



# Innovating with behaviour change communication

## Sustainable Sanitation and Hygiene for All (SSH4A)

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The CS WASH Fund is supported by the Australian Government and managed by Palladium International Pty Ltd.

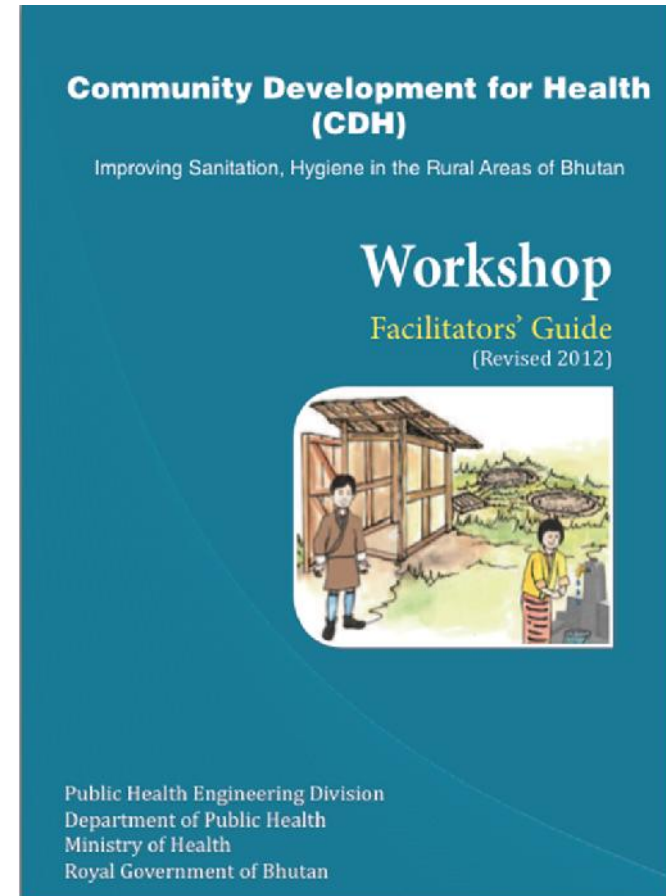
# Context

## Research partnership between:

- London School of Hygiene and Tropical Medicine
- Ministry of Health, Royal Govt of Bhutan
- SNV Bhutan (CSO Grantee)
- Upward Spiral (Creative Agency)

**The aim:** To test an innovative approach to change handwashing behaviour based on an adaptation of *SuperAmma*, an intervention which used universal human emotional drivers of **nurture, disgust and social affiliation**.

**The challenge:** To do this district wide within the available resources of a mainstream government rural sanitation programme.



# Innovative BCC on handwashing with soap



## Findings and Outcomes

Key occasion	Cont.	CDH	CDH+
All key occasions	13%	17%	20%**
After faecal contact	20%	33%*	31%*
Before cooking	10%	12%	20%**
Before eating	8%	12%	12%*
Before feeding child	17%	18%	25%

\*p<.05, \*\* p<.01

# Scale up and integrating within the RSAHP

- Process of development was inclusive and well received and recognized by stakeholders
- Creative ideas to be integrated and scaled up in the national programme (Next RSAHP District)
- Activity to be expanded to schools, nunneries and monastic institutions.



- Applied also to upcoming menstrual hygiene management communications.



## Benefits of partnering with Research Institute:

- Strengthened the existing BCC activities
- Built capacity in behaviour-centred design (BCD)
- Limited but high-quality inputs
- First randomised control trial the RSAHP has engaged
- Brokered the relationship with a highly valued creative agency
- BCC package on handwashing is backed by evidence



## Challenges overall:

- Integrating HWWS into sanitation demand creation workshop
- Keeping the cost of intervention scalable (i.e.. limited)
- Timing of the intervention (winter)
- Duration of the intervention.

