Achieving a new Social Norm of ‘no OD’

Influences and results in UNICEF’s Community Approaches to Total Sanitation (CATS)

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Evaluation of CATS

CATS officially adopted by UNICEF in 2008
- CLTS / SLTS / WASH in Schools / TSC...

Applied in over 50 countries
- strong uptake by national governments

What is Social Norms theory?

Raise your hand if you
- have considered and/or understand about Social Norms
- know how it relates to sanitation

Social norms: “the customary rules that govern behaviour in groups and societies”

What is a Social Norm?

A social norm (Biçhieri 2006)
is a rule of behavior
such that individuals prefer to conform to it
on conditions that they believe that
- most people in their relevant network conform to it [empirical expectations]
- most people in their relevant network believe they ought to conform to it [normative expectations]

(Source: Biçhieri C., 2013, What are norms? Penn-UNICEF program: Advances in Social norms and Social Change, April 2013)
Recent Social Norms change

Influenced by:

Expectations
Behaviours

Sanctions, regulation & enforcement
Supporting environment

Social norms change in CATS refers to achieving a collective change in expectations – such that people are expected, and expect others, to abandon the practice of open defecation.”

Effectiveness objective (of the evaluation):

- What social and technical factors can explain the success or failure of CATS in each context?
- Based on adopting a Theory of Change model…

Supporting factors: community engagement

All community members involved through each stage, including an engaged, influential leader

“If people are not involved from the beginning, it doesn’t work”
**Supporting factors: community engagement**

**Children and youth central to the process**

- **Sierra Leone:** “Children are taking more of a lead role in WASH activities, where the programme is driven by SLTS… Where they have access to and use appropriate latrines, hand-washing facilities, safe water supplies and rubbish disposal at school they have higher expectations of sanitary improvements at home.”

- **Nepal:** “In areas where schools are proactive, coordination is strong and people have [a] clear idea on what to do, how to do [it] and what to achieve…”

- **Nigeria:** National Youth Service Corps often act as facilitators.

**Supporting factors: incentives/sanctions**

“*It’s also related to punishments: if we decide that whoever deviates from ODF will pay or will receive any other sanctions. When we together decide that, then the decision is legitimate. It’s a collective decision.*

*We decide with our own words under what conditions the sanctions occur.*

*When sanction exists, it signals to people that this is what is good for the community*”

Cristina Bicchieri, Interview

Often based on results of local decision-making
- to achieve policies (by-laws) authorised at community or local government level

- **Sierra Leone:** “…the majority of households reconstruct collapsing / collapsed latrines, because they are concerned about reverting back to OD. Enforcement of community bylaws and the regular monitoring by IPs and other local actors are considered to be significant to ensure that this continues.”

**Philippines:** local government bodies introduced policies to incentivise communities to achieve ODF status
- rewarding families who build a toilet with a mosquito net, or access to Conditional Cash Transfers. UNICEF integrating into their scaling-up strategy.

**Sudan:** financial and non-financial sanctions used, including communities not accepting their daughters to marry into a family that does not have a toilet

**Nigeria:** CATS started off by imposing financial sanctions, but over time this has become less necessary. Sanctions associated with how families are viewed within their community have become a stronger incentive (influenced by the level of social cohesion)
What is happening?

“...the new social norm of no OD is stabilized in a community when it's considered as legitimate by the community.” (Cristina Bicchieri, Interview)

Sierra Leone: “...the process of behaviour change and the benefits seen are owned by the whole community, rather than by individual households. Communities are increasingly seeing OD as a behaviour that can put the health of the entire community at risk. A new social norm can be said to be emerging.”

Nepal: “...providing access firstly to [the] poor and disadvantaged has been established as a norm. Thanks to such developed norms, widows, landless, poor and disabled are receiving support without obstacles.”

Some findings: on social norms

• Addressing behaviour change within CATS is widely understood and adopted – but the ‘language’ of Social Norms is not
  ○ implications for change in attitude, understanding and skills

• No specific indicators to monitor a change in the new social norm
  ○ proxy indicators used up to now

• Closely following activities in pre-triggering, triggering and post-triggering strengthens and reinforces ODF status
  ○ even if not done with the explicit intention of adopting a social norms approach