

Tackling capacity, complexity, sustainability of behaviour change at scale

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India, UK, Bhutan, Australia



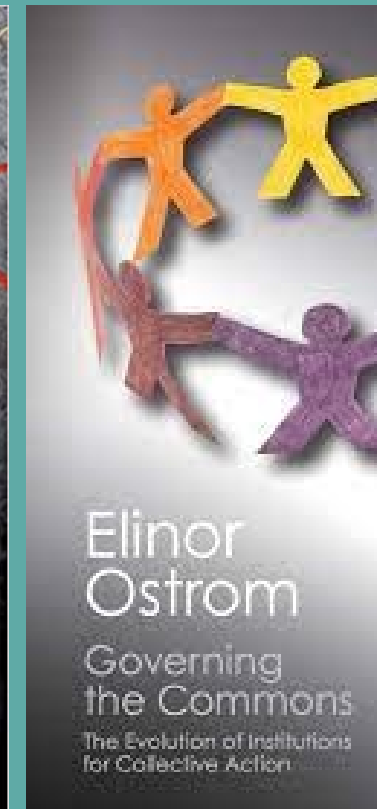
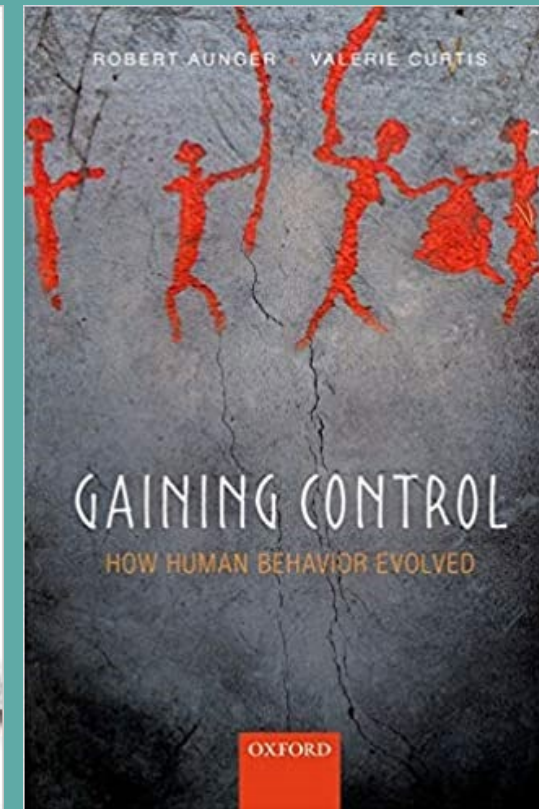
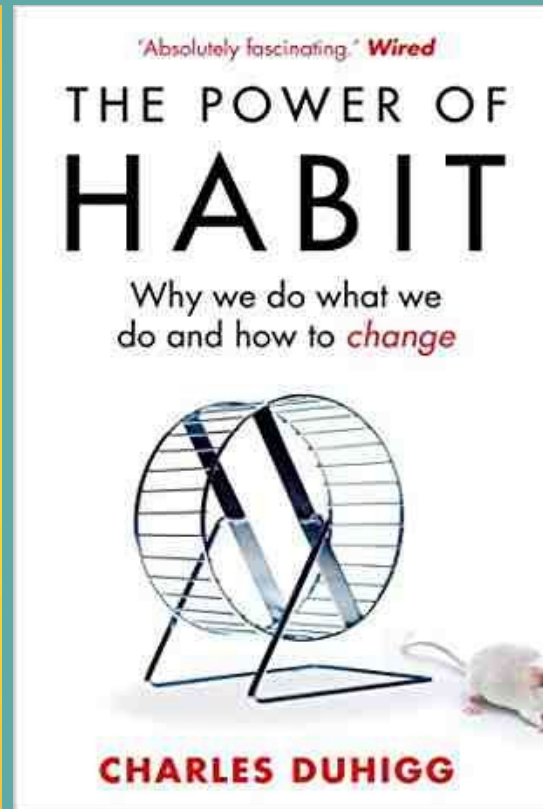
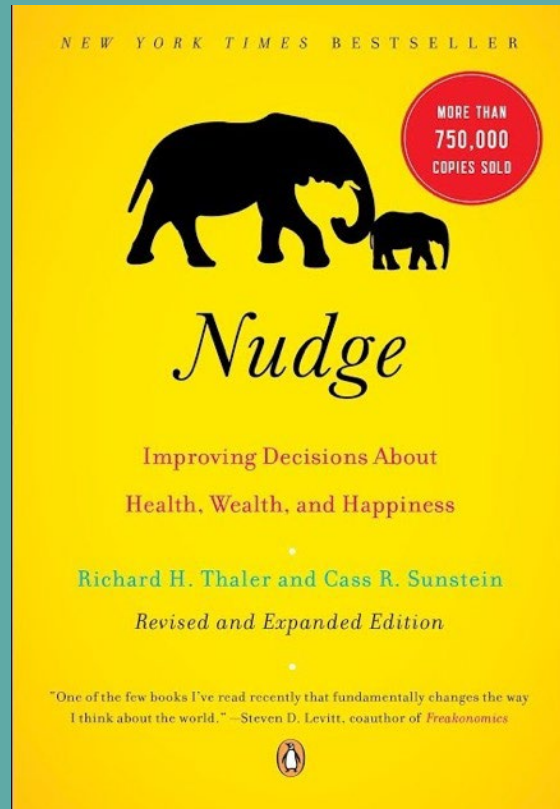
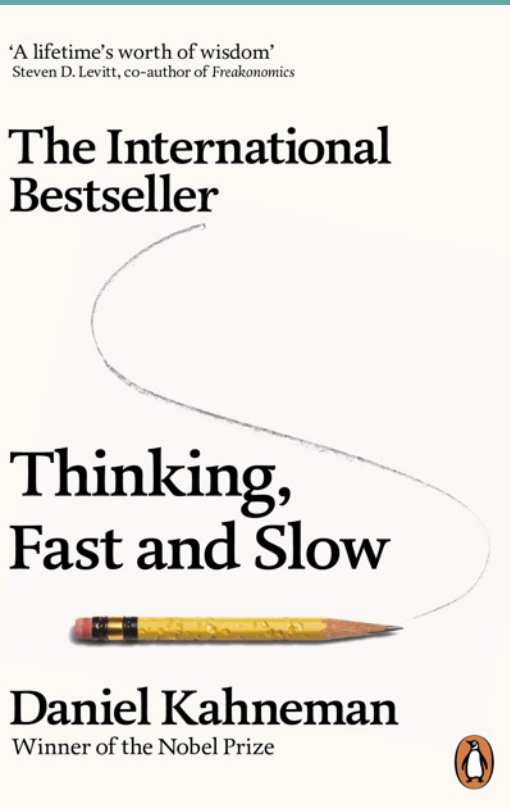
WATER
WASH 2023
FUTURES

