Bending the Curve: Changing Behaviour in National Sanitation Programmes

Val Curtis
Environmental Health Group
Theory of change: individuals
SuperAmma: Theory of Change

Village event -> Nurture, Status -> Mothers and children wash hands with soap

Kids events -> Disgust, manners

Behaviour Setting

INTERVENTION  ENVIRONMENT  BRAIN  BEHAVIOUR  IMPACT
Rural Sanitation coverage in India

- 1986 CRSP
- 1999 Total Sanitation Campaign
- 2012 Nirmal Bharat Abhiyan

Graph showing the increase in rural sanitation coverage from 1975 to 2015.
Rural Sanitation coverage in India
Swachh Bharat Abhiyan


1986 CRSP
1999 Total Sanitation Campaign
2012 Nirmal Bharat Abhiyan
70
SBM Theory of Change

Disruptive Leadership

Live Monitoring

Reward cascade

Status: I will get public recognition if my state/district/village meets target, I will be embarrassed if not

Gov officials drive SBM

Partners support

Country becomes ODF

Institutions

INTERVENTION

ENVIRONMENT

BRAIN

BEHAVIOUR

IMPACT
India: ‘Home’ of OD

Top 12 Open Defecators (millions)

- India: 626
- Indonesia: 19
- Pakistan: 15
- Ethiopia: 14.12
- Nigeria: 12
- Sudan: 9.5
- Nepal: 9.7
- China: 8.6
- Niger: 8.6
- Burkina Faso: 6.3
- Mozambique: 6.3
- Cambodia: 6.3
The BHAG

India becomes Open Defecation Free by 2nd October 2019
Disruptive Leadership

- Leader who is humble: you can't be in it for yourself if you are associated with toilets
- But it needs a confident leader!
स्वच्छ भारत
एक कदम स्वच्छता की ओर
**Swachh Shakti Saptah 2017**

**Run-up to International Women’s Day**

**Planned Activities - 1st to 8th March, 2017**

- Launch of ‘Swachh Shakti Saptah’ by Minister, MDM & CM Haryana at Gurugram on 1st March
- Events on girl child and sanitation in govt schools
- Local event engaging women sarpanches
- More than 6000 women swachhta champions participating in mega event on 8th March

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**Women heroes for Swachh Bharat celebrate World Water Day**

By OUR CORRESPONDENT

Dehradun, 23 March, 2017

A unique World Water Day celebration at HarISHChandra Institute of Technology, Dehradun, today brought together students, teachers, faculty members, and other stakeholders to mark the occasion. The event was organized by the Student Chapter of Water Supply and Sanitation Group of India (WSSGI) and was themed around the theme of World Water Day 2017: ‘Suez the Future, Drink Water, Enjoy the Future’.

The celebration started with a water conservation pledge by the students, followed by an awareness campaign on the importance of water conservation and its impact on the environment.

A symposium on ‘Water and Sanitation’ was also conducted, where experts from different fields shared their insights on the challenges and solutions related to water and sanitation.

The event concluded with a quiz competition on water conservation, where the students were tested on their knowledge of water-related issues.

The event was well-attended and received positive feedback from the participants, who expressed their commitment to promoting water conservation and sanitation in their daily lives.

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**Swachh Bharat Mission**

100 districts and 1.8 lakh villages have been declared ODF.
**SBM Theory of Change**

**Disruptive Leadership**

**Live Monitoring**

**Reward cascade**

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**Gov officials drive SBM**

**Partners support**

**Country becomes ODF**

**INTERVENTION**

**ENVIRONMENT**

**BRAIN**

**BEHAVIOUR**

**IMPACT**

**Institutions**

**SDGs**

**BHAG**
Swachh Bharat Mission (Gramin)

India 42.02% (Oct 2, 2014)  India 59.76% (As on Date)

32,108,275 Household Toilets Built

148,950 Open Defecation in Namami Gange

34,633,300 Household Toilets Built

165,544 Open Defecation Free Villages

3,026 Open Defecation Free Villages in Namami Gange

96 Open Defecation Free Districts

3 Open Defecation Free States

http://sbm.gov.in/sbmdashboard/
Monitoring in real time

http://sbm.gov.in/sbmdashboard/
Swachh Bharat: Karnataka No. 1, West Bengal No. 2

Bengaluru: Congressruled Karnataka has pipped all other states, including BJPruled ones, in implementing PM Modi's Swachh Bharat mission. The state tops the country in the number of toilets built under government programmes so far in fiscal 2015. Karnataka has built 3.57 lakh or about 15% of total 25.30 lakh toilets built in the country for this fiscal year.

