



Changing Behaviour Creating Sanitation Change Leaders



IMPACT ASSESSMENT REPORT

December
2016

powered by





एम. वेंकैया नायडु
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शहरी विकास,
आवास और शहरी गरीबी उपशमन एवं
सूचना एवं प्रसारण मंत्री
भारत सरकार

MINISTER OF URBAN DEVELOPMENT,
HOUSING & URBAN POVERTY ALLEVIATION
AND INFORMATION AND BROADCASTING
GOVERNMENT OF INDIA

SWACHH BANEGA INDIA

I am extremely delighted to know that the initiative of 'Jagran Peהל' (CSR wing of Jagran Prakash Limited, in collaboration with 'RB' has completed one year of their commendable efforts towards promoting sustainable behavior change towards hygiene and sanitation practices across 200 villages of Bihar and Uttar Pradesh. I am particularly impressed by the focus of this initiative on community mobilization for the much desired behavioral change which is the key to realizing Swachh Bharat by 2019.

I compliment 'RB', an expert in developing innovative solutions in hygiene & sanitation and 'Jagran Peהל', a keynote change agent for inclusive and sustainable social development for successful completion of the first phase of their joint initiative under "Dettol Banega Swachh India" to drive behaviour change.

While launching the "Swachh Bharat Mission" on October 2, 2014, Hon'ble Prime Minister Shri Narendra Modi had stressed on the need for making this mission as a 'Jan Andolan' (people's movement) as this Mission needs to be driven by the communities. RB and Jagran Peהל are Contributing in this regard. I am happy to know of the outcomes this effort which include 12 villages being certified as Open Defecation Free, another 50 villages resolving to become ODF and the behavioural change realized among the people, I am sure the learning of these efforts would result in more success.

Through "Swachh Bharat Mission", India is determined to make itself completely open defecation free (ODF) and clean by the year 2019. To achieve this goal, the biggest obstacles are not lack of toilets, water supply and other essential facilities, but to convince people to use toilets for healthy lives. Since, the Government of India has prioritized the agenda to end open defecation through multi-pronged and multi stakeholder approach to tackle this problem, a significant change has been observed in the country. People are now viewing the problem of open defecation not only as sanitation issue but also as a behavioural issue. Living with dignity and self-respect is the new perspective which people should adopt by leaving behind old cultural, traditional believes and historical patterns of defecating in open.

The Project "Dettol Banega Swachh India" is based on the strategy to use behaviour change communication & appropriate advocacy tools to create awareness and changing people's mind-sets through sanitation change leaders. This report embodies behaviour change strategies adopted, activities undertaken, success stories and impact created through public-private participation during the first year of the project in 200 villages of Bihar & Uttar Pradesh. I hope, this report will set an example of how different actors can collaborate in an inclusive and participatory manner to bring change in the society.

Such partnership reflect India's commitment to strengthen it's cohesive and value based response to the national agenda of 'Clean India'. I wish RB & Jagran Peהל teams continued success in transforming people's lives by educating them to change behaviour for good health, hygiene & sanitation practices for a better future.

'Swachh Bharat' is the most profound statement that the people of India can make to the world, as our nation emerges as a key player in the global scheme of things.


(M. Venkaiah Naidu)

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जगत प्रकाश नड्डा
JAGAT PRAKASH NADDA



स्वास्थ्य एवं परिवार कल्याण मंत्री
भारत सरकार
MINISTER OF HEALTH & FAMILY WELFARE
GOVERNMENT OF INDIA

MESSAGE

I am very pleased to learn that the Jagran Peהל under its Corporate Social Responsibility activities is taking care after the initiative named Health "Crucial WASH: Water, Sanitation & Hygiene. Jagran Peהל is also participating actively in Dettol Banega Swachh India: A unique Project documenting ODF in 'Demand'd Creation of Toilets. Proper hygiene and cleanliness is the most effective way to prevent the spread of communicable diseases. Spreading awareness regarding issues related to sanitation is one of our main objectives. We all have to work constantly with dedication and commitment to change the behavioural activities of people to adopt a hygienic lifestyle.

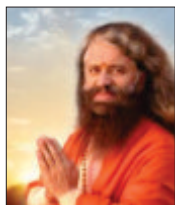
The has also come to my knowledge that Jagran Peהל under the 'Swachh India' vision of our Hon'ble PM, Shri Narendra Modi ji is working for 200 villages of Uttar Pradesh & Bihar. The initiative will engage ASHA workers in villages, mothers, leaders and other Public Health Functionaries to spread awareness regarding the importance of 'hygiene' to ultimately avoid a number of vector borne diseases. This approach will surely result in the form of remarkable success followed by some markable solutions which will further give us an opportunity to understand the related problems to a deeper level.

On this occasion, I extend my heartiest wishes to members and employees of Jagran Peהל and Dettol who are dedicated to bring sustainable change in the society. With your services, the community has gained a lot. I believe that you will continue your efforts with dedication in the years to come.

(Jagat Prakash Nadda)

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HH PUJYA SWAMI
CHIDANAND SARASWATIJI

MESSAGE

With nearly 600 million people openly defecating in India, I am highly pleased that RB's Dettol Banega Swachh India campaign has come together in partnership with Jagran Pehel for their very-successful "Changing Behaviour: Creating Sanitation Change Leaders" Initiative.

The need for this powerful Initiative can't be more pressing. Every year, more children under the age of five perish in India than anywhere else in the world. A major reason for this is our nation's tragic lack of safe and healthy toilets alongside the general lack of awareness as to why toilets are needed in the first place. According to research, for example, even if all the households in Bihar, Uttar Pradesh, Madhya Pradesh, Rajasthan and Haryana were given toilets, 66% of those people still wouldn't use them.

As a result, the Swachh Bharat Mission, under the inspiration and leadership of Hon'ble Shri Narendra Modi, set forth a clarion call for all to come together and remain together until a clean new era is established for Mother India.

After only its first year, the "Changing Behaviour: Creating Sanitation Change Leaders" Initiative has already demonstrated a highly-laudable ability to help meet the SBM goals. I am so impressed that in such a short span of time, 75 villages have become – or are on their ways towards becoming – completely OD-free through this Initiative. At the same time, its efforts towards motivating people to wash their hands at critical times has resulted in a 22% increase for this important practice, which can reduce childhood respiratory infections by 25% and ailments such as dysentery by nearly 50%.

We at the Global Interfaith WASH Alliance and the World Toilet College India applaud these wonderful results, and very much look forward to seeing more stellar results to come, for the benefit of all.

Swami Chidanand Saraswati
Founder and Chair
Global Interfaith WASH Alliance India

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NITISH KAPOOR



Foreword

On behalf of RB India and Jagran Pehel, I am pleased to present to you the Impact Assessment Report of the first year of the Changing Behaviour: Creating Sanitation Change Leaders Initiative. This is one strand of RB's ambitious multi-strand Dettol Banega Swachh India (DBSI) initiative that aims to reach out and help 100 million Indians lead healthier & better lives by 2020. The campaign is designed to complement the Government of India's Swachh Bharat Mission and eradicate open defecation by 2019.

