

SUVA

Climate Resilience Pathways:

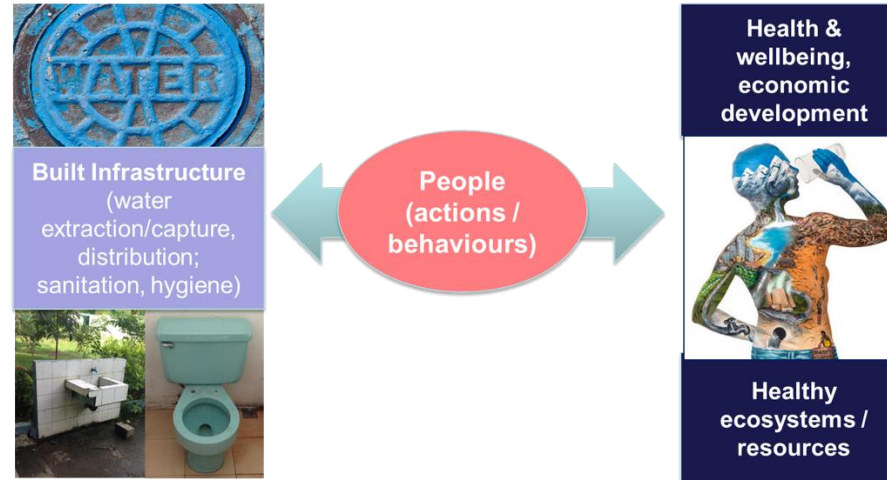
Water Security and WASH in Asia Pacific

Key concepts in behaviour change for water security & WASH

Why care about water management & WASH behaviours?

WASH infrastructure is for people to use/interact with/respond to

→ *Whether they use it, how they use it, when they use it, what for.....* influences whether those users actually get the health & wellbeing benefits



Water management

.....requires collective action.

The actions of people in the water catchment, and support for water management rules & requests (e.g. managing risks to water systems, conserving water use) can influence the security of water for all in a community or catchment



Behaviours for water security & WASH.....??

Anything that is “done” by a human that uses or impacts water management & WASH

Water users

How water is accessed, transported, stored, treated, used, disposed – ensuring no contamination at any stage of securing/using water; efficient use of water, paying water use fees

Water operators & managers

Maintenance; Managing supply (open/closing distribution systems; communicating with leaders & users

Catchment land & water-users upstream

location and practices relating to gardening, farming, keeping livestock, clearing vegetation, storing chemicals



Hygiene users & owners

handwashing at critical times, face washing, positive social norms wrt menstrual hygiene; Providing and maintaining infrastructure (handwashing inc. soap, menstrual hygiene);

Sanitation users & owners

Cleaning, emptying sludge/pits, disposing of waste safely, safe use of septic tanks (chemicals), compost toilet use, children/infant sanitation use

What is ‘a behaviour’ and ‘behaviour change’?

Behaviour

The actions a person takes in response to a particular situation

- Motivated or planned, or reactive (habits)
- Habit: a behaviour that is repeated when faced with a familiar situation (doesn't require active thinking)

“Behaviour Change”?

- Self-led & planned, or
- **Intervention:** to influence people's mindset about a specific behaviour



What influence's people's behaviours?

(How can we influence what a person does when faced with a particular situation / environment)?

Knowledge about the behaviour:

Why?

When?

How?



Required infrastructure, equipment



Setting

Environmental & social factors, that encourage or discourage → affect people’s intention to do particular behaviours

Rules

Formal (e.g. regulations) &
Informal (e.g. social norms)



Roles

expected behaviours



Personal motivators

- beliefs & attitudes
- social or emotional “rewards” e.g.:
 - + Nurture
 - + Affiliation
 - + Status
 - + Justice
 - + Fear
 - + Comfort



Objects

To surprise (grab attention, cause thinking) & remind



→ To change (encourage or discourage) specific behaviours....