Achieving SDG6 in a Changing Climate



#WaWF23

The rise of behaviour science



Universal drivers

Create effective, scalable interventions



India

Nepal



Bhutan



Lao PDR



Gap between science and practice



How could we strengthen capacity of practitioners?

Designing behaviour change interventions can be resource intensive



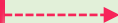
Research



Design



Deliver

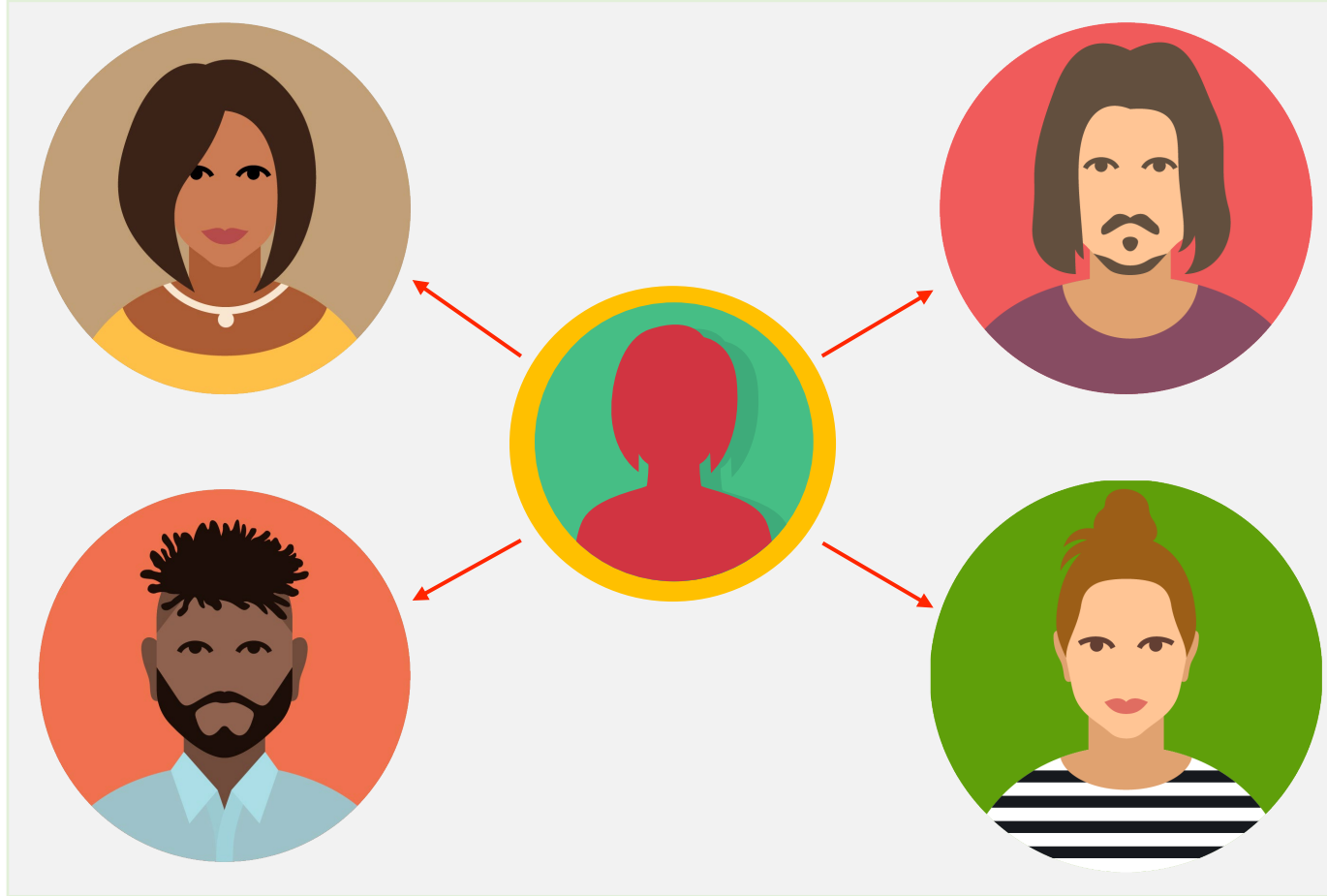


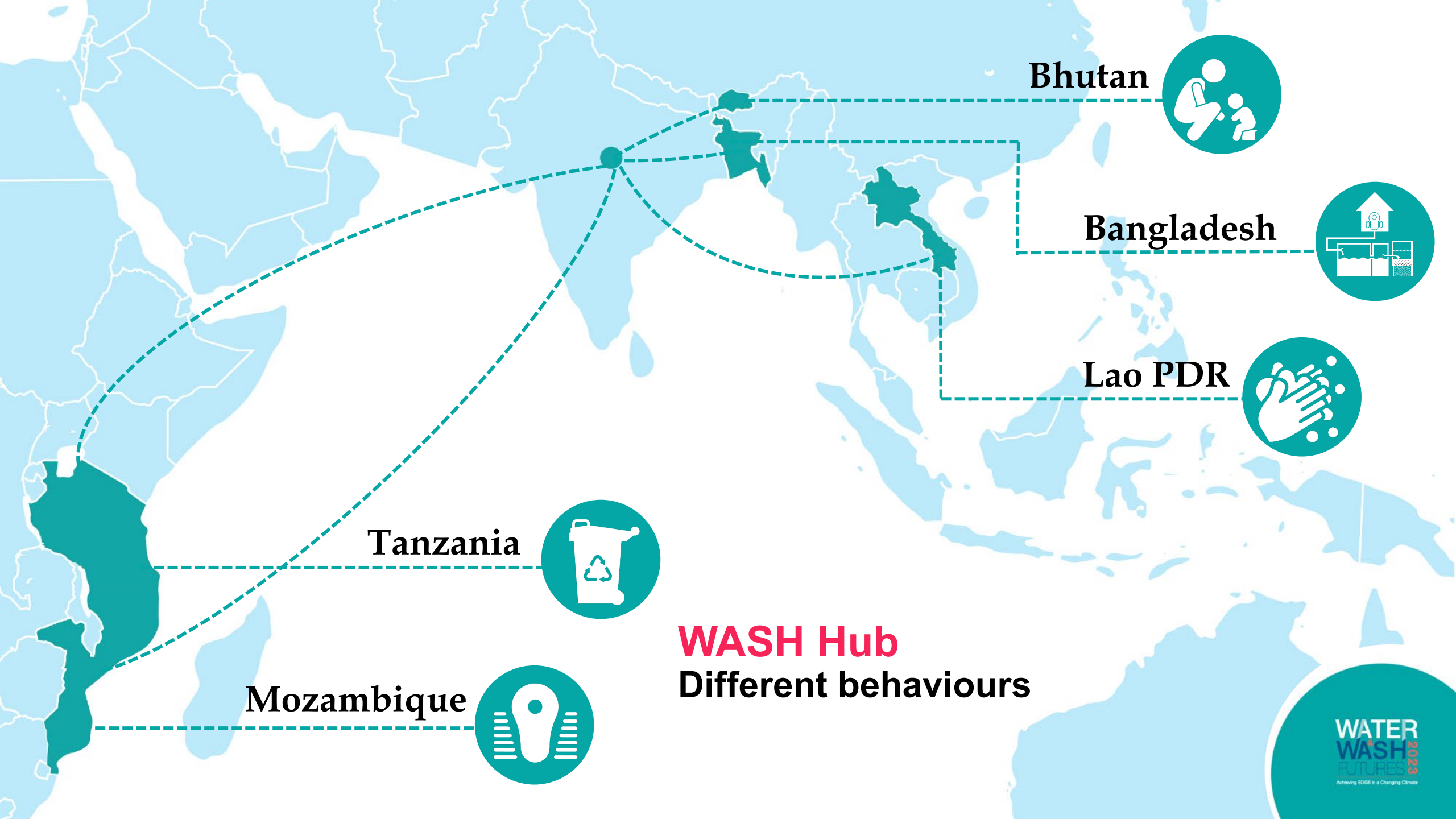
Evaluate

How could we optimise resources for designing an intervention?



