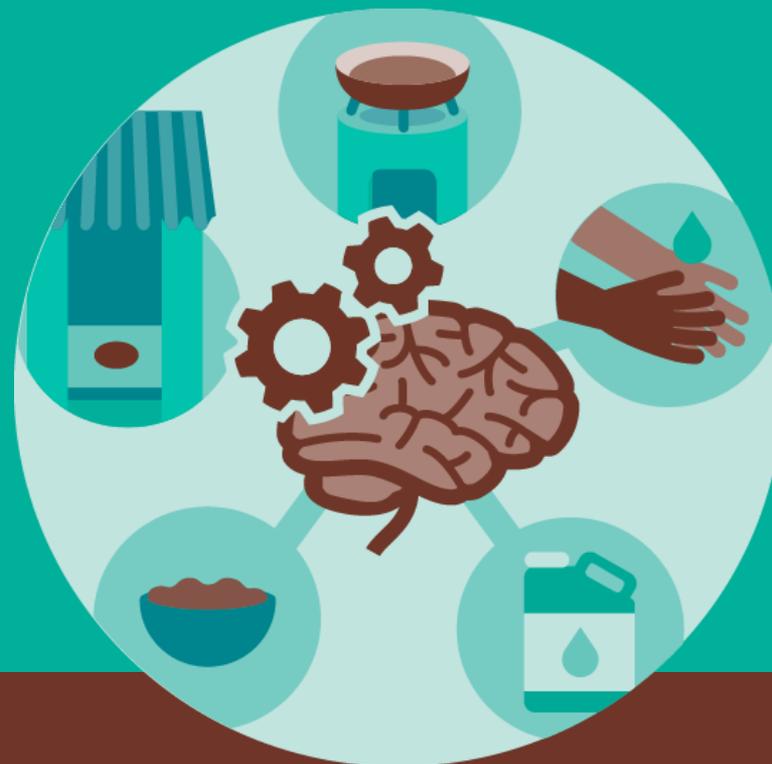


# What We Did Why It Matters

April 28, 2016



## BEHAVIOR CHANGE



**USAID**  
FROM THE AMERICAN PEOPLE

**wash**plus  
Supportive Environments for Healthy Communities

# Improving WASH Practice

=



Behavior  
Change

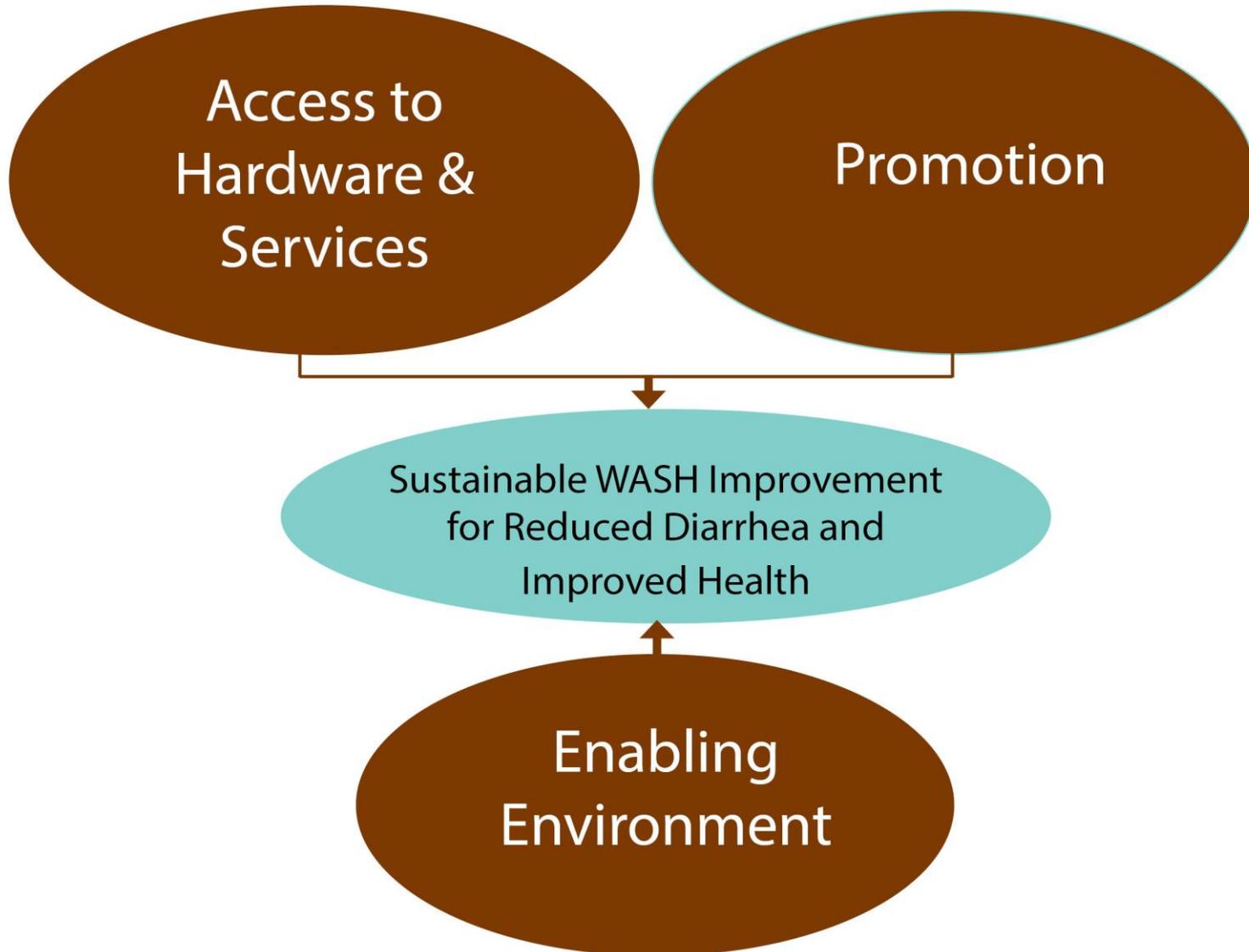
Sustained practice of improved WASH behaviors requires a comprehensive approach