1. Fill **Knowledge gaps** about the behaviour (what, why, when, how?)



2. Ensure sufficient **Facilities/ equipment / infrastructure**



3. Encourage an **Intention** to practice the behaviour – by changing the **setting** and **triggering** the behaviour:



- **Objects**
- **Roles**
- **Rules Formal** (e.g. regulations) & **Informal** (e.g. **social norms**)
- **Personal motivators** (social/emotional drivers, beliefs & attitudes)



For a new behaviour to become **HABIT** –repeatedly and consistently “trigger” it until active thinking is no longer required



Extra behaviour change strategies slides
(if needed/useful during workshop)

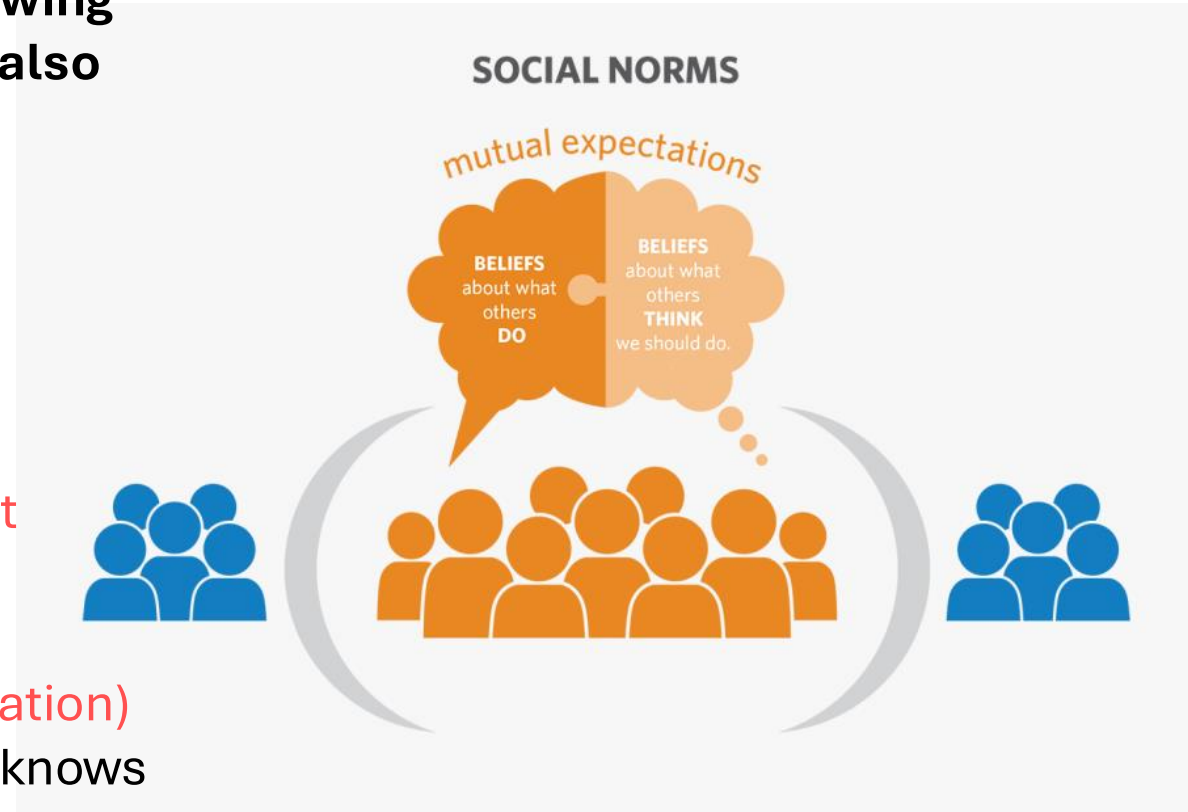
Influencing Social Norms (informal rules)

Social norms = rules that apply to certain situations; people follow the rule if **they think others are following the rule**, and **if they think others expect they will also follow the rule** (e.g. sharing a cake, phone use).

