

# ARE WE THERE YET?

Two practitioners reflect on the road  
to changing WASH behaviors

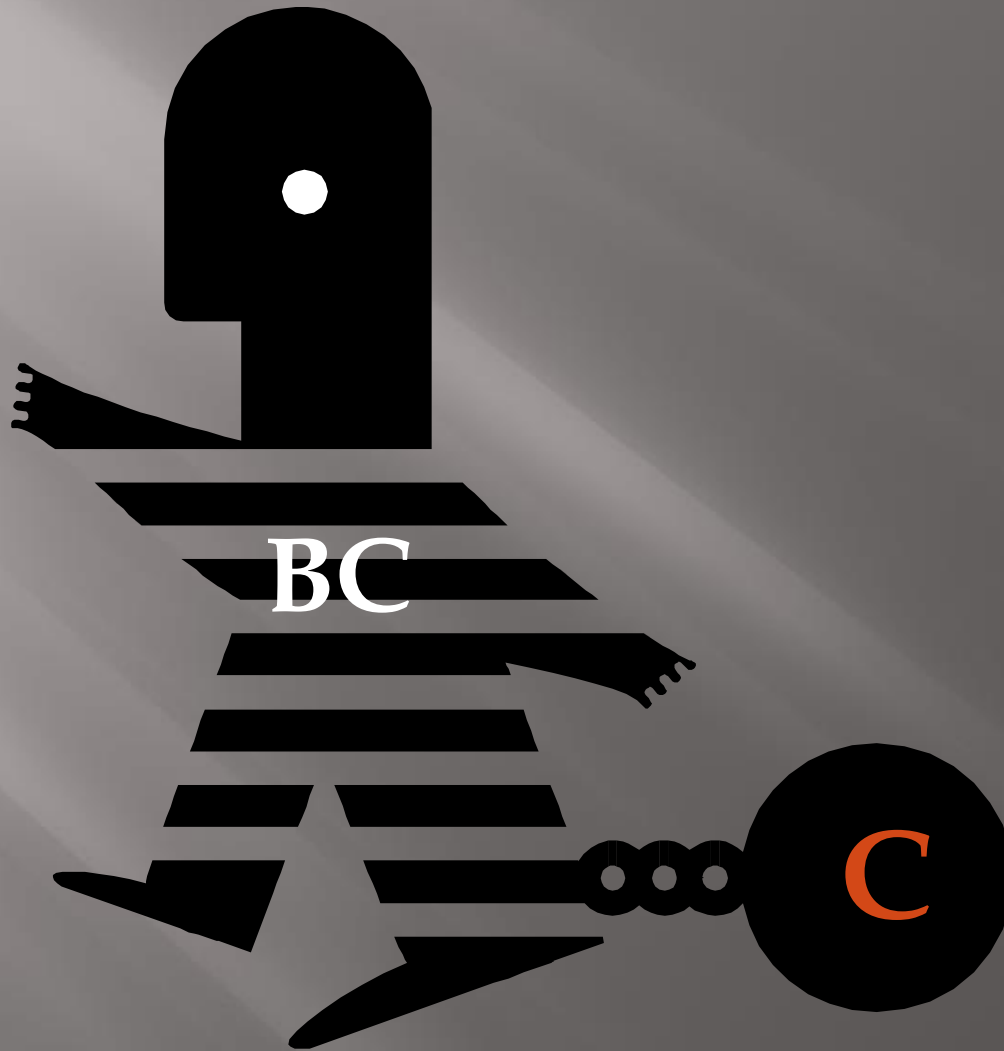
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Water and Sanitation Program

