Changing Behaviour: Creating Sanitation Change Leaders

An initiative towards changing behaviours

Project Presentation
< 50% of India’s population does not have access to toilets. The situation is even more dire in rural areas leading to negative health impacts:

- Over 1600 People die daily due to unhygienic condition (World Health Organization)
- Almost 600 million (48%) people practice open defecation in India (UNICEF)
- Poor sanitation and hygiene costs India's economy $50 billion each year (The World Bank)
- Behaviour change among people regarding use of toilet will be top priority for the government (Swachh Bharat Mission, Ministry of Drinking Water & Sanitation)

Source: National Family Health Survey Census
The Sanitation crisis is severe in two of the most populous states in India: *Bihar* and *Uttar Pradesh*

- **83.1% of households** practice open defecation in Bihar
- **54.2% of households** from which at least one person practice open defecation despite having a working latrine

- **80.7% of households** practice open defecation in Uttar Pradesh
- **42.5% of households** from which at least one person practice open defecation despite having a working latrine

Source: Census 2011
Setting the Context

The need

Behavioral change is the key to addressing the sanitation crisis in India rather than infrastructure development

- Almost half of India’s population that defecates in the open say they do so because it is “pleasurable, comfortable, or convenient” (SQUAT Report)
- Percentage of households that have toilets but still has a member that defecates in the open (SQUAT Report)
- Percentage of population which does not wash hands with soap after defecation (UNICEF)
- Percentage of mother’s who dispose of their children’s feces in the open (UNICEF)
- Percentage of allocation of Bangladesh’s sanitation budget toward awareness building (Bangladesh is a ODF country)

Need of the hour:

To accelerate change through developing innovative solutions and promoting practices that can improve hygiene situation in India
‘Be the Change’
Banega Swachh India: A nationwide campaign towards a healthier and cleaner India

RB (erstwhile Reckitt Benckiser launched ‘Banega Swachh India’ (BSI)

Goal: Reach to 100 million people to improve health hygiene by 2020

- Modular School Education
- Creating Sanitation Change Leader (BCC Program)
- World Toilet College to address training needs of Urban and Rural India
- Mainstreaming Hygiene Practices in India Program (MHPI)
- Project HOPE to improve hygiene and health in Bottom of the Pyramid (BoP) communities
- Promote hygiene and health through interventions including provision of toilets, safe water and capacity building

These initiatives developed are cross cutting and addresses all the age group
Over the years GoI has undertaken several programs to improve hygiene and sanitation status of RURAL India through Central Rural Sanitation Program, Total Sanitation Campaign, Nirmal Bharat Abhiyan

Additionally, GoI has launched the Swachh Bharat Abhiyan (SBA) ‘To create Clean India by October 2, 2019 (tribute to Mahatma Gandhi on his 150th birth anniversary)

Components of SBA (G)

- Construction of Individual toilets
- Information, Education & Communication (IEC)
- Capacity Building
- Production centre/Sanitary Mart
- Waste Management
- Revolving Fund/Micro finance
In order to support and compliment Government’s initiative
Dettol in collaboration with Jagran Pehel to drive behaviour change towards hygiene and sanitation across 200 villages of Uttar Pradesh & Bihar

Objectives of the project:

- Drive behavior change of the community through key stakeholder, such as
  - Panchayati Raj Institute (PRI) members
  - Frontline workers (ASHA/AWW/ANM)
  - Faith based Leaders
  - Village Health & Nutrition/Sanitation Committees
- Reach out to 200 villages in Uttar Pradesh and Bihar (100 each) through various innovative IEC tools
- Reach out to 1,00,000 mothers in influence there behaviour
- Create an ecosystem to establish need for improved hygiene and sanitation
Launch of the program: Uttar Pradesh
Glimpses of launch at Lucknow

The project: ‘Creating Sanitation Change Leader’ was conceptualized and launched in August 2015
Launch of the program: Bihar
Glimpses of launch at Patna
What do we want to achieve
Driving behaviour to transform lives

**Empowered**
- Trainings/information/recognition

**Equipped**
- Equipped with innovative IEC tools

**Generate Demand**
- Public awareness messages
- Awareness creating event like Nukkad Natak etc

**Key Stakeholders**
- Faith leaders
- Frontline workers
- Mothers
- PRI members

Ecosystem
In order to monitor and measure the impact of the project, a baseline was conducted, which will be assessed against the endline.

