

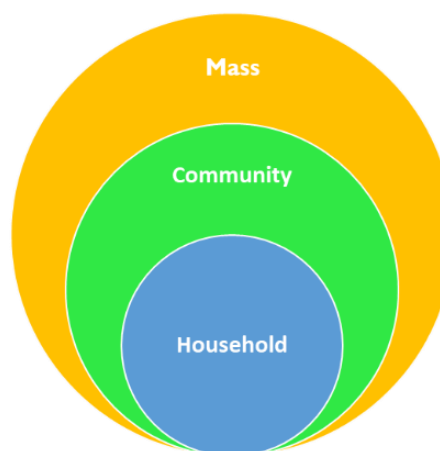
ANNEX 16: GROW-UP STICKER STRATEGY REVIEW

BACKGROUND

RANO WASH updated its behavior change strategy in 2019 based on research conducted by the London School of Tropical Medicine and Hygiene, and best practice, tools and methodologies from behavior change strategies implemented by the various previous WASH projects in Madagascar. After the first implementation cycle, from April to October 2019, the project conducted a review in order to identify successes for further scaling up, specifically the Grow-up sticker concept that touched the household level, as well as limiting factors to implementing the strategy successfully.

RANO WASH BEHAVIOR CHANGE STRATEGY

RANO WASH's behavior change strategy is implemented at three levels: household contact points, community contact points and mass contact points that influence the cognitive, emotional, reactive and habitual factors of the six key behaviors. Activities are conducted in an interactive and participatory manner, with the aim of moving away from one-sided message delivery. The main activities include:



Level	Key activities
Mass	Local radio campaigns Service and product advertisements in the mass media Messaging using mobile platforms Total Sanitation Community Driven and Follow up Mandona
Community	Participatory Community Theatre Progressive Progress Contests and Awards for Village Savings and Credit Groups and Households (AVEC) Community marketing campaigns for targeted WASH products Community Mobilization Events
Household	Home visit to target households

MODE OF INTERVENTION

Activities and monthly household monitoring and troubleshooting are carried out by community health volunteers and local promoters who are trained to ensure the representation and participation of different groups in the community, especially women, girls and other vulnerable populations. The use of local promoters aims to reduce the workload of Community Agents and to explore the possibility of using local promoters and natural leaders as community sales agents for WASH products and services.

GROW-UP STICKER

In order to capitalize on the positive motivating factors of pride, status and self-esteem among women and households, the project developed the concept of a "Leading Household" award. Households earn a sticker when they practice and maintain one of the six key RANO-WASH behaviors. Local promoters and CHWs verify the behavioral practices across six household visits. Households seek to earn all six stickers to complete the Household "Flower", which is displayed outside their home.



REVIEW PURPOSE AND OBJECTIVES

The main purpose of this review is to improve the implementation of behavior change activities. It was conducted as a process review, whose objectives were to:

1. **Assessing implementation fidelity to understand the reasons for any discrepancies:** the original design is based on research findings and evidence on which strategies work and which do not. If it is not respected, the project risks not achieving the expected results in terms of change. This review therefore tries to understand and address the difficulties encountered in implementation that created the possible gaps. Aspects related to duration and frequency of visits were considered.
2. **Identifying methods and tools that are more efficient and cost-effective:** local promoters and local implementation teams often have the creativity to modify the implementation according to the realities they encounter and achieve positive results more quickly. While it is important to respect the initial assumptions, the team is given the opportunity to also learn from the process and see what tips are interesting and how to replicate them.
3. **Assess quality of delivery by identifying challenges encountered by the implementation team in finding solutions:** the implementation is carried out at the moment by community volunteers who are local promoters, who will later become promoters/agents for selling products. It is important to see specifically whether the collaboration with local promoters is going as planned and whether there are any particular difficulties to be taken into account, especially related to their training and motivation.
4. **Measure participant responsiveness to the strategy to ensure that the project is addressing the right drivers to trigger changes by integrating feedback from households.** Even if it is not yet an impact evaluation, it is important to have the feedback from the households on the project activities and to appreciate if the activities are heading towards the expected results, i.e. the change of behavior within the households.

METHODOLOGY

This evaluation used qualitative research methods and a purposive sampling strategy.

It was carried out on a sample of 11 communes (one commune per intervention district) that received RANO WASH's BC activities.

At the level of each commune, a focus group with eight to twelve promoters was conducted as well as observations and interviews with three households.

This totaled in 11 focus groups and 33 semi-structured interviews.

The project implementation team also participated in the review through the field agents and their supervisors in charge of each district.



