



## Issue 218 | Feb. 5, 2016 | Focus on Behavior Change and WASH

This issue contains resources on behavior change in water, sanitation, and hygiene (WASH) programs, including learning briefs, tools, webinars, videos, blog posts, and presentations. Other resources include project reports from Kenya, Uganda, and Zambia, and materials and reports from Bangladesh.

The next issue will focus on Sustainability, Good Governance, and the Systems Approach to WASH. If you would like to feature your organization's materials in the next issue, please send them to Antonia Wolff, WASHplus Knowledge Management Advisor, at [awolff@fhi360.org](mailto:awolff@fhi360.org) by February 12, 2016. More than 100 past issues of the Weekly are [archived](#) on the WASHplus website.

### REPORTS AND BRIEFS

#### **The Science of Habit: Creating Disruptive and Sticky Behavior Change in Handwashing Behavior.** WASHplus, 2015. [Link](#)

This paper proposes that the science of habit can partly explain the challenge of handwashing behavior change. Integrating basic science insights from psychology, cognitive science, and behavior change research, the paper identifies six principles for creating greater initiation and maintenance of handwashing change. For each principle, there is supporting science and examples of potential tactical implementation in field settings.

#### **Using Photovoice as a Community Based Participatory Research Tool for Changing Water, Sanitation, and Hygiene Behaviors in Usoma, Kenya.** BioMed Research International, 2015. E Bisung. [Link](#)

This paper explores the application and utility of photovoice for understanding WASH behaviors and catalyzing community-led solutions to change behaviors. In the first part of the study, photovoice one-on-one interviews were used to explore local perceptions and practices around water-health linkages. This paper uses photovoice group discussions to explore participants' experiences with and (re)action to the photographs and the photovoice project. The findings illustrate that photovoice was an effective methodology for understanding behaviors, creating awareness, facilitating collective action, and engaging with local government and local health officials at the water-health nexus.

#### **Small Doable Actions: A Feasible Approach to Behavior Change.** WASHplus, Aug 2015. [Link](#)

This WASHplus learning brief summarizes the small doable action (SDA) approach. A small doable action is a behavior that, when practiced consistently and correctly, will lead to personal and public health improvement. It is considered feasible by the householder, from his/her point of view, considering the current practice, the available resources, and the particular social context. The brief features examples and provides steps for negotiating SDAs to improve WASH and infrastructure and applying the concept to an organizational setting.

**Exploring the Potential of Schoolchildren as Change Agents in the Context of School WASH in Rural Zambia: Final Report.** WASHplus, 2014. [Link](#)

In this study, researchers explored the potential for children to be change agents for behavior change and technology adoption in their households. The work was conducted in the context of a school-based WASH program, SPLASH, funded by USAID/Zambia and managed by the WASHplus project. Four major areas are highlighted to encourage children to become change agents.

**Using Mass Media to Improve Child Survival in Burkina Faso.** Development Media International, Nov 2014. [Link](#)

Development Media International (DMI) implemented a cluster randomized controlled trial in Burkina Faso to measure the impact of mass media on child mortality. DMI and the London School of Hygiene & Tropical Medicine created a mathematical model that predicts how many children's lives could be saved by mass media campaigns in various countries. The three-year trial in Burkina Faso used radio broadcasts to affect a range of behaviors—including exclusive breastfeeding; WASH; and treatment-seeking behavior (for malaria, pneumonia, and diarrhea symptoms)—in order to improve child survival. Preliminary results showed that the 10 key behaviors all improved in the intervention zones.

**Improving WASH Behaviors to Reduce Diarrhea and Improve the Health and Resilience of Children, Families Affected by HIV/AIDS, and Other Vulnerable Populations: WASHplus Uganda End of Project Review.** WASHplus, 2014. [Link](#)

With funding from USAID/Uganda, WASHplus worked for almost two years to reduce diarrhea and improve the health and resilience of key populations in three districts: Kabale, Kisoro, and Kanungu. This end-of-project review details this multidisciplinary initiative, which focused on three objectives: integrating water, sanitation, food hygiene, and handwashing into nutrition and Feed the Future activities; incorporating water, sanitation, food hygiene, menstrual hygiene, and handwashing into community and clinically based HIV activities; and strengthening the capacity of local districts to plan, budget, implement, and monitor WASH-related activities.

