

# Behavior Profiles serving as the Blueprint for Behavior Change.

## Magnifying behavioral lens in project implementation- Lesson from USAID Enhancing WASH Activity, Ghana.

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### INTRODUCTION

The USAID Enhancing Water, Sanitation and Hygiene Activity is using the Behavior led approach as its strategy. The use of this approach, led to the development of 14 behavior profiles to map the intentional pathways. These profiles guide all implementing partners to carry out the right strategies/activities with the right audience, at the right place and at the right time.

### OBJECTIVE

To ensure behavioral integrity in the implementation of the USAID Enhancing WASH Activity.

### METHODS

14 Behavior profiles were developed to guide the implementation of the USAID Enhancing WASH Activity. These behavior profiles are annually updated based on findings from the field and annual project surveys. All the 11 implementing partners use the analyses from these profiles to direct their activities. An example of this update can be found on the top right corner of this poster (For Year 2 and Year 3 behavior profiles for Intermediate Result 3.1)

### RESULTS

Regular updates made to the behavior profiles lead to the change in the implementation strategy for each fiscal year. For instance, the Behavior profile on IR 3.1 had 4 barriers and 3 motivators which needed to be addressed or leveraged and this influenced the kind of strategies that were put in place that year while Year 3 of the same IR had 5 barriers and 3 motivators which also influenced the kind of strategies that were employed that year.

As the project team use the profiles to guide the project implementation, the annual survey in Year 2 showed evidence that the desirable behaviors being promoted by the project using the analyses from the behavior profiles are being adopted and practiced by the primary audiences. Most targets for the year were either achieved or saw significant progress made (See Data on IR 3.1)

Lessons from the field including emerging factors on behaviors were used by all the implementing partners to update the profiles for year 3 implementation.

### CONCLUSIONS

The use of behavior profiles to direct the implementation of the USAID Enhancing WASH Activity is helping the project implementors to have a thorough analysis of each behavior being promoted and use these analyses to derive activities that will contribute to the adoption, practice and sustenance of the desired behaviors. The annual updates to the behavior profiles also ensure that the project adopt efficient and effective strategies and activities. It is also helping the project resources to be channeled into implementing strategies and activities that are outlined in the profiles to drive positive changes in the behaviors.

TRACK: Behavior Profiles Dashboard - IR 3.1: Citizens use basic sanitation facilities YEAR 2 → Return to Dashboard

The Behavior Profiles Dashboard allows you to view the logical pathways from each of your priority behaviors to the strategies that can be used to improve practice of that behavior. Each of your priority behaviors will have its own behavior profile view. The logical pathways can be tracked over time to identify strategies that are working well, and strategies that may need to be adapted.