Minister HK Patil, who has no qualms in praising Modi for the initiative, has set a very ambitious target of building as much as 10 lakh toilets this year for the state. "We are first in the country," he told ET. "Last year, we had a target of 6 lakh toilets, and built 5,00,000 of them. This year we have been more ambitious and want to meet a target of at least 8-10 lakh," he said.

West Bengal, ruled by Trinamool Congress, stands second on the national list, building 3.12 lakh toilets this year. The only BJPruled state to get into the top three is Madhya Pradesh, with 3.01 lakh toilets. Other BJPruled states are lagging woefully behind. While Goa has not built a single toilet in the last three years, Chhattisgarh has built just 30,819 and Rajasthan, 1,791.

By August 15 next year, Karnataka hopes to make 10,000 villages open defecation free.
CONGRATULATIONS
Leh (Ladakh) district in Jammu & Kashmir becomes Open Defecation Free

After providing toilet access to 6.6 lakh IHHLs, Cooch Behar district becomes ODF

Congratulations
Tirupathur Block in Vellore becomes Open Defecation Free

CONGRATULATIONS
DADRA & NAGAR HAVELI BECOMES THE 3rd OPEN DEFCATION FREE UNION TERRITORY OF INDIA
Suniye Salesman Shaucha Singh ko Swachh Bharat Mission Gramin Ke YouTube Channel Par

As against common belief, the construction of a toilet does not necessarily require a lot of space. For a family of 5-7, 4x4 yards of land is enough for the
LADIES

GENTS

11TH AUG 2017, SWACHCH AZAADI

TOILET

एक प्रेम कथा
Islands of success

Self Analysis: Not Prescription

Janandolan

Cartoons and Competitions

Spread the light!

Our slogan is ‘no-shit’
SBM Theory of Change

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एक कदम स्वच्छता की ओर
Tanzania’s National Sanitation Campaign
The BC challenge

- 10% defecate in open
- 55% have unimproved toilet
- 10% have a handwashing facility

Source: DHS 2016
USICHUKULIE POA
NYUMBA NI CHOO
Choo bora/HW village

Gov: national, regional, district, Partners, Clouds Media, private sector

TV Radio Billboard

Status anxiety: am I completely modern?

CLTS triggering + emo-demos Road shows Tie-ins

Improve my toilet Wash my hands

I can act now

Market support

100% choo bora Clean hands Tanzania

Choo bora/HW village

INTERVENTION ENVIROMENT BRAIN BEHAVIOUR IMPACT
I will ensure legacy. I will get status & public recognition if my district/region/project does well/ I will be embarrassed if not

Gov Drives Nyumba ni choo

Partners invest in Nyumba ni choo

Country mobilised

Monitoring data reported

Sector meetings, Public events

Radio call-ins Progress coverage in press

Institutions

INTERVENTION

ENVIRONMENT

BRAIN

BEHAVIOUR

IMPACT
Viongozi wetu kutoka Serikalini, Mashirika yasiyo ya kiserikali na wafadhili wakiahidhi kushiriki kusaidia Kampeni ya Taifa ya Usafi wa Mazingira kwa kutumia nafasi ya uongozi wao, rasilimali fedha nautaalamu wao.

JE, UPO TAYARI KUWAUNGA MKONO?
MATOKEO YA UTEKELEZAJI WA USAFI WA MAZINGIRA HADI 31/03/2017

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**Asilimia 75 na zaidi**: 50-74.9%
**Chini ya asilimia 50**
**Mwetileke sahihi**: Kwenye haitari
**Nje ya mwetileko**: No data

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[UKAID logo]  
[NIPO TAYARI logo]
Lessons for National Sanitation Campaigns

- Disrupt those settings!
- Time is ripe!
- Good Sanitation is Good Politics
- BHAG
- Government job: vision, convene, coordinate, plan, inspire
- Supporters: fill gaps as needed
- Imagination, creativity, surprise
- Emotion and reason
Thanks

• Robert Aunger and the team at EHG/LSHTM
• Swachh Bharat team
• CLEAR Tanzania team
• WASH FUTURES for the kind invite
“No child should die or get sick as a result of being exposed to other people’s excreta, or having no place to wash their hands...

