How effective are behaviour change approaches?

Challenges in implementing for scale, sustainability and equity

Some reflections from the Water Supply and Sanitation Collaborative Council
About WSSCC

WSSCC combines the passion of a membership organisation with the flexibility of an NGO and the authority of the United Nations.

Small Geneva Secretariat, National Coordinators and GSF partners in countries, a range of WASH and non WASH partners
WSSCC added value

- Special organizational character
- Concentration on sanitation and hygiene
- Serving the neediest
- Collaboration and networking
- Knowledge and learning
- Advocacy and communications
- Global Sanitation Fund
On behaviour change

• Global Sanitation Fund
• Contributing to learning and evidence
• Strengthening sector systems
• Providing a knowledge space
Shifting paradigms

Community-Led Total Sanitation

Unlike water supply, sanitation and hygiene are highly personal, a factor of behaviour, mostly dealt with at a household or individual level, BUT with impact on the whole community. In CLTS / CATS, the relationship between the individual and the community is a key factor in motivating behaviour.

Sanitation and Hygiene Service Chain

Service chain thinking forces us to assess the potential for any practice or service to sustain itself over time, without external interventions apart from those providing the service. Includes looking at demand and behaviour, the service provision chain – who builds, empties, treats; and the finances - long term.
Global Sanitation Fund

• Help large numbers of people attain sanitation and hygiene – making it their choice
• Provide financial boost to already-existing national strategies
• Avoid distorting sector or sidelining governments
• Monitoring, evaluating and learning
Operational countries
# GSF results overview

30 June 2013

## KEY RESULTS
To date and 5 year targets in 10 countries

<table>
<thead>
<tr>
<th>Indicator</th>
<th>30 June 2013</th>
<th>5 year targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>People with improved toilets</td>
<td>1.56 million</td>
<td>16.28 million</td>
</tr>
<tr>
<td>People live in ODF environments</td>
<td>2.10 million</td>
<td>24.58 million</td>
</tr>
<tr>
<td>People wash their hands with soap</td>
<td>Data available at mid-term review</td>
<td>16.73 million</td>
</tr>
</tbody>
</table>

## INTERMEDIATE INDICATORS
Results to date and 5 year targets in 10 countries

<table>
<thead>
<tr>
<th>Indicator</th>
<th>30 June 2013</th>
<th>5 year targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communities declared ODF</td>
<td>7,425</td>
<td>44,050</td>
</tr>
<tr>
<td>Communities triggered</td>
<td>16,068</td>
<td>76,818</td>
</tr>
<tr>
<td>People received hygiene messages</td>
<td>5.48 million</td>
<td>28.37 million</td>
</tr>
<tr>
<td>People live in target areas</td>
<td>18.40 million</td>
<td>29.79 million</td>
</tr>
</tbody>
</table>

## FINANCIAL PIPELINE
30 June 2013

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSF commitments</td>
<td>$62.68 million</td>
</tr>
<tr>
<td>GSF disbursements</td>
<td>$22.16 million</td>
</tr>
<tr>
<td>In-country awards to Sub-grantees</td>
<td>$18.96 million</td>
</tr>
<tr>
<td>In-country grant disbursements</td>
<td>$10.47 million</td>
</tr>
</tbody>
</table>
Common programme features

- Working at scale in entire regions
- Supporting existing, successful approaches
- CLTS solutions or local equivalent
- Participatory hygiene promotion
- Sanitation marketing
- Creative use of media
- Mobilizing local government
- Collaboration and leveraging other resources
- Learning and sharing agenda
ODF as entry point

ODF Population in WCAR – mid 2012

Source: UNICEF WCAR
# ODF protocols and indicators

<table>
<thead>
<tr>
<th>Country</th>
<th>Primary Indicators</th>
<th>Secondary Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chad</td>
<td></td>
<td></td>
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<tr>
<td>Cote d'Ivoire</td>
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<td>Ghana</td>
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<td>Kenya</td>
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<td>Madagascar</td>
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<td>Malawi</td>
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<td>Mali</td>
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<td>Mozambique</td>
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<td>Niger</td>
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<td>Nigeria</td>
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<td>Sierra Leone</td>
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<tr>
<td>Somalia</td>
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<td></td>
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<tr>
<td>Somalia (proposed)</td>
<td></td>
<td></td>
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<tr>
<td>Togo</td>
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</tbody>
</table>