In the first year, the project was implemented across 200 villages in Bihar and Uttar Pradesh –with goals to change behaviour on open defecation along with wider hygiene and sanitation in rural Indian households, led by trained change leaders within the community, I am pleased to say that the impact of the initiative, as this report demonstrates, has been significant adding an estimated \$1.5 million dollars to the nation economy while spending less than INR 30 per person. Not only the economic criteria, measuring the impact of the project on other important parameters such as number of villages formally pursuing ODF to number of toilets built during the first year clearly shows the Changing Behaviour initiative has added substantial value not only to DBSI but the nation's Swachh Bharat Mission too.

Our partnership with Jagran Pehel- the CSR arm of the Jagran Group was pivotal to the success the project in its first year. Their reach and understanding of the demographics of rural Indian hinterlands along with the trusted source status was invaluable in launching the initiative across 200 villages. More importantly, the enabling environment created through the reiterative & reinforcing content published by Dainik Jagran ensured the positive achievements were sustained.

The RB – Jagran Pehel partnership remains strong and will be the driving force of the project as it seeks to sustain the momentum from the first year and proliferate it widely across rural India.

I am thankful to Mr. Sameer Gupta, Vice Chairman, Jagran Pehel, Mr. S. M. Sharma, Board Advisor, Jagran Prakashan Limited. and the entire Jagran team for their outstanding effort and contributions to the project in the first year. I look forward to a fruitful partnership as we take the project forward together.

Last but definitely not the least, my sincere congratulations and thank you to my project team at RB for the success of the Changing Behaviour: Creating Sanitation Change Leaders initiative in the past year.

Nitish Kapoor
SVP
RB-South Asia

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SAMEER GUPTA



Foreword

The Changing Behaviour: Creating Sanitation Change Leaders initiative, in partnership with RB, is designed to transform prevailing mindset towards hygiene and sanitation in our villages. In fact, traditions & myths and the corresponding lack of awareness that permeates through rural hinterland of India are arguably bigger challenges than building toilets to delivering improved hygiene and sanitation standards.

Helping to Improving lives in these communities that make up Dainik Jagran's 5.59 crore daily grassroots readership has always been part of the Jagran ethos & history. Considering the detrimental impact of open defecation on public health as well as rural economic well being, Jagran Pehel, the CSR arm of the Jagran group embraced the partnership with RB to transform lives for the better in rural Bihar and uttar Pradesh.

Harnessing RB's global innovative leadership in health, hygiene & sanitation domains and weaving it with our extended reach and the trusted status among our readers in rural India ensured an effective and efficient launch pad for the initiative across 200 villages in Bihar and Uttar Pradesh. The result of this harmonious partnership led project for the first year have been very impressive whereas there were no villages either ODF or pursuing ODF status before launch- now there are 75 villages that are either sustainably ODF or are formally pursuing it. That represents almost 40% of the 200 target villages.

Similarly, inspiring communities so that they drive building of toilets in their respective villages was a key goal of the initiative, And the communities did not disappoint. There were over 300 toilets built each month during these 12 months. In the economic impact and value for money too the projects as this report shows has been truly impactful.

This report demonstrates not only how far we have come since launch but what can potentially be achieved if this initiative can be proliferated across rural India. A task we remain committed to along with our partnership with RB. I remain confident that the partnership will stay strong and continue to transform lives for the better.

RB has been a pleasure to work with. I thank Mr. Nitish Kapoor, Sr. Vice President, RB, South East Asia for his leadership and support for making this possible I also thank the RB team who have been instrumental to the success of Changing Behaviour : Creating Sanitation Change Leaders.

Finally, A heart felt thanks to the entire Jagran Pehel team and wider Jagran family. You have once again lived up to the Jagran ethos to improve and support the communities that we serve.

Sameer Gupta
Executive President
Jagran Prakashan Limited

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JACK SIM



MESSAGE

My congratulations to the Jagran Peהל and RB India team for the successful execution of the Changing Behaviour – Creating Sanitation Change Leaders project under the Dettol Bange Swachh India initiative starting in Bihar and Uttar Pradesh.

The World Toilet Organisation is proud to be a partner in this movement to build a demand driven Swachh Bharat where the users take ownership and pride of their own toilets so that sanitation becomes a desirable lifestyle that delivers health, hygiene, dignity, safety, pride and a non-pollutive environment.

We need to reposition toilet as a “Happy Room” for enjoyment and an aspiration to own and to use. We need Toilets to attain the same status as mobile phone, TV and Motorbikes. and eventually the norm in India. By making toilets colorful bright and easy to clean, we can create the desirability of private and communal toilets through improved.

We shall design communication campaigns that will transform the image of the toilet from ‘dark, dirty and smelly’ into bright, colorful, well lit, good quality, affordable and easy to clean.

I am delighted to see the progress of the project in the two states and I am sure our consortium partnership with the Jagran Peהל and RB team, others states would learn from this experience and replicate the similar model in their state for achieving Open Defecation under Swachh India campaign on target time.

Jack Sim
Founder of World Toilet Organization
Creator of UN World Toilet Day 19 November

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NAINA LAL KIDWAI



MESSAGE

The sanitation situation in India is complex, and handling this complexity will only be possible with collaboration. The potential that India holds and our demographic dividend lies in the health of our people. It is easy to make claims of success, but RB India and Jagran PeheI have moved past the rhetoric, and given quantifiable outcomes, which are contributing to significant change.

Through their partnership, they have embodied the principles of the India Sanitation Coalition to work towards sustainable sanitation solutions, and to build scale through collaboration. We are proud to have both organizations as part of the Coalition. Our collective efforts will bear fruit over time when our people no longer have to bear the costly burden of poor sanitation, poor health, and a poor standard of life."

Naina Lal Kidwai
Chair, India Sanitation Coalition

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Executive Summary

India has a sanitation challenge that cannot be fixed by building and providing people access to effective sanitation facilities alone – it would require changing mindsets too.

The Census 2011 report demonstrated the scale of the challenge. Almost 7 out of 10 individuals in Bihar, Haryana, Madhya Pradesh, Rajasthan & Uttar Pradesh would prefer to defecate in the open even if they were provided with a working toilet. This attitude is a key barrier that India needs to transcend for it to attain sustainable ODF status, especially in rural Bharat.

Rb's Dettol Banega Swachh India Initiative, designed to complement the Government's Swachh Bharat Mission, and doing it Successfully. It is a INR 100 crore project that aims to reach out and improve hygiene & sanitation standards of 100 million Indians by 2020. Combining RB's knowledge & expertise as a global innovation leader in delivering world class solutions in the health, hygiene and sanitation sectors with; Jagran's unparalleled reach & understanding of the demographics of India's hinterland – RB India and Jagran Pehe! – the CSR arm of the Jagran group launched the **"Changing Behaviour : Creating Sanitation Change Leaders"** Initiative in August 2015. The initiative aimed to deliver sustainable improvement to hygiene & sanitation standards across 200 villages in Bihar & Uttar Pradesh driven by trained change leaders from within the communities.

The RB & Jagran partnership was crucial to successfully implementing the changing behavior initiative. The harnessing of the knowledge & expertise with reach & understanding and cumulative power of relationships made the partnership a truly potent force.

The trust & credibility Jagran inspires in the minds of the target audience enabled the initiative to reach out to & engage with key influencers within communities to become change leaders. The key change leaders for this initiative were Panchayati Raj Institution members, Faith Based Leaders, Frontline Health Workers and Mothers & Caregivers – they were trained including on communication skills & tactics and deployed in the villages to become catalysts of sustainable change in sanitation & hygiene from within. And both Bihar and Uttar Pradesh were ripe for intervention in the changing mindset paradigm.