Behaviour Change Hub

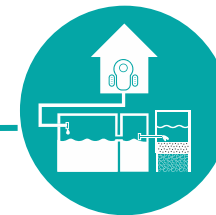




Bhutan



Bangladesh



Lao PDR



Tanzania



Mozambique



WASH Hub
Different behaviours



Covid Hub

Same behaviours



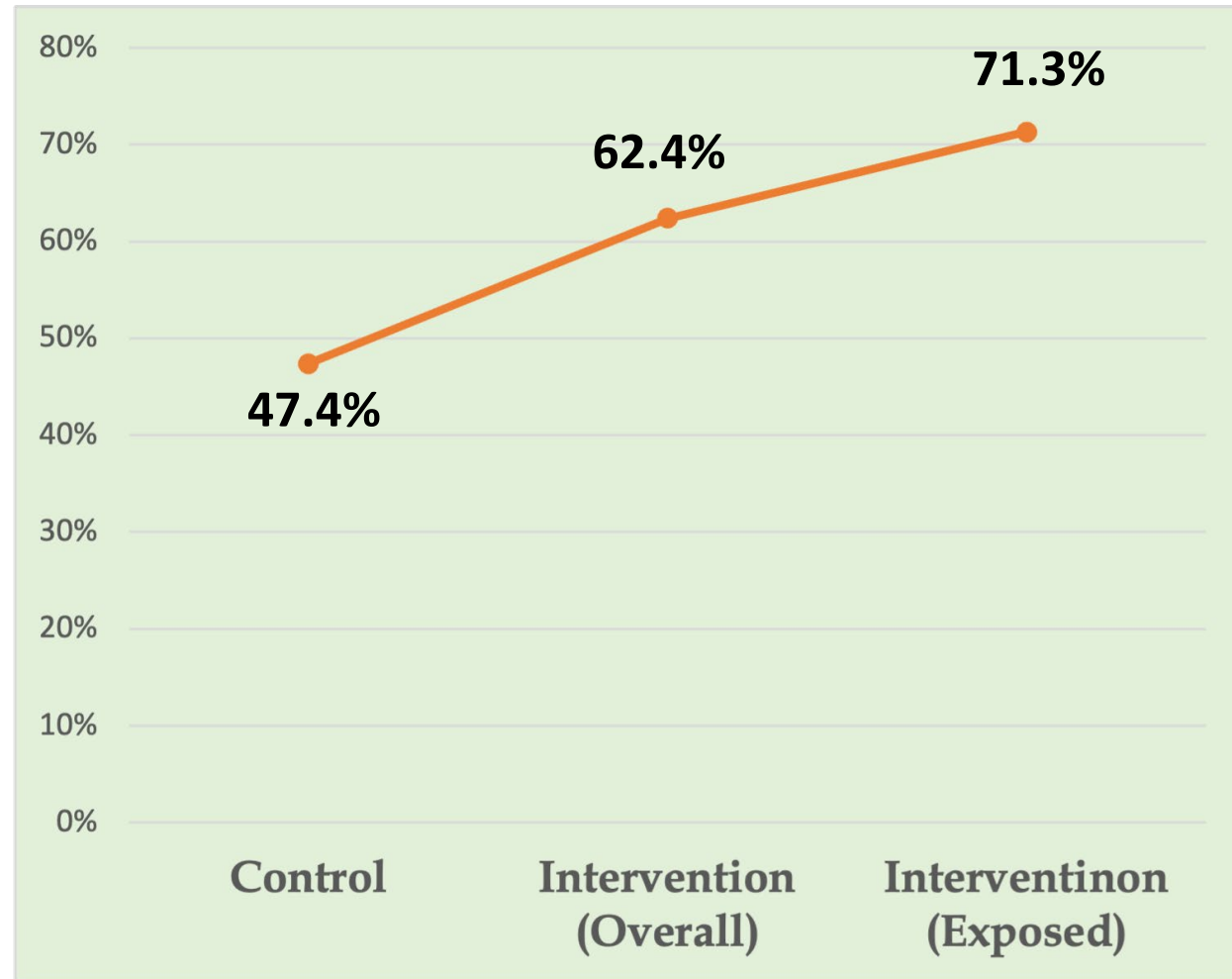
Mozambique

Indonesia

Does the hub create effective, scalable interventions?

