



USAID
FROM THE AMERICAN PEOPLE



Behaviour change in Madagascar

Our GROW-UP STICKER approach to encourage behaviour change



RANO WASH

To increase **equitable and sustainable access to WASH services** in order to maximize the impact on human health and nutrition and preserve the environment in 250 rural communes in six regions: Vatovavy Fitovinany, Atsinanana, Amoron'i Mania, Haute Matsiatra, Vakinankaratra, and Alaotra Mangoro.

Duration: 5 years from June 2017 to June 2022

Donor: USAID

Implementation: Consortium led by CARE, with CRS, WaterAid, Bushproof and Sandandrano as members.



Plan of the presentation



Introduction to
the Grow-Up
Sticker concept

Methods of
implementation

Lessons learned
and
recommendations

Part I



Introduction to
the Grow-Up
Sticker concept

Why this strategy?

- ❖ Going beyond simple education and knowledge sharing messages: supporting households to overcome barriers
- ❖ Use positive motivational factors such as self-esteem, pride, sense of self-efficacy, but also the need for social belonging, the need for social status
- ❖ Overcoming issues related to implementation fidelity

The Grow-Up sticker



- ❖ An approach at the household level
- ❖ A sticker with petals of different colours to mark and praise the practice of key behaviour by households.
- ❖ An approach that complements other behaviour change approaches (CLTS, marketing, VSLA...)

Behaviours to be changed



Non-shared improved
latrine use



Use of drinking water



Washing hands with soap
at key moments



Respect for food hygiene



Respect for menstrual
hygiene

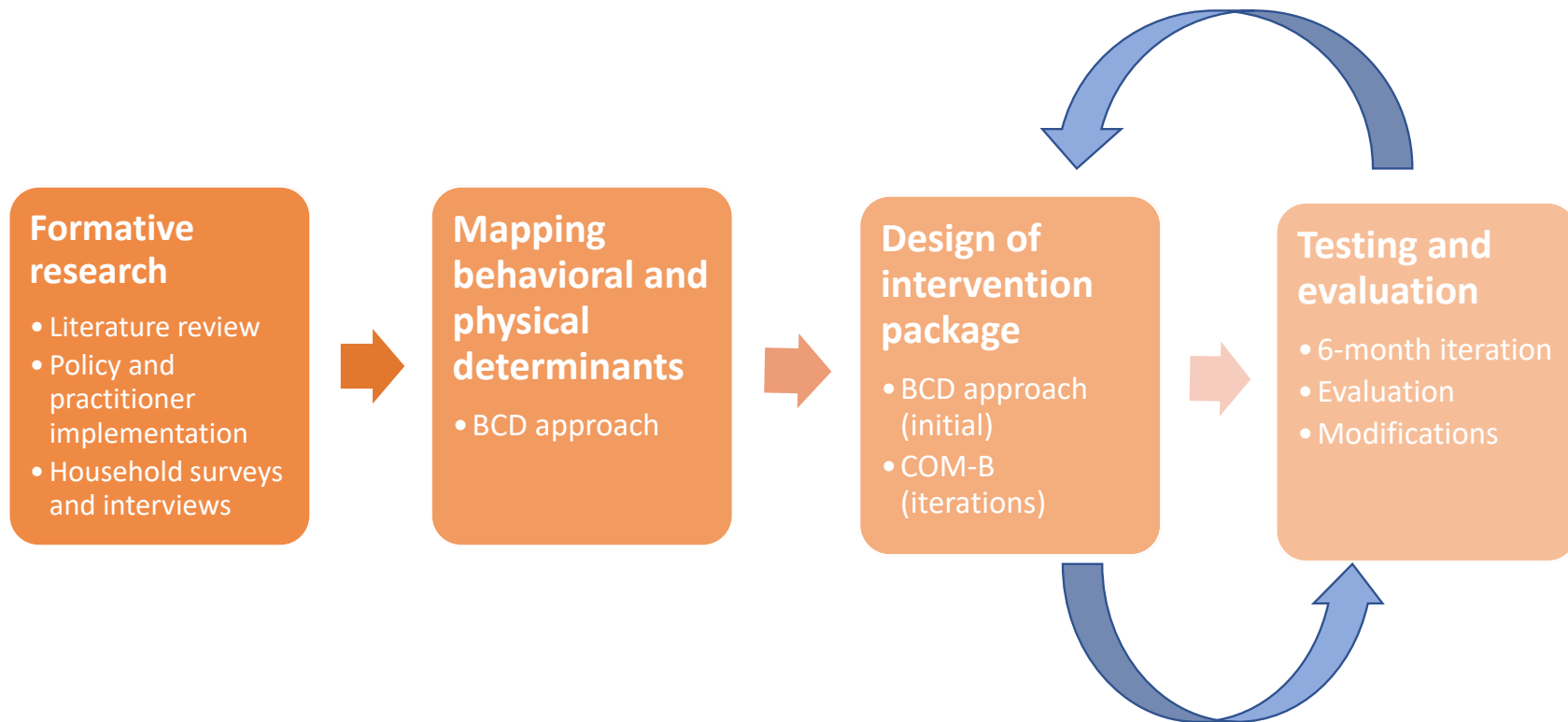


Shared responsibility
between men and
women

Process followed to develop the concept

- ❖ The strategy focuses on behavioural determinants at the community and household level for the targeted key behaviours.
- ❖ With the support of the London School of Hygiene and Tropical Medicine (LSHTM):
 - ❖ Categorisation of behavioural determinants
 - ❖ Internal and external brainstorming workshops to discuss potential approaches and activities to be carried out
 - ❖ Learning and capitalising on the different approaches already used
 - ❖ Development of a comprehensive behavioural change strategy

