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# Effective Behavior Change Interventions

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## Major points

- Audience segmentation
- Defining/refining behaviors
- Defining focus of intervention → behavioral determinants



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# Audience segmentation



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## Who are our beneficiaries?

- Start with behavior
- Who is doing what
- Which part of the population are we going to work with



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## Audience segmentation

- Not all target audiences are created equal



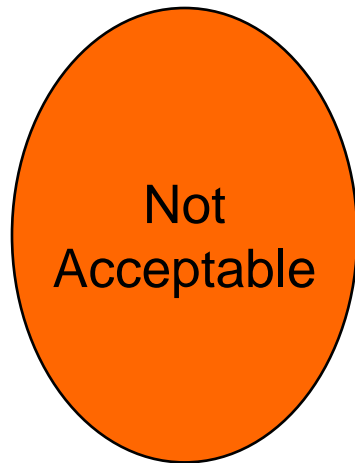


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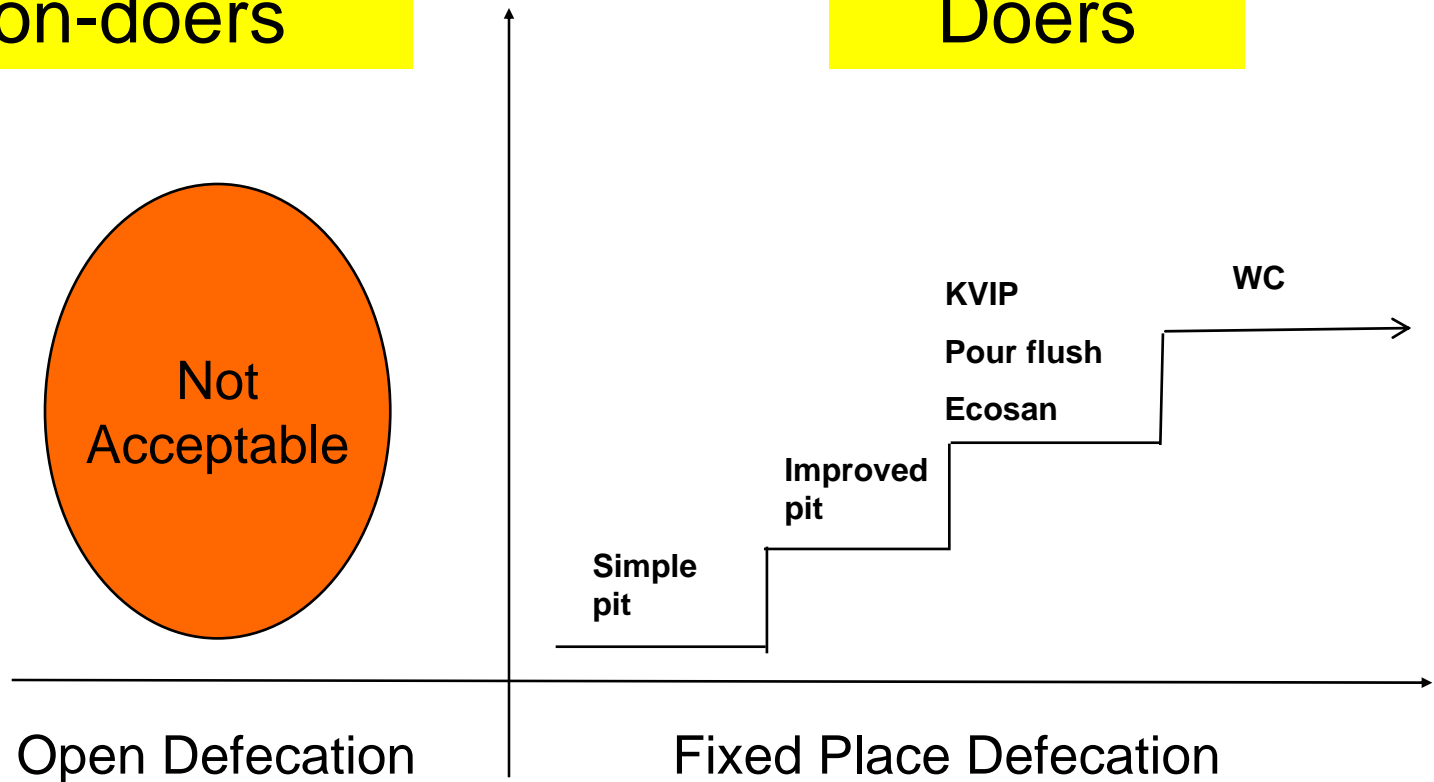
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## Who does what: Members of a target audience do not engage in the same practices