Safe CFM Behaviours – Bhutan

Control Vs. Intervention

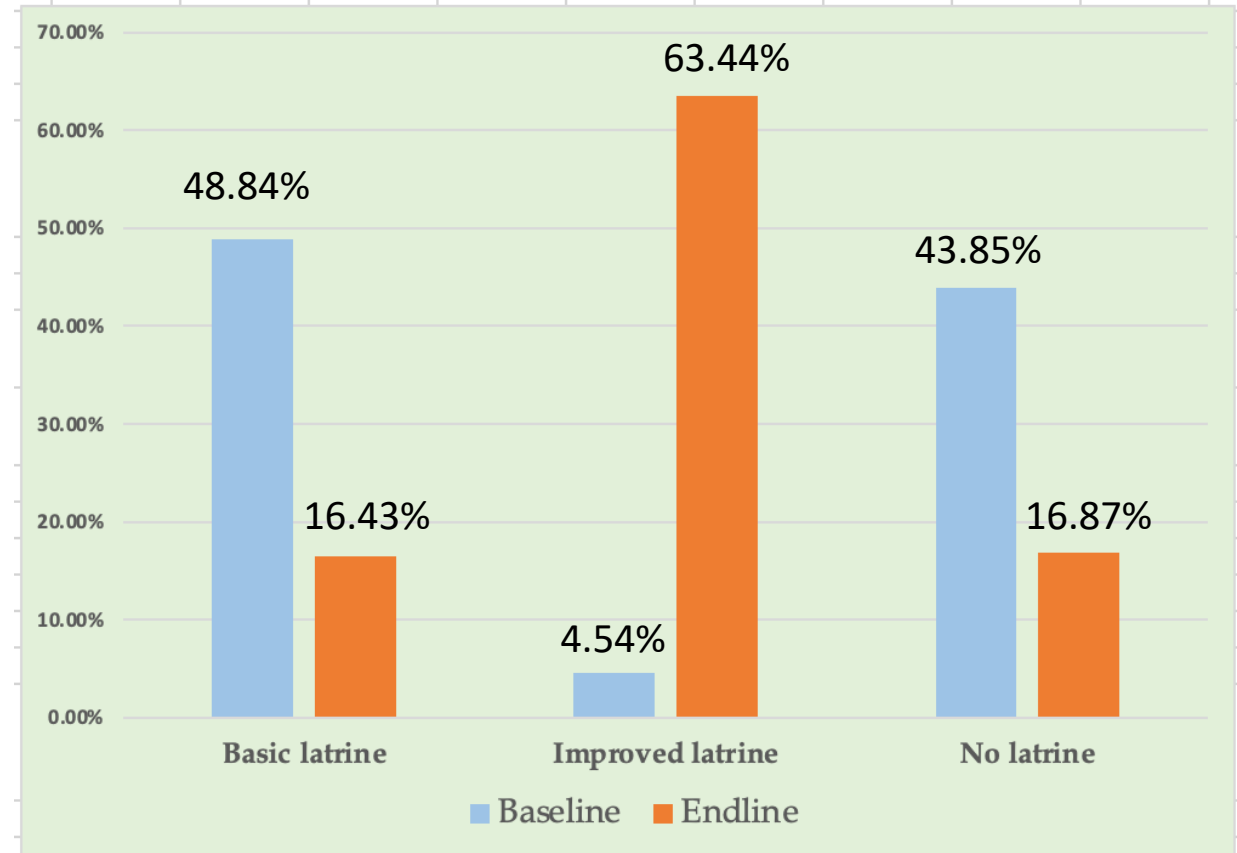


Does the hub create effective, scalable interventions?

