

Unpacking the realities of behaviour change interventions at scale

Foundations

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**WATER
&
WASH** 2023
FUTURES

Achieving SDG6 in a Changing Climate



#WaWF23

Overview/background

SCALE

*better use of resources, to reach more people,
with effective behaviour change interventions*

Foundation for looking at case studies -
consider role of:

- Frameworks / Models
- Process
 - What are they?
 - Why are they useful?
 - How do they relate to scale?



WASH behaviours and health

Health benefits from WASH require behaviours + hardware

Changing behaviour is NOT EASY

Using a behavior change framework can increase chances of success



- Water access, transport, storage, use, conservation
- Use, operation, maintenance of toilets (e.g. CLTS)
- Handwashing with soap
- Face washing
- Infant faeces management
- Menstrual hygiene management
- Food handling/storage, solid waste management, etc

What are BC frameworks / models?

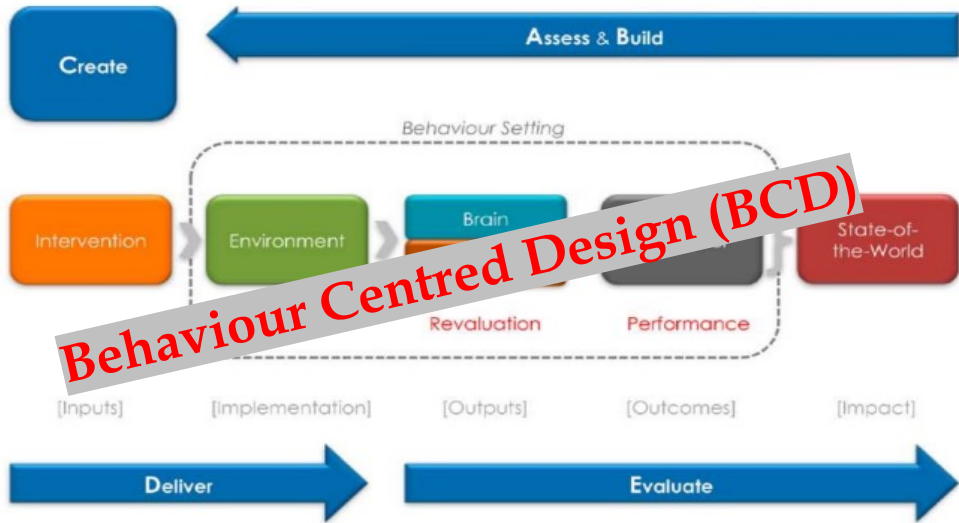
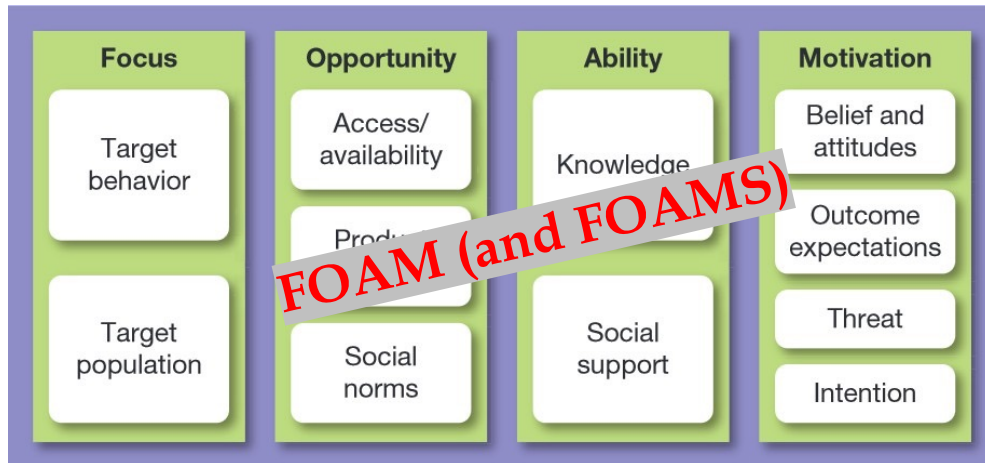


