



Application of evidence-based behaviour change communications at different stages of sanitation progress

**Sustainable Sanitation and Hygiene for All (SSH4A)**

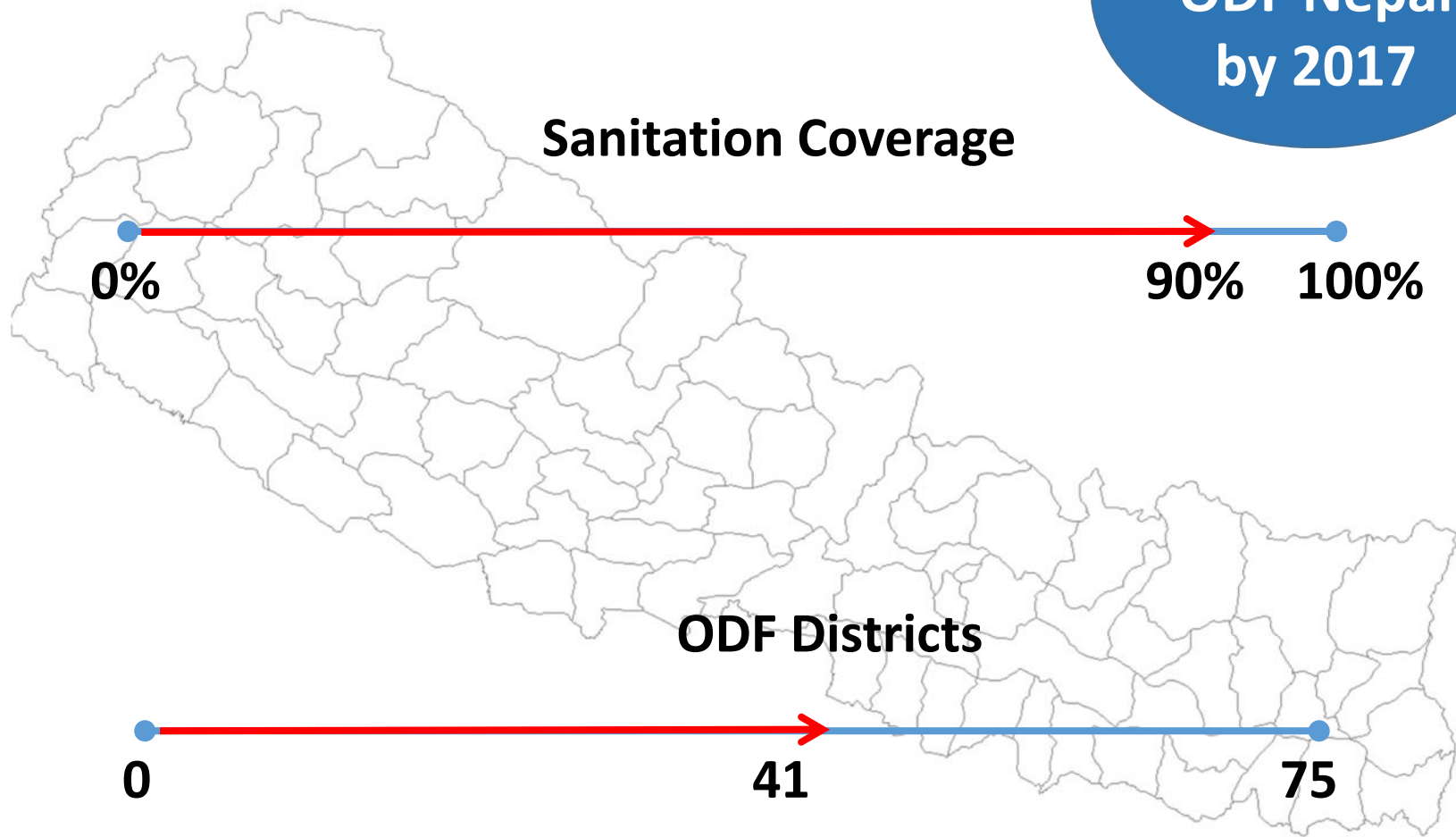
Nadira Khawaja, SNV Nepal | August 2017



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# Sanitation movement of Nepal

