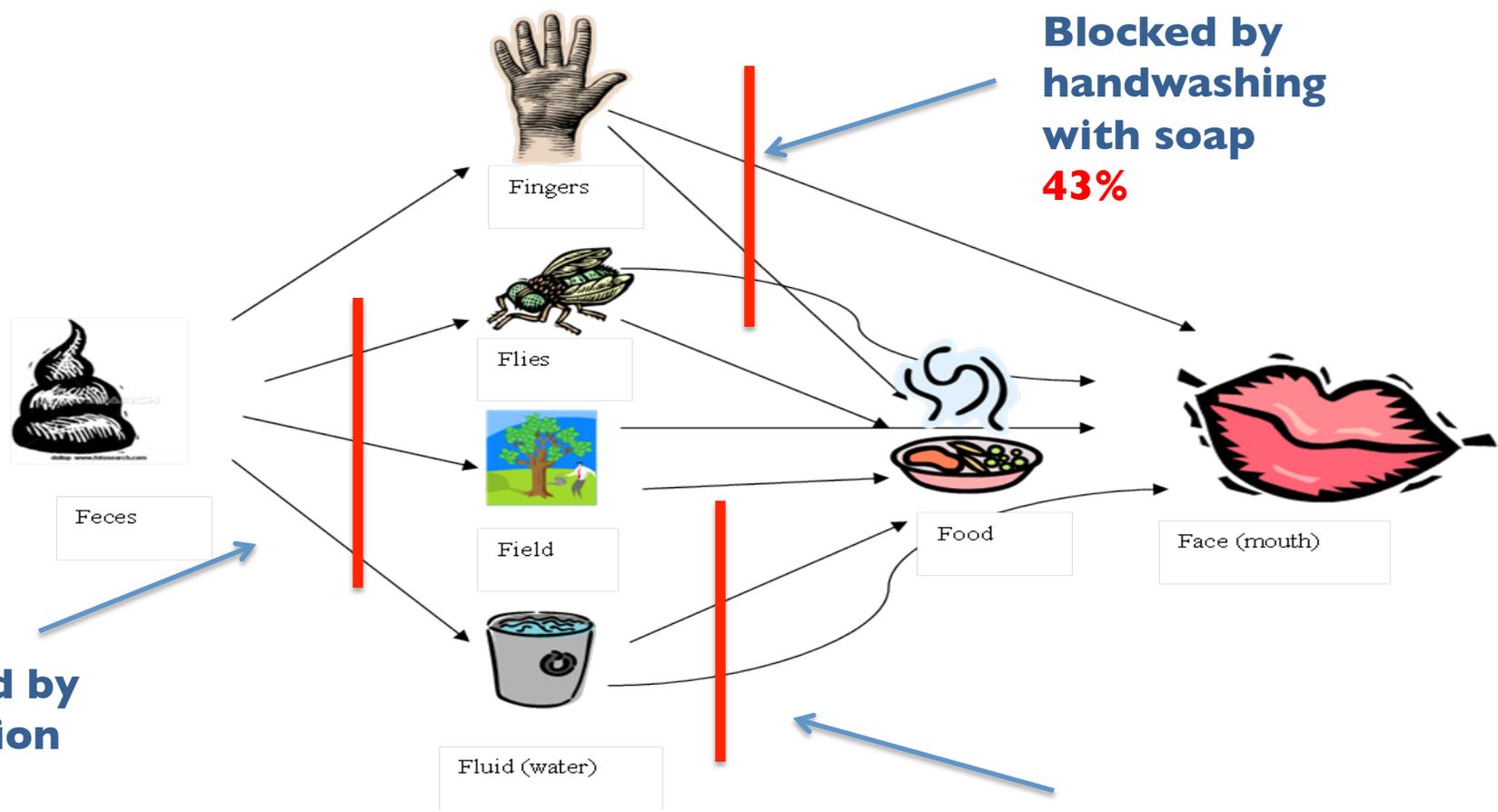
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## Key Elements of Effective Behavior Change

- Supply and demand
- Segmentation
- Multiple approaches (social mobilization, household negotiation, habit formation, marketing strategies)