**Integrating WASH into HIV Interventions and Advancing Improved Sanitation Uptake: WASHplus Kenya End of Project Report.** WASHplus, 2014. [Link](#)

In Kenya WASHplus helped communities and households make the connection between improved sanitation, healthy hygiene habits, and positive outcomes for people living with HIV and AIDS, their families, children, the elderly, and other vulnerable households. This end-of-project report notes that WASHplus technical support, participatory training, partner engagement, and behavior change efforts yielded valuable lessons for other countries battling to improve sanitation and health outcomes in the context of uncertain funding.

## **JOURNAL ARTICLES**

**Effectiveness of Group Discussions and Commitment in Improving Cleaning**

**Behavior of Shared Sanitation Users in Kampala, Uganda Slums.** *Social Science and Medicine*, Dec 2015. I Tumwebaze. [Link](#)

This study evaluated discussions and commitment interventions among shared toilet users in three urban slums in Kampala, Uganda. Interventions were based on the RANAS (risk, attitudes, norms, abilities, and self-regulation) model of behavior change. Changes in shared toilet cleaning behavior and its determinants were examined and found that discussions and commitment improve toilet users' cleaning behavior. The rate of improvement was observed through behavioral determinants such as cleaning obligation, cleaning ease, cleaning approval, and effective beliefs.

**Behavior Change without Behavior Change Communication: Nudging Handwashing among Primary School Students in Bangladesh.** *Int. J. Environ. Res. Public Health*, 2016, 13(1), 129. R Dreibelbis. [Link](#).

In this proof-of-concept study, researchers developed an inexpensive set of nudges to encourage handwashing with soap after toilet use in two primary schools in rural Bangladesh. Direct observations indicated that nudge-based interventions have the potential to improve handwashing with soap among school-aged children in Bangladesh.

**Beliefs, Behaviors, and Perceptions of Community-Led Total Sanitation and their Relation to Improved Sanitation in Rural Zambia.** *Amer Jnl Trop Medicine and Hyg*, Jan 2016. J. Joseph Lawrence. [Link](#).

This article presents results from a qualitative study that explored community members' and stakeholders' sanitation, knowledge, perceptions, and behaviors during early community-led total sanitation (CLTS) implementation in Zambia. Poor soil conditions were identified as barriers to latrine construction. Taboos, including prohibition of family members, in-laws, and opposite genders from using the same toilet, were barriers for using sanitation facilities. CLTS, through community empowerment and ownership, produced powerful responses that encouraged construction and use of latrines and handwashing practices, and the qualitative data suggest that CLTS is effective for improving sanitation beliefs and behaviors in Zambia.

## TOOLS

**Small Doable Actions for Improving Household Water, Sanitation, and Hygiene Practices.** WASHplus, 2015. [Link](#).

This set of job aids is designed to help a range of community- and clinic-based workers communicate effectively on WASH practices with priority groups, including mothers and caregivers of young children, vulnerable families, and people affected by HIV. The job aids address the vexing cycle between diarrhea and good growth, as well as improving WASH practices such as safe feces disposal, handwashing with soap, and safe transport and handling.

**Bangladesh - Materials to Support WASH Improvement.** WASHplus, 2015. [Link](#).

This resource page provides links to tools and resources on behavior change intended for use in Bangladesh. All in Bangladeshi, there are flipcharts on latrine improvements and hygiene improvement; flashcards on menstrual hygiene management; pocket books on menstrual hygiene management and making and maintaining tube wells; among others.

## BLOG POSTS

**Behavior Change Strategy: Hygiene Promotion Guidelines for Bangladesh.** WASHplus, Aug 2015. [Link](#).

WASHplus worked in southwest Bangladesh through an agreement with WaterAid, which in turn engaged local partner organizations (PNGOs) to implement hygiene promotion in their respective upazilas or subdistricts. This blog post discusses the development of hygiene promotion guidelines to help the PNGOs implement systematic and theory-based activities. The post also discusses the capacity-building and ongoing support being offered to NGOs to bolster improved WASH practice and ultimately achieve target goals.

