

Unpacking the realities of behaviour change interventions at scale

Case study: CFM – Solomon Islands

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The Programme Context

Solomon Islands – 78 languages

Approximately 45% of population practice open defecation (and increasing)

Diarrhoea is one of the leading causes of child mortality.

Importantly:

The **national rural sanitation policy** is based on **COMMUNITY-LED TOTAL SANITATION (CLTS)**

But...there are gaps around the proper management of children's sanitation in rural areas.



Target behaviour

Recognition that safe child faeces management is a *series* or *chain* of individual behaviours

To focus and target the intervention, we isolated the **TRANSPORT** and **DISPOSAL** steps

These are behaviours of **PARENTS** and **CAREGIVERS** (both mothers and fathers)



Process

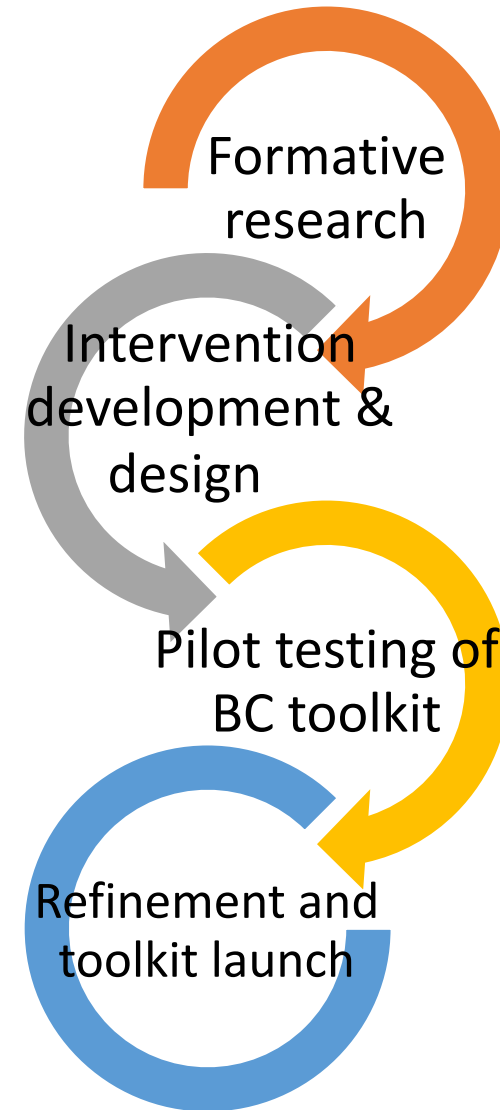
Request for research from SI government
(R-WASH)

Ongoing involvement with and feedback from
gov't and practitioners in the national
sanitation technical working group (NSTWG)

Researchers trained in CLTS during project
(for integration purposes)

Input from BC specialist with universal
experience

Use of BCD framework throughout



Intervention idea: nurture statements

NOT about introducing WASH, CFM, sanitation, poo at this stage

Insight 1: Our formative research showed NURTURE to be the strongest motivator



Intervention idea: doer/non-doer role play

Parents act out different ways of transporting and disposing of poo (knowledge and affiliation)



Insight 2:
Group setting
brings
otherwise
“invisible” or
unremarkable
behaviour into
the open

Intervention idea: tok stori video & discussion

**Insight 3:
Visual (and
tactile) ways of
seeing and
knowing
contextually
relevant
(Pasifika
pedagogy)**



Intervention Design - Summary



Planning and preparation

Speak to village leadership, arrange logistics of meeting, and invite participants