The baseline followed Knowledge, Attitude, Belief & Practice (KABP) survey before and after to provide a ‘Proof of Concept’.

Baseline Assessment

Rapid Behaviour Assessment and Ranking of PRI Members, Natural and Faith Based Leaders and Dipstick Assessment of ASHA, Anganwadi Workers

The aim of the study was to assess the behaviour and knowledge of the PRI members and ASHA, Anganwadi workers on issues such as open defecation, hand washing practices, and awareness towards Governments flagship program ‘Swachh Bharat Abhiyan’.
How to engage with faith/religious leaders
Driving behaviour change

Faith leaders are the largest organized sector of civil society worldwide, so, whatever social change you wish to achieve, they could be important partners for success.

To tap their potential in promoting hygiene and sanitation practices through religions gatherings, an orientation training workshop was organized in Varanasi, Etawah, Kannauj (Uttar Pradesh) and Bhagalpur (Bihar).

**IDENTIFY**

Workshop in Bhagalpur (3 blocks)
Bihar

Sensitized more than 300 faith leaders

All pledged to take the messages to their respective community

**CREATE**

Developed a short documentary (featuring faith leaders) disseminating messages on cleanliness

**ACTIVATE**

Faith leaders further disseminating information to the community during religious gatherings, chaupals, institutes, etc.
शौचालय से देशालय तक
How to engage with frontline workers
Driving behaviour change

Frontline workers (Accredited Social Health Activist, Anganwadi Worker, Auxiliary Nurse Midwives) are the last connect with mothers and women hence have a great role to play in promoting and creating awareness on hygiene and sanitation practices.

To tap their potential in promoting hygiene and sanitation practices through them, the frontline workers will be training using innovative and interactive Information, Education and Communication tools developed under the project in Varanasi, Etawah, Kannauj (Uttar Pradesh) and Bhagalpur (Bihar).

Tool Created
Digital Interactive game: Swachhta Chakra

‘Swachhta Chakra’ is an interactive android based game, which is developed to create awareness on hygiene and sanitation practices among the community members especially mothers, caregivers etc.
How to engage with frontline workers

About the game: Swachhta Chakra

‘Swachhta Chakra’ encompasses questions around situations and decisions undertaken by an individual pertaining to hygiene and sanitation in daily life. The game titillates the interest of the audience through a pre-game test and builds the tempo throughout the game with situational questions, which get evaluated by end of the game. The game has been divided into 3 levels:

**Level 1:** Includes information on personal hygiene, practices to be followed to keep house and surrounding clean

**Level 2:** Includes information on practices to be followed to make the village Open Defecation Free (ODF)

**Level 3:** Includes information on environment hygiene and practices to be followed to maintain clean environment
In the Game, a set of questions are asked by the Trainer or Health Worker around hygiene & sanitation practices.

At the end of each level a Post-Test appears in the form of an icon based quiz. This quiz helps in monitoring the change in knowledge and increase in the understanding of player/s about hygiene and sanitation practices. In the end a scoreboard appears.
How to download

**Swachhta Chakra**


*Play store link for download of Level 1 of Swachhta Chakra*

*Content development of Level 2 is underway*
How to engage with mothers
Driving behaviour change

Mothers and women play a very critical role in nurturing the family and working towards their wellbeing. Hence it is imperative to educate them on various hygiene and sanitation practices.

Tool Created
Digital Interactive game: Swachhta Chakra

The Baby Book is an informative tool to be given to the mothers and women during the VHSC/VHND meeting, which helps them to understand the importance of hygiene and sanitation at various stages of motherhood (from pregnancy till the child turns 5
How to engage with mothers

Driving behaviour change (contd...)

[banner image]
The Baby Book takes the mother through things to be followed from pregnancy to the delivery of the baby.