Visual overview of intervention



The main behavior determinants

Individual

- Knowledge
- Competence
- Pride, self-esteem
- Feeling of self-efficacy
- Care for others (children, family members...)
- Comfort

Social

- Social membership
- Social recognition
- Membership, status (model household)

Stage and infrastructure

- Availability of infrastructure
- Accessibility of the infrastructure for all
- Quality of the infrastructure to meet comfort needs
- Scene promoting recall and minimising forgetfulness (nudge)

Part II



Methods of
implementation

Choice of intervention sites

The Grow-Up Sticker approach is implemented:

- ❖ At the level of ODF villages, after obtaining ODF status
- ❖ At the level of large villages, Fokontany or Commune
- ❖ Within the VSLA groups (Village Savings and Loan Association)
- ❖ In sites where the RANO WASH project supports the construction of privately managed drinking water supply systems

Choice of households to accompany

- Households with a child under five years of age
- Households located at the sites mentioned above: ODF
- Voluntary households
- Households considered to be able to influence other households, due to their social or economic status or geographical position



Procedure of the intervention

- Support in **three-month cycles**
- During the cycle, alternating between mass campaigns, group talks and home visits, addressing one by one the four key behaviours
- Accompaniment by **local promoters**: local volunteers chosen for their capacity to mobilise
- A local promoter accompanies 16 households during a cycle, the households are organised in pairs to encourage competition and mutual support.

The role of local promoters

- ❖ Identify practices related to desired behaviours
- ❖ Discuss the possible effects and impacts of these practices,
- ❖ Identify the causes/barriers that prevent the household from practising the desired behaviour
- ❖ Propose potential solutions, without imposing them on households:
- ❖ Give demonstrations
- ❖ Encourage, focus on self-esteem, pride and a sense of accomplishment
- ❖ Congratulate and reward with petals for each behaviour acquired

Key principles of household support

**Seek solutions
together**

**Put forward ideas
instead of
convincing**

Sell

**Growth, dignity,
leadership, and
Self-efficacy**

**Compare with the
practices or
influential
households**

**Healthy and
positive
competition**

The tools to be used

- Handbook for household behaviour change
- Activity monitoring sheet
- Activity guide for promoters



HANDBOOK FOR
HOUSEHOLD
BEHAVIOUR CHANGE



BushProof



Which of these solutions could you work on? Are there any other solutions?



Signing up for VSLA membership



Hiring a professional toilet builder

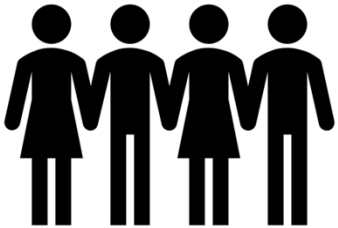


Men and women working together to build a toilet



OFFER FOR STANDARDIZED TOILET FOR SALE BY LOCAL BUILDERS

Resources to be mobilised



Human resources: local promoters, technicians to accompany the project (TA) per Commune



Financial resources:
approximately \$2 per
beneficiary



Material resources:

- Handbook for behavior change
- Local promoter's guide
- Monitoring sheet

Household assessment

- Evaluation based on the observation of household practices and the environment during the visit of the local promoters
- There are several criteria to consider:
 - Used infrastructure characteristics
 - Visible signs of infrastructure use
 - Existence of measures taken by the household to perpetuate the practice



A few findings from the pilot

Implementation of a first pilot cycle in the field:

- ❖ Handwashing with soap appears to be the easiest behavior to adopt.
- ❖ respecting menstrual hygiene is the most difficult
- ❖ The use of drinking water depends on the availability of water (potable or not, to be treated).
- ❖ Use of unshared improved toilets is beginning to attract household interest.



Recommandations issues du cycle pilote

- ❖ Focusing to stop fecal-oral transmission: prioritization of behaviors



- ❖ More time to train local promoters
- ❖ Coordination of field interventions to be improved
- ❖ Use of Facilitation Tool => Handbook for local promoters

Part III



Lessons
learned

First lessons learned and reflections

- ❖ Using the sticker as a visible visual sign on the outside makes households feel proud and self-effective
- ❖ The Grow-Up sticker plays a role in motivating households, and an important role in monitoring the adoption of behaviors
- ❖ The approach cannot be implemented alone, it must be complementary with community-based approaches such as CLTS, VSLA and mass campaigns, marketing approaches on WASH services and products



First lessons learned and reflections

- ❖ Focus on fecal-oral transmission
- ❖ Collaboration with community volunteers: the challenges between motivation and necessity - Solution? community-based sales system of WASH services and products through local promoters but this requires a strong private sector
- ❖ The challenge of support for households by local promoters: a difficult transition from moralizing education to real support





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Thank you! Your questions are welcome!



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