Bihar and Uttar Pradesh with over 16 million and 32 million households respectively practicing open defecation have a major sanitation challenge. Especially since over 8 million households in Bihar and 22 million in Uttar Pradesh prefer to defecate in the open even though they have access to working toilets.

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Executive Summary

The initiative decided to focus on “low hanging fruits” and target those villages where the last mile approach can be implemented and ODF status can be attained in a limited time frame.

52% of households in the 100 villages in Bihar and 54% (27,000) households in the 100 villages in Uttar Pradesh were committed to having a toilet. Another 37% and 34% respectively wanted toilets but needed government help. These numbers made them ideal targets for the initiative.

The initiative delivery was designed to follow through on the “low hanging fruit” approach and those committed to building toilets were given the most attention. While change leaders reached out to all 85,205 households across the 200 villages, those that were most committed to toilets received on average 6 personal interventions in one year.

However, no one group was neglected and in fact, special care were given to the indifferent 14% or nearly 4800 households in Bihar & 9% or 4600 households in Uttar Pradesh— as they are critical to villages achieving sustainable ODF status. The Change Leaders driven activities were nurtured, reinforced and sustained through an enabling environment created by Dainik Jagran content & reiteration and Information, Education & Communication tools, such as folk media, wall painting, android games among others.

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The Impact after first 12 months of activities

IMPACT 1	The initiative was successful in reaching out to the entirety (100%) of its target audience in terms of villages (200) and households (85,205).
IMPACT 2	The initiative mobilised around 13,000 change leaders in the communities, who were identified and trained & deployed at a ratio of around 7 households per Change Leader.
IMPACT 3	75 among 200 villages or close to 4 out of 10 villages have either attained ODF status or are formally pursuing sustainable ODF status in the first year of activities of the initiative.
IMPACT 4	6120 additional toilets, signifying a 12% increase, were built in these 200 villages in the first 12 months of the initiative.
IMPACT 5	100% of households in 200 villages are more aware of the importance & “how to” of hand washing. There has been a 22% increase in hand washing at critical moments which means 77% of households in Bihar & 66% of households in Uttar Pradesh are washing hands at critical moments.
IMPACT 6	The initiative added at a conservative estimate around \$1.5 million to the national economy at a cost of INR 28 per person.

The cumulative impact of the Changing Behaviour campaign, part of the wider Dettol Banega Swachh India initiative collaborating with the wide reach & influence of JagranPeheal on the ground, has been significant as demonstrated above; and therefore is a net contributor to the national Swachh Bharat Mission.

Importantly, it has demonstrated that changing minds is as important, if not more so, than just building toilets to achieving sustainable ODF status in rural India; which can be achieved with a relatively small investment yet have a major transforming impact on the socio-economic lives of the rural poor.

RB & Jagran Peheal would look to tweak & improve the initiative based on the feedback received while proactively seeking to proliferate the initiative across rural India in partnership with government, the private sector as well as the international development community & NGOs.



Changing Behaviour.
Creating Sanitation Change Leaders



Accolades

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Shri. Narendra Modi
Hon'ble Prime Minister of India

“NDTV has started a campaign Banega Swachh India (Dettol Banega Swachh India), Dainik Jagran too is continuously running a campaign for this cause.”

Mann Ki Baat, October 2015

"I appreciate @NDTV & @Sr Bachchan for the 'Banega Swachh India' campaign, to address aspects related to hygiene & sanitation.

@swachhindia," Tweet by PM, December 2014



Dr. J. P. Nadda
Hon'ble Union Minister of
Health and Family Welfare

⁶⁶ A unique project that enables ODF by creating demand for toilets & I expect the initiative to have a transforming impact on community hygiene & sanitation.⁹⁹

⁶⁶ Exceptional accomplishment and significant contribution to Swachh Bharat Mission Sanitation Change.⁹⁹



Tejaswi Yadav
Hon'ble Dy. Chief Minister
Bihar



Shahnawaz Hussain
Hon'ble Former Cabinet Minister
MP from Bihar

⁶⁶ Mahatma Gandhi had thought of clean india at a point in time which PM Modi has taken forward, through this initiative bringing the message of cleanliness to the people is a big achievement.⁹⁹



Changing Behaviour.
Creating Sanitation Change Leaders



The Context

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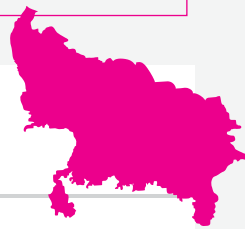


The Context

India's open defecation challenge cannot be solved by building toilets alone; changing Behaviour is equally, if not more important. According to the 2011 Census & the SQUAT Report in 2014 :



66% of population or over 63 million households in Bihar, Haryana, Madhya Pradesh, Rajasthan & Uttar Pradesh would most likely defecate in the open even if they were provided with toilets.

In Bihar and Uttar Pradesh respectively	 BIHAR	 UTTAR PRADESH
Households who have toilets but prefer to OD	42.5% or Over 8 million households	54.2% or Over 22 million households
Households who defecate in the open	83.1 % or Over 16 million households	80.7% or almost 33 million households

Source: The Census Report, 2011/SQUAT Report 2014

Impact of Open Defecation

Public Health Impact

"Increasing amount of medical research & literature suggest strong co-relation between Open Defecation & the following diseases:"

Diarrhoea

Typhoid

Polio

Trachoma

Cholera



Diarrhoea in 2014 alone, took the lives of 300,000 children below the age of 5; and affected 600 million adults and 300 million children.

Open defecation also affects the ability to retain nutrients among children that leads to stunted cognitive development, which has life long adverse impacts among those affected.

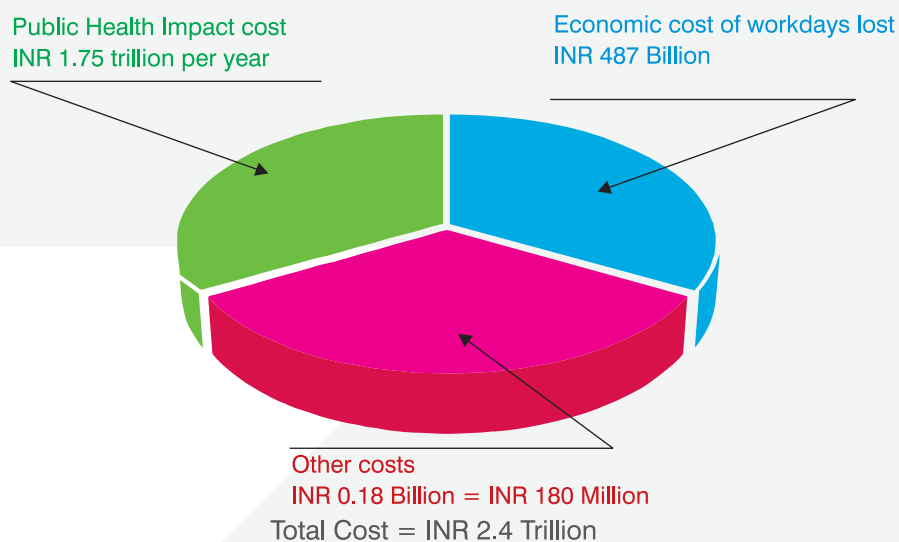
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Impact of Open Defecation

Economic Impact

Lack of adequate sanitation & hygiene has a serious economic impact on India and it is estimated to be INR 2.4 trillion (approx.) per year equal to around 6% of country's GDP.



