



Online **ADB Sanitation Dialogue 2021**

ACCELERATING INCLUSIVE SANITATION

12–22 April 2021

What do we need to change about sanitation behaviour change?

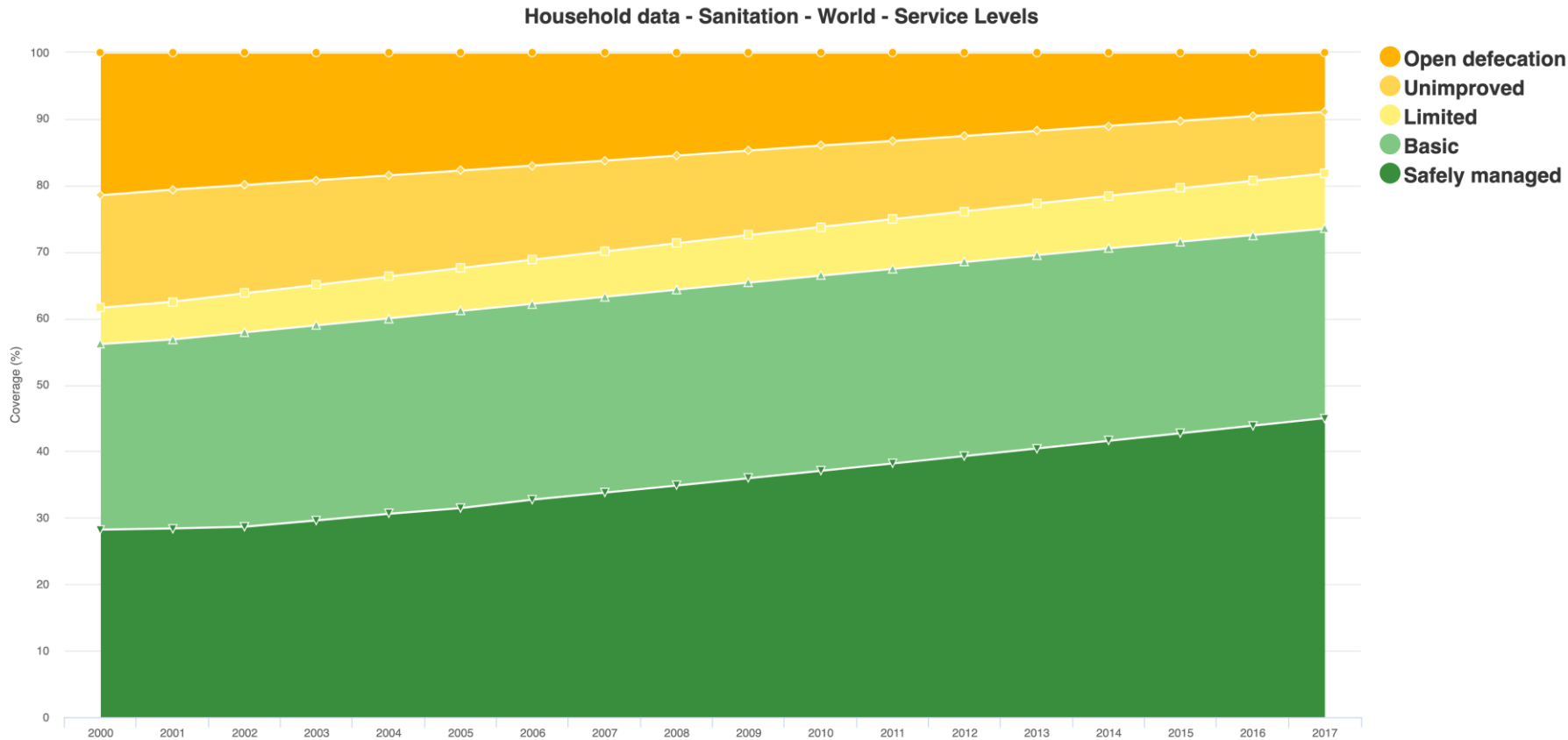
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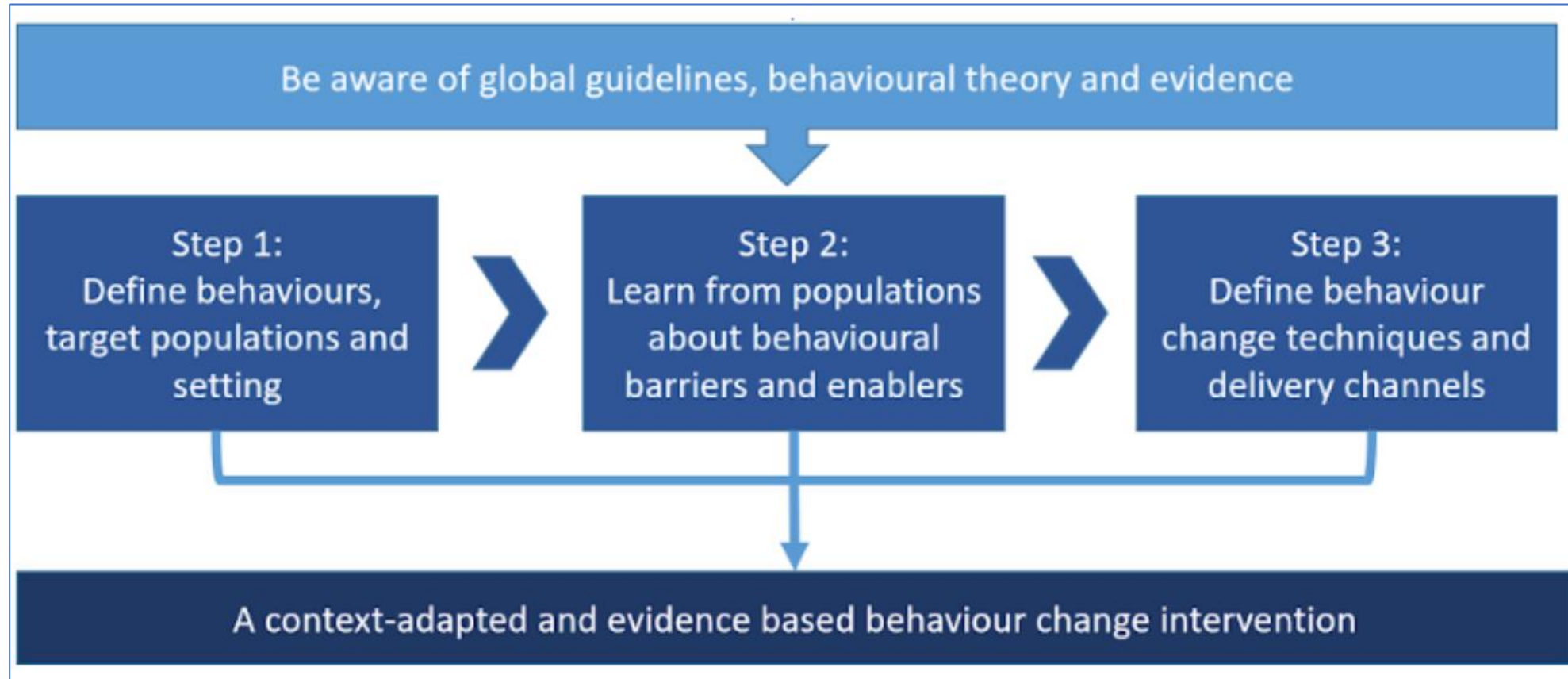
Traditional focus of Sanitation BC