Non-doers



Doers





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## Segmentation depending on practices

**Non-doers**



**Unimproved  
Sanitary Facilities**



**Improved  
Sanitary Facilities**





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## Doers can be sub-segmented



Collage developed by T. Outlaw and M. Jenkins





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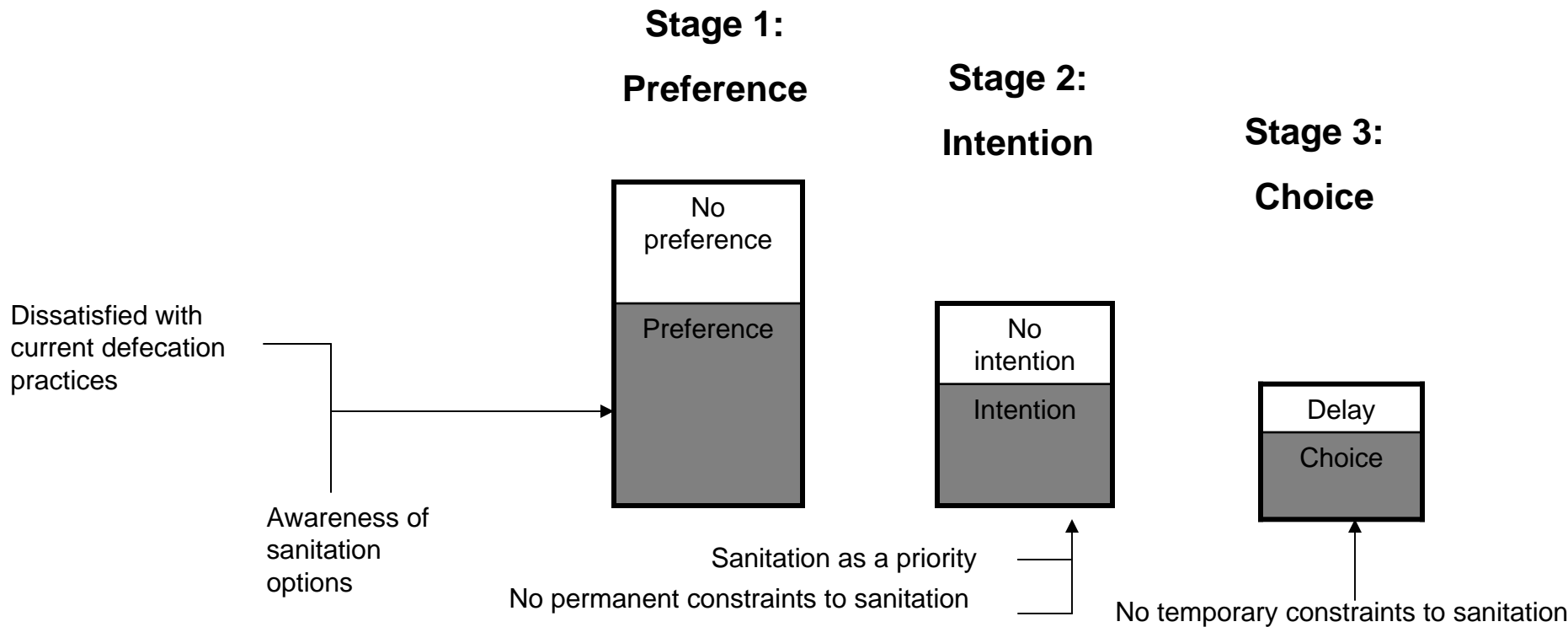
## So can non-doers