...And no one should suffer the indignity of having to defecate in the open.”

Dr Tedros Ghebreyesus
Effect of a behaviour-change intervention on handwashing with soap in India (SuperAmma): a cluster-randomised trial

**Summary**

Background Diarrhoea and respiratory infections are the two biggest causes of child death globally. Handwashing with soap could substantially reduce diarrhoea and respiratory infections, but prevalence of adequate handwashing is low. We tested whether a scalable village-level intervention based on emotional drivers of behaviour, rather than knowledge, could improved hand-washing behaviour in rural India.

**Methods**

The study was done in Chittoor district in southern Andhra Pradesh, India, between May 4, 2011, and Sept 10, 2012. Eligible villages had a population of 700–2008 people, a school-aged primary school for children aged 5–15 years, and a preschool for younger children. Sixteen villages钤lasses were selected, stratified by population size (<1200 or >1200), and randomly assigned in a 1:1 ratio to intervention or control (no intervention). Clusters were enrolled by the study manager. Randomisation was done by the study statistician using a random number generator. The intervention included community and school-based events incorporating an animated film, skills, and public pleasing ceremony. Outcomes were measured by direct observation in 20–25 households per village at baseline and at three follow-up visits (6 weeks, 6 months, and 12 months after the intervention). Observers had no connection with the intervention and observers and participants households were told that the study was about domestic water use to reduce the risk of disease. No other masking was possible. The primary outcome was the proportion of hand-washing with soap at key events (after defecation, after cleaning a child's bottom, before food preparation, and before eating) at all follow-up visits. The control villages received a shortened version of the intervention before the final follow-up round. Outcome data are presented as village-level means.

**Findings**

Handwashing with soap at key events was more at baseline in both the intervention and control groups (4% [SD 1] vs 2% [1]). At 6 weeks follow-up, handwashing with soap at key events was more common in the intervention group than in the control group (9% [SD 2] vs 2% [2]; difference 7%, 95% CI 4–10%). At the 12-month follow-up visit, the proportion of hand-washing with soap was 5% (SD 3) in the intervention group versus 0% (SD) in the control group (difference 5%, 95% CI 3–8%). At the 12-month follow-up visit, after the control villages had received the shortened intervention, the proportion of hand-washing with soap was 7% (SD 1) in the intervention group and 0% (SD) in the control group.

**Interpretation**

This study shows that substantial increases in handwashing with soap can be achieved using a scalable intervention based on emotional drivers.

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**Graph**

- **Baseline:** 2% handwashing at target events
- **1st follow up (6 weeks):** 4%
- **2nd follow up (6 months):** 6%
- **3rd follow up (12 months):** 19%
- **Intervention in first half of villages:** 37%
- **Intervention in control villages:** 29%
<table>
<thead>
<tr>
<th>View</th>
<th>Intervention</th>
<th>Control</th>
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</thead>
<tbody>
<tr>
<td>HWWS protects children</td>
<td>63%</td>
<td>2%</td>
</tr>
<tr>
<td>HWWS leads to success in life</td>
<td>30%</td>
<td>0%</td>
</tr>
<tr>
<td>HWWSs is good manners</td>
<td>84%</td>
<td>21%</td>
</tr>
<tr>
<td>Everybody around here WHWS</td>
<td>35%</td>
<td>8%</td>
</tr>
</tbody>
</table>
1986 CRSP

1999 Total Sanitation Campaign

2012 Nirmal Bharat Abhiyan

2014 Swachh Bharat Abhiyan
How have institutions responded?

• On a campaign footing
‘Offending’ poster on open defecation torn up by citizens

POSITIVE REACTION

ZP congratulates local people for aggression against the practice

Mukesh Pandey

A poster against open defecation, displayed on the premises of the Maryada Panchayat in Bhopal, was torn down on Friday night by unknown persons after it was accused of being offending and embarrassing. The poster was put up by the Bhopal Municipal Corporation (BMC) for the Maryada campaign. The incident took place during the BMC’s awareness campaign against open defecation.

A BMC official said that the decision to put up the poster was taken after the BMC received complaints about it. The poster was put up in a public place near a school and a hospital, and was subsequently torn down by unknown persons.