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

**SWITCH**



**HOW TO CHANGE THINGS  
WHEN CHANGE IS HARD**

**WHEN CHANGE IS HARD**



**CHIP HEATH & DAN HEATH**

THE BESTSELLING AUTHORS OF **MADE TO STICK**



# 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*

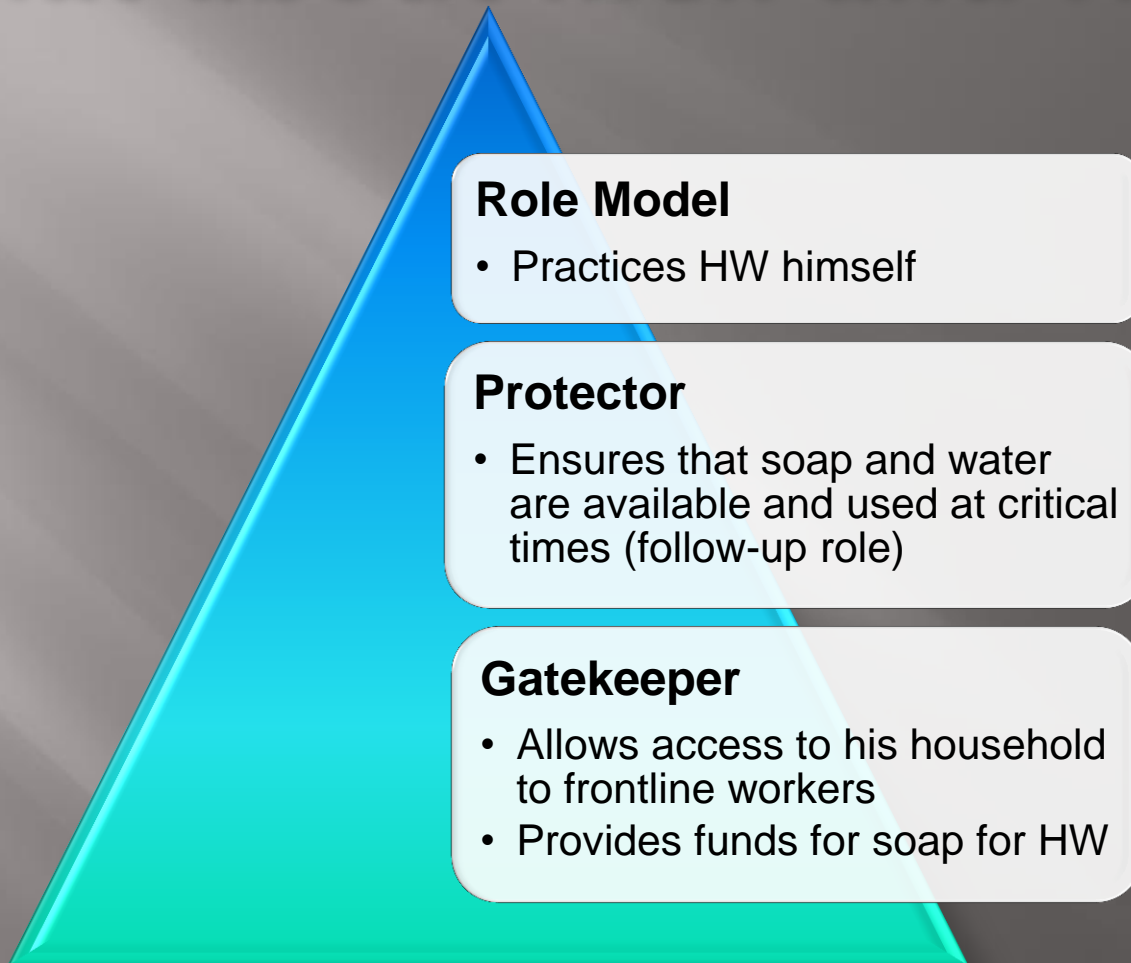
*Shape the path*

# Who is the rider?

For HWWS:

- ▣ Mothers:
  - All mothers
  - Mothers of children under the age of 2? 5?
  - Expecting mothers?