multi-layered

#1

addresses multiple domains

# WASH Improvement Framework



#2

Always  
context  
specific

organized  
around a  
hypothesis  
of change

# Behavior-centered Approaches

# The BEHAVE Framework<sup>SM</sup>

## PRIORITY AUDIENCE

*In order to help:*

*Some specific audience segment*

## BEHAVIOR

*to:*

*Do a particular feasible (yet effective) behavior*

## KEY FACTORS

*we will focus on:*

*a few “behavioral determinants” most influential in changing ... that particular behavior ...*

*... for that audience*

## ACTIVITIES

*through:*

*Focused activities addressing those factors*

#3

Require  
research  
to shape  
programs

# Behavior-centered Approaches

# 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



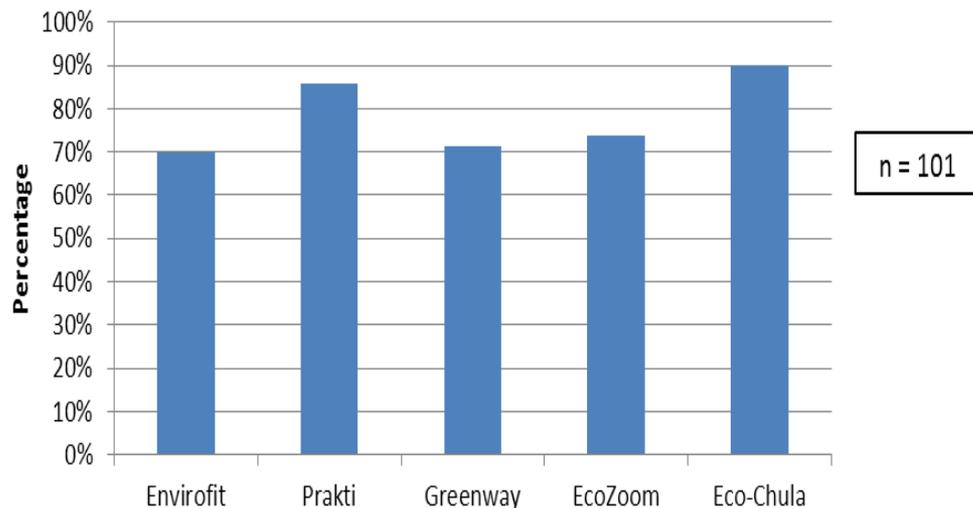
# Assessing Consumer Needs & Preferences for Improved Cookstoves