[Source: Water & Sanitation Program, The World Bank, 2006]

Dettol Banega Swachh India

In a proactive bid to support the Hon. Prime Minister Narendra Modi led Swachh Bharat Mission, RB has launched a five year INR 100 Crore **Dettol Banega Swachh India Campaign** with an ambitious aim to reach out and improve the hygiene and sanitation status of 100 million Indians. The Campaign is based on 4 key pillars: driving behaviour change towards hygiene & sanitation practices, ensuring best-in-class on-ground execution and using RB India's expertise in hygiene related products to improve the state of sanitation in the country.

Dettol Banega Swachh India initiative has various phases & strands – one such part is the **"Changing Behaviour Creating Sanitation Change Leaders"** initiative implemented across 200 villages in Bihar and Uttar Pradesh, through a strategic on the ground collaborative partnership with Jagran Peheh – the CSR arm of the Jagran Group.

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Changing Behaviour.
Creating Sanitation Change Leaders



About The Programme

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The Programme

"Changing Behaviour Creating Sanitation Change Leaders"

The **"Changing Behaviour Creating Sanitation Change Leaders"** initiative, identified and trained key influencers such as Panchayati Raj Institution members, Faith Based Leaders, Frontline Health Workers and Mothers, as Change Leaders who drive change from within communities by mobilizing citizens.

Harnessing the reach of selected change leaders and use of Behaviour Change Communication (BCC) tools, the initiative's first year focused on behaviour change among villagers across 200 villages in Bihar & Uttar Pradesh.

To ensure an enabling & conducive environment for success, the project engaged with government officials and departments and other stakeholders. However, the core relationship between RB & Jagran Peheh was imperative to the success of the initiative.

The RB – Jagran Peheh Strategic Collaboration:

While RB brought in the expertise, knowledge & innovation quotient in the health & hygiene domain; Jagran Peheh brought in the Dainik Jagran brand along with the significant credibility & influence it carries among the target audience of rural villagers in Bihar & Uttar Pradesh.

Dainik Jagran – the most read daily in India is a trusted & respected source of information & opinions in the Indian hinterland. Consequently, with its extensive on the ground daily reach of over 5.59 crores people and deep understanding of the demographics in Bihar and Uttar Pradesh, made Jagran, the ideal partner for RB to implement this unique initiative.

The impact of the Jagran brand was clearly felt as it helped bring community based change leaders on board the initiative, state and local administration support as well as it made it more likely for a initiative beneficiary to attend community meetings or activities.

Sustainable behavior change requires effective reiteration and reinforcement from credible sources. Dainik Jagran, through its well crafted content, highlighted progress of the initiative, ODF issues, government grants and initiatives along with success stories. That ensured a nurturing environment, especially in the minds of the target audience of rural villagers, for the initiative to be truly embraced and be provided with the opportunity to have truly sustainable impact.

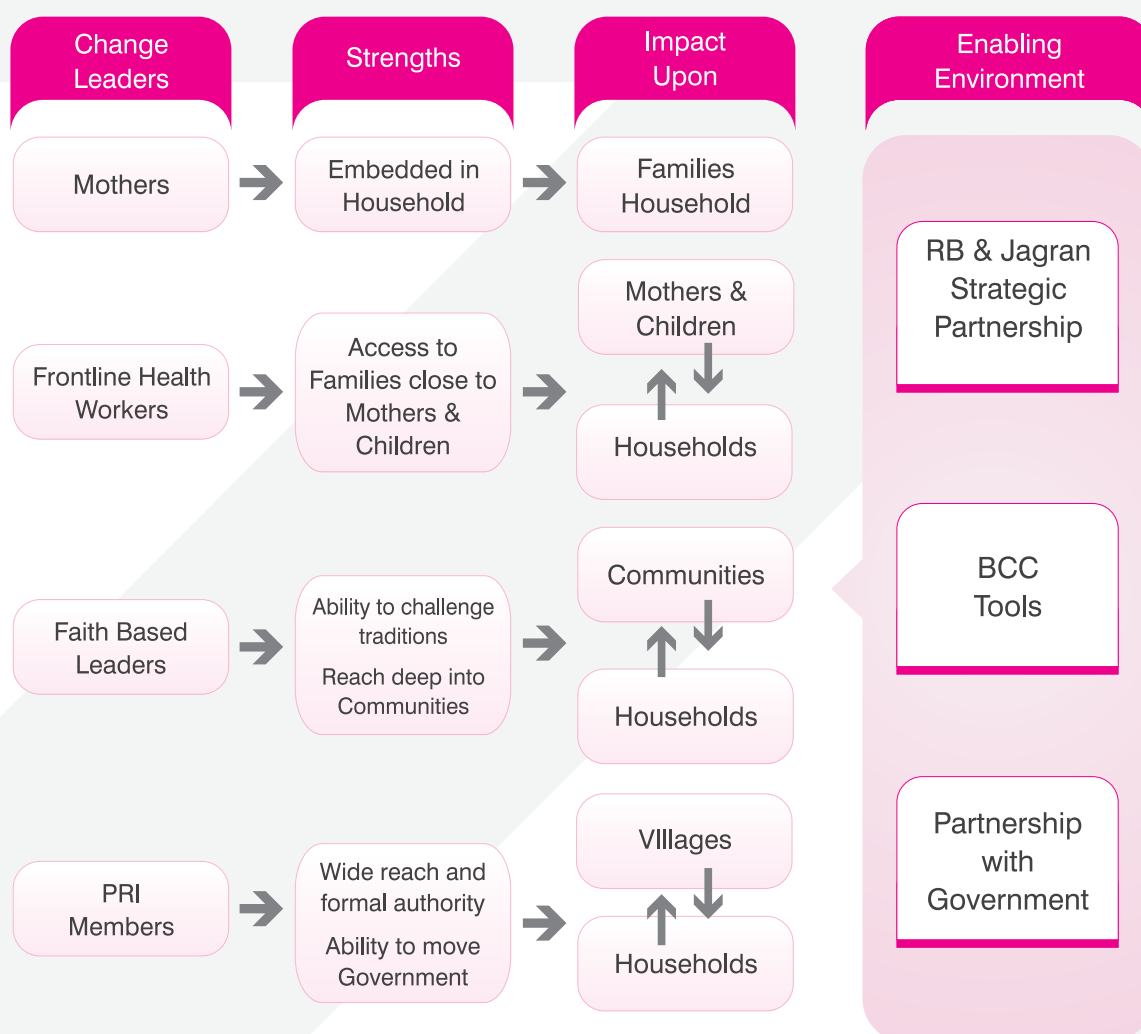
RB India's partnership with Jagran Peheh brings together expertise in health hygiene and sanitation; and matches it with rural on-field reach & understanding of the minds of the target audience. This enabled the initiative to nurture sustainable behavioural changes towards improved hygiene and sanitation in the 200 villages in Bihar & Uttar Pradesh.

