ARE WE THERE YET?

Two practitioners reflect on the road to changing WASH behaviors

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2013 Water and Health Conference
Chapel Hill, North Carolina
Role of BC gaining prominence
Use a framework!
Be systematic
Be comprehensive

- Audience or target
- What behavior do you want them to do?
- What’s your “hypothesis of change”
- What is most influential in changing THAT behavior for THIS particular audience
The metaphor of the rider and the elephant suggesting strategies for change

- Direct the rider
- Motivate the elephant
- Shape the path
The metaphor of the rider and the elephant
suggesting strategies for change

Direct the rider

Motivate the elephant
Shape the path

wsp
water and sanitation program

wash plus
Supportive Environments for Healthy Communities
Who is the rider?

For HWWS:

- Mothers:
  - All mothers
  - Mothers of children under the age of 2? 5?
  - Expecting mothers?
**Role Model**
- Practices HW himself

**Protector**
- Ensures that soap and water are available and used at critical times (follow-up role)

**Gatekeeper**
- Allows access to his household to frontline workers
- Provides funds for soap for HW

*Source: Monitoring system, Senegal (WSP)*
Sama njaboot di raxasook saabu, dogu naa ci!

Njaboot gi di raxasook saabu, tay la ŋu ci gëna dogu!
Husband and wife usually discuss and decide which big expenditures need to be prioritized.

**Decision agreed**
- Usually initiated by wife
  - Food, children’s needs, home renovation (some)
- Usually initiated by husband
  - Electronics, durables, home renovation (some)

**Decision is not agreed**
- Final decision is based on the husband’s decision as the husband is regarded as head of the family
- Ask opinion of elders (parents, parents in law, older brother/sister)

Source: Nielsen, 2008, Indonesia
Other “riders”

For HWWS:
- Food preparers
- Children

For purchase of a latrine:
- Children who have moved out
Focus on 3 WASH behaviors for diarrhea disease reduction....

Safe Feces Disposal

Handwashing w/ Soap

Safe Storage & Treatment of Water
Treat water and store safely
- Separate out drinking (& cooking) water
- Choose method/obtain
- Disinfect/treat
- Store properly and protect in narrow neck container
- Pour or extract with dipper
- Use consistently at home, fields and school
Washing hands with Soap
different behaviors?

- After defecation
- After cleaning a baby’s bottom
- Before preparing food/cooking
- Before eating/feeding a baby / breastfeeding
- After cleaning/ handling dung
Emerging environmental enteropathy hypothesis suggests additional behaviors

Most frequent
Hands in mouth
38 times in 6 hours
75% visibly dirty

Dirtiest
Consuming soil, Stones, chicken feces
<table>
<thead>
<tr>
<th>Item</th>
<th>% HH with E coli + sample</th>
<th>E coli/Per gram</th>
<th>Average E Coli Per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infant Food</td>
<td>0%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Drinking Water</td>
<td>54%</td>
<td>2</td>
<td>800</td>
</tr>
<tr>
<td>Soil in laundry area</td>
<td>60-80%</td>
<td>70</td>
<td>1,400</td>
</tr>
<tr>
<td>Chicken feces</td>
<td>100%</td>
<td>10,000,000</td>
<td>10,000,000</td>
</tr>
</tbody>
</table>

Clearly, kids must stop eating dirt and chicken poop!

Slides stolen from Cornell U Division of Nutritional Sciences, Laura Smith, R Stoltzfus, F Ngure, B Reid, G Pelto, M Mbuya, A Prendergast, J Humphrey
Routes of fecal disease transmission and protective barriers *for babies!*

- **Sanitation**
- **Clean water supply**
- **Hygiene**
  - Protective Play Spaces
  - Animal Corrals

**Feces**
- Fluids
- Fingers
- Flies
- Fields/floors

**Nappy Handling**
- Eating dirt and more

**Fowl**

**Laundry Water**

*Slides stolen from Cornell U Division of Nutritional Sciences, Laura Smith, R Stoltzfus, F Ngure, B Reid, G Pelto, M Mbuya, A Prendergast, J Humphrey*
Direct the rider

- Be crystal clear about what behavior(s) you are prioritizing
- … and who’s behavior you’re aiming to change!
The metaphor of the rider and the elephant suggesting strategies for change

Direct the rider

Motivate the elephant

Shape the path
A word about knowledge

Knowledge is necessary, but not sufficient!
What type of knowledge?

- Health impacts of behavior ✓
- True cost of toilet ?
- Characteristics of a safe toilet ?
KAYONJO

DURABLE  SEALABLE  EASY TO CLEAN

Your latrine is your mark of honour
Health is rarely the strongest motivator for WASH 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>Personal/Family Image</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>Comfort/Safety</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>Cleanliness</td>
<td>Keeps compound clean</td>
<td>✓</td>
</tr>
<tr>
<td>Health</td>
<td>Reduces diarrhea</td>
<td>❌</td>
</tr>
<tr>
<td></td>
<td>Reduces disease</td>
<td>❌</td>
</tr>
</tbody>
</table>
Find the feeling!

HWWS:
- Disgust, affiliation, nurture

Stopping OD:
- Dignity, pride

Purchasing a latrine:
- Being modern, social status
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)
The metaphor of the rider and the elephant

suggesting strategies for change

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Key role of enabling technologies

For habits to be formed, the behavior needs to be repeated in a stable context (Verplanken & Wood, 2006)
Handwashing stations

- Allow for handwashing with flowing water
- Allow for “proper wash” with MUCH LESS WATER
- Allow for the flow of water to be regulated
- Encourage that soap is “at hand” whenever handwashing takes place

- Serve as a reminder
- Make it convenient
Hardware is essential but.... not sufficient

Importance of the behavioral dimension

Fecal Contamination of Hands, WASH in Schools Program, Kenya

Need to shift to treating communities as consumers not beneficiaries

Sanitation, handwashing, water treatment ‘sectors’ all have successful examples of private sector involvement

While formal PPPs in handwashing were not overwhelmingly successful, coordinated initiatives where each sector does what they do best

- Government: best practices, license to operate, standards and regulation
- Private sector: user-centered design, marketing and distribution, scale, reach and sustainability
Easing affordability among the poor for latrine purchase

- Consider human-centered design to streamline production costs
- Enable payment by installments by leveraging self-help groups or formal mechanisms
- Develop alternative business models (e.g., leasing)
Widely applied in fostering sustainable behaviors

For sanitation, CLTS is focused on changing norms

For HWWS, we do not have equivalent approach (yet)
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