

Why Ubuntu

Afrocentric

Way of life

Cultural specificities

Multiple levels(6) can help come up with appropriate interventions

Individual, Family, Community, Societal, environmental, spiritual

However

Changing values since foreign contact

Leveraging Ubuntu in Social Behaviour Change approaches in addressing open defecation in Zimbabwe

INTRODUCTION AND

OBJECTIVES

Current Social Behaviour Change approaches have strength in capturing research driven approaches at various levels. They focus on people's lived experiences and how these affect their behaviour.

Different theories such as the Behaviour Drivers' and the Social Ecological Models are useful albeit Eurocentric. They fail to capture African specificities and way of life.

The Ubuntu philosophy can offer explanations for understanding African realities.

METHODS

1. Qualitative Research
2. Focus Group Discussion, Key Informant Interviews,
3. In-depth interviews with doers and non-doers
4. Observation
5. Transect walks

RESULTS

Barriers

Individual-Limited capacity, Normalisation of open defecation (OD) especially by children, Lack of self-control by drunkards

Family-Parents toilet training, teaching OD

Community - absence of effective community dialogue on OD

Societal factors such as, land tenure, migration and displacement conditions and natural events

Spiritual Faeces and defecation for ritual purposes

Facilitators/Drivers

Individual- toilets ideal and preferred method for human waste disposal. Positive attitudes towards ODF

Family-agency through construction of 'change rooms,' digging pits. Social sanctions at family level

Community-ODF programmes and interventions. Social influence-teachers, healthcare workers, community leaders

CONCLUSIONS

Ubuntu- unhu approach can be harnessed to realise open defecation free communities in Zimbabwe.