# Importance of Behavioral Dimension

## F Diagram for Diarrheal Disease Transmission



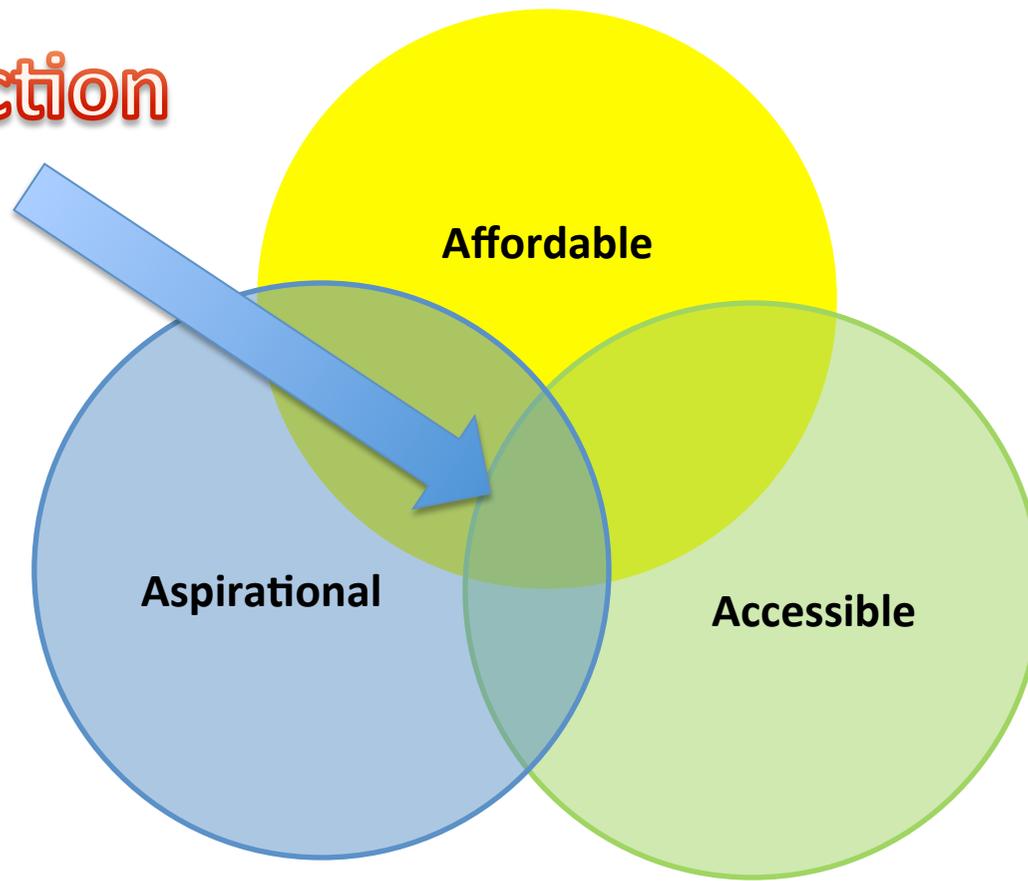
**Blocked by sanitation**  
**36%**

**Blocked by handwashing with soap**  
**43%**

**Blocked by water treatment** **17%**

## Principles Guiding BC Strategies That Respond to the Needs and Wants of Clients

**Intersection**



## Improving Sanitation in Cambodia: Example of Effective Supply and Demand (International Development Enterprises)

Topics	Parameters
<b>Supply:</b> <b>Characteristics of aspirational toilets</b>	<b>Washable (water purifies)</b> <b>No bad odors (water seal)</b> <b>Offset pit</b> <b>Ceramic slab</b> <b>Concrete superstructure</b> <b>Tile walls</b>
<b>Demand:</b> <b>Motivation behind latrine ownership</b>	<b>Dignity</b> <b>Pride</b> <b>Modernity</b> <b>Convenience</b> <b>Safety</b> <b>Usable by visitors and relatives</b> <b>Health preservation</b>

## Accomplishments of Easy Latrine Program in Cambodia

Result Categories	Parameters
Sales and coverage	<ul style="list-style-type: none"> <li>• 17,424 latrines sold</li> <li>• 60% are Easy Latrines</li> <li>• 8% coverage increase in 16 months</li> <li>• Poorer households are consumers</li> </ul>
Revenue	29 businesses with average annual income increase of 259%



## Significant Statistical Differences in Perceptions of Latrine Owners and Open Defecators in Amhara, Ethiopia (Hygiene Improvement Project)