Figure 1.2: The Behaviour-Centred Design approach (Aunger & Curtis, 2016)



Levels	Contextual factors	Psychosocial factors	Technology factors
Societal/Structural	Policy and regulations, climate and geography	Leadership/advocacy, cultural identity	Manufacturing, financing, and distribution of the product; current and past national policies and promotion of products
Community	Access to markets, access to resources, built and physical environment	Shared values, collective efficacy, social interaction	Local vs. individual vs. collective responsibility, and maintenance of the product
Interpersonal/Household	Roles and responsibilities, structure, division of labor	Social norms, descriptive norms, aspirations, shame, nurture	Sharing of access to product, modelling/demonstration of use of product
Individual	Age, education, gender, livelihoods/employment	Self-efficacy, knowledge, disgust, perceived threat	Perceived cost, value, convenience, and other strengths and weaknesses of the product
Habitual	Favourable environment for habit formation, opportunity for and barriers to repetition of behaviour	Existing water and sanitation habits, outcome expectations	Ease/Effectiveness of routine use of product



Why use a FRAMEWORK?

- Simplify reality
- Direct attention to the factors most likely to change or constrain behaviour
- Build on / distil existing knowledge - evidence

- Guide intervention content
- Guide the design process
- Consistent approach facilitates learning, collaboration, improvement of intervention

- Result - more effective interventions, worth scaling or delivering at scale

Activity

Menti poll

1. What WASH behaviours have people in the room worked on in the past or currently?
2. What behaviour change frameworks have people in the room used?



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Universal drivers and local context

- Frameworks / models draw on insights about behaviour and the drivers of behaviour change, that are held to be widely or **universally applicable**.
 - Interventions in different contexts, countries, even on different behaviours, can be guided by the same framework.
 - Individuals can develop expertise in using frameworks – role of behaviour change specialists.
- Applying framework successfully also requires **knowledge / expertise of local context**.

Video clip

- Val Curtis describes applying a behaviour change framework to understand and change handwashing practice
- Illustrates how a framework is used
- Useful background for case studies, as they are based on the same framework
- Might like to think about:
 - How to apply it to another behaviour
 - What you might want to know about the local context



What Drives Handwashing Behaviour?



Hygiene Central

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Activity – specialist technical support