## Market Research Study Objectives

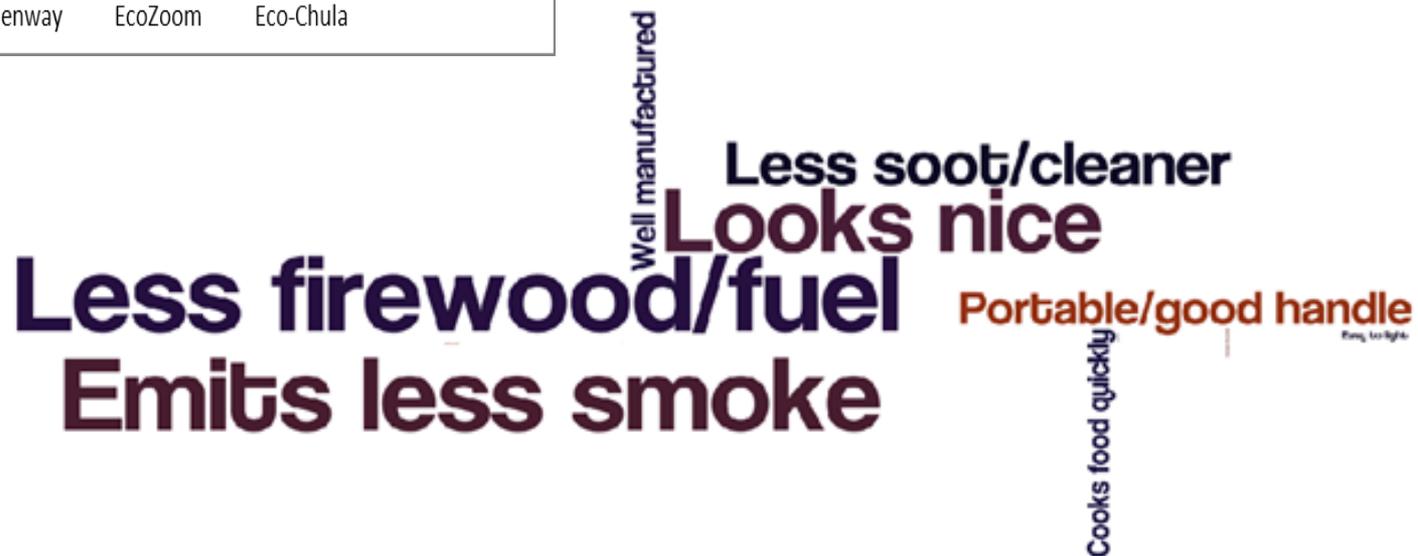
- Understand recognized and desired attributes of ICS
- Elicit problems and perceived solutions using stoves
- Assess reported use of new and traditional stove
- Assess willingness to pay
- Begin to apply a “4Ps” analysis (product, place, price and promotion) to the potential ICS cookstove market: product,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



## Improved Cookstove is Good



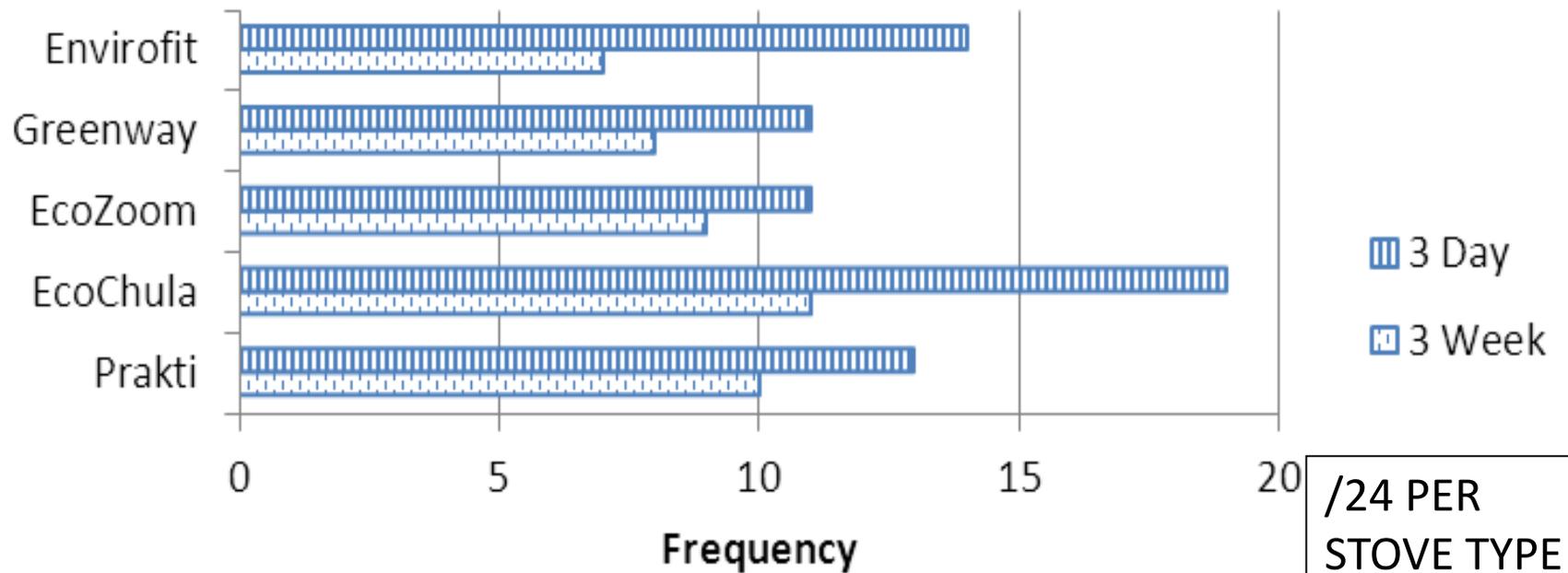
# What did people like?