They are not set in stone – they shift – with time and changes in settings/situations

Some tactics to influence social norms:

- (when appropriate) **Make the behaviour overt (not covert)** (e.g. locate handwashing stations on the outside of toilet cubicles/buildings)
- **Provide information (or allow discovery of information) collectively** (every body knows it, and everybody knows that everybody knows it!)
- Enlist **role-models who can create new social norms**



Encouraging Positive motives

Positive = reward for the new behaviour e.g. feelings of love, nurture, status, affiliation (belonging), cleanliness

Negative = punishment for the current/old behaviour e.g. shame, fear.

- negative emotions can cause an immediate behavioural response, but they can also cause personal and social harm:
 - Can become personal – not about the behaviour (“I am bad” v “this behaviour is bad”)
 - Can lead to people being defensive or aggressive, or make them withdraw from community to protect themselves
 - If public, can lead to stigma – “social labelling”
- Questions about the sustainability of behaviour change based on negative motivations
- Use negative motivators with great care and consideration



Small doable actions (or tiny habits)

- Is often not the ‘perfect’ or complete behaviour that is desired
-is considered feasible by the individuals doing the behaviour (considering the current practice, the available resources, and the particular social context)
- Although not an ‘ideal practice’, more people are likely to adopt it because it is considered feasible within the local context.
- **Can be a stepping stone to ‘ideal/larger’ behaviours**
 - E.g. exercise 3 mins a day for a week, then 8 mins, then 15 mins, then half an hour
 - E.g. move children’s faeces from ground into a latrine, then, later add, wash the child’s bottom, wash their hands, carer’s hands.



<https://youtu.be/0Jbh6QUz1jQ?si=ycHEjMy0Yoj1r630>

Rainwater security behaviour change intervention: operations and maintenance of RW systems in rural Vanuatu

- Rainwater a critical drinking water source in many communities, use of tanks increasing (main or complementary source)
- Problem – need to improve water quality, and improve (drinking) water security
 - Doesn't last the dry season – revert to less safe supplies
 - Water quality at point of consumption, often contaminated with faecal bacteria (access behaviours often a source: dirty containers, dirty hands)
- Desired behaviours for climate-resilient drinking rainwater supplies:
 - Roofs & gutters: annual cleaning, as well as before and after storms, first flush (if present): emptied after rain events
 - Storage tanks: annual cleaning, functional & clean screens on openings and overflow outlets, no leaks, taps protected from animals, no human contact with water (especially ground tanks/wells where people dip buckets into the water for collection)
 - Transport & storage: containers are cleaned weekly, lids on all containers, no hands in tanks
 - Water security: Save rainwater for drinking and dry times (locking a communal tank for emergency drought supply; use alternative sources for non-drinking purposes)
 - Storm preparation: protection / removal from exposure to damage



BC communication strategies

Knowledge (needs):

