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**HIP** HYGIENE IMPROVEMENT  
PROJECT

**At scale  
Hygiene and Sanitation Improvement  
in the  
Amhara Region of Ethiopia  
through “Learning by Doing”**



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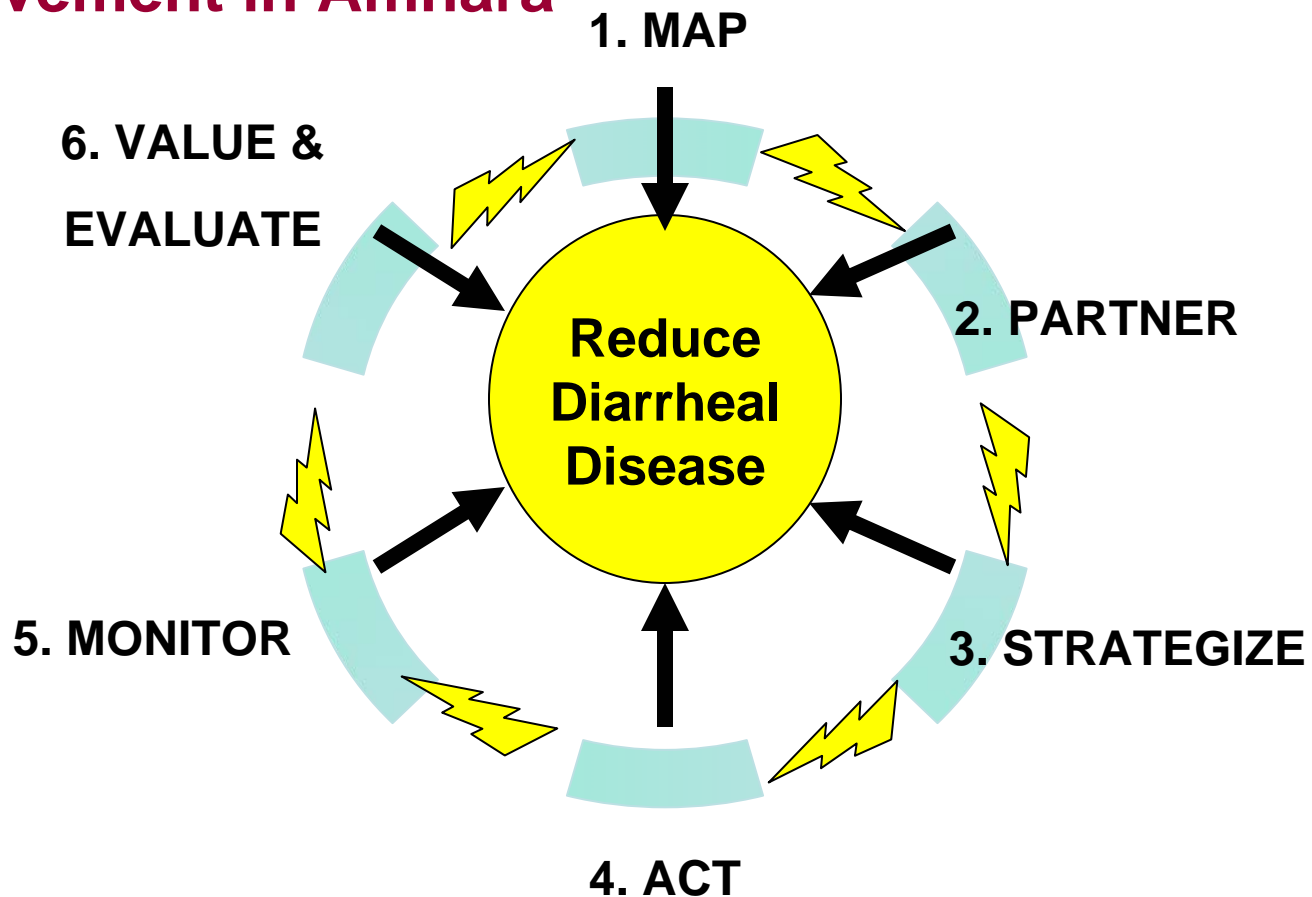
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## At Scale Hygiene & Sanitation Improvement in Amhara





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## Learning by Doing Program in Amhara

Multi-Stakeholder Meeting identified Common Action Agenda – brought the Whole System to the Room

Engaged the multiples- sectors, behaviors, partners  
Regional Behavior Change Strategy

- including advocacy
- strengthened household visits
- community ignition and action
- multiplying the message with communication and media
- demonstration latrines and HW stations
- increased access and affordability of products through private sector involvement



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Implementing a hybrid of ...