***BIGGER PRINT** means they liked it more!*

# Decreasing satisfaction over time

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



# Problems encountered & solutions suggested by users

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

# 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

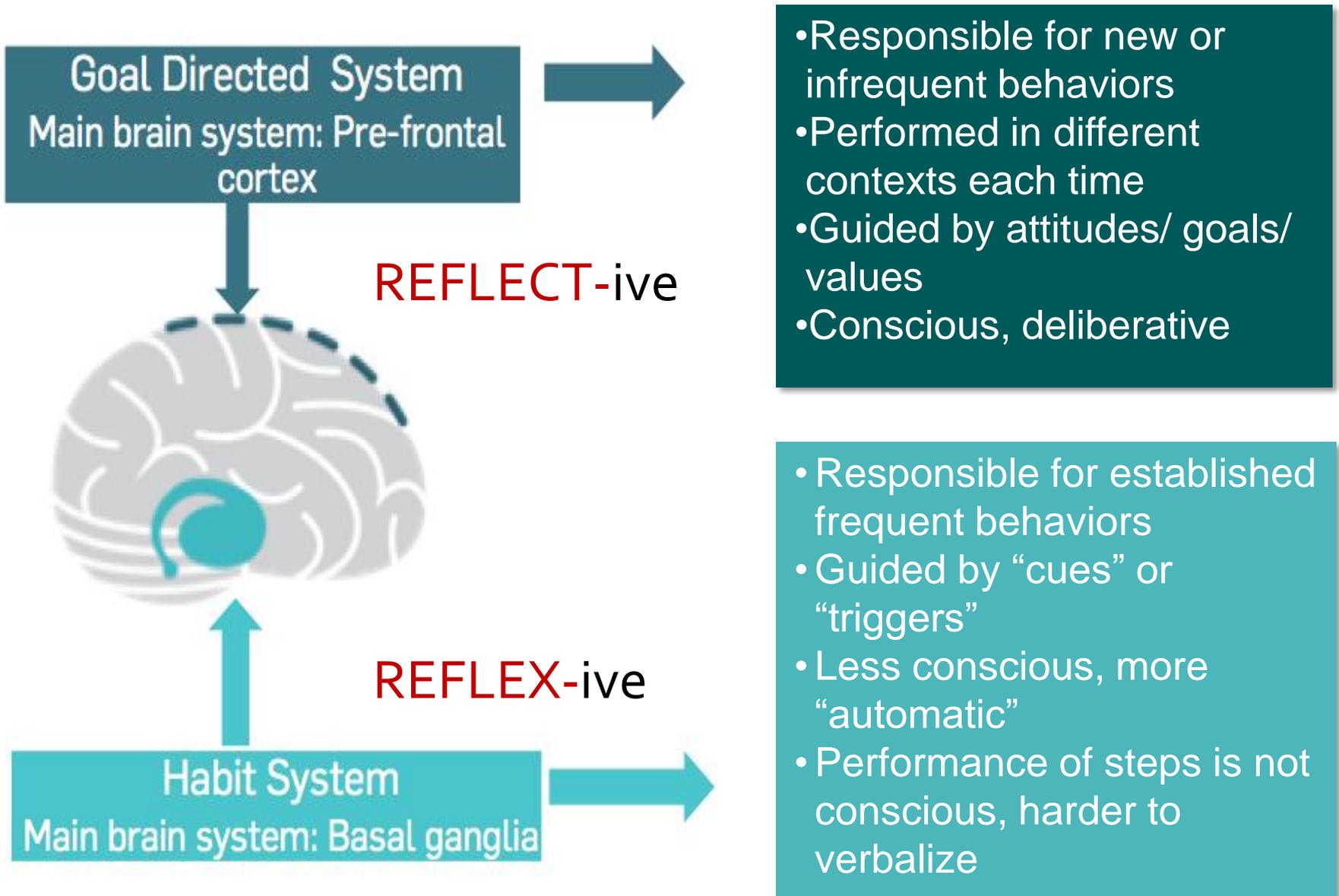
#5

# Behavior-centered Approaches

Reach the  
reflexive  
mind

as well as the reflective,  
conscious and deliberate mind

# The Science of Habit Formation



# Why Does This Matter for Handwashing?

## PRINCIPLES

## DEFINITION

1. Ensure Supportive Environment

Make sure the products needed to perform the behavior are readily and consistently available