Stage of Change	Characteristics
Pre contemplation	Not considering change
Contemplation	Ambivalent, 'sitting on the fence'
Preparation	'Testing the waters'
Action	Practicing new behavior
Maintenance	Sustained use
Relapse	'Fall from grace'

Prochaska and DiClemente's Stages of Change Model



# Decision stages for new sanitation demand





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**Defining/refining behaviors to promote**



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## **As we move towards ideal practices:**

- Change can be gradual and/or partial
- Individuals progress at their own pace



## Hygienic Disposal of Human Excreta Gradual Progression Towards Ideal Behaviors Negotiation Options

Area of Interest	Prevailing baseline conditions	→	→	→	Ideal Behavior
Where do adults defecate?	Open air	In hole covered with dirt after defecation	In latrine with wood platform with no door or roof	In latrine with platform but protected entry and hw station nearby	Washable toilet with hand washing station
How does family dispose of children's feces?	Soiled diaper content disposed of in backyard	Use of potties, content is buried	Use of potties, content disposed of in latrines		
How is latrine maintained?	No maintenance	Occasional sweeping	Regular sweeping	External areas swept and washed regularly using bleach	



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## Rosenbaum's small doable actions

- Action leading to household and public health improvement when practiced regularly and properly
- Considered feasible by the household, from THEIR point of view
- May fall short of an "ideal practice," but more likely to be adopted by a broader number of households because seen as "feasible" in local context



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## **Trials of Improved Practice (TIPS): Tool Developed by Manoff**

- Select full list of behaviors individuals need to try out
- Negotiate with participating households which of those behaviors they are willing to adopt temporarily
- Follow up with families to understand constraints
- Provide solutions to overcome the constraints



## Examples of behaviors examined via TIPS in Madagascar

Treatment			Storage and Use
Boiling	Sur'Eau	SODIS	
Boil x minutes	Use 12-20 l container	If water is turbid, strain or let settle	Cover water with hard cover once in storage container
After breakfast prep	Fill up with water	Fill PET bottles $\frac{3}{4}$ of the way	Pour water for drinking
Boil larger amount of water	Pour 1 cap of Sur'Eau	Shake bottle contents	Or use dedicated glass
Leave water in pot used x boiling	Stir	Expose to sun, roof or hanging from tree for 6 hours	Keep dedicated glass in plastic bag near container
	Cover		Keep bag with dedicated glass in house, on top of water container or hanging from ceiling
	Wait 30 min		





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## Results of TIPS, water treatment and storage

### Boiling

- Nuisance when family's water source is spring water perceived as safe
- Pot used for boiling has competing uses, thus not done daily
- Time water left to boil is subjective and difficult to measure
- Wood in winter?
- Men don't drink warm water and do not like taste of boiled water





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## Results of TIPS, water treatment and storage

### Sur'Eau (sodium hypochlorite)

#### Pros

- Relatively well known and needs no introduction
- Easy to use, making safe water available after work in fields

#### Cons

- Out of pocket expense make it expensive to buy regularly
- Sur'Eau not always readily available in local shops





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## Results of TIPS, water treatment and storage

### Solar disinfection

- No out of pocket expenses
- Produces treated water with an acceptable taste
- Availability of PET bottles????