**VISION:  
ODF Nepal  
by 2017**



## Next milestone: Total sanitation 5+1

### National indicators for total sanitation:

1. Hygienic use of toilets
2. Personal hygiene (incl. handwashing with soap)
3. Use of safe water
4. Use of safe food
5. Clean house & yard
6. Sanitised community

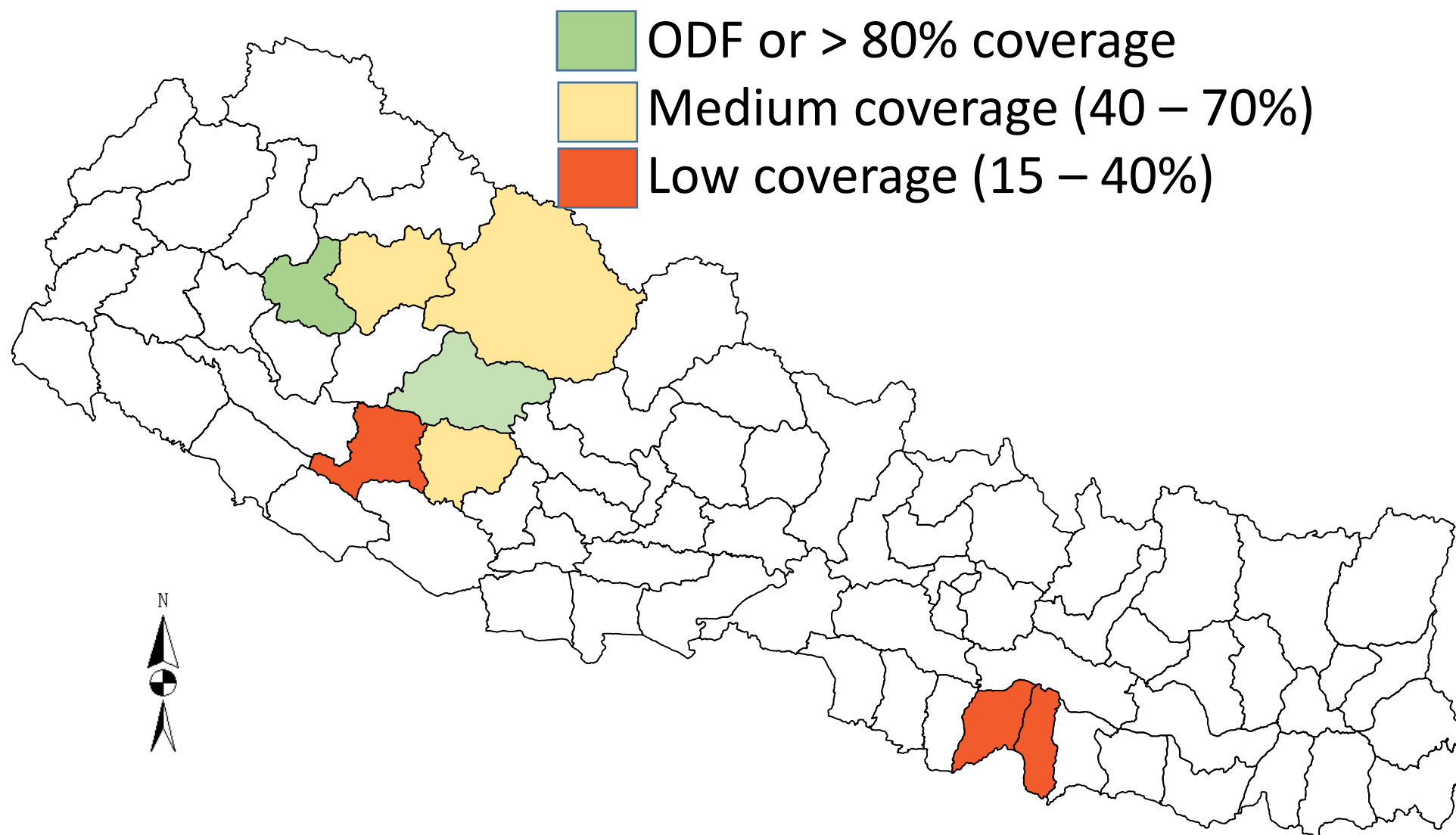


Pre ODF

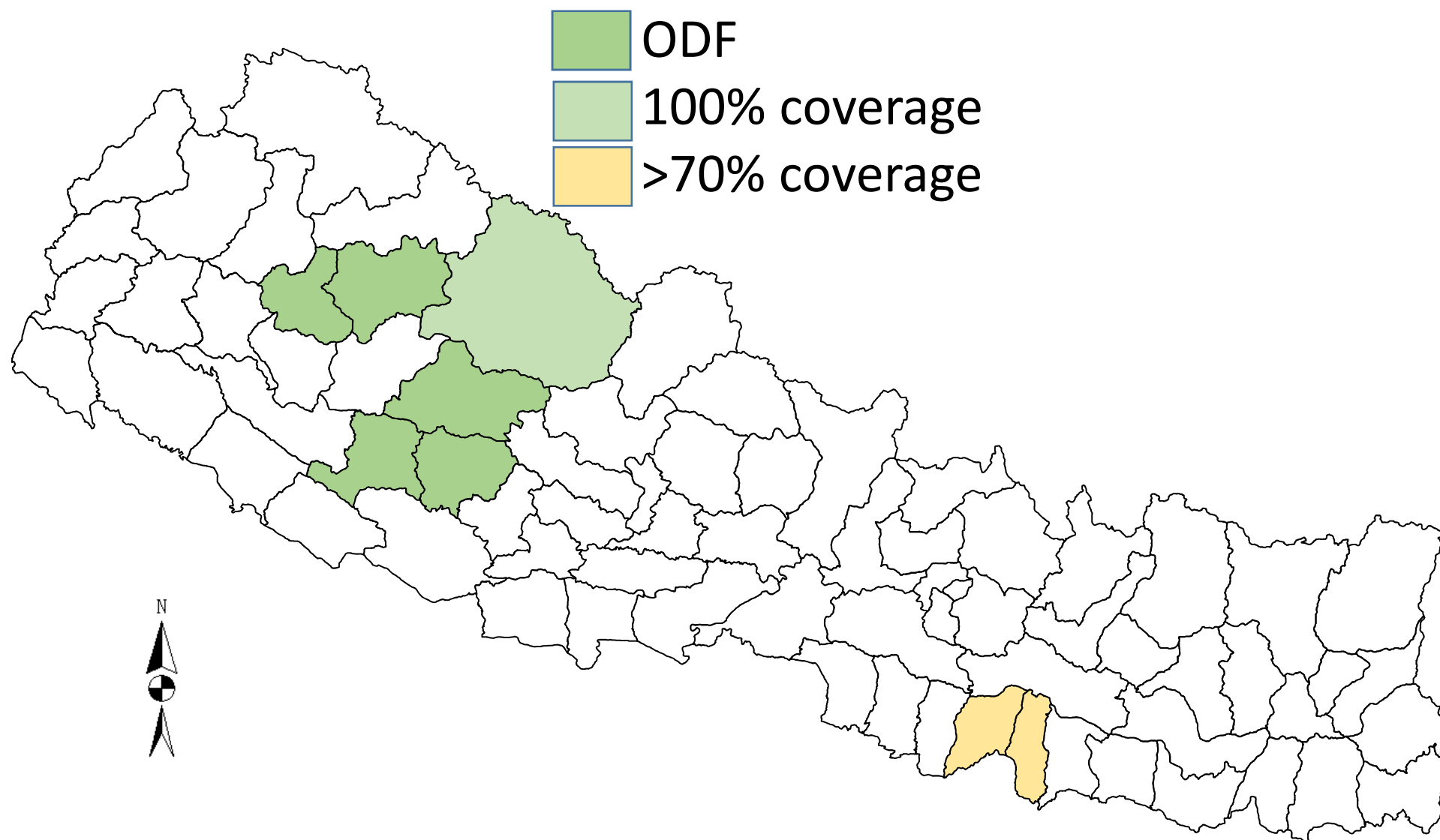
Total Sanitation . .



