

GROW-UP STICKER- PRE-TEST RESULTS

To facilitate the adoption of healthy behaviors by households in the RANO WASH intervention communes, the project began implementing its "Grow-Up Sticker" (GUS) approach in FY19. The approach motivates households by instilling pride and esteem with the adoption of healthy WASH behaviors. One of the tools to help foster these emotions is the "flower sticker," which challenges the household to fill in the petals until the end of the intervention cycle, to be recognized as a "model household."

In FY20, the team evaluated its approach and, using recommendations, revised and improved the approach and modes of intervention using the following tools and strategies:

- A longer training for local promoters; 2 days of demonstration and simulation for participants.
- A specific guide for local promoters with tips on how to troubleshoot and action-plan with households to help facilitate the adoption of healthy WASH behaviors.
- A facilitation guide for local promoters to be used during group talks and home visits with households that also includes images and questions to help prompt households.
- A simplified monitoring form to track the adoption of healthy behaviors by households. This will be done with a self-copying registration form.
- Local Promoters will work in pairs to support households and foster friendly competition between households, and eventually between local promoters
- The approach will prioritize its activities for households that are members of VSLA groups and live in ODF communities

These changes also led to a change in the design of the sticker, a tool for

motivating households.



FY19 Model



FY20 Model

The FY19 model consisted of adopting the 6 healthy behaviors one by one, without categorizing them: - (1) Use of improved latrine, (2) Hand washing with soap, (3) Use of safe drinking water, (4) Respect for food hygiene, (5) Respect for menstrual hygiene, (6) Taking responsibility by both men and women for access to household WASH services.

For FY20, RANO WASH will categorize the behaviors as follows:

- A category of behaviors that disrupt the fecal-oral route. These are the 4 basic behaviors: (1) Use of improved latrine, (2) Hand washing with soap, (3) Use of safe drinking water, (4) Respect for food hygiene. These behaviors are the 4 petals of the main flower, it is thanks to these petals that the household will be consecrated model.
- An additional or "bonus" behavior category: (5) Compliance with menstrual hygiene. This is the 5th sticker of the flower, in red.

A cross-cutting behavioral category, (6) Empowerment of men and women to take responsibility for access to household WASH services. This is the "stem" of the flower, which is not a sticker but instead represents the "foundation" for the flower stickers. The stem reinforces the message that the five key behaviors will be acquired only when men and women in the household take joint responsibility in accessing WASH services and practicing healthy WASH behaviors.

FY20 MODEL PRE-TEST

RANO WASH conducted a pre-test for the re-designed FY20 model to collect feedback from local promoters and households in an effort to maximize uptake of new tools and strategies.

I. PRE-TEST METHODOLOGY:

Respondents:

Respondents were chosen because of their involvement and role in the implementation of the approach: (1) Local promoters due to their role in managing and distributing the materials and tools related to the GUS approach, and (2) households due to their role as the primary targets for the GUS approach.

The pre-test used the following sampling frame to select respondents:

- Local promoter (LP), which is the local actor mobilized by RANO WASH to support households.
- Households, living in a RANO WASH intervention commune, with or without having been accompanied by a promoter.

The RANO WASH team conducted interviews with 200 households and 150 local promoters in 96 communes.

In 76 communes that received the FY19 GUS approach in the Alaotra mangoro, Atsinanana, Vakinankaratra, and Vatovavy Fitovinany regions, the pre-test also included a comparative analysis between the tools and strategies of FY19 and the revised FY20 tool and strategies.

In 20 communes in the Amoron'i Mania and Matsiatra Ambony regions, the pre-test evaluated only the FY20 tools and strategies as these regions did not receive the FY19 implementation cycle. The FY20 approach will be implemented in these regions in Q4.

Type of interview: The RANO WASH team conducted semi-structured interviews with local promoters.

Household interview questions were designed to answer the following questions:

- "Which model should RANO WASH use?" This question aims to receive feedback from households on what motivates them in the GUS approach.
- "Under which model is it easier to win petals?" This question aims to involve households on how to facilitate their adoption of healthy behaviors.
- "Which of the two models is prettier (aesthetically)?" This question aimed to have households draw comparisons between the two models, in order to see which one is most attractive to households. The aesthetic aspect is important because it is this aspect that the household sees first.

The local promoter interview questions were designed to answer the following questions:

- "Which of the two models are easier to promote?" This question aims to identify what facilitates implementation for local promoters, keeping in mind that simplified tasks are easier to carry out.
- "Which of the two models would be most appreciated by the households?" This question asks for the respondent's opinion on household preferences. The question compares the two models from the perspective of the local promoter, who is the primary mode for intervention delivery.

2. RESULTS

The team collected responses from 200 households and 150 local promoters during the two weeks of pre-testing. The tables below provide the breakdown of households and local promoter responses by question, and how many of each answered the question in the sample of 200 households and 150 local promoters.

Opinion of 200 households

Main Questions	# of households choosing the old model	# households choosing the new model	# of households that gave no response	Most common reason
Which model should RANO WASH use?	13	179	8	Aesthetic reason (the new model is more attractive)
With which model would it be easier to win petals?	14	176	10	Aesthetic reason (the new model is more attractive)
Which of the 2 models is prettier? (Aesthetic question)	9	175	16	Aesthetic reason (the new model is more attractive)

Opinion of 150 local promoters (LPs):

	# of LP choosing the old model	# of LP choosing the new model	#LP's with no response	Most common reason
Which of the 2 models is easy to promote?	13	134	3	Aesthetic reason: the new model is more beautiful Technical reason: the new GUS is clearer and easier to promote
Which of the 2 models would be most appreciated by households?	15	126	9	Aesthetic reason: the new model is more attractive

The reasons mentioned by the local promoters were mainly that the new model is more attractive.

Based on these results, it seems that the new model is more appreciated by households and local promoters than the old model, especially in terms of design. RANO WASH, which aims to promote healthy behaviors by using emotions such as pride, self-esteem, social position, will thus also motivate households through the aesthetic aspect of the flower.

RECOMMENDATION

RANO WASH will adopt the new model for FY20, considering the validation of the model by households and local promoters at the end of the pre-test. This new model aims to consistently lead more households to adopt healthy WASH behaviors.