The BMC has asked the police to take action against those responsible for the incident. The BMC has also assured the public that it will continue to take steps to combat open defecation in the city.

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Random thoughts

- Importance of (and effects of) subsidy
- CM or DM commitment
- Big cultural differences – hill states at a higher base
- Difficult states with other priorities, eg conflict, J&K, other programmes
- Stable govts
- Female head of mission, eg Gujarat
- Chattisgarh started late but went for big mass mobilisation, CM Ramon Singh, big personal investment, incentives at community level
- Islands of excellence: others can learn from, be inspired by, it is possible
• Last mile issue
• Once achieved, oxygen goes, no more subsidy but there is unfinished business, ‘sustainability’
• Lots of different ways in which ODF is achieved
• Driven and being driven, top and bottom
• Mass media played some role, but film was big
• Young preraks
• Clearly designated focal person, accountable and held to account, centre is watching
• Reward: just the simple ‘creatives’ to pass around,
• MP used direct cash transfer to individual bank a/cs – worked surprisingly well (Aadhaar biometric ID system) cut out corruption
• Richer states-appeal to their pride-should be leaders
• Poorer states need big efforts, eg big rallies
• Being BJP helps a bit but some states go for it anyway
• Even when water is scarce can be done, eg Rajasthan
• Easier when close to delhi
• States each need a different approach
• Staff aren’t promoted by their effectiveness (except occasionally)
• 74 visits
What’s working?

• Massive mobilisation, on a war footing, a crusade
• Huge money available, but mostly its about passion
“Lead from the front... Behind every ODF village, block, district or State, there is a leader who has driven it passionately, almost madly with zeal. Without it, the mission is a non-starter.”
## PM-CM-DM Approach

<table>
<thead>
<tr>
<th>PM</th>
<th>CM</th>
<th>DM</th>
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<tbody>
<tr>
<td>Mann ki Baat dedicated to SBM</td>
<td>CM’s commitment to ODF State</td>
<td>DM accountable for delivering SBM</td>
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<tr>
<td>Tweet ‘SBM Champion Collector’ of the month</td>
<td>Strengthen institutional arrangements</td>
<td>Converge all related government programmes</td>
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<tr>
<td>SBM-G messages in Teacher’s Day VC</td>
<td>Develop state strategy to address SLWM</td>
<td>“Champion” the shift from construction to ODF</td>
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<tr>
<td>PM-CM-DM Event</td>
<td>CM-DM-GP events</td>
<td>Generate awareness and implement strategy for SLWM</td>
</tr>
<tr>
<td>SBM Sessions of: - Cabinet - Parliament - Niti Aayog GC</td>
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Challenges...

• Construction targets (measurable)
• Use data not collected, so gets left behind
  • Depending on how you measure it: 98%-50%
• Can you get usage up?
• Funds are plenty, but spending them is problematic
• Lots of innovation, lots of CLTS trainings
• Evidence that toilets are being built, but little evidence of which approaches are working and why
Issues

• Going hell-for-leather, no time to think, plan, research
• This is a sales campaign, driven by targets
  • Not a marketing campaign with strategies and plans
• Politicians have staked their reputations on this, and need to look good
• Academics, NGOs, funders and Gov all have different roles, healthy tension?
• Choose Cynicism or roll up sleeves and help?
Lessons for Tanzania’s NSC

• Set a BHAG -- not 2030!
• Create a unifying identity
• Create a success story for everyone.
• Owned from the top
• National coordinator with high-level backing and position, politically savvy with unlimited energy!
• Planning and passion
• Local ownership, competition between districts, but reward everybody
• Real time monitoring and feedback
• Constant buzz in press
• Surprise!
Be one of the first to have a smell-free toilet.

SaTo™

- Automatically seals to eliminate flies.
- Closes quickly to block sights, smells, and heat from pit.
- Rinses with less than 200 ml of water.
- Smooth, easy-to-clean surface.
- Safe for children.
- Easy installation in concrete or wood floor.

For less than 17,500 UGX!

LIxIL

Make your home smell-free today with the SaTo toilet.

How the SaTo toilet works.

1  2  3
“Civilisation is the distance that man has placed between himself and his own excreta.”

-- Brian Aldiss  Novelist