## Status of sanitation in 8 project districts- 2014



# Status of sanitation in 8 project districts- 2017



# Application of BCC for two behaviours: hygienic use of toilets; handwashing with soap

**Where does BCC fit in at the different stages of sanitation coverage?**

- 1) BCC as a part of VDC **ODF** campaigns
- 2) BCC as a **post-ODF** intervention in ODF VDCs
- 3) BCC as a part of **total sanitation** interventions in VDCs



# Starting point: BCC programme development cycle

## Dual strategy

- Developed BCC campaigns based on **known** motivators and barriers (previous research, known norms)
- Conducted **formative research** for terai and developed BCC strategy with communication objectives, messaging  
→ BCC campaigns further developed based on strategy



# 1) BCC as a part of VDC ODF campaigns

- **BCC complementing ODF activities**
  - Used soon after triggering to motivate households to start using the constructed toilets and wash hands with soap after going to toilet
- **Campaigns:**
  - Radio, public announcements, street drama, house-to-house visits, videos, wall paintings, school visits





## 2) BCC as a post-ODF intervention in ODF VDCs.

### **Focus on “use by all at all times”**

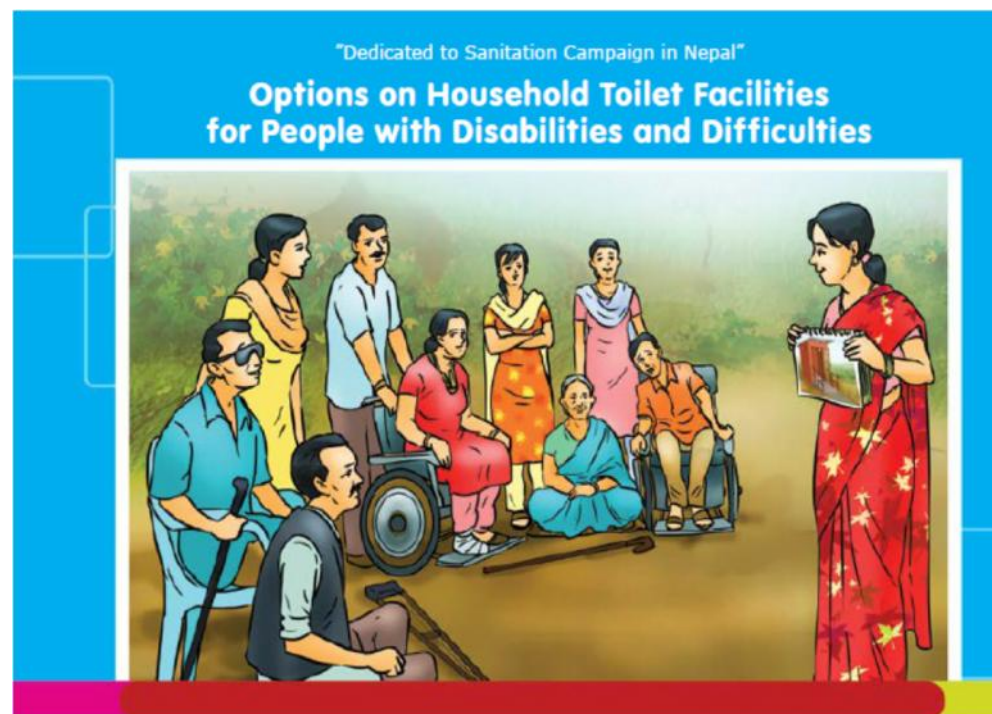
Identify “structural” issues which prevent all family members from using at all times → toilet upgrading

#### **Structural issues preventing BCC**

- Distance to toilet
- Location of toilet (sloping land)
- Doors, lock and handle
- Temporary superstructure
- User friendly steps
- Pan levelling and position
- Inside size of toilet
- Ventilation and lighting
- Roofing
- Hand washing facility reachable for children

## 2) BCC as a POST-ODF intervention in ODF VDCs. . .cont

- Introduce Informed choice materials for People with Disabilities (PWDs) and difficulties
- Adjustment for PWDs:
  - Paths
  - Toilet fixtures inside
  - Anal cleansing