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The Four Pillars

As the diagram demonstrates the key pivot for the initiatives in these 200 villages are the community based change leaders, who have been identified and chosen because of their influence over the end target audience.

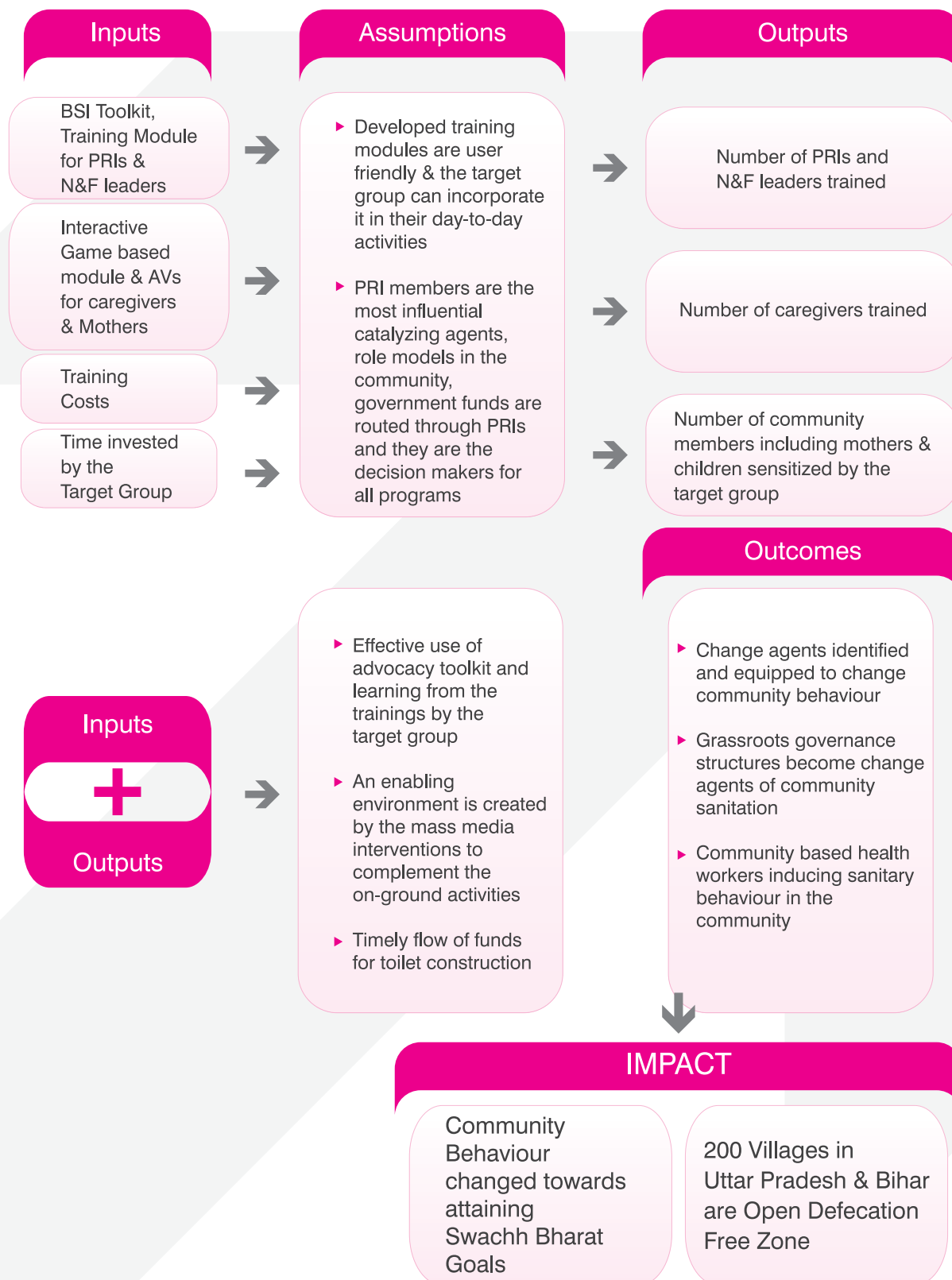
These change leaders were trained in hygiene & sanitation improvement strategies along with communication skills so they could become effective catalysts for change from within. They were aided by the knowledge & reach / influence of RB / Jagran, the BCC tools along with the strategic partnerships with the government to facilitate better sanitation infrastructure.



Conceptual Framework of the Programme



Input Output Process Flow



The diagram above lays out the various inputs along with outputs and outcomes which would be the basis on which the impact of the initiative activities would be judged upon.

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Conceptual Framework of the Programme

The initiative was designed along the parameters set out in the conceptual construct depicted below in the diagram.

The initiative was designed to reach out to the audience and address various needs across the functional, emotional, life changing leading to social impact. At the functional level, the initiative met the needs of information, risk reduction both health and economically and aimed to trigger emotions such as wellness, anxiety reduction & being rewarded. At the life changing level, the focus was motivation, belonging and improving a community which led to true social impact & self-actualisation—in other words changed behavior towards hygiene and sanitation at individual/household and village level.

The Elements of Value Pyramid

Products and services deliver fundamental elements of value that address four kinds of needs: functional, emotional, life changing, and social impact. In general, the more elements provided, the greater customers' loyalty and the higher the company's sustained revenue growth.

SOCIAL IMPACT



Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/belonging

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/aesthetics



Badge value



Wellness



Therapeutic value



Fun/entertainment



Attractiveness



Provides access

FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



Sensory appeal



Informs

SOURCE © 2015 BAIN & COMPANY INC.
FROM "THE ELEMENTS OF VALUE," SEPTEMBER 2015

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Deployment

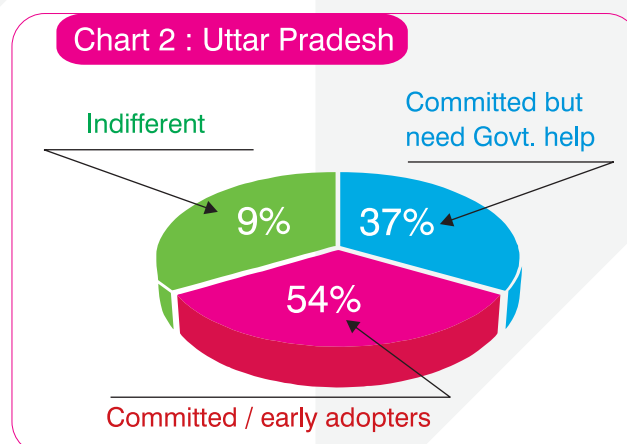
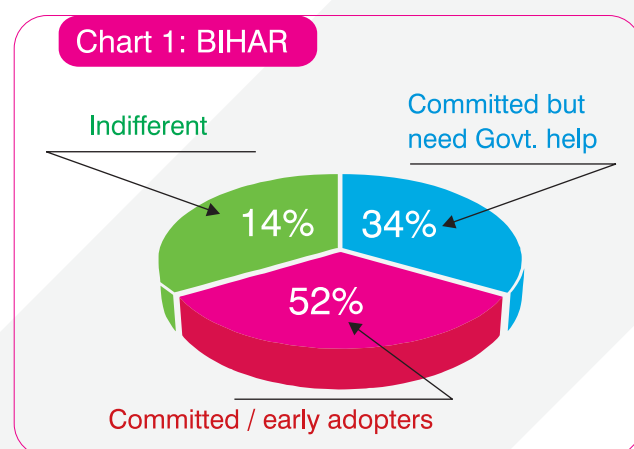
Deployment was based on ensuring the initiative was impactful in transforming villages and help them attain sustainable ODF status quickly. Therefore, the initiative targeted the low hanging fruits where little efforts can deliver substantial value.