- Focus primarily on Open Defecation -> Unimproved / Limited services
- Focus primarily on changing behaviours of individuals
- How can we adapt our approaches to sanitation BC to accelerator progress towards inclusive sanitation?

Source: [JMP](#)

Developing sanitation behaviour change interventions



Source: [COVID-19 Hygiene Hub](#)

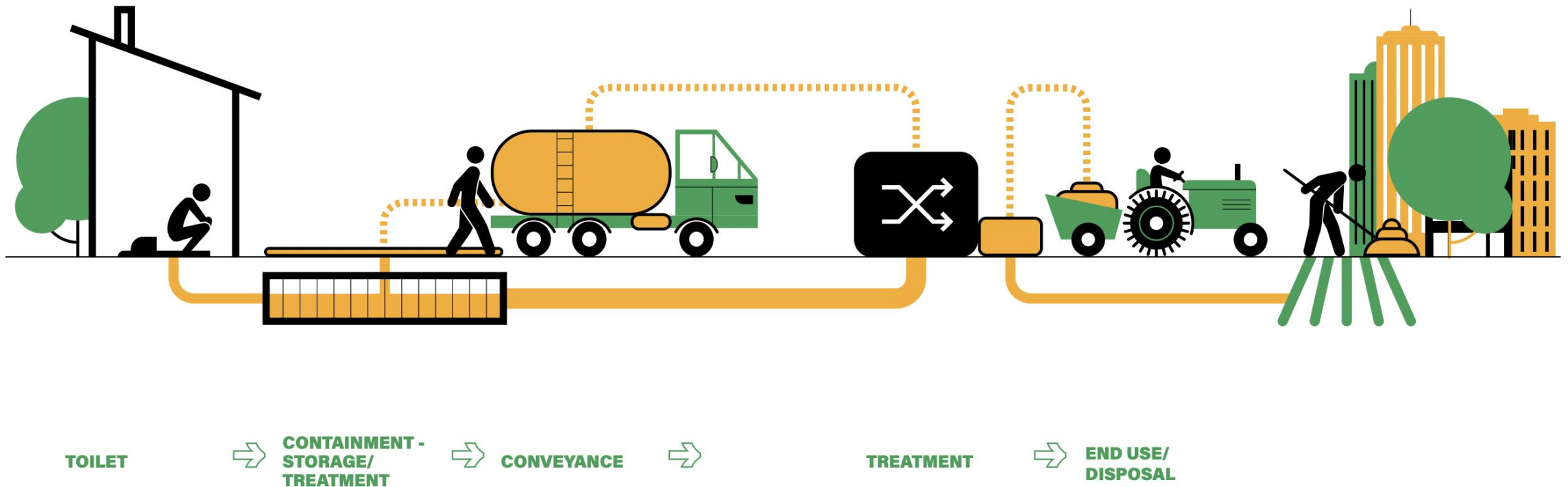
Facilities need to be present and useable

Need BC strategies that go beyond presence of facilities and focus on their use, maintenance, and upkeep



Source: [SanDem project](#)

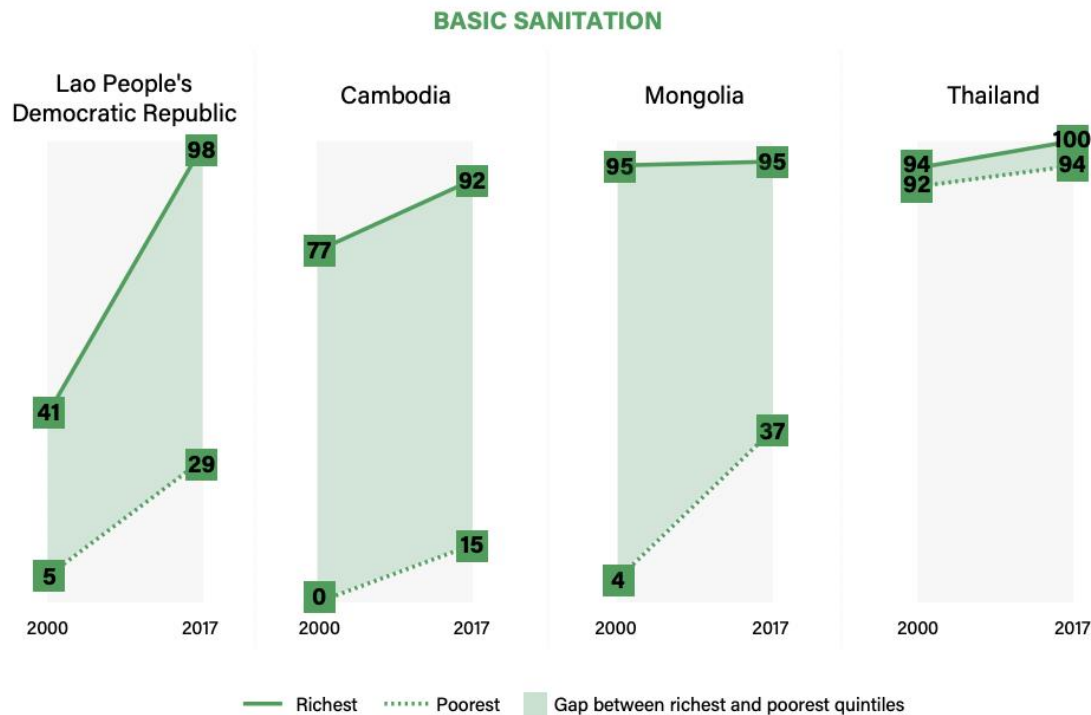
Behaviours are important along the entire sanitation service chain



