What We Did

Why It Matters

April 28, 2016

BEHAVIOR CHANGE
Improving WASH Practice = Behavior Change
Sustained practice of improved WASH behaviors requires a comprehensive multi-layered approach that addresses multiple domains.
WASH Improvement Framework

Access to Hardware & Services

Promotion

Sustainable WASH Improvement for Reduced Diarrhea and Improved Health

Enabling Environment
Behavior-centered Approaches

#2

Always context specific

organized around a hypothesis of change
In order to help:

Some specific audience segment

Do a particular feasible (yet effective) behavior

a few “behavioral determinants” most influential in changing …

that particular behavior …

… for that audience

we will focus on:

Focused activities addressing those factors

through:
Behavior-centered Approaches

Require research to shape programs

#3
Consumer Research on Clean Cooking
Consumer preference trials

*in-home testing over time*

**Willingness to Pay**

- Small samples
- Qualitative / Quantitative
- Invite ‘respondents’ to suggest changes, help solve problems
- Components of Willingness to pay
- IAP
- Fuel use
- Stove
- Efficiency
Assessing Consumer Needs & Preferences for Improved Cookstoves

Market Research Study Objectives

- Understand recognized and desired attributes of ICS
- Elicit problems and perceived solutions using stoves
- Assess reported use of new and traditional stove
- Assess willingness to pay
- Begin to apply a “4Ps” analysis (product, place, price and promotion) to the potential ICS cookstove market: product, place, price and promotion for each segment
What did people like?

- Less firewood/fuel
- Emits less smoke
- Less soot/cleaner
- Looks nice
- Portable/good handle
- Well manufactured
- Cooks food quickly

BIGGER PRINT means they liked it more!

Overall people liked the ICS bigger print means they liked it more!
Decreasing satisfaction over time

Number Preferring ICS over Traditional Stove, at 3 Day and 3 Week

- Envirofit
- Greenway
- EcoZoom
- EcoChula
- Prakti

/24 PER STOVE TYPE
## Problems encountered & solutions suggested by users

<table>
<thead>
<tr>
<th>Problems</th>
<th>Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not stable while stirring</td>
<td>Make the stove stable</td>
</tr>
<tr>
<td>Ash builds up quickly</td>
<td>Add ash tray</td>
</tr>
<tr>
<td>Cannot cook in second pot due to lack of heat</td>
<td>Increase heat in the second pot by placing fuel chamber between first &amp; second pot</td>
</tr>
<tr>
<td>Cannot cook large quantities of food like rice &amp; takes long to cook large quantities</td>
<td>Larger sizes of stoves should be available</td>
</tr>
<tr>
<td>Fuel chamber small, wood falls off the opening and charred wood/ embers fall out</td>
<td>Fuel chamber should be larger</td>
</tr>
<tr>
<td>Cannot use large wood pieces/cannot chop wood pieces, can’t effortlessly feed wood</td>
<td>Adapt stove to take larger pieces of wood</td>
</tr>
<tr>
<td>Flame does not spread</td>
<td>Flame should reach vessel and be visible</td>
</tr>
<tr>
<td>Difficult to ignite, hard to add small wood pieces, pots become black and difficult to clean</td>
<td></td>
</tr>
</tbody>
</table>
**Bangladesh Findings to Market Mix**

**PRICE**
- Not willing to pay
- Want a big stove for cooking rice, animal feed (& booze)

**PROMOTION**
- Know what attributes people value (e.g. portable, safe around children)
- Saw MIS-use, can incorporate PoP education & HAP outreach

**PRODUCT**
- Majority of people preferred their traditional stove, though liked attributes of ICS
- Sell cheaper ICS models
- Greenway produced JumboStove as a result, selling well in India
#4 Behavior-centered Approaches

Start from current context

Feasible behavioral options

Negotiate small, doable actions towards ideal WASH practices
Behavior-centered Approaches

Reach the reflexive mind

as well as the reflective, conscious and deliberate mind
The Science of Habit Formation

- **Goal Directed System**
  - Main brain system: Pre-frontal cortex
  - Responsible for new or infrequent behaviors
  - Performed in different contexts each time
  - Guided by attitudes/goals/values
  - Conscious, deliberative

- **Habit System**
  - Main brain system: Basal ganglia
  - Responsible for established frequent behaviors
  - Guided by “cues” or “triggers”
  - Less conscious, more “automatic”
  - Performance of steps is not conscious, harder to verbalize

**REFLECT-ive**

**REFLEX-ive**
### Why Does This Matter for Handwashing?

<table>
<thead>
<tr>
<th>PRINCIPLES</th>
<th>DEFINITION</th>
</tr>
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<tbody>
<tr>
<td>1. Ensure Supportive Environment</td>
<td>Make sure the products needed to perform the behavior are readily and consistently available</td>
</tr>
<tr>
<td>2. Leverage Context</td>
<td>Introduce the new behavior when there is a break in routine OR link with well established behavior</td>
</tr>
<tr>
<td>3. Eliminate Friction</td>
<td>Make it easier, remove obstacles or steps, offer doable actions</td>
</tr>
<tr>
<td>4. Provide Ownable Cues</td>
<td>Build reminders into the environment, and rewards for performing the behavior</td>
</tr>
<tr>
<td>5. Encourage Practice</td>
<td>Carve a path into the memory by doing the behavior repeatedly</td>
</tr>
<tr>
<td>6. Promote Meaning &amp; Motivation</td>
<td>Associate the behavior with positive rituals and meanings</td>
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</tbody>
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Provision of sanitation and safe drinking water
Installing Handwashing Facilities
—as part of behavior change strategy
Habit formation rather than hygiene promotion

The SPLASH Pathway

1. Ensure Supportive Environment
2. Leverage Context
3. Eliminate Friction
4. Provide Ownable Cues
5. Encourage Practice
6. Promote Meaning & Motivation

Group handwashing

- daily, mandatory

- peer to peer, pupil to home & community

- Student WASH Clubs

- Cuing regular practice with enabling hardware or products

PRINCIPLES
Principles of the WASHplus Behavior-centered Approach

#1 Comprehensive Multi-layered Multiple domains

#2 Organized around a hypothesis of change

#3 Require research to shape programs

#4 Make change feasible

#5 Reach the reflexive mind