2. Leverage Context

Introduce the new behavior when there is a break in routine OR link with well established behavior

3. Eliminate Friction

Make it easier, remove obstacles or steps, offer doable actions

4. Provide Ownable Cues

Build reminders into the environment, and rewards for performing the behavior

5. Encourage Practice

Carve a path into the memory by doing the behavior repeatedly

6. Promote Meaning & Motivation

Associate the behavior with positive rituals and meanings



# SPLASH

## Schools Promoting Learning Achievement through Sanitation and Hygiene in Zambia

Provision of sanitation and safe drinking water



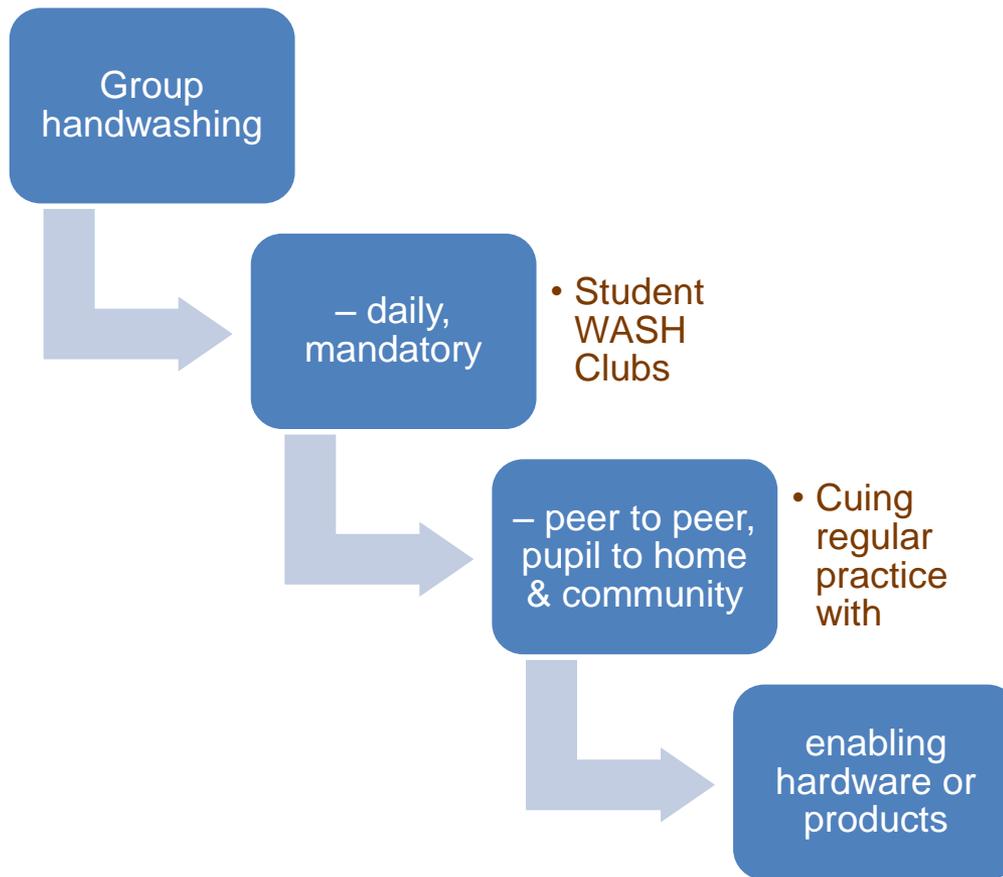
# Installing Handwashing Facilities

*—as part of behavior change strategy*



# The SPLASH Pathway

## Habit formation rather than hygiene promotion



1. Ensure Supportive Environment

2. Leverage Context

3. Eliminate Friction

4. Provide Ownable Cues

5. Encourage Practice

6. Promote Meaning & Motivation



#1  
Comprehensive  
Multi-layered  
Multiple  
domains

#3  
Require  
research to  
shape  
programs

#5  
Reach  
the  
reflexive  
mind

#2  
organized  
around a  
hypothesis  
of change

#4  
Make  
change  
feasible

# Principles of the WASHplus Behavior-centered Approach