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Behavior Change for Clean Cooking: Current Knowledge and Next Steps

Tuesday, April 21, 2015

9:00AM – 10:30AM EST



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Behavior Change Approaches To Facilitate Clean Cooking and Reduced HAP



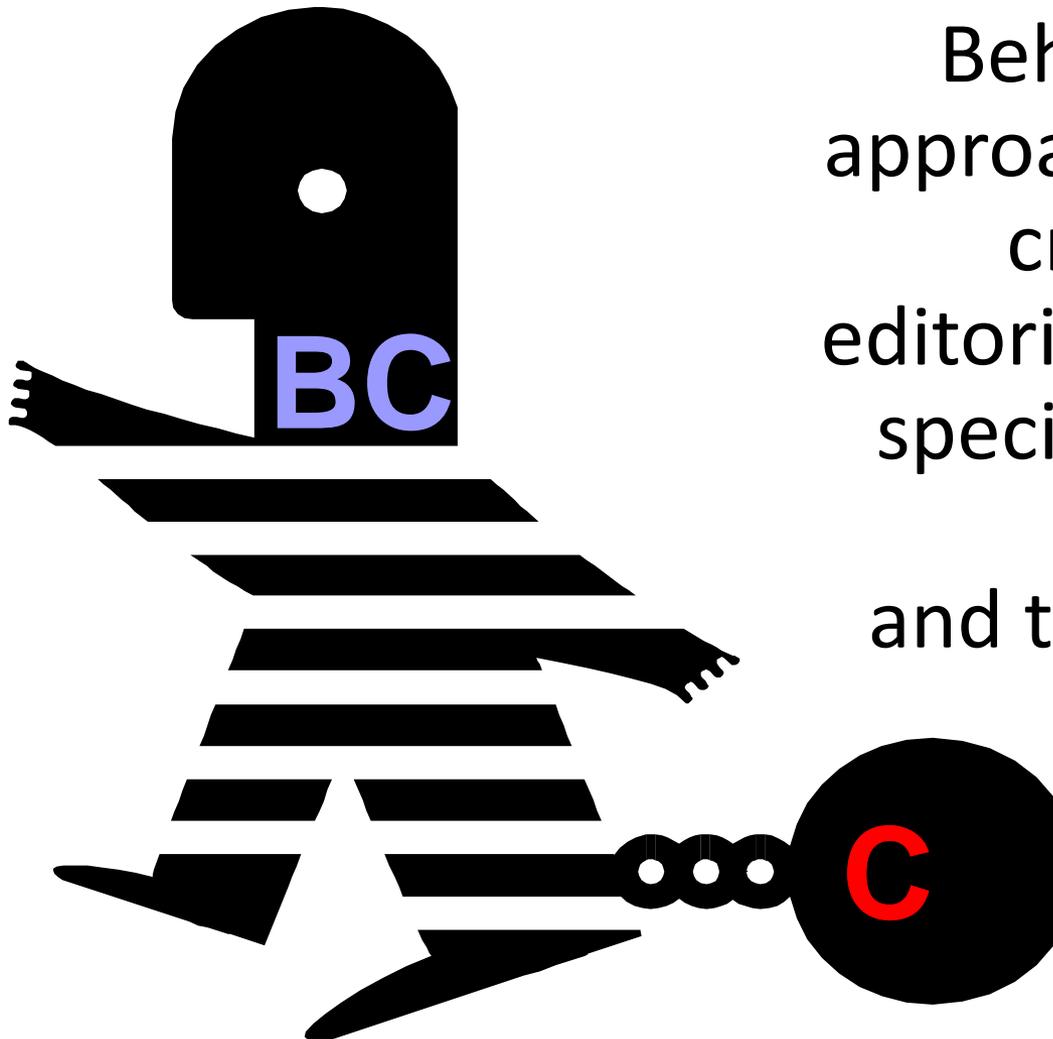
Julia Rosenbaum
USAID WASHplus Project
FHI 360



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Behavior change
approaches relevant to
cross-cutting
editorial content of the
special journal issue
and to reducing HAP