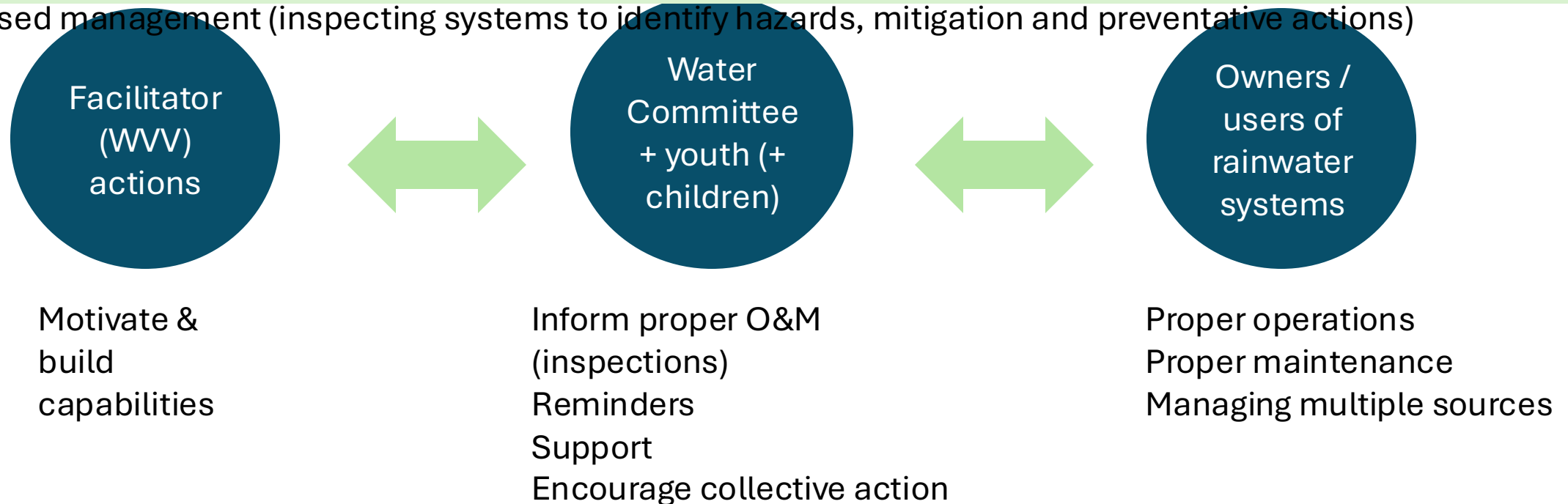
- Water and health links
- Hazards affecting rainwater quality
- Proper O&M for safe and secure RWS

Psychological and social factors:

- Nurture - parental concern for their children's health and future associated with safe and sufficient water
- Desire to promote a sense of community "Oneness and togetherness"
- Youth motivated by status ("leaders of tomorrow")

Shifting from a household/tank owner issue to community issue (sim. sanitation and hygiene); Water Committee as change agents

Risk-based management (inspecting systems to identify hazards, mitigation and preventative actions)



Behaviour change intervention – design (key steps)



From wanem sefti mo sekuriti blong ren wota emi impotent?

"Klinim ren wota system tede, blong no kasem sisisit wota tumoro"

"Ol Strong sistem blong renwota tede, plante wota long drae taem"

"Pikinini no save jus be yu yu save"

"Klinim tank tede, helti pikinini tumoro"

Yumi wok tugeta olsem wan komuniti blong gat sef mo sekua ren wota

Sapotem helti komuniti laef

Helpem yumi blong tingbaat se ren wota i valuabul tumas mo impotent

INSPECTION CHECKLIST - RAINWATER SYSTEMS

Container Checklist

WATER CONTAINERS	✓ or X	Actions needed?	Actions agreed by household?
1. Are there any leaks or drips from the container?			
2. Is the container clean and free from debris?			
3. Are the covers/caps properly secured?			
4. Are the containers placed on a clean, dry surface?			
5. Are the containers protected from animals?			
6. Are the containers protected from insects?			
7. Are the containers protected from dust?			
8. Are the containers protected from sunlight?			
9. Are the containers protected from rain?			
10. Are the containers protected from wind?			
11. Are the containers protected from other contaminants?			

Water Containers: 1. Rain, 2. Kula, 3. Dams, 4. Ponds, 5. Skim, 6. Springs, 7. Wells, 8. Rivers, 9. Streams, 10. Ditches, 11. Ponds.

RWS inspections & action plans
 Follow-up visits
 Reminder graphics (tanks)

Komuniti Ren Wota Dei

SEF REN WOTA HEMI PAO BLO HELTI KOMUNITI

World Vision, UNICEF, Gavi

Demonstrations
 Collective – roof/tank cleaning (assistance)
 Celebration of progress
 Disaster workshop

Storian (active community – inspiration)