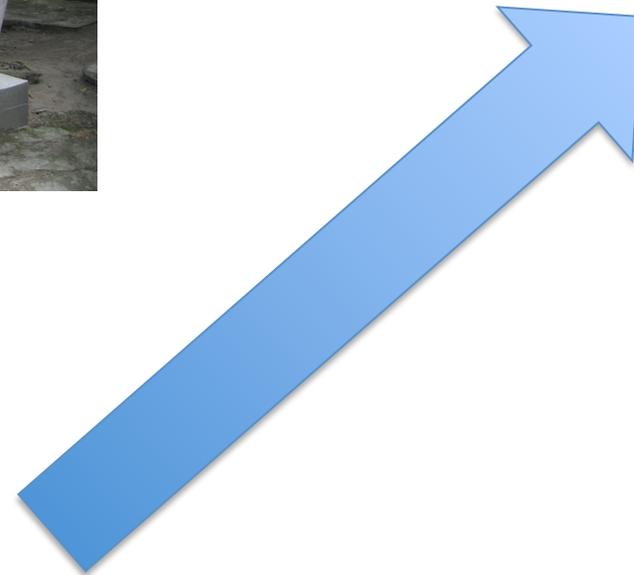
Perception Areas	Specific Content	Role
Personal/Family Image	Makes you popular	✓
	Gets you community respect	✓
	Makes you respected by visitors	✓
	Makes you look modern	✓
	Makes your family proud	✓
Comfort/Safety	Provides safety to women all day long	✓
	Makes defecation easier for elderly	✓
Cleanliness	Keeps compound clean	✓
Health	Reduces diarrhea	⊘
	Reduces disease	⊘

## Universal Motivational Factors Involved in Handwashing with Soap

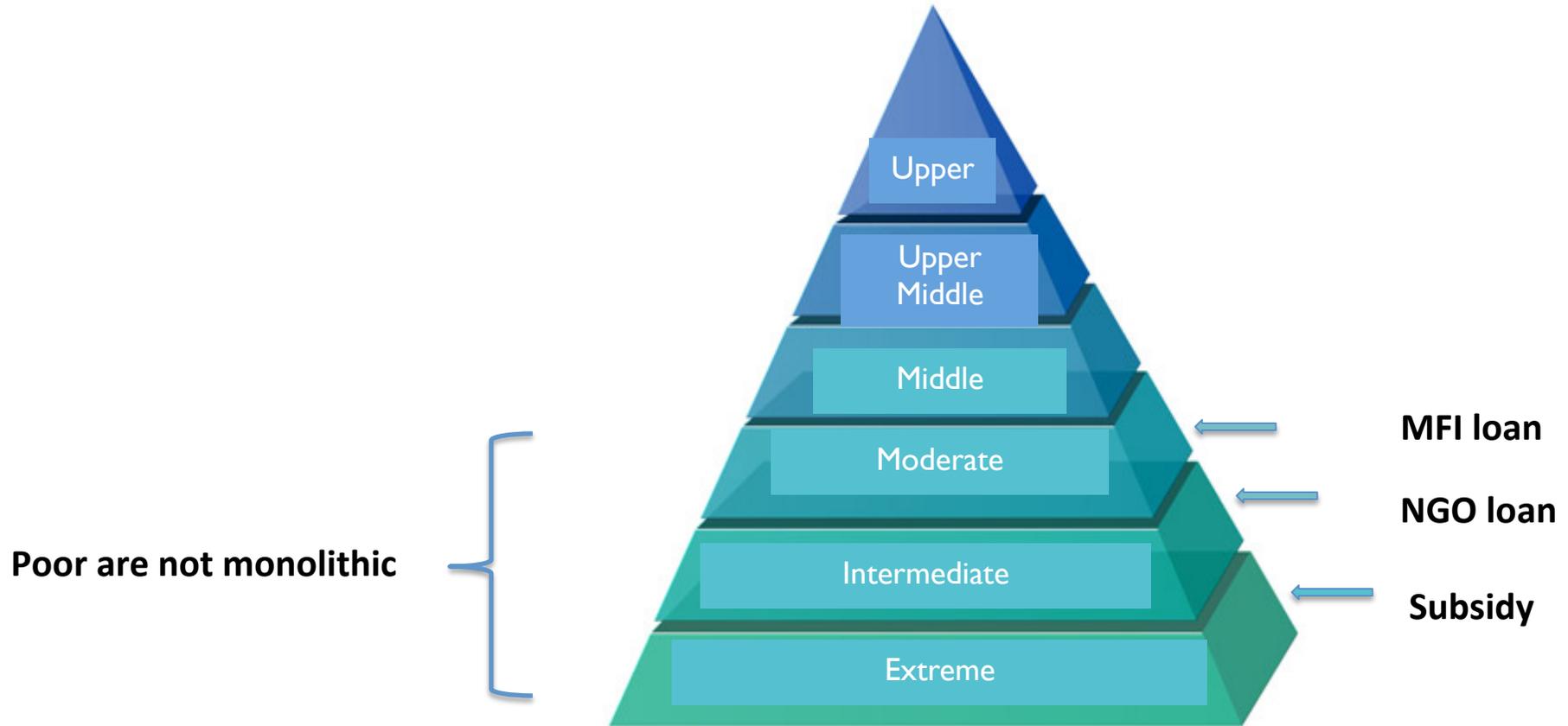
Factors	
Disgust:	Avoid organic material/waste that is dirty, smells bad/poorly
Comfort:	Seeking perception of cleanliness, freshness, purity, trust
Nurture:	Duty to care for underage children
Rank:	Seeking respect and admiration from others
Attraction:	Please others through cleanliness
Affiliation:	Interest in participating in social group practicing handwashing
Contamination:	Fear of contracting disease