Whether last mile approach could be implemented and sustainable ODF status can be achieved in a limited time were the key factors that determined the 200 villages that launched the initiative in August 2015.

52% of households in the chosen 100 villages in Bihar and 54% (27,000) households in the chosen 100 villages in Uttar Pradesh were committed to having a toilet. Another 34% and 37% respectively wanted toilets but needed government help. These numbers made them ideal targets for the initiative.

Households attitude towards toilet building

Field research conducted at the household level in villages in Bihar and Uttar Pradesh revealed:





Deployment strategy : The Committed Adopters

Strategy

Targeting maximum possible resources on households that are most likely to achieve ODF status – the low hanging fruits.

The initiative design ensured that 17,772 households (52%) in Bihar and 27,000 households (equivalent to 54%) in Uttar Pradesh receive reiterative proactive interventions from change leaders at least 6 times per year and help them attain sustainable ODF status as quickly as possible.

Total number of interventions in the first year for the early adopters :

State & Committed Households	No. of Change Leader Interventions per year	Total Number of Interventions per year
Bihar 17,772 households	6 times per year	106,632 interventions
Uttar Pradesh 27,000 households	6 times per year	162,000 interventions
Total: 44,772 households		268,632 interventions

The Committed but Needs Government Assistance

Strategy

Interventions to help these households become proactive in pursuing ODF status + effectively utilising PRI members & strategic relationship with government to help facilitate government aid to build toilets

Total Number of Interventions in the first year for those who seek Government assistance

State & Committed households needing govt. help	No. of Change Leader Interventions per year	Total Number of Interventions per year
Bihar 11,587 households	4 times per year	46,348 interventions
Uttar Pradesh 18,915 households	4 times per year	75,660 interventions
Total: 30,502 households		122,008 interventions

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The Indifferent

Strategy

Increase awareness & threats of open defecation through culturally adaptive behavior change communication.

Indifferent households



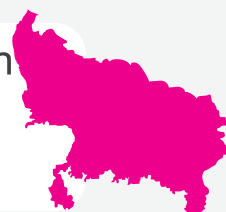
Rural BIHAR

4771 or
14% households



Rural Uttar Pradesh

4601 or
9% households



Yet they remain a critical part of the target audience; as these indifferent households are key to achieving sustainable ODF status for villages.

Hence, the Changing Behaviour: Creating Sanitation Change Leaders initiative ensured exposure of this group to local folk media (such as Nukkad Nataks) & interactive group sessions (such as Sanitation Chaupals with change leaders) to ensure increase in awareness. Both of the risks of open defecation & how becoming ODF could transform their lives for the better.



Changing Behaviour.
Creating Sanitation Change Leaders



The Impact

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The Impact

The Impact Assessment aspect of the initiative has been structured around to measure the evolution of change at begin/input level process as well as output & outcomes to assess whether the impact followed the pre-conceived & defined logical framework as articulated before in the report.

Target Audience Reached

No. of villages reached & engaged with:

200 villages

(100 each in Bihar & Uttar Pradesh)

No. of villages reached & engaged with:

85,205 households

(Both in Bihar & Uttar Pradesh)

Impact 1 ✓ The initiative was successful in reaching out to the entirety (100%) of its target audience in terms of villages & households.

Mobilisation of Change Leaders

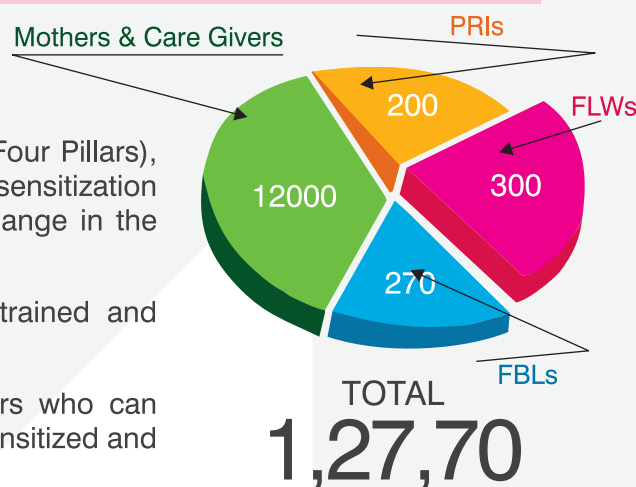
The initiative identified key change leaders (the Four Pillars), enhanced their capacity (through training and sensitization process) to influence and be the catalyst for change in the villages.

PRI Members: Over 200 PRI Members were trained and activated in the communities.

Faith Based Leaders: 270 Faith Based Leaders who can effectively challenge traditions and myths were sensitized and supported in the first year.

Frontline Health Workers (FLWs): Over 300 FLWs Change Leaders were put through capacity enhancement training including change communication strategy & tactics to become effective change leaders. Arguably the primary coalface of the initiative, these FLWs change leaders being women and closely associated with mothers & children, have unique access & influence on households.

Mothers & Caregivers: Over 12000 mothers have been activated through training and engagement. In effect, the initiative has been able to deploy change leaders embedded in the households who are driving change from within in over 12,000 households.



Impact 2 ✓ The initiative mobilised around **13,000 change leaders** in the communities, who were identified and trained and deployed at a ratio of around 7 households per Change Leader.

Open Defecation Free Status

The 200 target villages were chosen based on the core premise that last mile approach is achievable & can attain ODF status within a reasonable time frame.

At Launch

No. of ODF / formally pursuing ODF status villages : 0

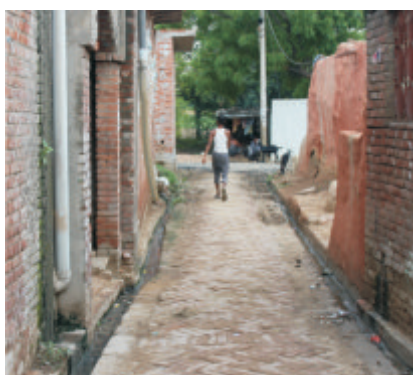
12 months following Launch

No. of ODF / formally pursuing ODF status villages : 75

Impact 3



75 among 200 villages or close to 4 out of 10 villages have either attained ODF status or are formally pursuing sustainable ODF status in the first year of activities of the Initiative.