Additionally, it also has immunization schedule to be followed (post consultation with the doctor) for the baby along with helpline numbers to enquire about specific health related issues.
How to engage with PRI members
Driving behaviour change

Panchayati Raj Institute Members such as Sarpanch/Pradhan is the local administrator who has a major role to play in development of the villages.

Hence it is imperative to train and inform the PRI members to promote and take initiatives towards making their villages clean (hygienic and Open Defecation Free (ODF))

Tool Created
PRI Training of the trainers (ToT) & video documentary

Modules on:

Module 1: Various government schemes
Modules 2: Importance of hygiene and sanitation in improving health
Module 3: Governments’ flagship program: Swachh Bharat Abhiyan
Module 4: Components under SBA
Module 5: Process to be followed to make a village ODF
How to engage with the community
Driving behaviour change through other outreach activities

Creating awareness on hygiene and sanitation practices through public messages on wall (Wall Paintings) in all the four districts

600 wall painting (public messages) in 200 villages, 4 districts, 2 States (Uttar Pradesh & Bihar) covering more 120724 sq ft (area)

<table>
<thead>
<tr>
<th>City</th>
<th>No of walls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Varanasi</td>
<td>171</td>
</tr>
<tr>
<td>Etawah</td>
<td>77</td>
</tr>
<tr>
<td>Kannauj</td>
<td>64</td>
</tr>
<tr>
<td>Bhagalpur</td>
<td>309</td>
</tr>
</tbody>
</table>
How to engage with the community
Driving behaviour change through other outreach activities (contd...)

Creating awareness on hygiene and sanitation practices through ‘Nukkad Natak’ in all the three blocks

100 Nukkad Natak (delivering messages on good health, need for toilet and how to achieve ODF) in 100 villages, 2 States (Uttar Pradesh & Bihar)
An online Management Information System (MIS) has been developed, which not only helps in tracking activities on ground but also helps track the progress against the set timelines.
How to measure the impact

Impact assessment: Performance, key learning, success stories

**Direct Impact Parameters**
- Open defecation and hand washing awareness
- Maintenance of sanitation infrastructure
- Consumption of sanitation products
- Availability of soap and water near toilets

**Indirect Impact Parameters**
- Hygiene related diseases
- Women safety
- School drop out rates (girls)
- Quality of water bodies

**Approach for impact assessment**
- Assess impact through personal interview with community change leaders, Implementation partners and other stakeholders
- Conduct focus group discussion with beneficiaries of the BSI campaign (household, students, mother and retailers of sanitation products)

**Sample size determination**

**Village selection framework**
- Consistency in behaviour
- Action
- Awareness
- Unawareness

**Behaviour Change Continuum**
- Unawareness
- Awareness
- Action
- Consistency in behaviour

**Indicative list of Community Change Leader for Personal Interview**
- PRI members
- Religious leaders
- Community volunteers
- Health activists and Anganwadi workers
Glimpses from the field
Workforce in action
Project Partners
Collaborate: Co-design & Co-invest

Founding Partner
rb

Implementing Partner
Pehel

Strategic Partner
जागरण

Govt. Partner
Ministry of Urban Development
Government of India

Knowledge Partner
GIWA

Technical Partner
ZMQ

Knowledge Partner
worldtoilet.org
सामाजिक बंधन दूटगे, बनेगा स्वच्छ इंडिया

लखनऊ जागरण

विद्या देंगी स्वच्छता का ज्ञान

सफल टीमिंग के जूलनेम से रुझान की हुई है। डिज्ली स्वच्छता कमिटी की सहभागिता और दीर्घकालिक अभियान के लिए लखनऊ में घरों से गर्मि स्वच्छता की रेखा जा रही है।

व्यवहार बदलने को जागरण की 'पहल'

पतना, पुर्णिमा 25 अगस्त, 2015

लखनऊ, पुर्णिमा 25 अगस्त, 2015

स्वस्थ जीवन और स्वस्थ व्यवहार से समझा स्वच्छता का महत्व

100 गांवों से शोध होगा स्वस्थ व्यवहार

कार्यक्रम में से हस्तिना होली सामिल

स्वस्थ जीवन और स्वस्थ व्यवहार से समझा स्वच्छता का महत्व