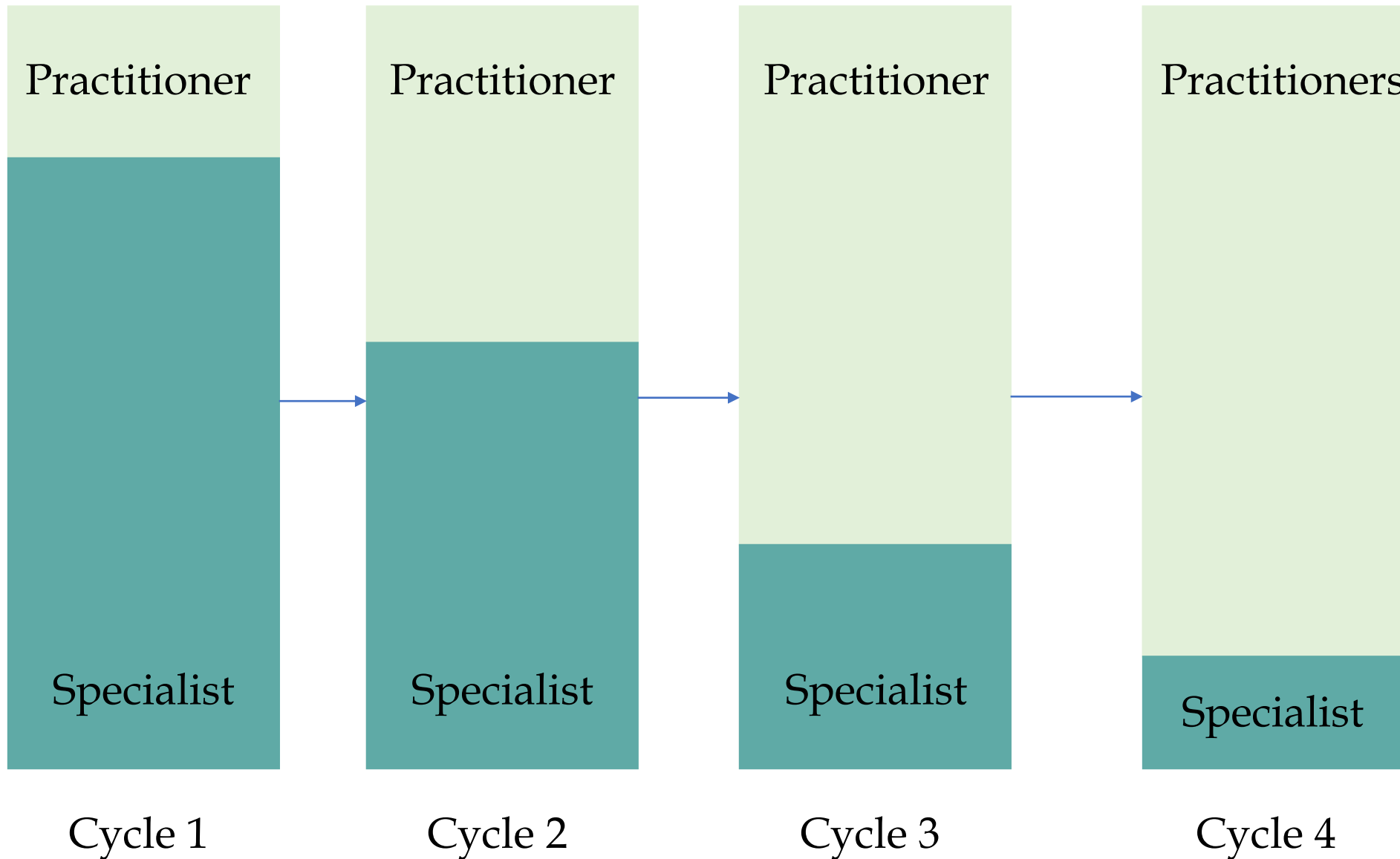
Resilient latrine construction – Mozambique



Baseline Vs. Endline



Does the hub strengthen capacity of practitioners?

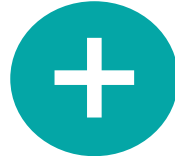


Does the hub optimise resources for designing an intervention?

WASH Hub
(Different behaviours)

Learning is shared.

Shared learning sessions with specialists.
Learning from peers – common language.



COVID Hub
(Same behaviours)

Doing is shared.

Shared tools, consolidation sessions and outputs.