# What about men and HWWS?



Source: Monitoring system, Senegal (WSP)



*Sama njaboot di raxasook saabu,  
dogu naa ci !*



*Njaboot gi di raxasook saabu,  
tay la ñu ci gëna dogu !*



# What about women in sanitation (purchase of a latrine)?



Husband and wife usually discuss and decide which big expenditures need to be prioritized

*Decision agreed*

*Decision is not agreed*

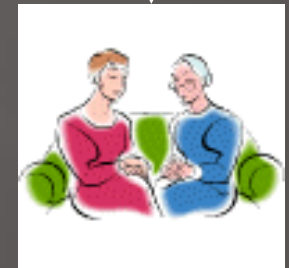
*Or...*

**Usually initiated by wife**  
Food, children's needs, home renovation (some)

**Usually initiated by husband**  
Electronics, durables, home renovation (some)



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)



Expenses

# 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

*Direct the Rider*  
Each 'behavior' a set of complex,  
inter-related practices

- ▣ 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

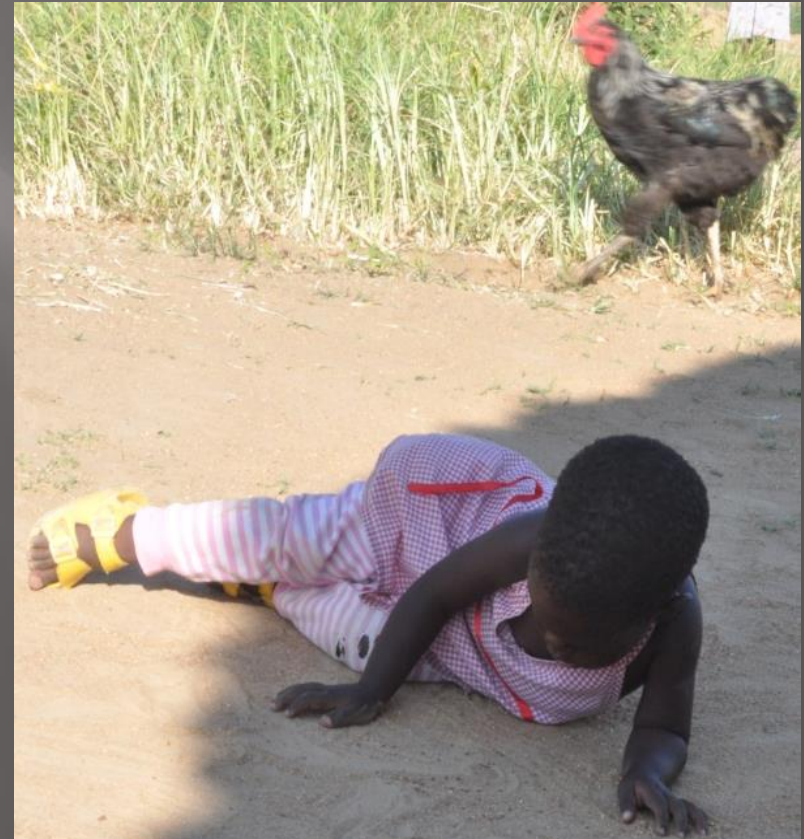
Hands in mouth

