

Unpacking the realities of behaviour change interventions at scale

Case study: HWWS - Bhutan

B. Gopalan¹, N. Desai¹, A. Biran², G.Halcrow³, T.Dem³, S.Niska³, Z.Salvador³, R.Sanderson⁴, C.Lifoia⁵

¹Upward Spiral

²LSHTM

³SNV

⁴International Water Centre at Griffith University

⁵Solomon Islands National University

India, UK, Bhutan, Australia, Solomon Islands, Mozambique, Indonesia



**WATER
&
WASH** 2023
FUTURES

Achieving SDG6 in a Changing Climate



#WaWF23

The Programme Context

Integration HWWS within the CDH workshop for sanitation and Hygiene



Community Development for Health (CDH)

Improving Sanitation, Hygiene in the Rural Areas of Bhutan

Workshop

Facilitators' Guide
(Revised 2012)



Public Health Engineering Division
Department of Public Health
Ministry of Health
Royal Government of Bhutan

Target behaviour

What	Hand washing with soap
Who	Caregivers of CU5
When	Before eating or feeding children After defecation or touching child's faeces
Where	At home



Process: Rapid adaptation of the SuperAmma intervention



Formative Research



Creative Development



Live Testing

Intervention idea: Emo-Demo

Insight 1

When there is disgust,
people wash hands
with soap. However,
there is disgust only
with the visible dirt,
not the invisible
germs.



Intervention idea: The story of Ugyen

Insight 2

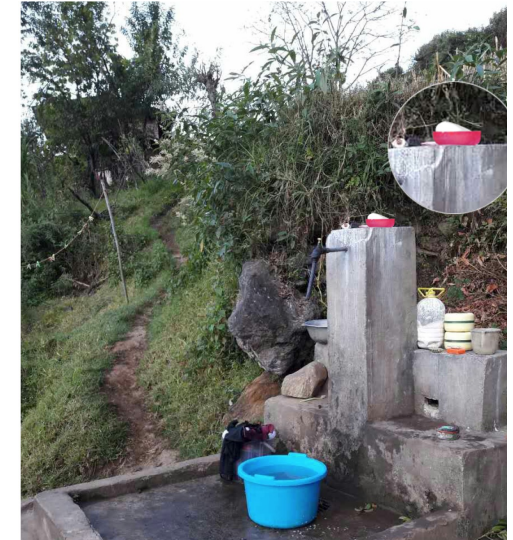
Caregivers are motivated by the nurture motive, to help the child progress in life by teaching good manners like hand washing with soap.



Intervention idea: Settings Game and Planning

Insight 3

When people plan for behaviour change, there is a greater likelihood of them moving from intention to action.



Intervention idea: Reminders

Insight 4

Hand washing with soap can be forgotten in the busyness of the day. Being reminded to wash hands with soap at the critical occasions can help in the performance of behaviour.