## COMMUNITY-LED TOTAL BEHAVIOR CHANGE IN HYGIENE AND SANITATION

embedded in a national and regional process..

- National Hygiene and Sanitation Strategy
- National Protocol for Implementation of ...

Built around Health Extension Programme,  
and carried out by HEWs

.. Among other actors...





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## **COMMUNITY-LED TOTAL BEHAVIOR CHANGE IN HYGIENE AND SANITATION**

- Systems Approach to Change – engaging the multiples
- Non-branded (Community-led) Total Sanitation
- Strengthened Home Visits Negotiation of Improved Practices/MIKIKIR

### **Resource book leads districts through process**

- regional and district planning processes and taking into account existing human and financial resources

**Capacity building manuals for community workers and volunteers**



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## What defines the hybrid?

- Focus on behavior, not just coverage
- No open defecation, at home, in the fields, nowhere
- Handwashing
- Safewater handling
  
- Community ignition
- Backed up with household visits to negotiate change



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## Definition of CLTS

Communities are “ignited”

Total coverage, each and every member of the community shall have toilet and stop open defecation.

Category	Prevalence of Latrine (%)	Prevalence of diarrhoea (%)
Open defecation prevalent villages	29	38
Almost open defecation-free villages	95	26
<b>Open defecation-free villages</b>	<b>100</b>	<b>7</b>

Source: WSP, 2007. An approach that works, Field Notes, February.





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## Triggering Elements of CLTS

### Shame

the consciousness or awareness of dishonor, disgrace, or condemnation

...not the same as guilt

- When we feel guilt, it's about something we did.
- When we feel shame, it's about who we are.

Shame comes from being humiliated about our behavior.







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## Triggering Elements of CLTS

### Disgust

- To excite nausea or loathing in; sicken. To offend the taste or moral sense of; repel.
- Profound aversion or repulsion caused by something offensive.





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## Triggering Elements of CLTS

### Fear

The unpleasant emotional state consisting of psychological and psycho-physiological responses to a real external threat or danger, including agitation, alertness, tension, and mobilization of the alarm reaction.





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## **Community-led Total Behavior Change goes further**

- Not only 100% latrines
- No open defecation means 100% latrine use
- 100% handwashing at the critical times



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## Capacity Built in BC, CLTS – Role in strategy

- Health Extension Workers, Development Agents, District WASH Teams and more trained
- Encouraged to go out and ignite, or support ignition
- Carry out a number of other mobilization and household BC activities