38 times in 6 hours

75% visibly dirty

Dirtiest

Consuming soil ,  
Stones, chicken feces

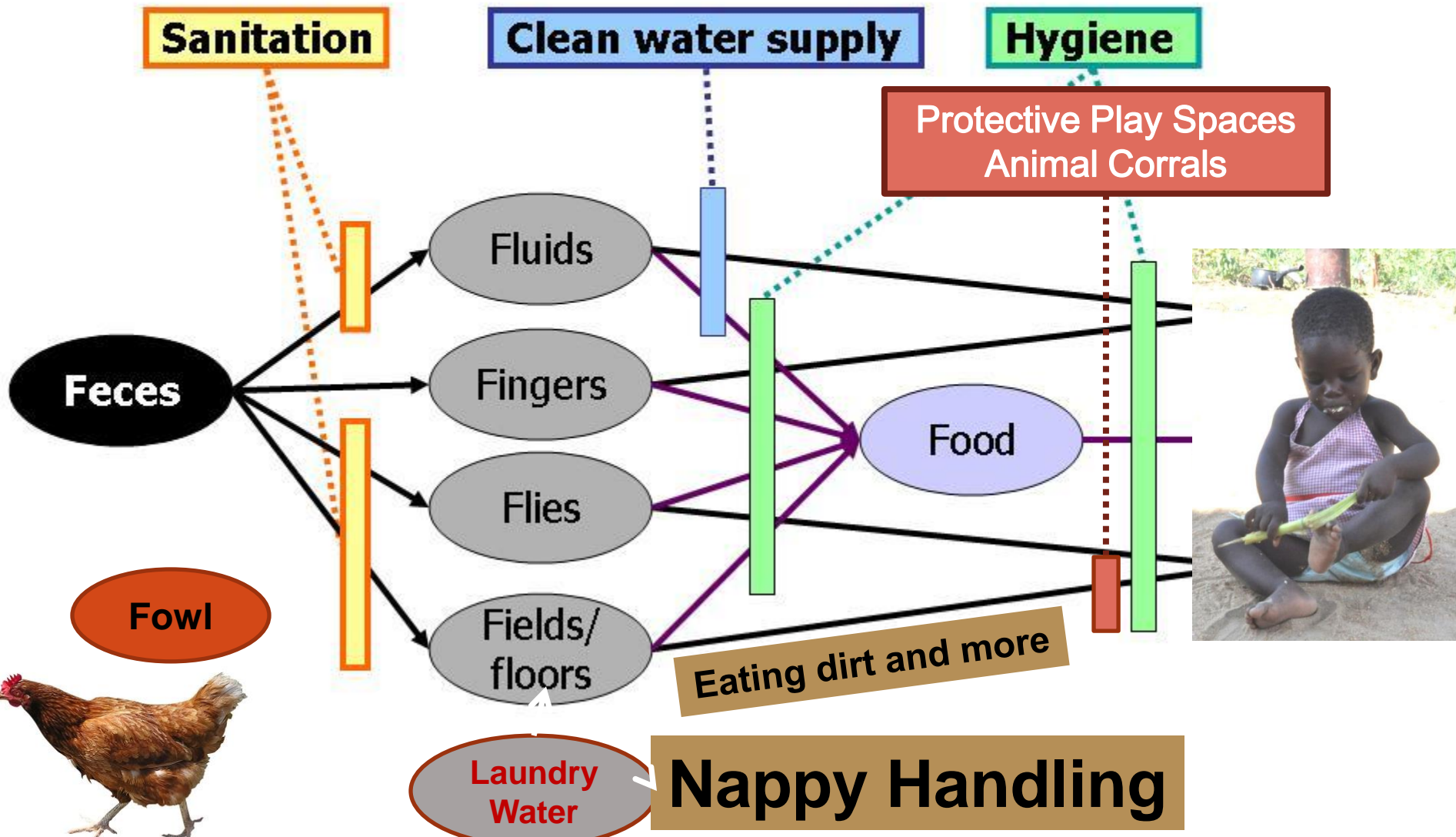


	% HH with E coli + sample	E coil/ Per gram	Average E Coli Per Day
Infant Food	0%	0	0
Drinking Water	54%	2	<b>800</b>
Soil in laundry area	60-80%	70	<b>1,400</b>
Chicken feces	100%	10,000,000	<b>10,000,000</b>

Clearly, kids must stop eating dirt and chicken poop!



# Routes of fecal disease transmission and protective barriers *for babies!*



# 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*



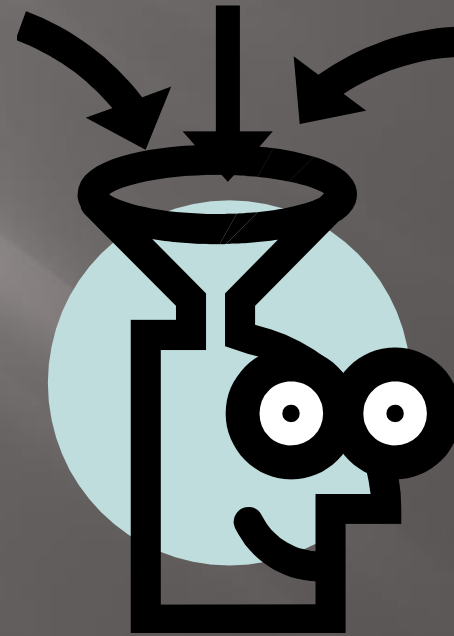
*Direct the rider*

**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)*

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	⊘

# 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)



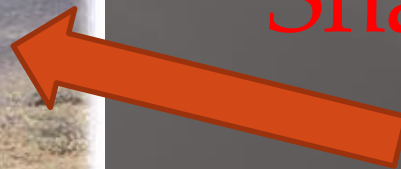
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# Key role of enabling technologies