Intervention Design - Summary

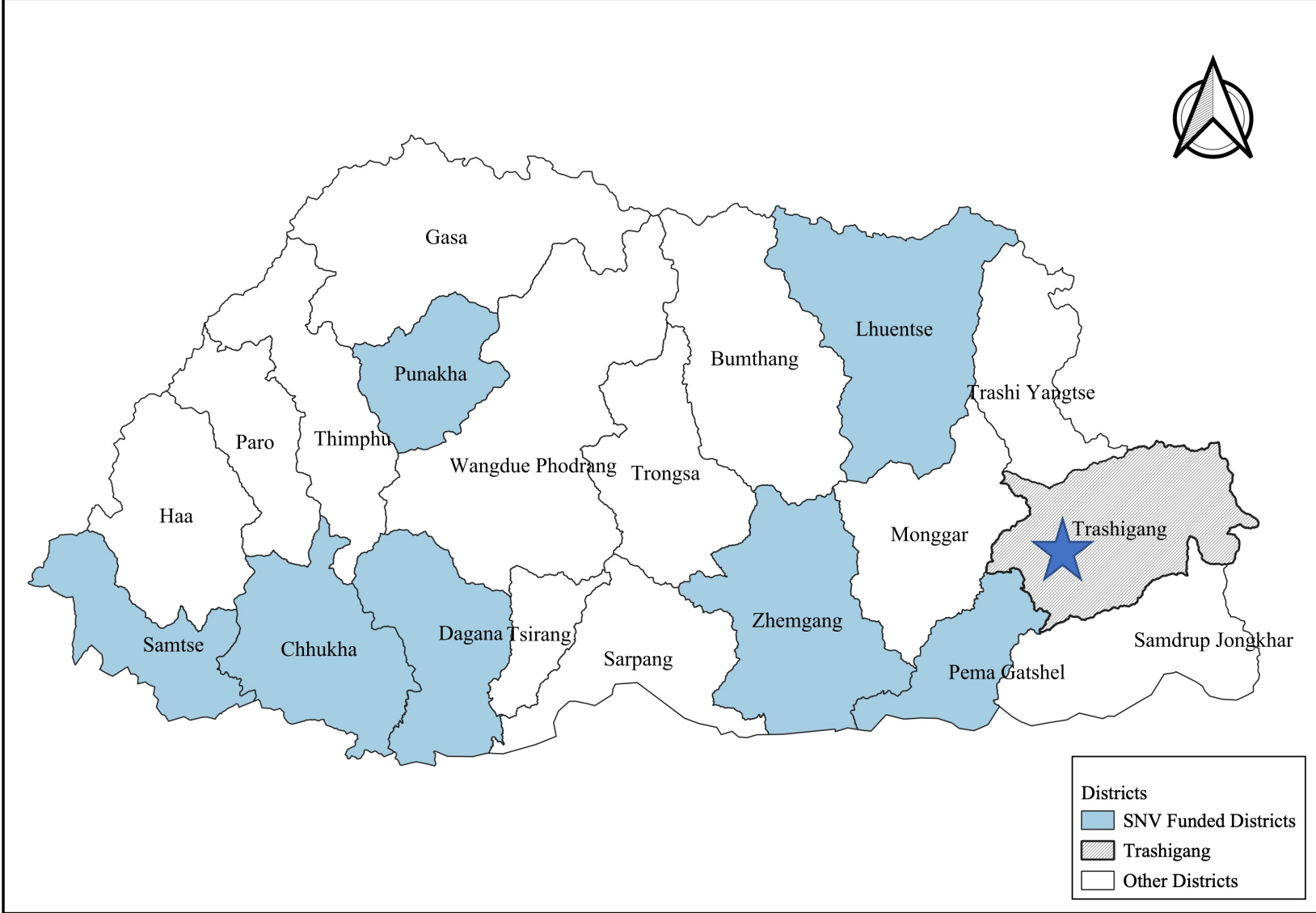
CDH+ Workshop



Follow-up



Intervention Delivery – Geography of Pilot



Outcomes

	% Soap present near toilet			% Soap present near kitchen		
	2018	2020	% Difference	2018	2020	% Difference
Intervention districts: (Chukha, Dagana, Punakha and Zhemgang)						
Mean (n baseline - 1322, n follow-up - 1214)	34.3	60.5	+26.25	42	63.75	+21.75

Scale up

- Based on the findings, the intervention was refined and scaled up
- Roll out in rest of the RSAHP districts (11 districts funded by SNV and UNICEF)
- Same model followed



Challenges faced

- Health Assistants were used to traditional way of intervention/ messages
- Narrating the Nurture story in different dialects
- Wrong Timing of the pilot intervention (HWWS in Winter)



Learnings

Parameter	What worked well?	What can be improved?
Design effective interventions	A structured framework and moving away from knowledge-based messages . Adapting from an intervention that was effective.	Reviewing and updating messages between certain intervals
Facilitate Scale-up	Government partners involvement (ABCDE). Universal motives.	Training more than one partner.
Efficient use resources	Building on existing intervention and materials.	Some of the support provided could have been remote
Strengthen capacities	Capacities built at national level (govt partners, SNV advisors) and Sub- District level (Health Assistants)	Refresher on SBCC

bala@upwardspiral.in | nipa@upwardspiral.in

adam.biran@lshtm.ac.uk

ghalcrow@snv.org | tdem@snv.org | sniska@snv.org |
zsalvador@snv.org

r.sanderson@griffith.edu.au | r.souter@griffith.edu.au

clement.lifoia@sinu.edu.sb

WATER
WASH 2023
FUTURES

Achieving SDG6 in a Changing Climate