

Unpacking the realities of behaviour change interventions at scale

Why the hub?

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

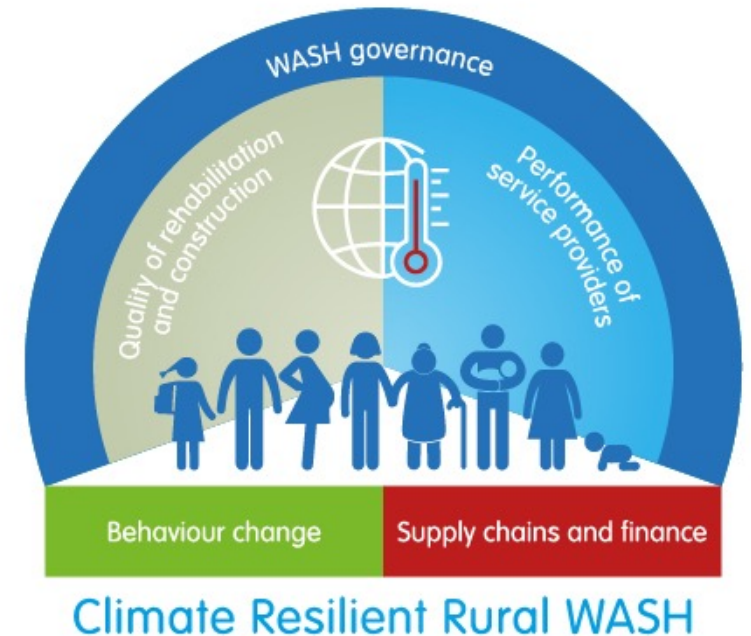


#WaWF23

Moving to the “Hub” way of working

For SNV its been a learning journey with our WASH teams

- Regional learning events – first in Laos in 2010, which introduced the participants to the use FOAM and SaniFOAM, as well as barrier analysis, and then in follow-up in Bhutan in 2015 (broader frameworks);
- Comparative studies (2010; 2015),
- D-group discussions;
- Draft BCC Guidelines, 2010
- Revised BCC Guidelines, 2016.
- Innovation Grant in Bhutan with LSHTM and Upward Spiral (2016-17)
- Hygiene effectiveness study with IRC, 2017/18 “WASH Costs”
- Hub (2019) to now



Experiences from the teams

- Continues to be material centred rather than behaviour centred
- Continues to focus on health benefits, even after the formative research
- Addressing too many behaviours and audiences at a time, including in the formative research
- Capacity challenges within local line agencies
- Institutional home of BCC may not be the same as WASH
- Effectiveness of social media and digital campaigns unknown but increasing
- Gender stereo types and roles in behavioural change communication.



Stand-alone hygiene BCC process	Tension level	Hygiene BCC process with professional and organisational capacity building objectives
		Make an inventory and reflect on past hygiene promotion efforts and studies.
Select a target behaviour(s) and target group(s)		Create awareness of the importance of focus: less behaviours and target groups at once
Analyse and validate behavioural determinants		Create awareness of the importance to consider determinants beyond health and do evidence-based design Challenge of low analytical capacity Benefit of experience for validating of determinants
Define behavioural objective, communication objective and outreach objective		Integrate objectives into a BCC plan or strategy that is linked to broader local government WASH planning
Make a creative brief		Make a creative brief
Hire a creative agency to design and test BCC activities		Clarify roles, use existing human resource capacities for creation when appropriate.
Creative agency tests BCC concepts and activities		Testing with participation of extension staff
		Training of local staff on BCC activities.
Implementation of BCC activities, monitoring and quality control		There may be some self-monitoring and self-quality control, but access to information is potentially better. Participatory reflections can be used to adapt implementation when needed
Evaluation of effectiveness		There may be resistance to external evaluation
		Learn to see it as a learning cycle and start again

Outcome indicator 7: Capacity to implement behaviour change communication at scale					
Organisational elements and statements	Scores				
	0	1	2	3	4
Your organisation ...					
1. Has a BCC strategy or action plan that includes sanitation and hygiene focus behaviours and target groups in line with national guidance and/or plans					
2. Has a clear division of roles and responsibilities to implement the strategy or plan					
3. Has adequate human and financial resources to implement BCC activities in line with its strategy or plans					
4. Develops BCC based on formative research or evidence of motivators					
5. Tests effectiveness of messages and approaches with the target audience					
6. Provides training to facilitators or other implementers in BCC approaches to an adequate standard					
7. Regularly assesses the performance of facilitators or others responsible for BCC interventions					
8. Reviews approaches based on monitoring or lessons learned					
9. Monitors the usage and effectiveness of BCC materials					
10. Adapts or tailors the approaches and messages based on the changing context, lessons learned and/or specific target populations					

Our three fold BCC challenge

1. How to implement effective BCC?

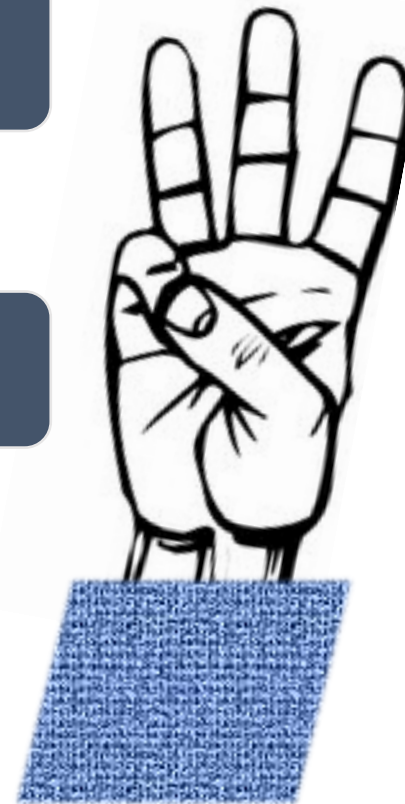
- Design and implement effective hygiene promotion in our programme areas (and thus building our own capacity)

2. How to build capacity of our partners

- Help local partners to rethink hygiene promotion and build their BCC capacity

3. How to organize this over time

- Find out what the most efficient work process is to do these things



The “Hub” was founded on 4 principles

- Design globally, adapt locally
- Engage over a longer term
- Involve the managers, not just the BC advisors'
- Create a common platform and language.

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