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## Results of TIPS, water treatment and storage

### Storage and Use

- Water container not at a fixed location
- Soft covers often used
- Dedicated serving tool not always outside container

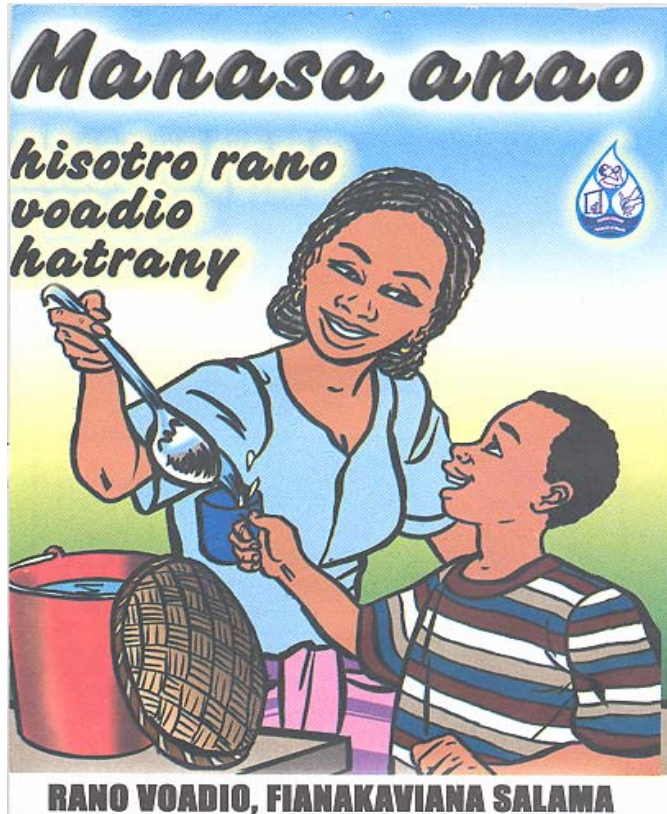




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## Promotional Materials, Madagascar



MINSANPPFS  
DPS/SAGS





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# Behavioral determinants



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- Identify internal and external factors that facilitate/hinder adoption
- Help position messages to make them persuasive
- Help bring down barriers and provide focus to your intervention



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## **Examples of internal determinants: AED's Fun, Easy & Popular**

Attitudes about behavior:

“It is good to wash your hands after defecation”

Perception about one's ability to perform behavior:

“I can get my spouse to provided needed cash to buy soap”

Beliefs about outcomes of a practice:

“Sanitation facilities will make me look modern”

Perception of social norms:

“Village leaders want me to have a latrine”





## Summary of internal determinants associated with hand washing with soap at critical junctures

Motivator <sup>[1]</sup>	Example (Quote and Country)	Universal motivator?
Disgust	“My hands stink after the toilet” – Madagascar	Yes
Affiliation	“I use soap because I want to be clean and liked by people”- Madagascar	Yes
Comfort	“ . . . soap makes your clothes and your body smell good . . .” - Kyrgyzstan	Maybe
Nurture	“A well cared child is clean, well groomed, healthy . . . and well fed” - Peru	Maybe
Fear	“I am afraid of getting diarrhea” - Senegal	No
Status	“My children are always clean and admired by others because soap keeps us clean” - Uganda	No
Attraction	“Dirt can put away a promising suitor” - Ghana	No

[1] Curtis, Val. “What do we know about hand washing practices. A review of the results of formative research from ten countries.” Handwashing University, WSP/PPP HW, Washington DC 2007.



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## Examples of external determinants

Access to natural resources:

“The water fountain is just down the road”

Product/service availability:

“You can get plastic bottles in town”

Supportive policies:

“Landlords are now required by law to install toilets in rented properties”





## Examples of external determinants

% of Sample in Category	Type of Audience <sup>[1]</sup>		Obstacles
122/399 non-adopters	Intention	High likelihood of building latrine within 12 months	Limited space Tenant Credit and savings difficulties
20/399 non-adopters	Choice	Carrying out intention to adopt thus generating a demand for specific technologies, services and products	High cost No one to build Water/soil conditions Technical complexities

[1] Adapted from M. W. Jenkins and B. Scott. Behavioral indicators of household decision-making and demand for sanitation and potential gains from social marketing in Ghana. *Social Science and Medicine* (2007),doi:10.1016/j.socscimed.2007.03.010.



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## Remember

- Focus
  - Which segment (non doers or doers)
  - Which sub-segment (for ex., preference, intention, choice)
  - What barriers: contextual, individual, both?
- Customize



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Thank you!