



Q&A: Grow Up Sticker Webinar - English

Q: Is the same approach used in schools? In particular, for menstrual hygiene, knowing that keeping girls in school at puberty is a fundamental issue.

A: The Grow-Up sticker approach complements RANO WASH's "WASH Friendly Institutions" approach, implemented at the school level by the Ministry of Education and at the health center level by the Ministry of Public Health. RANO WASH supports these two ministries and operationalizes and accompanies institutions to achieve "WASH Friendly" status. Menstrual hygiene is considered in this approach. Specific activities are carried out at the school level, including collaborating with and supporting local seamstresses to provide washable sanitary pads.

Q: Can you share some examples of things you saw in households when visiting? Things you were hoping to see (Referring to "the existence of measures taken by the household to perpetuate the practice").

A: Some households decided to purchase private water connections to gain access to safe water, others decided to work with local masons to upgrade their toilets, some others decided to construct their own handwashing facilities based on models provided local promoters or other households.

Q: Can you give examples of social/cultural norms that promoters identified during their field consultations? Were there norms that encouraged the adoption of the desired behavioral changes?

A: In relation to social norms, menstrual hygiene is still taboo. There is a belief that menstruating women and girls are dirty. For sanitation, there is also a belief that sequestering feces is taboo. Water and sanitation chores are assigned to women and girls. While the sustainability of behaviors depends in part on the complementary empowerment of household members.

Norms that promote the adoption of desired behavioral changes are (i) social cohesion, which influences the behavior of members in a society, and (ii) social membership, which presents a factor allowing households to adopt behavior that confirms their membership of the social group.

Q: Thank you for the presentation. I have two questions 1) who are these local promoters 2) what is the role of the Commune in the process?

A: Local promoters are identified through a process of expression of interest implemented at the Commune and Fokontany levels. All those who wish to collaborate with the project can express their interest. Natural leaders that emerge during the CLTS process are often solicited to participate, as well as Community Agents. Our field agents intervene at the communal level and closely work with the local authorities and communities to identify potential candidates. The local promoters are men, women, and young people from their locality who are willing to volunteer to develop their locality. The government Technical Agent in charge of EAH (ATEAH) at the Commune level attends the training of local promoters and is involved in planning their activities. The Grow-Up sticker approach is a way for the Commune to carry out the hygiene promotion activities included in its annual work plan, the implementation of which is already supported by the project through the Governance Component.

Q: Do you have specific strategies in involving men particularly in menstrual hygiene related activities?



A: We are using the men's engagement approach to involve men in all WASH issues, including menstrual hygiene aspects. These activities include group discussions between men and women to help them process their bias and identify what can be changed and how to bring these changes to improve men's and women's well-being.

This approach involves men and boys as equal partners with women and girls to change social structures and rules. It is about working on gender relations within households, the community, and society to transform harmful gender norms by correcting power disparities between men and women to foster a more equitable environment for both sexes. Regarding menstrual hygiene, once the men in the household feel committed, i) communication on hygiene has become more open within the household; ii) men become aware of the need for showering, especially by women and girls, they build shower and toilet facilities; the husband/father allocates money for the purchase of sanitary pads for the woman/daughter.

Q: What are the characteristics of strategic households?

A: Strategic households are households that are considered influential. At the beginning of interventions at the commune level, the project team undertakes a community needs assessment that helps define criteria specific to each locality on identifying a household, person, or group of people as influential. This can be the households of community leaders such as the Olobe or Tangalamena (i.e. elders), households with members with a good level of education, or their membership in a religious group, or certain charismatic members of a household. These people are identifiable by their positive participation during community campaigns or meetings.

Q: For the determinants used, what method do you use to develop self-esteem?

A: We use self-esteem as a determinant to engage in change. This means that we appeal to the personal sense of deserving something good. The underlying message is: "You are a worthy person. You deserve to have good things; you deserve the best. You deserve a comfortable bathroom that doesn't smell bad. Someone like you, who aspires to be a social role model, deserves your water connection. The idea is to boost a person's pride and encourage them to want something better that lives up to that pride and value.

That's why we use the model household with the sticker on the wall visible to outsiders; supports such as posters, and spots were produced with a message focused on pride, for example: because I am a clean person, I use a clean latrine.

Q: What would happen if a household had not fully achieved all the behavior components - safe water, latrine use, hand hygiene, and food hygiene petal? Were you putting the petals that are only achieved or not given a sticker at all?

A: The cycle is three months, so during this cycle, we put the achieved petals, and households are encouraged to continue their efforts to gain the remaining petals even beyond the cycle. Local promoters are based within the communities, so they are still available to troubleshoot and give advice even after the end of the cycle. Although the local promoter may not have time to continue close collaboration with those households, they can reward any households who want to continue.

Q: One of the biggest challenges in terms of behavior change is the sustainability aspect. How do you maintain good practices?



A: Maintaining good practices depends on several factors. As we (individuals) get used to it, the behavior becomes part of everyday actions. For RANO WASH, we believe that for behavior to become a habit, the environment where the behavior takes place must be stable and create a feeling of comfort and satisfaction for the household members. The Grow-Up sticker engages the household during this active cycle and seeks to foster an environmental change around the household that supports the maintenance of the behavior. The local promoter must therefore ensure that the actions taken by the household during the Grow-Up sticker campaign ensure long-term satisfaction for household members. Often, outside services are needed to ensure that the environment always remains comfortable and enjoyable: private water connection services, toilet providers, soap vendors, sanitary napkin vendors, or other WASH-related services. RANO WASH also supports the local private sector to ensure that these services are always available and can satisfy households in their daily practices.

Q: What is the role of the National Office of Nutrition and the Ministry of Population in this project because we are talking about households and, therefore, the family, the impact of nutrition for households/children.

A: At the regional level, the project always collaborates with the Regional Nutrition Offices to coordinate activities and ensure complementarity. RANO WASH also plays a role in coordination – we are a member of the Regional Implementation Structure set up by the Ministry of Water, Hygiene, and Sanitation, and the inter-sectoral aspect is considered at the level of these regional platforms. RANO WASH also collaborates with the Ministry of Population to implement gender and social inclusion activities.