Design iteration in rural Vietnam, WSP



For habits to be formed, the behavior needs to be repeated in a stable context

*(Verplanken & Wood, 2006)*

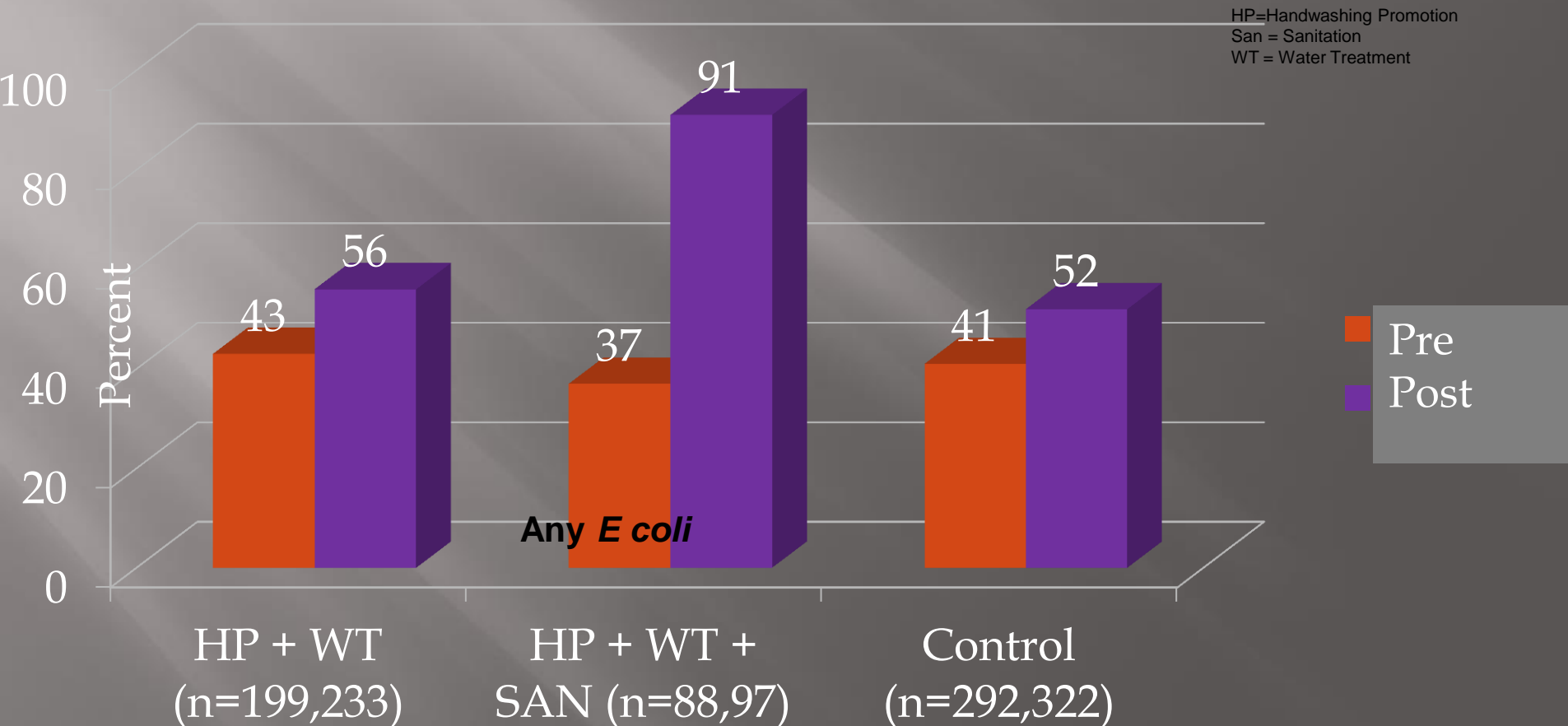
# Handwashing stations

- ▣ 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



# Essential role for private sector

- ▣ 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)

# Norming

- ▣ 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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