Source: [WHO / UNICEF](#)

Understand – and respond to – economic and social barriers

TRENDS IN COVERAGE OF BASIC SANITATION AMONG THE RICHEST AND POOREST WEALTH QUINTILES, 2000-2017



Behaviour change can be constrained by

- Lack of resources
- Lack of agency / power
- Lack of capacity

Understanding and responding to community needs



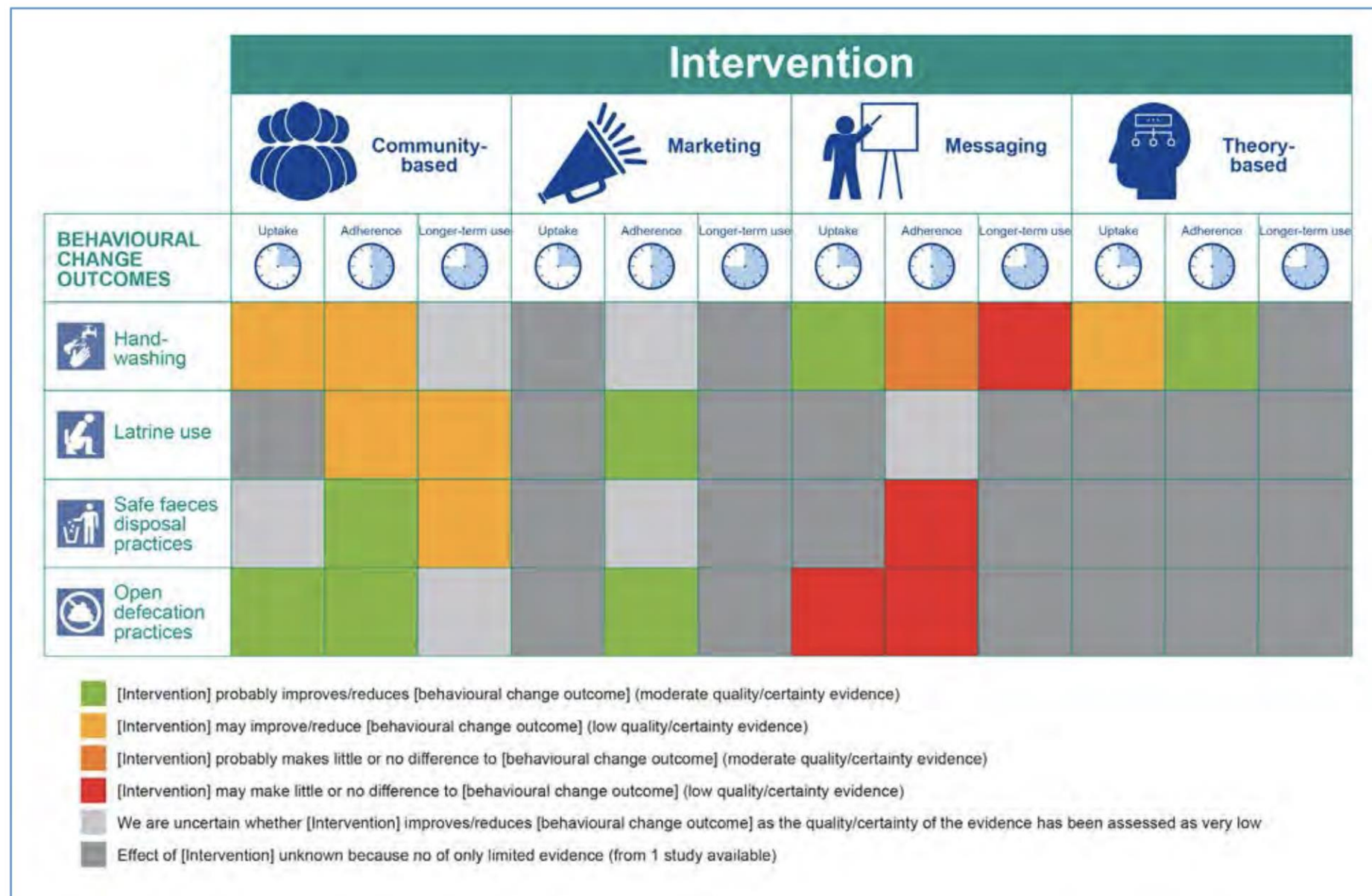
Photo: [Caruro et al, 2020](#)