Scientific framework
+ Specialist-led
+ Remote

One team, one or
many behaviours

Multiple teams,
different behaviours

Multiple teams,
same behaviours

Create effective,
scalable
interventions



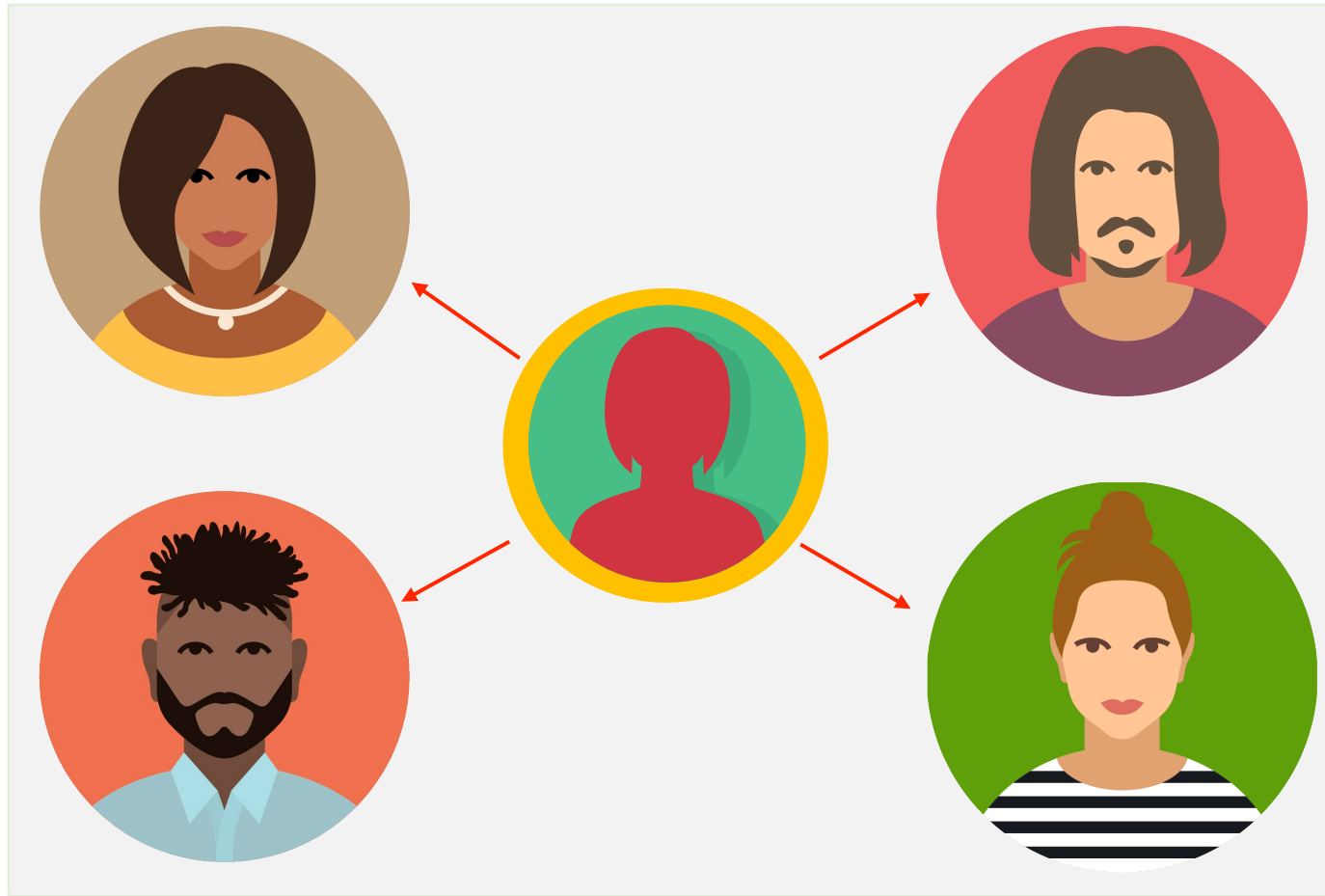
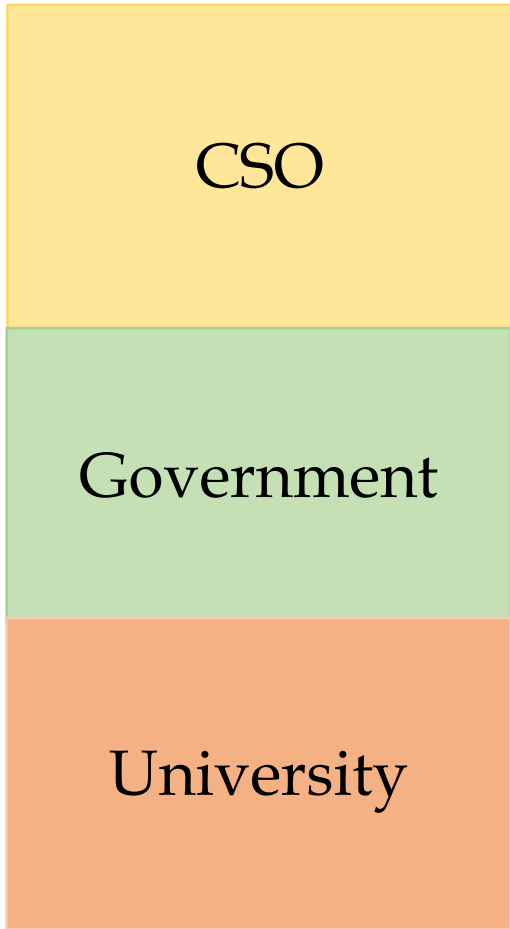
Strengthen capacity
of practitioners



Optimise
resources



Hub: Capacity, Complexity and Sustainability



Training session: Wednesday, 9 AM – 5 PM

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