Framework for Impact – HAP





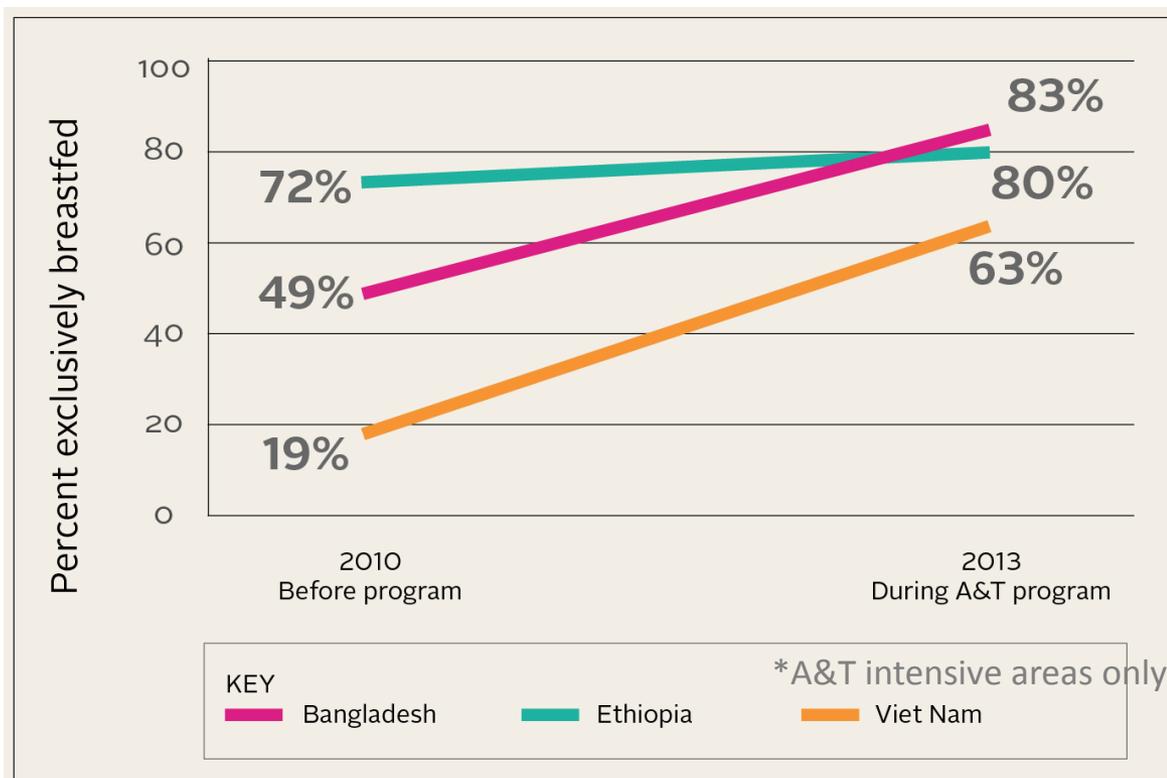
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Yes! We can change behaviors

B&M Gates-funded Alive and Thrive Project
Increased exclusive breastfeeding





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Impacts on 7 indicators for child growth and development in Bangladesh



1 Early initiation of breastfeeding
INCREASED
64% to 95%

2 Exclusive breastfeeding under 6 months
INCREASED
49% to 86%

3 Introduction of solid, semi-solid or soft foods
INCREASED
46% to 98%

4 Minimum dietary diversity
INCREASED
32% to 62%

5 Minimum meal frequency
INCREASED
42% to 72%

6 Minimum acceptable diet
INCREASED
16% to 49%

7 Consumption of iron-rich or iron-fortified foods
INCREASED
40% to 79%

Community Led Total Sanitation / CLTS

Social Mobilization, Interpersonal Communication,
Improved Supply and Finance, Governance

Change Social Norms

Disgust
Shame
Fear

Led to dramatic changes in latrine coverage and BEHAVIOR

In Amhara region of Ethiopia, 26% drop in open defecation in region of 19 million