**Behavioral Challenges and Potential Solutions to Reach Universal Sanitation Coverage.** WASHplus, April 2015. [Link.](#)

This blog post is comprised of an interview with Orlando Hernandez, WASHplus senior monitoring and evaluation advisor, at the World Water Forum 2015 that was posted to the Sanitation and Water for All website.

**From Triggering Behavior Change to Sustaining it: Interview with Julia Rosenbaum.** WASHplus, July 2014. [Link.](#)

This interview with the WASHplus deputy director and behavior change advisor was conducted by Carmen da Silva Wells of IRC at the 5th WASH Sustainability Forum in Amsterdam. Among other issues, Ms. Rosenbaum discusses sustainability tools for handwashing and hygiene.

## **WASHPLUS PRESENTATIONS**

**Hygiene Habit Formation through WASH in Schools in Zambia.** June 2015. S Fry. [Link.](#)

This presentation addresses a framework for sustainable school WASH and discusses five task areas: improving water and sanitation infrastructure; improving hygiene behaviors; strengthening governance at all levels and coordination with multiple stakeholders; advocating for improved WASH in a school's policy environment; and strengthening the capacity of small-scale service providers to deliver WASH goods and services.

**WASH and Nutrition Integration and Small Doable Actions.** Aug 2015. R Clemmer. [Link.](#)

The presentation covers the SPLASH approach to hygiene behavior change and discusses topics including the principle of multiples; the principle of small, doable actions; and habit formation rather than hygiene promotion.

**Addressing the Paradox through Small Doable Actions to Improve Domestic Water Management: High Water and Sanitation Access and High Diarrheal Morbidity in Southwest Bangladesh.** Oct 2014. M Sikder. [Link.](#)

The presentation discusses applying comprehensive behavior change approaches to address challenges in southwest Bangladesh, based on the results of formative research. The presenter concludes that addressing household water quality requires a comprehensive approach targeted to the challenging sanitation situation in a tidal, flood-prone region, and one that builds local government capacity to monitor source quality and manage repair and maintenance through WASH funds.

**The Theory and Practice of Habit Formation: Handwashing Applications.** Oct 2014. O Hernandez. [Link.](#)

These slides provide an overview of a panel discussion at the UNC Water and Health Conference in 2014.

**WASH Integration Inspires Sustained Behavior Change and Innovation in Kenya.**

Oct 2014. E Makena. [Link.](#)

This poster outlines a WASH-HIV integration kit in English and Swahili that was developed to engage partner NGOs and public health officers in negotiating improved WASH practices with health workers and communities. WASHplus trained over 600 trainers who trained community health workers and extension workers to introduce improved WASH practices to households throughout the country.

## **WEBINARS AND VIDEOS**

**Handwashing and the Science of Habit.** Dec 2014. D Neal. [Link.](#)

This presentation outlines how to augment approaches to handwashing with a “habit strategy” using seven principles: a supporting environment, leveraging context, eliminating friction, ownable cues, accelerating links, intervention through doing, and conscious storytelling.

**Behavior Change in WASH Programs.** June 2013. [Link.](#)

This webcast of USAID’s discussion on “Behavior Change in WASH Programs: From Barriers and Access to Application and Use” features Chris Holmes, Merri Weinger, and Jenny Dato of USAID; Ron Clemmer of World Vision; and Orlando Hernandez of WASHplus.

**Small Doable Actions: Simple Steps That People Can Take to Improve WASH.** [Link.](#)

This video shows how a variety of small, doable actions can improve practices, starting in schools and moving into households and communities.

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WASHplus Weeklies highlight topics such as Urban WASH, Household Air Pollution, Innovation, Household Water Treatment and Storage, Handwashing, Integration, and more.



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**About WASHplus** - WASHplus, a multi-year project funded through USAID’s Bureau for Global Health, supports healthy households and communities by creating and delivering interventions that lead to improvements in access, practice and health outcomes related to water, sanitation, hygiene (WASH) and household air pollution (HAP). WASHplus uses at-scale, targeted as well as integrated approaches to reduce diarrheal diseases and acute respiratory infections, the two top killers of children under five years of age globally. For information, visit [www.washplus.org](http://www.washplus.org) or email: [contact@washplus.org](mailto:contact@washplus.org).