Menti poll

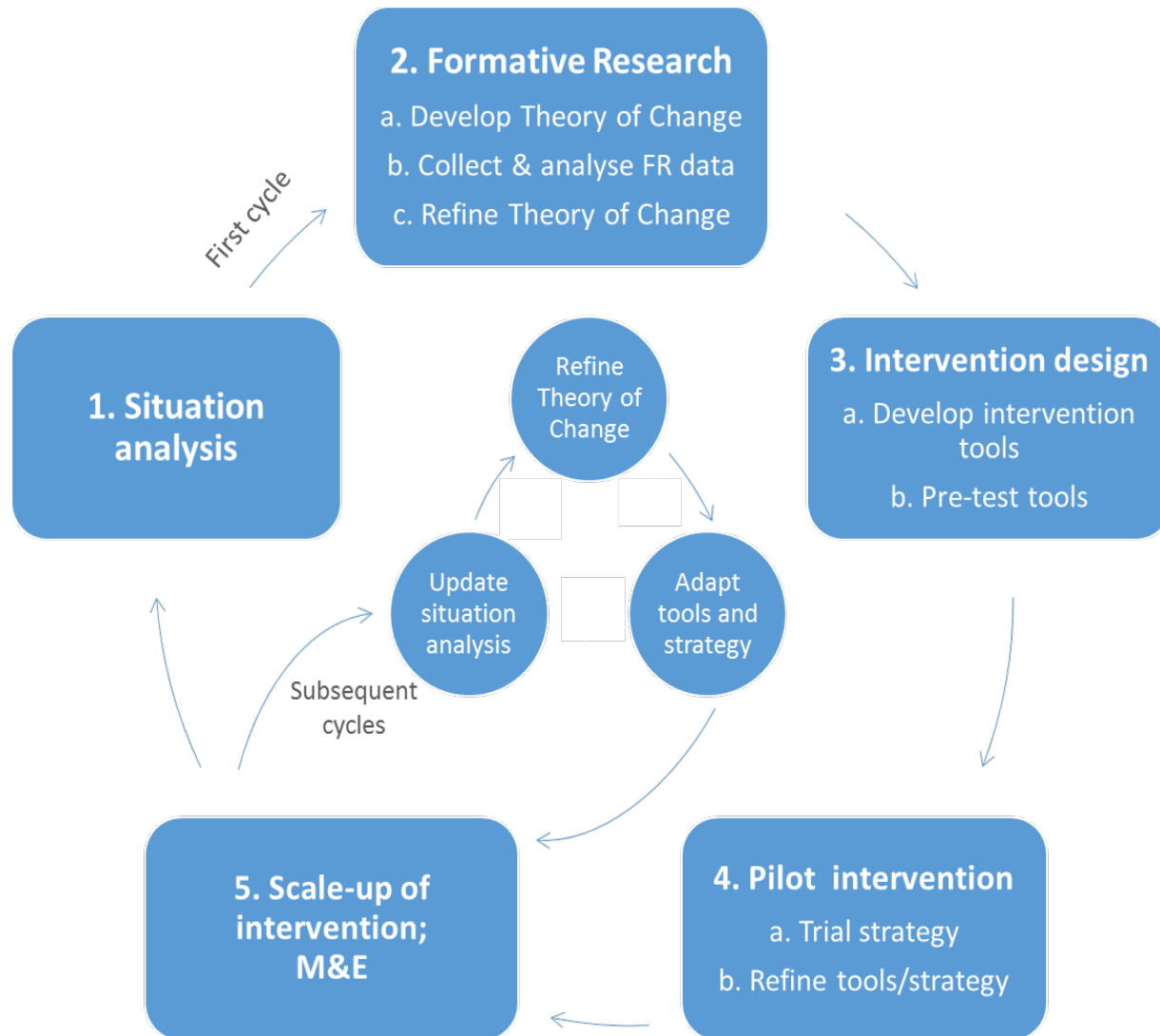
1. In your organisation, do you have:
 - a. In-house behaviour change specialists?
 - b. External consultants as needed?
 - c. Mixture of both?
 - d. Neither
2. In two or three words, what elements of local context do you think are important to understand?



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BC Intervention Design PROCESS



R. Souter, International WaterCentre.

Structured process informed by a behaviour change framework

Bringing together specialist knowledge of behaviour change with knowledge of local context

Through cycle of formative research, pilot testing, monitoring and evaluation

Use this knowledge creatively to design effective interventions

Design for scale or for scalability

- Design of effective interventions at/for scale need to balance:
 - **Reach** - numbers contacted by / through the intervention
 - **Effective contact** - in a way that is likely to influence behaviour
 - **Fidelity** – without losing control of quality
 - **Budget** – with finite resources

Design for scale or for scalability

- **Scalability** = Increase Reach through replication
 - Good for effective contact
 - Risk fidelity and budget
- **Scale** = Increase Reach through a mass medium (e.g. TV, radio, phone)
 - Good fidelity
 - Good for budget? - low cost *per contact*
 - Risk *effective* contact
 - Risk - Reach depends on access to medium for target audience

Summary

- Effectiveness can be improved by:
 - Using a behaviour change framework
 - Guided by specialist / technical support
 - Grounded in localised knowledge
- Implementing at or increasing scale involves balancing different communication priorities

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