In Bangladesh,

34% in 1990,
19% in 2000,
3% in 2012





HIV Prevention & Treatment

Health Communication Makes an Impact on Condom Use

Exposure to health communication and social marketing campaigns lead to increased condom use

7x Ugandan women exposed to multiple HIV prevention message types (print, radio, TV) were nearly **7 times** more likely to use a condom at last sex than those with no exposure. Men were **twice as likely** to have used a condom at last sex.¹

A community mobilization initiative promoting condom use and empowerment among female sex workers (FSW) in India led to consistent condom use rates **2.5 times higher** than that of other FSW.²

Transgender Thai women participating in a social marketing intervention designed to prevent HIV were **3.75 times more likely** to use a condom at last sex.³

Women who saw more than 10 episodes of a TV soap opera, *SIDA di Gie*, in Cote d'Ivoire, were **1.4 times more likely** to use condoms than women who had not watched. Men who had watched more 10 episodes were **2.66 times more likely** to use condoms.⁴

Youth exposed to the multimedia HEART campaign in Zambia were **2.38 times more likely** to have ever used a condom.⁵

¹ Bawagye, R., Rutendo, C., & Gupta, R. (2004). Multimedia campaign message effects on knowledge and use of oral and HIV/AIDS prevention in Uganda. *Evaluation and Program Planning*, 27(4), 387-402.

² Bhattacharya, A. M., Wang, B. S., Kishor, T. S., & Basalinda, H. R. (2006). Power, community mobilization, and safe practices among female sex workers in Andhra Pradesh, India. *AIDS*, 20, 5169-5176.

³ Goldstone, S., Mehta, S., Schepers, E., & Japhan, G. (2005). Communicating HIV and AIDS, what works? A report on the evaluation of Soul City's fourth series. *Journal of Health Communication*, 10(4), 465-485.

⁴ Pavia, D., Fleishman, R., Kachur, S., Dworkin, G., Jitkai, Y., Datta, R., & Shetty, G. (2010). Reducing HIV risk in women in Thailand: A Quasi-Experimental Evaluation of the Seven Steps Program. *BMC Public Health*, 10, 1771-1778.

⁵ Gungah, O., Mwaanga, D., & Tumbush, R. (2005). Exposure to the HEART and the CAPWIDS prevention campaigns and adolescent risk behavior and condom use. *AIDS Care*, 17(4), 309-314.

⁶ Lindwood, C., Hatcher, D., Sambasivan, S., & Wharton-Turner, J. (2004). Reducing the risk of HIV transmission in Zambia: Psychological and behavioral correlates of viewing a risk-reduction video campaign. *AIDS*, 18(1), 51-61.



Health Communication Makes an Impact on HIV Testing & Counseling

Interpersonal communication and counseling related to HIV can lead to measurable increases in HIV testing.



In Zambia, those from communities with increased capacity and high levels of community action for health were **twice as likely** to have undergone HIV testing and know the results than those in communities with low levels of community action for health.¹

A four-country study showed frequent communication and conversations about HIV **doubled or tripled** the likelihood that an individual had been tested.²

Community-based and mass media campaigns can increase the number of people being tested for HIV

In Malawi, those exposed to community-based activities as well as a mass media campaign designed to increase HIV testing and condom use were

1.4x more likely to get an HIV test.³



Health Communication Makes an Impact on Voluntary Medical Male Circumcision

Community-based voluntary medical male circumcision (VMMC) campaigns combined with mass media change attitudes related to VMMC.

89% OF MEN EXPOSED TO **STAND PROUD** TOOK ACTION

12% OF MEN EXPOSED TO **STAND PROUD** GOT CIRCUMCISED

A population-based survey in Zimbabwe showed **68% of women** and **53% of men** had heard about VMMC, mostly through radio.¹

89% of men exposed to Uganda's **Stand Proud, Get Circumcised** multi-channel campaign including community mobilization reported taking at least one action as a result. Of these, 12% reported getting circumcised.¹



Adolescents are getting circumcised in increasingly higher numbers.