- **Communities practicing safe water handling at home.**
- **By-laws imposed at Local Government/community level to prohibit OD**
- **The community must be visibly clean – no garbage or flies**
- **All latrines must have sanitary bins**
- **All latrines must have a tight fitting cover**
- **Institutional WASH facilities (schools and health centres) must also be present**
- **WASH Committee, Community Action Plan and/or other community M&E structure present**
- **Each member of the community understands the need to contain excreta**
- **Each household has access to a shared latrine**
- **Children’s faeces are disposed of effectively**
- **Each household has access to HWWS facilities**
- **All latrines must be fully functional and clean**
- **Each household has access to their own latrine**
- **Environment is completely 100% ODF**

Source: Bevan & Thomas, 2013
Challenges and reflections

Phasing

Exponential growth strategies

Maintaining momentum and systematic follow-up

Coaching

Technology and sustainability

Health extension

Institutional triggering
Influencing handwashing behaviours

• Little hard evidence on handwashing promotion programmes that work at scale.

• Lack of evidence on how to effectively integrate handwashing promotion into sanitation promotion interventions

• WSSCC – LSHTM partnership aims to shed some light
Handwashing in Nigeria

- GSF RUSHPIN programme as catalyst to achieve first two ODF states in Nigeria
- Target: 90% handwashing at critical times
- Current approaches: CTLS, HIF

*How many behaviours can one change at once?*
*How to time a handwashing intervention vis-a-vis CLTS?*
*How to design an intervention for scale? For habit creation?*
Equity: A Life cycle approach by age, gender, physical ability

Availability
Quality

Accessibility
Acceptability
Affordability
Systemisation and harmonisation for scale

- Training
- Capacity development
- Monitoring
- Knowledge networking
Capacity and training

Sector systems on capacity, documentation and knowledge networking

Vision: Equitable and sustainable sanitation and hygiene behaviour at scale through locally driven and sustained institutions, mechanisms and services.

- Supporting governments to do capacity planning better
- Tracking competency gaps by mapping competencies that are needed for sustainable sanitation programming
- Agreeing on core competencies – and including facilitation skills
- Compact of organisations at local levels offering training and capacity building services in respond to expressed demand
Monitoring

Trends
- From monitoring outputs to outcomes and impact
- Diversification of actors and aspects
- Monitoring sustainability and equity
- Systematisation and Harmonisation

From systems meeting:

**UNC** will organise an annual forum on **M&E** during the UNC Conference where all organisations share their tools, their challenges, their experiences – aimed to get more systematic, harmonised M&E.
Help Shape the Knowledge on Behaviour Change!

Coordinator at Global Community of Practice Sanitation and Hygiene

Through this CoP and beyond, WSSCC has noticed growing interest among WASH practitioners to better understand what causes individual and collective behaviour change, and how this applies to sanitation and hygiene. The field of behavioural sciences is vast and interesting, but also sometimes difficult to grasp. What, according to the theory, are the key principles of behaviour change? What can we learn from experiences in other sectors? CLTS, sanitation marketing, FOAM, PHAST, HIF… how do all these approaches build on behaviour change theory? What practical tips would help us?

WSSCC has committed to developing a modest but central knowledge space where practitioners will be able to gain access to key materials and resources as well create a depository for members’ suggested resources on relevant topics. As such, we are asking for your input to shape the space. Please take two minutes and respond to these quick questions.

Behaviour Change Survey: surveymonkey.com
Knowledge and skills

e.g. Community of Practice

In one click join
THE COMMUNITY OF PRACTICE ON SANITATION AND HYGIENE

SHARE LEARNING  GET FEEDBACK  GATHER EVIDENCE
CONNECT WITH PEOPLE  INFLUENCE GLOBAL DIALOGUE  STAY INFORMED

Join now at
www.wsscc.org/cop

It’s free. Open to those interested in sanitation and hygiene. Your online community

>> ABOUT THE COMMUNITY OF PRACTICE
Launched in 2011, the Community of Practice on Sanitation and Hygiene (CoP) has evolved as a community with over 2000 members interacting online and at events. The CoP stimulates collaborative and active learning to generate a mutual understanding of sanitation and hygiene areas and provides multiple platforms for global dialogue.
Thank you!

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