Figure 1: Household with completed six petals

RESULTS AND KEY FINDINGS

The main findings of the evaluation:

- **Households visits seem to be more effective in accelerating behavior change, compared to group discussions and mass campaigns.** According to local promoters, consistent visits to households empowers households to change rapidly, as household members are able to ask questions and interact with their promoter, as well as troubleshoot any barriers to a particular change in behavior. However, the sustainability of these changes has not been assessed. More evidence and evaluation will be needed to explore this question.
- **The approach using small, feasible and important actions seem also to be very productive.** Small actions are very easy solutions that the household can undertake immediately to improve its behavior or generate better habits. These ranges from designing and building handwashing stations made from bamboo, light and resistant toilet cover, shelves for water and kitchen items to keep them off ground and clean.
- **One strong driver for change is the fact that the local promoters themselves are the first to practice the desired behaviors.** As they are recognized as leaders within the community, they have good influence especially among the households that they are responsible for. This validates the project's assumptions on selecting community members with strong leadership skills as the project's local promoters.

- **Children's role in behavior change has also been proven to be effective, as they have the ability to influence their parents in a positive manner.** However, at this point, it is not sure if this will have long-lasting effects, and if those influences will have counter-effects to those children.
- **Implementing the Grow-Up sticker process is quick when it is done in an ODF community, because two behaviors are already practiced: use of toilet and handwashing with soap.** However, it is also noted that conducting the process in a non ODF community can also facilitate the achievement of ODF status, maybe not as quickly as with CLTS. However, this is a potential solution that can be explored further in larger villages where the project has encountered difficulties to implement CLTS, and could be combined with market-based approaches (sanitation and water).
- **The existence of community ground rules is also effective,** as those rules defined by community members themselves are enforced and respected, and are based on the strong sense of belonging that is really important in the rural communities. Institutional involvement is also a key driver, especially at the Commune and Fokontany level.
- **Self-esteem and pride are indeed effective to promote changes.** For households who obtained the six petals, they proudly considered themselves as "certified" or "graduated", and the neighboring households envy those who have the petals and ask to be given the same petals.
- **Conducting the process with non-volunteer households was not effective.** The households should demonstrate a willingness to change before any activity can be done. Cases where local promoters decided to accompany non-volunteer households were met by failures. This does not mean that these households will never change. This only means that they were not in the right mindset to change when approached during these visits. These non-adopters households will be targeted through pure marketing activities and also through community ground rules and governance activities that will ultimately influence them to change.
- While the project did not plan to use one-sided delivery of sensitization and education as a mean to promote changes, the evaluation reveals that it is still difficult to remove this habit of educating people from local promoters, as some of them still use education and simple messaging to promote changes. This affects adherence to the project's prescribed strategy.
- **The tracking sheets used by local promoters were deemed to be too complicated and difficult to fill.** The project will improve these sheets to make them easier to fill.
- **Menstrual hygiene is one of the most difficult behavior to address,** due to taboos surrounding menstruation.
- **Linking households with WASH service providers such as local masons, water service providers or local seamstresses remains a challenge even if good progress is made towards this model,** especially linking households to local masons. However, the project still needs to improve its geographical coordination and make sure that activities are consistent and complementary within an area to make it possible to facilitate

RECOMMENDATIONS AND NEXT STEPS

This review has helped us to assess its progress towards sustainable change. The following improvements will be taken into consideration:

1. **Improve training and motivation for local promoters** including the following readjustments:
 - Increase duration of training to allow local promoters to master the different techniques used during the household visits: this includes duration and frequency of visits
 - Focus the training in helping local promoters to identify small actions and small means that the households will be able to follow easily to develop habits: this can range from modification of the environment to find solutions to financial issues or to connect with appropriate persons in the community to help solve their issues
 - Design and give recognition certificates for local promoters to motivate them
2. **Only choose households that express a desire to participate** as households to benefit from household level support
3. **Conduct the intervention in ODF and non ODF communities.** Moreover, the process will be prioritized in Communes where RANO WASH is implementing the Water PPP Model
4. **Tracking sheets will be improved to make it simpler**, while a handbook will be designed and given to local promoter to help them facilitate the discussions with households
5. **Make sure how the other activities in the whole BC strategy such as local radio campaigns, community campaigns, VSLA contests...align and complement with the household activities and Grow-Up sticker concept.**

As next steps, the following activities and timeline will be undertaken:

Activities	Timeline
With LSHTM's insights, develop improved sets of activities to be conducted at household levels	Early quarter
With MEAL's team, update and improve the tracking sheets to be used by local promoters	Early quarter
Finalize the handbook for local promoters	Quarter 2
Design and finalize the new tracking sheets	Quarter 2
Organize new trainings for local promoters	Quarter 2
Implement a new cycle of activities within households	Quarter 3 and 4