Open Defecation Free Villages

Access to Toilet

At Launch

No. of Toilets in 200 villages : 34,082

12 months following Launch

No. of Toilets in 200 villages : 40,202

Impact 4

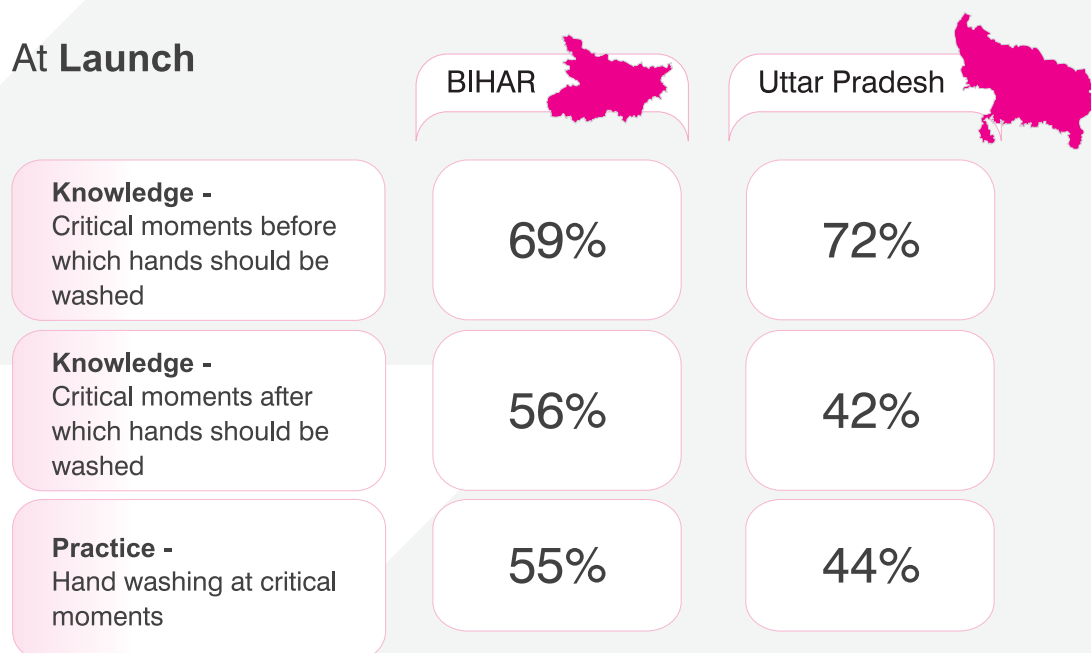


6120 additional toilets, signifying a 12% increase, were built in these 200 villages in the first 12 months of the initiative.

Hand-washing at Critical Moments

The Impact Assessment study conducted on ground revealed almost a standard 22% increase in hand washing at critical moments across 200 villages.

At Launch



[Source: RB Baseline RBAT study]

12 months following Launch

The results were truly impressive.

- 100% of Households (85,205) were aware of need and best practices of hand washing in Bihar and Uttar Pradesh
- 77% of Households in Bihar were practising optimal hand washing at critical moments
- 66% of Households in Uttar Pradesh were practicing optimal hand washing at critical moments

Impact **5**



100% of households in 200 villages are more aware of the importance & “how to (6 steps)” of hand washing.

There has been a **22%** increase in hand washing at critical moments which means **77%** of households in **Bihar** & **66%** of households in **Uttar Pradesh** are washing hands at critical moments.

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The Economic Impact

Evidence/reports suggest that 600 million adults and 300 million children in 2014 were affected by diarrhea in India, which represents 75% of the overall population of the country.

For the purposes of this study, the initiative has taken a conservative approach estimating the economic impact based on 50% of the population being affected with an average of 2 working days lost per instance with on average a \$15 overall loss in the economy.

At Launch

No. of cases : 250,000
No. work days lost : 50,000
@ 2 per case working days

Total Adverse Economic Impact :
\$ 7.5 Million per year
(based on \$15 wider economic impact per lost working day).

This is a conservative estimate as the study is only considering the potential impact of one disease **diarrhoea** while ignoring the impact of the other diseases that are linked to open defecation.

12 months following Launch

Impact study focus groups, interviews with beneficiaries and all key groups of change leaders show that 1 out of 3 respondents are reporting a reduction in waterborne diseases in their villages.

Assuming a conservative estimate of a **20% reduction** in lost working days the economic impact of the first 12 months of the initiative is as follows:

No. of Work-day saved
20% of 500,000 = 100,000

Total Economic Benefit
100,000 working days X \$15 =
\$1.5 million

In effect the initiative has added
\$1.5 million
to the national economy through the initial 12 months of activities.

Cost Per Beneficiary:

Total cost of initiative: 60,000,000 INR = \$ 894,000*

***(Based on 67.10 INR = 1 Dollar)**

Estimated number of interventions by the initiative:

85,205 households x 5 interventions on average per year = 426,025 times

(These include change leader interventions + IEC + wider media)

Cost of per reach out per household annually = \$ 2.098

The annual cost of \$2.098 equates to around **INR 140**
for each household or roughly **INR 28 per person**

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Impact 6



The initiative added at a conservative around estimate \$1.5 million to the national economy at a cost of INR 28 per person.

The cumulative impact of the Changing Behaviour: Creating Sanitation Change Leaders Initiative , part of the wider **Dettol Banega Swachh India** campaign collaborating with the wide reach & influence of Jagran Pehel on the ground, has been significant as demonstrated above.

Importantly, it has demonstrated that '**Changing Behaviour**' is as important, if not more so, than just building toilets to achieve sustainable ODF status in rural India. The initiative has proven that targeted small investments can deliver impactful transformation in improved hygiene and sanitation standards; and therefore socio-economic lives of the rural poor.



Meeting of Villagers on Achieving Sustainable ODF status



Changing Behaviour.
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Behaviour Change Communication (BCC) Tools



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Behaviour Change Communication

While Change Leaders in the communities have been the critical pivot & pillars of this initiative, the **Behaviour Change Communication (BCC)** tools ensured reiteration, reinforcement of & engagement with the message and finally, created a sense of ownership of the initiative among the target audience.

These tools developed specifically for the target audience had a critical role in enhancing & entrenching the impact of this strand of the **Dettol Banega Swachh India initiative**.

Four key BCC tools were utilized in the first year of the initiative.

Baby Book



Wall Paintings



Swacchta Chakra an android-based game



Street Plays Nukkad Natak





About the Tools:

Baby Book

In a bid to improve critical hand washing behaviour in villages, the RB and Jagran partnership released a Baby Book - which while being an informative tool for mothers was also enticing as the books provided immunisation & vaccination schedules as well as spaces to put baby's hand & footprints as well as photographs. (The Baby Book was designed to target and be useful to the mothers of children between the ages of 0–5 years old.)



Deployment

Total distributed
8000+



Impact

76% Mothers report
Baby Books were key to
changing behaviour towards
hand washing at critical moments

Swachhta Chakra (An Android based game)

Description: An Androids based game that enables the initiative to break the illiteracy barrier in rural India. Introduced into the household through the Frontline Health Workers, this game is an engagement & interactive tool to change behaviour.

Intuitive in nature the game assesses the knowledge of the player & increasingly makes the questions difficult and tackles the holistic aspects of sanitation.

Currently the game has three levels:

- Level 1 includes information on personal hygiene and practices to be followed to keep the household and surroundings clean;
- Level 2 includes information on practices to be followed to make a village open defecation free;
- Level 3 includes information on environment and hygiene and practices to be followed to keep a clean environment.

Deployment

Over **7000** times in
2 months



Impact

85% Women stated that
the game created awareness about
sanitation & health hazards of OD



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About the Tools:

Wall Painting

Description: These are repetitive message reinforcement tools that support and sustain the message being disseminated by the Change Leaders.

Using public walls at high traffic locations enables the initiative to reach out to target audience on a regular basis amidst their daily activities.