Session A

Parents group meeting with behaviour change communication activities



Session B

Household visit one week after Session A

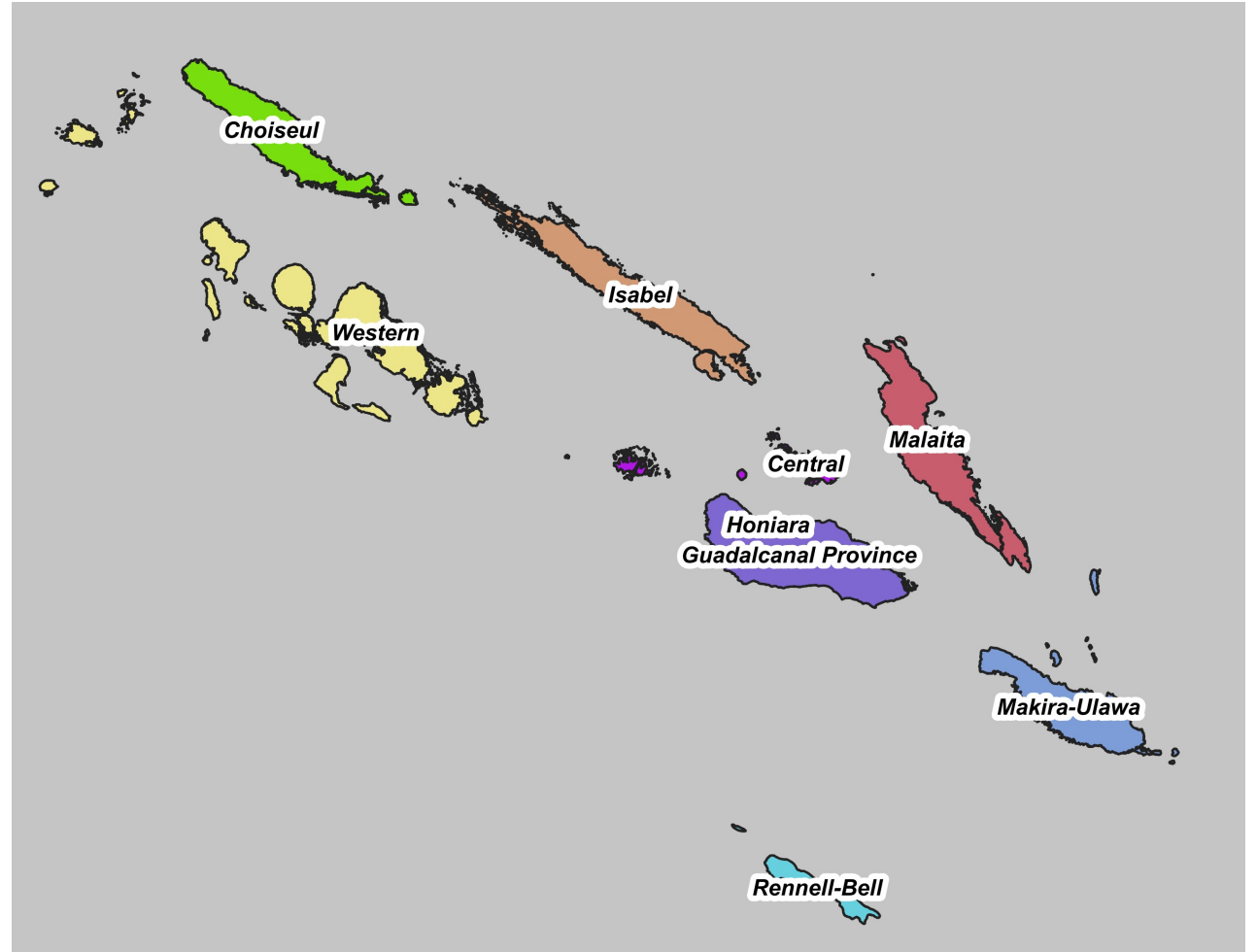
Intervention Delivery – Geography

Solomon Islands is DIVERSE

- 78 languages
- 9 provinces
- Many cultural and social differences

But...CLTS is done everyone (national policy)

Universal drivers AND local context!



Outcomes

- Pilot trial – controlled before and after testing in 12 villages (6 intervention)
- CFM intervention campaign tool kit is created and piloted successfully – publicly and freely available
- Formative research & CFM messages now included in CLTS trainers training toolkit
- CFM intervention campaign was disseminated to stakeholders/ & national technical working group
- Regular feedback over two years



“The changes are the children no longer poo in any place they want to like before. Now when they want to poo, they go to the toilet straight away.”

“Those that attended the workshop decided to build their toilets now.”

Today, fathers can do that because I think they have come across lot of groups that talks about sanitation and hygiene practice”

Respondents in M&E interviews, Solomon Islands

Scale up

Intervention was designed in **close partnership** with the national technical working group which comprised *national government, UNICEF, and all CLTS and WASH implementing CSOs and NGOs*. **This means we had real and ongoing engagement with those implementing at scale**



Low resource requirement // freely available // can integrate with any sanitation programming (incl. CLTS)

Challenges faced

1. Lack of toilets in communities
2. Community engagement / implementation delays:
 - Covid-19
 - Civil unrest / rioting
 - Flooding
3. Original intended to have CLTS CSO implementer trial activities, but constrained due to COVID-19
4. Condensed timeline between intervention and endline monitoring
5. Message creep between intervention and non-intervention villages
6. Solomons is REMOTE – so large scale test not possible at this stage (need gov't to scale)



Learnings

| Parameter | What worked well? | What can be improved? |
|--------------------------------|--|--|
| Design effective interventions | Intervention tools matched with ways of seeing and ways of knowing – Pacific Context | Improve facilitation skills for facilitators (training) |
| Facilitate Scale-up | Ongoing engagement with national technical working group (NTWG) | Only tested in one province (need to extend the testing in other province) |
| Efficient use resources | Low resource requirement | Cross-learning (CLTS practitioners) |
| Strengthen capacities | Localization of research (Covid) Framework to enable team learning | More communication and time together as a team/returning staffs |
| Improve program sustainability | Some CFM intervention components were included in the CLTS | Total adoption by different stakeholders |

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