Behavior Change Approaches
To Facilitate Clean Cooking and Reduce HAP

Julia Rosenbaum
USAID WASHplus Project
FHI 360
Reducing HAP requires changing behaviors...

COMPLEX behaviors, of many actors, practiced consistently and correctly .... sustained over time

Stoves

- Select it
- Buy it or finance it
- Use it
  - consistently
  - correctly
- Maintain it
- Sustain it
When WASHplus entered the scene (2010)...

Well Developed Sector

Need of More Coordinated Approach

Supply
- Improved Cookstoves
- New/Improved Fuels

Demand Creation/Promotion
- BC Communication Promotion

Enabling Environment

nb
Framework for Impact – HAP

Supply
- Improved Cookstoves
- New/Improved Fuels

Demand Creation / Promotion
- BC Communication
- Promotion

Enabling Environment
- Standards
- National Policies
- Financing and Subsidies
- Cross Sectoral Coordination
- Capacity

C/C Use of ICS
Reduced HAP
Energy/Health Benefits
Supply
- Improved Cookstoves
- New/Improved Fuels

Demand Creation/Promotion
- BC Communication/Promotion

Enabling Environment
- Standards
- National Policies
- Financing and Subsidies
- Cross Sectoral Coordination
- Capacity

C/C Use of ICS
- Reduced HAP
- Energy/Health Benefits Outcomes

Framework for Impact – HAP
The metaphor of the rider and the elephant suggesting strategies for change

- **Direct the rider**
  - Whose behavior?
  - What do you want them to do?

- **Motivate the elephant**
  - What is your hypothesis of change?
  - What determinants most influential?

- **Shape the path**
  - What is your strategic approach?
  - How can you manipulate marketing elements to direct behavior?
The metaphor of the rider and the elephant suggesting strategies for change

Direct the rider

• Be crystal clear about what behavior(s) you are targeting

• ... and whose behavior you’re aiming to change!
Who is the rider?

For HAP and clean cooking
- Cooks
- Head of household
- Stove manufacturers
- Policy makers
- Microfinance
- NGOs
Direct the Rider

Each ‘behavior’ a set of complex, inter-related practices

• Use new ICS
• Consistently
  – No stacking?
• Correct – stove and fuel diad
  – Fuel chopped small
  – No free leaves or mixed fuels
• Food needs to be prepared now before cooking starts
The metaphor of the rider and the elephant suggesting strategies for change

Direct the rider
Motivate the elephant
Shape the path
...We need to systematically understand what motivates a particular behavior for a particular target group
Health is rarely the strongest motivator for behavior

Significant Statistical Differences in Perceptions of Latrine Owners and Open Defecators in Amhara, Ethiopia

*(USAID Hygiene Improvement Project/WSP)*

<table>
<thead>
<tr>
<th>Perception Areas</th>
<th>Specific Content</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Personal/Family Image</strong></td>
<td>Makes you popular</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Gets you community respect</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Makes you respected by visitors</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Makes you look modern</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Makes your family proud</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Comfort/Safety</strong></td>
<td>Provides safety to women all day long</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Makes defecation easier for elderly</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Cleanliness</strong></td>
<td>Keeps compound clean</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Health</strong></td>
<td>Reduces diarrhea</td>
<td>☒</td>
</tr>
<tr>
<td></td>
<td>Reduces disease</td>
<td>☒</td>
</tr>
</tbody>
</table>
A word about knowledge

Knowledge is **necessary**, but **not sufficient**!

- Identify key information
  - Skills like fuel prep
  - Place to buy
  - XXX
- ... and then what else ???
Find the feeling!

From WASH

Handwashing
• Disgust, affiliation, nurture

Stopping Open Defecation
• Dignity, pride

Purchasing a latrine
• Being modern, social status

Stoves
• Modern, saving money for kids, able to charge phones
What Influences WASH/HAP Behaviors??
3 powerful behavioral determinants

- **"FUN"** = If I do the behavior, I get something I want
  Perceived & real consequences and outcomes

- **EASY!** = I can do the behavior without much effort
  Skills, self-efficacy, barriers like financing

- **POPULAR!** = Other people think I should do it
  Perceived social norms
Small doable actions (shrinking the change!)

Identify, promote and facilitate improved behaviors that....

• Have significant **positive impact** on health

• Are **feasible** to achieve, (people both willing and able to make changes)
### Small Doable Actions to Improve Indoor Air Quality

*Illustrative examples*

<table>
<thead>
<tr>
<th>Pollution Behavioral cluster</th>
<th>Possible Small Doable Actions/Improved Practices</th>
</tr>
</thead>
</table>
| Tending fires               | • Dry wood/dung before burning
|                             | • Use smaller pieces of wood
|                             | • Reduce duration of burning                      |
| Stove maintenance and use   | • Fix holes in stove and/or flues
|                             | • Clean and maintain stoves and flues
|                             | • Use pots that correctly fit stove openings
|                             | • Use more efficient fuel burning stove          |
| Ventilation use             | • Construct eaves spaces for roofline release of smoke
|                             | • Promote cross ventilation, using doors and windows as appropriate. |
| Safer child location practices while fires are burning | • Keep children away from fires (but still attended) |
The metaphor of the rider and the elephant suggesting strategies for change

Direct the rider
Motivate the elephant
Shape the path
Shaping the Marketing Mix

- Price
- Place
- Promotion
- Product

The Marketing Mix
Key role of enabling technologies

>> HAP

- Habit formation
- Reminders
- Cues to action

For habits to be formed, the behavior needs to be repeated in a stable context (Verplanken & Wood, 2006)
The metaphor of the rider and the elephant suggesting strategies for change

- Direct the rider
  - Whose behavior?
  - What do you want them to do?

- Motivate the elephant
  - What is your hypothesis of change?
  - What determinants most influential?

- Shape the path
  - What is your strategic approach?
  - How can you manipulate marketing elements?