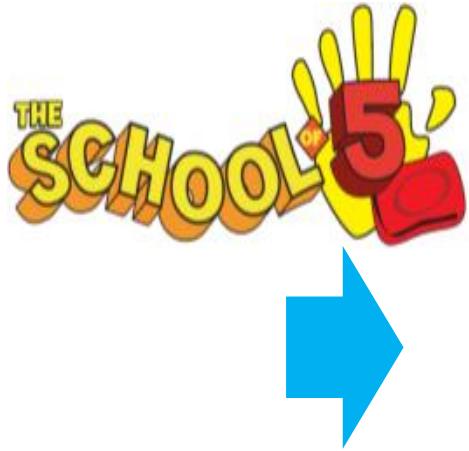
June 2016

### 3) BCC as a part of total sanitation interventions in VDCs

- Community makes plan for achieving all 6 indicators of total sanitation
- However, **first the two behaviours of BCC are made a priority** as a transition to total sanitation - this helps the community to be focused
  - Continue targeting “use by all at all times” as is done in post-ODF.
  - Mainly mobilise women’s groups but also do house-to-house campaigns



# Unilever “School of Five” Campaign: Complementing household BCC



**Disgust – Nurture – Affiliation  
– Routine and Habits**



District	No. of Schools	No of Primary Students
Mahottari	18	5,200
Sarlahi	22	4,400
Rolpa	15	2,600
Salyan	13	900
<b>Total</b>	<b>68</b>	<b>13,100</b>

## Impact Of BCC

(Ref: household survey; baseline July 2014 to mid-term Dec. 2016)

Impact	Target	Achieved
Access to improved toilet (people)	130,000	<b>180,000</b>
No of “total sanitized communities” (counted)	-	<b>14 communities</b>

Level	Indicator Use by all at all times	Baseline (Jul. 2014)	MTM (Dec 2016)
		%	%
0	No toilet	42.8	13.7
1	Toilet <b>exists</b> , but not used as a toilet	1.8	1.7
2	Toilet is <b>used</b> as a toilet	10.7	8.7
3	Toilet is used and <b>accessible for all</b>	1.6	8.4
4	Toilet is used, accessible, and <b>provides convenience and privacy for all</b>	27.7	0.3
5	Toilet is used, is accessible, provides convenience and privacy for all, <b>no children's stools are visible</b>	15.3	67.3
	Total	100	100

# Impact Of BCC

(Ref: household survey; baseline July 2014 to mid-term Dec. 2016)

Impact	Target	Achieved
Access of HWWS at household (people)	76,000	<b>305,000</b>
Students with access to HWWS	12,000	<b>11,300</b>

# Recommendations

- Evidence-based BCC is critical for ensuring sustained adoption of sanitation and hygiene behaviours
- Focus within BCC changes at different stages of community sanitation status from:
  - Emphasizing critical behaviours for community (HWWS, toilet use) (ODF)
  - Focus on behavior for all people and address bottlenecks (post-ODF)
  - Widening scope to other behaviours important for community (total sanitation)
- Strengthen capacity of district line agency, stakeholders, and community social mobilisers on the changing needs



## Resource Recommendations

- Nguyen, N. K. & Gurung, H. “Barriers and facilitators to hygienic use and maintenance of latrines and handwashing with soap in Sarlahi, Mahottari, Sirah, Saptari districts of the terai, Nepal”.
- SNV Behaviour Change Communication Guidelines:  
[http://www.snv.org/public/cms/sites/default/files/explore/download/snv\\_behaviour\\_change\\_communication\\_guidelines\\_-\\_april\\_2016.pdf](http://www.snv.org/public/cms/sites/default/files/explore/download/snv_behaviour_change_communication_guidelines_-_april_2016.pdf)
- Mini film on two hygienic behaviours in Nepali –  
*Swosthakar Bani Byabaha, Su-Swasthako Adhar:*  
<https://www.youtube.com/watch?v=yBnuPkON6K0>
- DWSS (2016), “Options on Household Toilet Facilities for People with Disabilities and Difficulties”