Deployment

Area covered with Wall Painting
1,20,724 Sq. feet



Impact

66% Target Audience viewed Wall Paintings as effective message reinforcement tools on Sanitation supporting the 'Change Leaders' efforts.



➤ About the Tools:

Nukkad Nataks Street Plays

Description: These are street plays that disseminate the message through bespoke scripts aimed at the rural target audience delivered in an interactive fashion using local dialects.

Deployment

Nukkad Nataks across **100 villages** that attracted a large audience due to community influencer mobilisation thereby demonstrating effectiveness of an integrated campaign



Impact

82% of the Programme beneficiaries that attended the street plays report it to be extremely informative, while also having the potential to rapidly trigger behaviour change with respect to good hygiene and sanitation.





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Changing Behaviour: Creating Sanitation Change Leaders Tool Kit



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Changing Behaviour Creating Sanitation Change Leaders Tool Kit



Baby Book

These help mothers to focus on critical yet regular issues relating to children's hygiene and health.



Nukkad Natak

Street plays held in villages to raise awareness about ODF & its hazards in local dialects using bespoke scripts tailored to target audience



Swachhta Chakra

An interactive, intuitive, android based game that breaks literacy barrier & engages women and enhances awareness of hygiene & sanitation issues



Training Kit for Change Leaders

Exhaustive training manuals for training for all four types of change leaders on both Hygiene/Sanitation and communication strategy & tactics.



Training Kit for Building Enabling Environment

Developing an enabling environment to ensure ODF status is sustained



Wall Painting

Reiterative messages reinforcing the core messages of the initiative to the target audience regularly.



Changing Behaviour.
Creating Sanitation Change Leaders



Success Stories

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Success Story - 1

Power of Citizens / Communities Driven Change:

TaramauGadi Village

Synopsis:

Taramau Gadi village turned from a 74% open defecation rate to a village with ODF status in 12 months due to change in mindsets & behavior of citizens who took ownership of the initiative, led by an effective Change Leader – the Village Pradhan Tennese.



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Success Stories

Power of Citizens / Community Driven Change: **TaramauGadi Village**

The Transformation

At Launch

12 months following Launch

30% Toilet Coverage	→	100% Toilet Coverage over 100 toilets built between June & July 2016
74% Population not ODF	→	Sustainable ODF status
74% Population not ODF	→	Sustainable ODF status
Only 68% washing hands with soap	→	100% washing hands with soap
Only 63% aware of hygiene & sanitation	→	100% awareness

Key Impact / Messages:

- Reduced ODF related diseases in the village significantly & therefore productivity of the villagers; validating the economic impact of the initiative.
- Proactive support from change leaders to facilitate government funding of toilets is key;
- Demonstrated how well trained change leaders can mobilise & unleash the potential of citizens to taking ownership & driving change in sanitation;
- Demonstrates the initiative is well designed & can be effective in a limited time span.
- PRI Leaders as Proactive Change Leaders can transform villages quickly; and Tennesse should be upheld as a best practice example & disseminated to other change leaders on bringing about change in attitude towards sanitation in their communities.



“What have you done in your village? The number of patient visits from Taramau Gadi has reduced so much over the last year.”

The Local Doctor

“Being ODF is very important. We have seen our lives change after we attained the certification. The roads are cleaner, diseases are fewer, girls have started going to schools, and it is even easier for our farmers during harvest season. In short, everyone in the village is happier and I strictly encourage other villages to strive toward making their village ODF.”

Tennesse - the Pradhan

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Success Story - 2

Individual Change Leader Becomes An Inspiration

Gosaipur Village, Uttar Pradesh



Synopsis:

Ganashyam Prasad, a 60 years old visually impaired elderly person built the first toilet in Gosaipur village in Varanasi district in Uttar Pradesh to improve sanitation & hygiene at his native village. What is most impressive is that Mr. Prasad educated himself on the hazards of ODF and built the toilet in 2006 by saving from his meager monthly pensions from the Government.

He has been a relentless campaigner for better sanitation and hygiene standards and has joined hands with the Dettol Banega Swachh India campaign to spread his message. He is a proactive catalyst for change across villages. He travels with the Community Mobilizer and speaks at different community events highlighting the example of his village & others, motivating the target audience to adopt better sanitation & hygiene standards.

The Impact

His narratives, steeped in local knowledge & practices, have a significant impact on the minds of the target audience; whether it is on how attaining ODF can reduce diseases to how easy it is to build toilets.

Key Impact / Messages:

- Catalysts and individual change agents can be force multipliers & their energies and knowledge must be harnessed by the initiative
- Provide the support network and infrastructure for these individual change agents to be effective in a number of villages
- An inspiring story that should be used as a best practice example and use his quotes to challenge Change Leaders and initiative beneficiaries alike

“ Even after being blind and not having a regular source of income, I constructed a toilet, why cannot you do so after receiving so much support.”

Ganashyam Prasad

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Success Story - 3

Triggering the Committed Adopter Bhagalpur, Bihar



Synopsis:

A Sanitation Chaupal organised by the team of Dettol Banega Swachh India campaign enabled Tanak Toti to realise the serious adverse health and economic impact his family faces until they adopt improved sanitation and hygiene standards. He was also concerned about the safety of the women & girls in the family.

Despite failure to receive government assistance, and living in desperate poverty, Tanak decided to build a toilet for his family. According to him, bricks and cement were secured on request from local construction sites and built the toilet himself with a total investment of less than INR 2000.

The Impact

One behaviour change of a family defecating in the open and a success story that can trigger aspiration.

Key lessons:

- Focusing on “low hanging fruits” is the right approach
- Community activities are useful tool to transform minds & behaviour
- Need more simpler support measures for households in poverty to receive funds to build toilets at home & therefore need proactive change leaders who can help deliver this.

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Changing Behaviour.
Creating Sanitation Change Leaders

The Way Forward



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The Way Forward

As this report demonstrates, the Changing Behaviour campaign of the **Dettol Banega Swachh India initiative**, has been impactful in changing lives for the better with improved hygiene and sanitation. In a period of 12 months, it has shown the effectiveness of the initiative be it in the rise of ODF status, value for money, reduction in diseases and most importantly, a sustainable change delivered – especially when it comes from within the communities.

Based on the success of the first year, RB & Jagran will review and examine options on how best the initiative can be proliferated quickly across rural India while also improving upon the design and delivery of the initiative.



Partnership with Government

- Maintaining effective relationships with all levels of government key to efficient implementation
- Also reaching out to senior central & state leadership for proliferation of initiative is equally important.

Addition of a new set of Sanitation Change Leaders

- In the first year, focus was on creating awareness & implementation.
- Going forward, more concentrated efforts will be put in for effective monitoring and measurement of outcomes.



Monitoring and Measuring Outcomes

- In the first year, focus was on creating awareness & implementation.
- Going forward, more concentrated efforts will be put in for effective monitoring and measurement of outcomes.



Engaging non competing co-investors for sustainable initiative proliferation

- Engage with government, non-competing private sector as well as the international development community & NGOs to seek co-investment to create awareness and proliferate the initiative nationally



Partnerships with SHG-lending companies

Partnerships with self-help group lending companies will ensure that the initial capital required for toilet construction is met



Acknowledgments

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