Adapted from: Curtis, V., L. Danquah, and R. Aunger. 2009. Planned, Motivated, and Habitual Hygiene Behavior: An Eleven Country Review. *Health Education Research*, August 24 (4), 655-673.

# Supply and Demand: Two Elements of BC

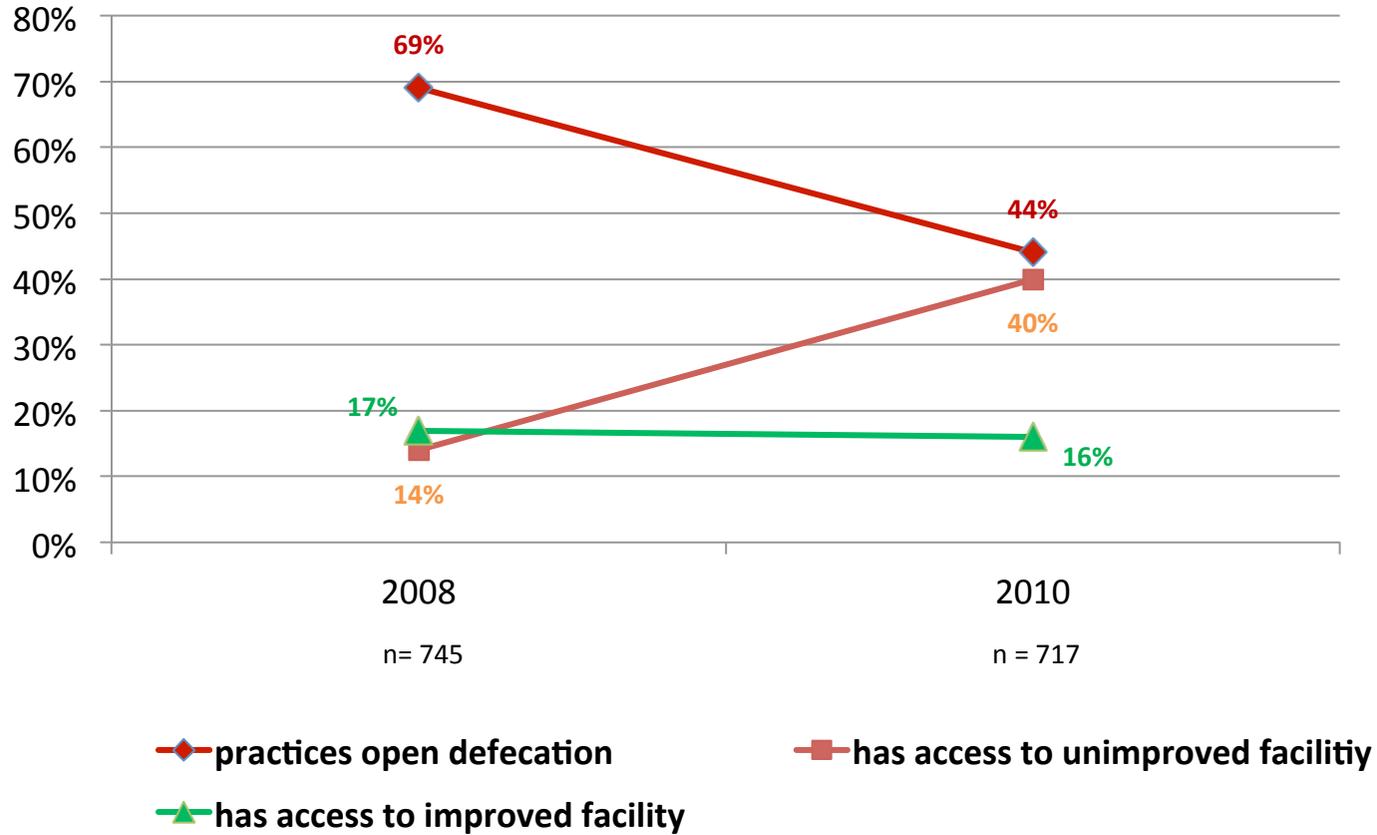


# Segmentation



# Multiple Approaches

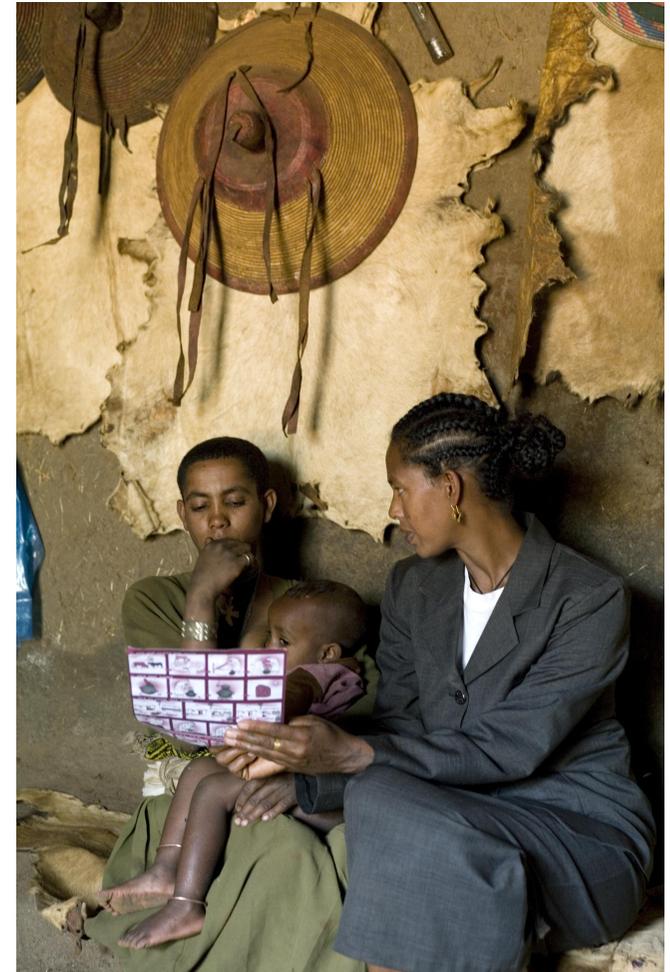
## Ethiopia, USAID Hygiene Improvement Project



## Multiple Approaches

### Former Hygiene and Sanitation Program in Ethiopia (soon to be evaluated by the World Bank for sustainability)

- Community Led Total Sanitation (CLTS) + (handwashing added)
- Negotiation of small doable actions



## Reasons for Drop in Open Defecation in Ethiopia

Dimensions	Factors	p	Odds Ratios
Intervention Characteristics	Community did 'Walk of Shame'	.00	2.23
	Household visited by outreach worker to discuss sanitation condition improvement	.05	1.75
Perceptions Associated with the Intervention	Latrine ownership contributes to community health	.00	2.6
	Latrine ownership contributes to community development	.00	1.8
<b>All Factors</b>	..... >>		<b>8.38</b>

## Habit Formation

- Needs stable context (Verplanken & Wood, 2006)
- Trigger serves as a reminder and reinforcer
- Handwashing stations meet both criteria



## How to be effective in institutional settings?



# Thank You

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