Understand and respond to the context-specific factors that influence targeted behaviours

Multiple guides and tools available, including:

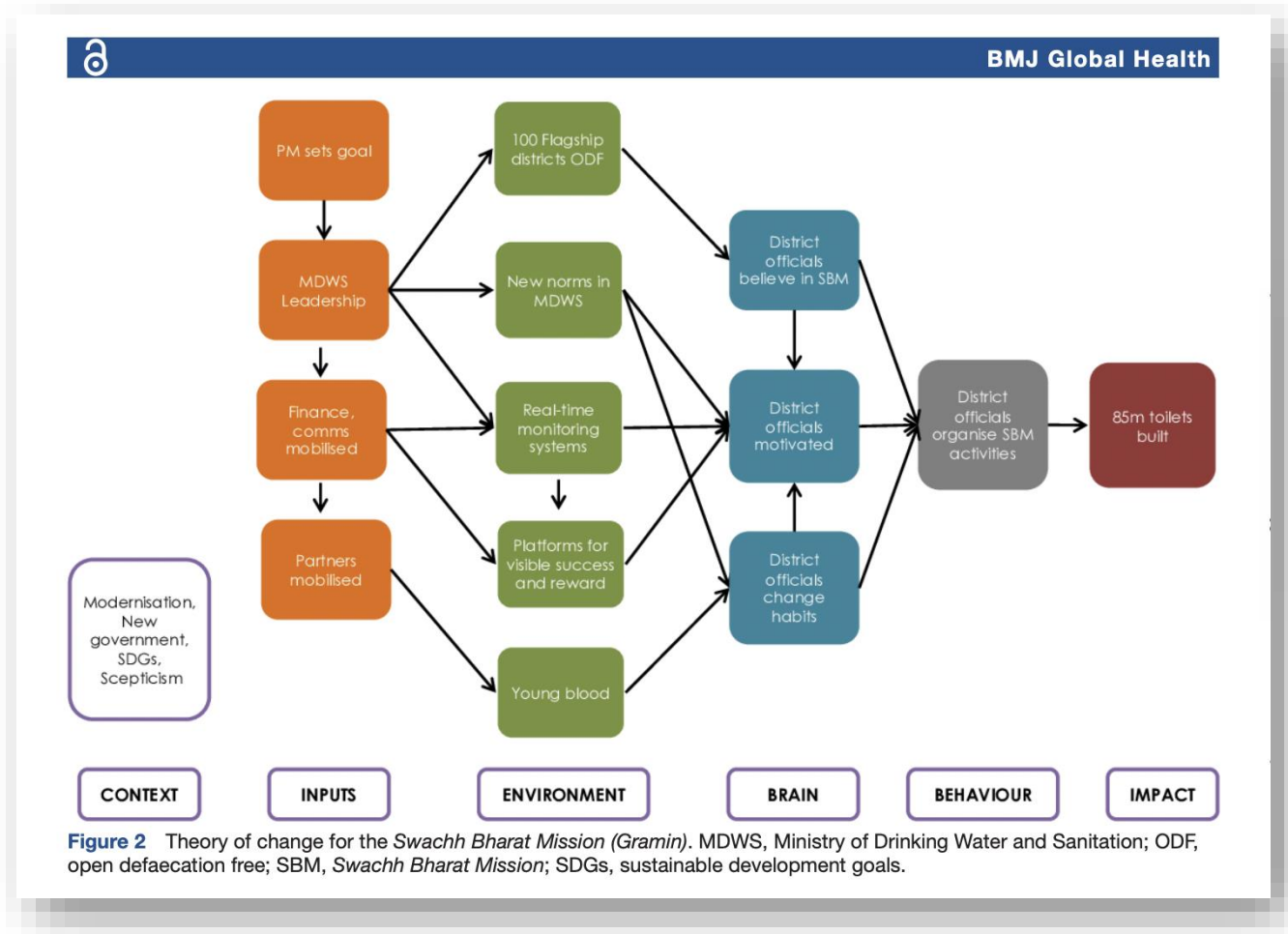
- [COM-B \(Behaviour Change Wheel\)](#)
- [Behaviour Centred Design](#)
- [RANAS](#)