Between 2010 and 2013, the number of VMMC clients per month during school campaigns more than tripled when

80%

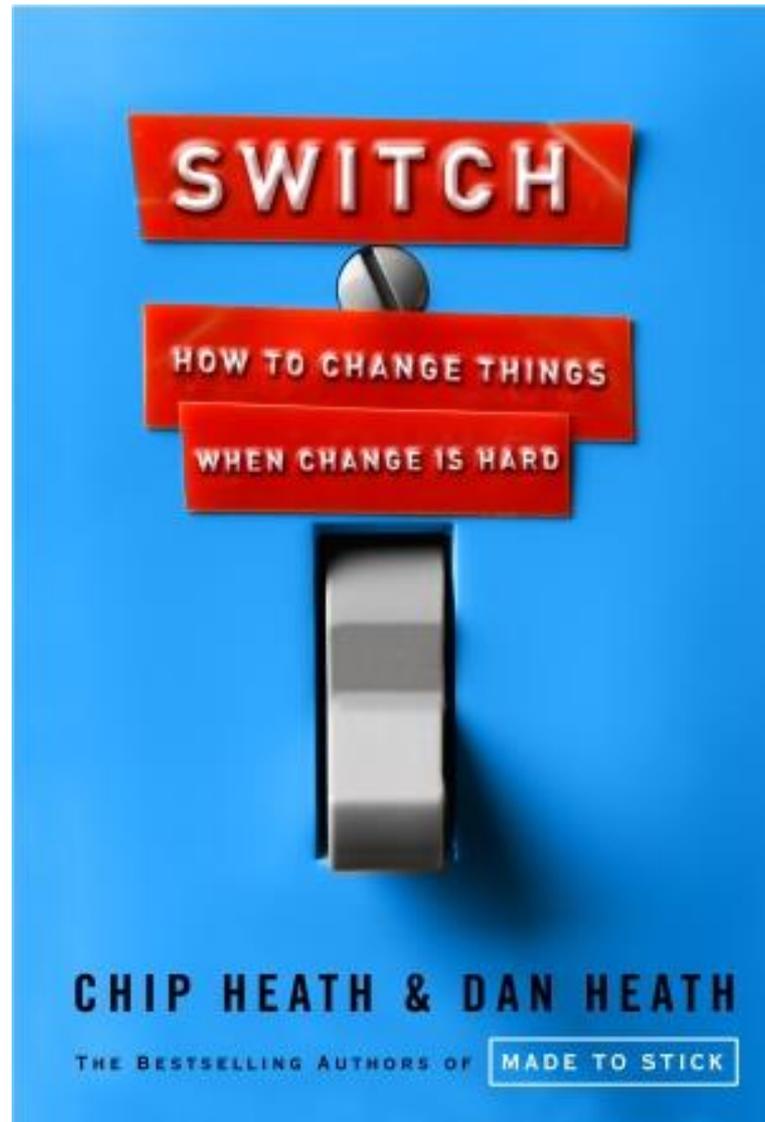
In Zimbabwe, where community activities and mass media campaigns took place, adolescents account for 48%



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The metaphor of the rider and the elephant *suggesting strategies for change*



- Direct the rider
- Motivate the elephant
- Shape the path





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Direct the rider

- Be crystal clear about what behavior(s) you are targeting
- ... and who's behavior you're aiming to change!





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Who is the rider?

For HAP and clean cooking

- Head of household\$
- Mothers
 - All mothers
 - Mothers of children < 2? < 5s?
- Stove manufacturers
- Policy makers
- Microfinance
- NGOs





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Direct the Rider

Each 'behavior' a set of complex,
inter-related practices

Stoves

- Select it
- Buy it or finance it
- Use it
 - consistently
 - correctly
- Maintain it
- Sustain it

Other behaviors,

just on the consumer side:

- Ventilation
- Cooking location
- **Fuel gathering and preparation**
- Childcare