# የምክክር ካርድ

የአባት/የእናት ስም \_\_\_\_\_ የጤና ሰራተኛው ስም \_\_\_\_\_

መንደር \_\_\_\_\_ የጉብኝት ቀናት \_\_\_\_\_

1. እያንዳንዱ ቁልፍ ባህሪያት መካከል ቤተሰቡ ምን እያደረጉ እንደሆነ ይረዳና አሁን እየተገበደ ያለው ላይ በተሰጠው ሳጥን ውስጥ ምልክት ያድርጉ::
2. በምክክር ሊሻሻሉ የሚችሉ አንድ ወይም ሁለት ተግባራትን ይምረጡና ለችግሩ መኖሪያ ምን እንደሆነ ከቤተሰቡ ጋር ይወያዩ:: ሁሉንም ነገር በአንድ ጊዜ ለማድረግ አይቻልም:: በመቀጠልም የሚከተሉትን ጥያቄዎች ይጠይቁ::  
 - የትኛኛን መጥክር የሚችሉ ይመስላሉ?  
 - እንዴት ቀለል ማድረግ ይቻላል?  
 - ከቤተሰብም መካከል የሚታወቁት ካለ ምን በማድረግ ሊረዳዎት ይችላል?
3. "በቀላሉ ሊደረግ የሚችል" ተግባር ላይ ተስማሙና ምልክት ያድርጉበት:: በመቀጠል ወደ ቀኝ ያለውን ተግባር ላይ ተመክከሩ:: በስተቀኝ ያሉት ተግባራት በስተግራ ካሉት ተግባራት የተሻሉ ናቸው::
4. ቤተሰቡ ለመረጠም የተስማማበት ተግባር ላይ ምልክት በማድረግ ቃል እንዲገቡ ያድርጉ:: ምን ለመስራት እንደተስማሙ ያስታውሳቸው:: ካርዱንም ግድግዳ ላይ በመለጠፍ ወይም የቤተሰብ ጤና ካርድ ውስጥ በማስቀመጥ በጥንቃቄ እንዲይዙት ይነገሯቸው::

"ጣዳ ላይ በመጻፍትና ንፅህና በጉደለው ልምድ የሚመጡትን በሽታዎች ማቆም የኛ ጋላፊነት ነው!"

## ሀ. አይነ ምድርን ማስወገድ



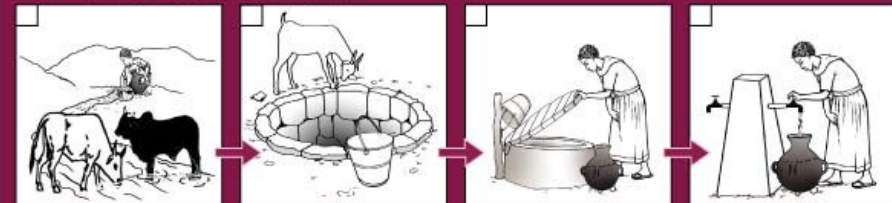
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## ሐ. ከተጻፍን በኋላ እጅ መታጠብ



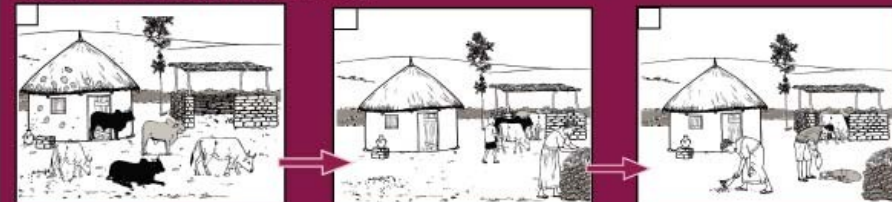
## መ. የውሃ ምንጮችን ንፅህና መጠበቅ



## ሠ. የውሃ ንፅህና አጠባበቅ



## ረ. የቤት እና የአካባቢ ንፅህና አጠባበቅ



## ሰ. የፊት ንፅህና



## እጅ መታጠቢያ ጊዜያት፣ ሁሉም አስፈላጊ ጊዜያት ናቸው::





**Through routine monitoring,**  
community indicators tracked:

- both process (# ignited) and
- impact (“ODF”)

## **Evaluation baseline completing, being analyzed**

- Multi-level, to capture multiple objectives
- Institutional change- increased capacity of planners, teachers, HEWs
- Networks and partnerships- enhanced and increased
- # of integrated annual plans developed with contributions of all (relevant) partners
- School- knowledge and coverage
- Household – 3 key behaviors, coverage, determinants





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**Informal monitoring and visits showed:**

**HEWs igniting communities**

**Find ignition useful NOT ONLY when low coverage, but also to ‘boost’ when at a “midpoint standstill”**

**Changing emphasis in their home visits to negotiate rather than promote**







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Plans to expand further in Amhara Region

Introduce the approach at upcoming EthioSan Conference for national scale up

Tools available.... Resource guide  
outlining the pathway...  
training guides...  
health extension worker  
support materials...





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## For further information

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**(how)**

**Do people  
value  
latrines?**