Understand
what does
and does not
work to
change
behaviours



Source: [De Buck et al.](#)

Behaviour change is needed at all levels



Research

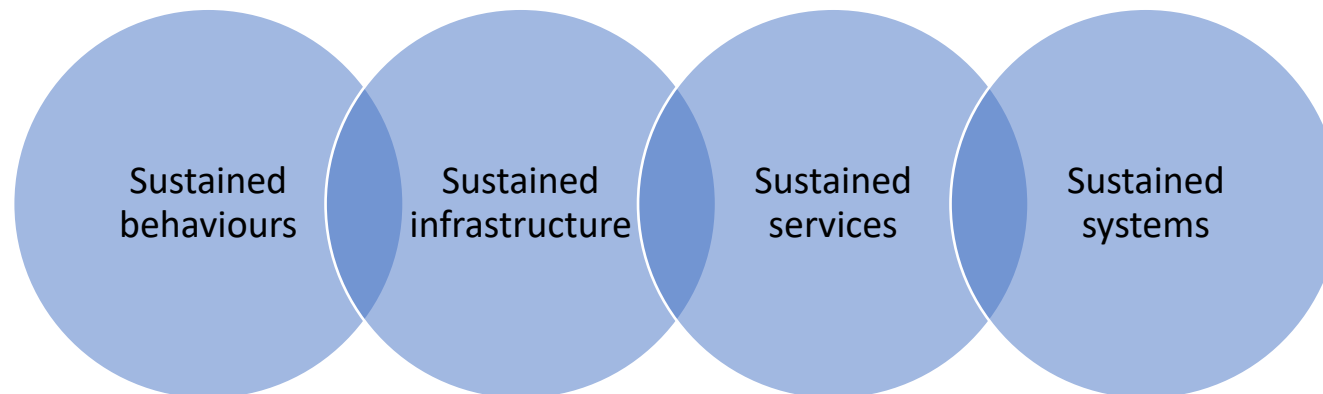
BMJ Global Health

Explaining the outcomes of the 'Clean India' campaign: institutional behaviour and sanitation transformation in India

Val Curtis

Behaviour change as process, not an event

- Strategies need to adapt and learn in order to be successful
- Build in time for reflection, re-evaluation, and adaptation
- Plan for sustainability



Thank you

For more information on behaviour change strategies for COVID-19 prevention,
please visit:

hygienehub.info

support@hygienehub.info