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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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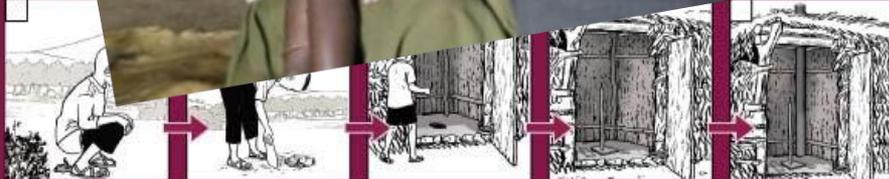
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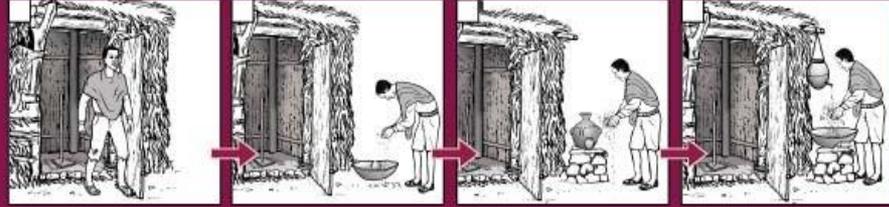
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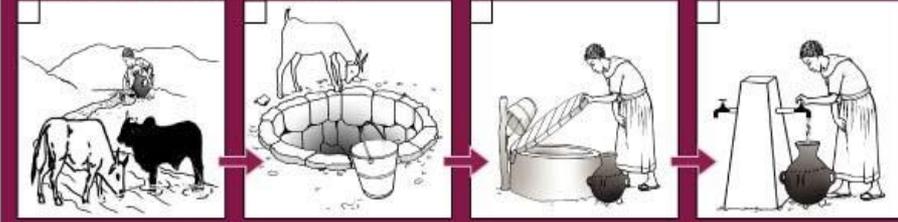
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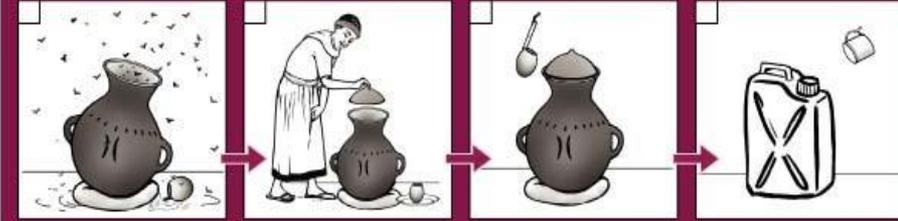
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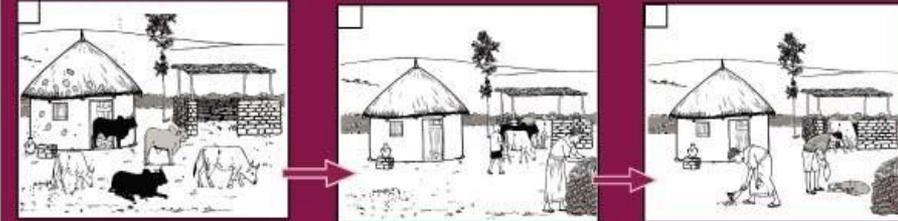
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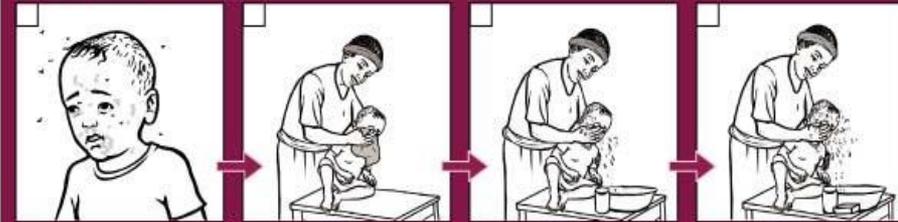
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Small Doable Actions to Improve Indoor Air Quality

Illustrative examples

Pollution Behavioral cluster	Possible Small Doable Actions/ Improved Practices	% 
Tending fires	<ul style="list-style-type: none"> • Dry wood//dung before burning • Use smaller pieces of wood • Reduce duration of burning 	
Stove maintenance and use	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Keep children away from fires (but still attended) 	



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The metaphor of the rider and the elephant *suggesting strategies for change*



Direct the rider

**Motivate the
elephant**

Shape the path





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We need to systematically understand what motivates a particular behavior for a particular target group





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Some Common Determinants of Behavior *across many theories of change*

- Knowledge
- Perceived risk
- Perceived consequences
- Self-efficacy
- Perceived social norms
- Attitudes
- Intentions
- Access to products
- Availability & quality of services
- Policy
- Skills
- Culture and traditions



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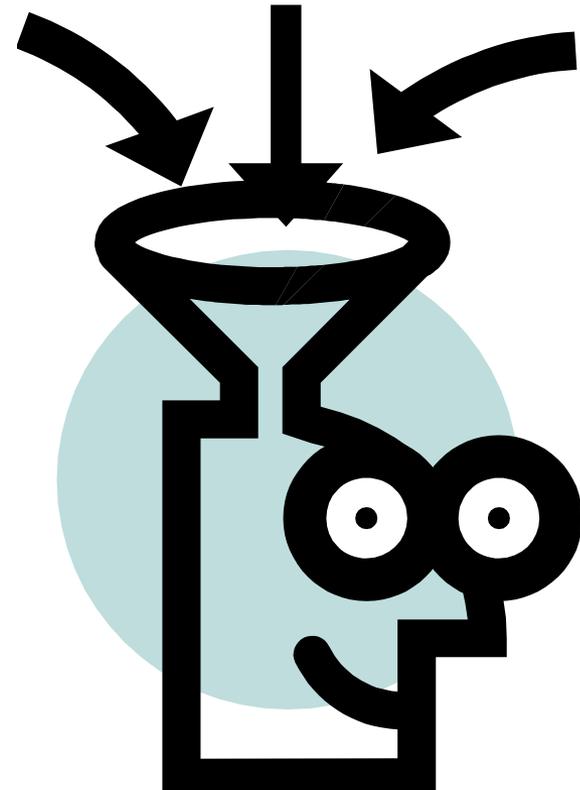
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A word about knowledge

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

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





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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



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)

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	⊘

What Influences WASH/HAP Behaviors??

3 powerful behavioral determinants

- POSITIVE =*** *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



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5 attributes contributing to *Diffusion of Innovation (Rogers)*

1. **Ease** of which the innovation can be understood and used
2. The **opportunity to experiment** with it on a limited basis
3. The **relative advantage** of the innovation over existing practice
4. The **ease** with which the innovation can be observed before adoption, and
5. **Compatibility** with existing values and needs.



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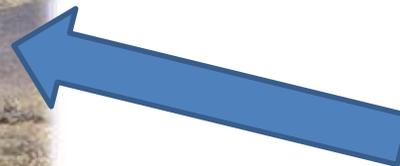
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The metaphor of the rider and the elephant *suggesting strategies for change*



Shape the path





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The 4Ps of Marketing



Developing the marketing mix...

PRODUCT	PRICE	PLACE	PROMOTION
<ol style="list-style-type: none">1. Hi-tech, efficient and accessible wood stove2. Traditional cooking experience with improved safety, comfort and convenience3. Differentiate two distinct ICS product categories (Value & Premium)4. Bundle the Modern Chula with other kitchen appliances and products	<ol style="list-style-type: none">1. Product needs discounting or credit to be accessible2. ICS retail prices are too low to justify a MFI loan3. Perceived value of ICS lower than electric rice cooker & LPG stove4. Profitable, sustainable financing possible when ICS is bundled	<ol style="list-style-type: none">1. Engagement and partnership with an EXISTING DISTRIBUTOR that can:<ul style="list-style-type: none">• leverage economies of scale, minimize transaction costs• incorporate ICS activation within existing product lines and retail channels	<ol style="list-style-type: none">1. Build around modern kitchen concept2. Consumers highly influenced by community opinion3. Tend to buy familiar, popular and proven brands4. Seek new products that will make life more comfortable, convenient and increase their social status



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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)



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- Direct the rider
 - Who's behavior?
 - What do you want them to do?
- Motivate the elephant
 - What is your hypothesis of change?
 - Which determinants most influential?
- Shape the path