BEHAVIOR AND STEPS	BEHAVIOR ANALYSIS	SUPPORTING ACTORS AND ACTIONS	STRATEGY
<p><b>Behavior</b></p> <p>IR 3.1: Use of basic sanitation facilities becomes a social norm (Citizens use basic sanitation facilities)</p> <p><b>Steps</b></p> <ol style="list-style-type: none"> <li>Build or acquire an improved latrine</li> <li>Use improved latrine safely</li> <li>Maintain improved latrine properly</li> <li>Use and maintain a hand washing facility close the latrine</li> </ol> <p>No indicator available</p>	<p><b>FACTORS</b></p> <p><b>INSTITUTIONAL</b></p> <p><b>Accessibility:</b> Citizens do not use basic sanitation facilities because of the high cost of latrine construction materials.</p> <p><b>Accessibility:</b> Citizens do not own and use basic sanitation facilities because of unfavorable soil conditions (loose, waterlogged and rocky) and unavailability of space.</p> <p><b>SOCIAL</b></p> <p><b>Family and Community Support:</b> Citizens use basic sanitation because community leaders support WASH and work to improve their communities.</p> <p><b>Norms:</b> Citizens do not use basic sanitation because of lack of enforcement of sanitation by-laws.</p> <p><b>INTERNAL</b></p> <p><b>Knowledge:</b> Citizens use basic sanitation facilities because it provides dignity, privacy, it's time-saving, convenient, and increase social status.</p> <p><b>Knowledge:</b> Citizens use basic sanitation facilities because they know it prevents illness and diseases.</p> <p><b>Knowledge:</b> Citizens do not use basic sanitation facilities because they are not aware of innovative and low cost household latrine options.</p>	<p><b>INSTITUTIONAL</b></p> <p><b>MMDAs:</b> Monitor access, safe use and enforce by-laws to ensure households in the communities have toilets.</p> <p><b>MMDAs:</b> Support the Private Sector (SMS) to conduct low cost and durable latrine technology by creating demand and through the enforcement of sanitation by-laws.</p> <p><b>Private Sector:</b> Manufacturing Companies like Durplast and BEEI provide low cost and durable latrine technology options to communities.</p> <p><b>COMMUNITY</b></p> <p><b>Community (Including, Traditional and Religious Leaders):</b> Advocate for the by-laws, regulate and enforce the by-laws to ensure the use of improved household latrines in their communities.</p> <p><b>Community Leaders (Including Traditional and Religious Leaders):</b> Advocate for the by-laws to ensure the use of improved household latrines in their communities.</p>	<p><b>ENABLING ENVIRONMENT</b></p> <p><b>Partnerships and Networks:</b> Sensitize and build the capacity of community leaders and that of the National Leaders to promote the collection action to create a sustained Open Defecation Free status. ☑</p> <p><b>Partnerships and Networks:</b> Develop networks and partnerships with the Private Sector (MMDAs, SMS and Private Social Enterprises) to expand, deliver and promote services to communities. ☑</p> <p><b>SYSTEMS, PRODUCTS AND SERVICES</b></p> <p><b>Infrastructure:</b> Develop a policy guideline to support communities with their rugged, rocky and loose soil conditions to ensure the construction of low cost household latrines. ☑</p> <p><b>Quality Improvement:</b> Build the capacity of community own construction services (CCSPs) on the use of innovative low cost household latrine technologies. ☑</p> <p><b>DEMAND AND USE</b></p> <p><b>Advocacy:</b> Provide technical and non-technical support to the MMDAs to train the ENLs to be able enforce the by-laws on sanitation within the communities.</p> <p><b>Advocacy:</b> Provide technical and non-technical support to the MMDAs to train the ENLs to be able enforce the by-laws on sanitation within the communities.</p> <p><b>Advocacy:</b> Provide technical and non-technical support to the MMDAs to train the ENLs to be able enforce the by-laws on sanitation within the communities.</p> <p><b>Communication:</b> Develop and promote BCC messages on the benefits of latrine ownership and use.</p>

**BEHAVIOR PROFILE: IR 3.1: CITIZENS USE BASIC SANITATION FACILITIES YEAR 3**

BEHAVIOR AND STEPS	BEHAVIOR ANALYSIS	SUPPORTING ACTORS AND ACTIONS	STRATEGY
<p><b>Behavior</b></p> <p>IR 3.1: Citizens use basic sanitation facilities. (Use of basic sanitation facilities becomes a social norm)</p> <p><b>Steps</b></p> <ol style="list-style-type: none"> <li>Citizens aware of (sensitized) on the need for improved household latrines.</li> <li>Households seek information on improved household latrines.</li> <li>Households build or acquire an improved latrine.</li> <li>Households use improved latrine safely.</li> <li>Households maintain improved latrine properly.</li> <li>Households use and maintain a hand washing facility close the latrine.</li> </ol>	<p><b>FACTORS</b></p> <p><b>INSTITUTIONAL</b></p> <p><b>Accessibility:</b> Citizens do not use basic sanitation facilities because of the high cost of latrine construction materials.</p> <p><b>Accessibility:</b> Citizens do not own and use basic sanitation facilities because of unfavorable soil conditions (loose, waterlogged and rocky) and unavailability of space.</p> <p><b>SOCIAL</b></p> <p><b>Family and Community Support:</b> Citizens use basic sanitation because community leaders support WASH and work to improve their communities.</p> <p><b>Norms:</b> Citizens do not use basic sanitation because there is lack of enforcement of sanitation by-laws, rules and regulations.</p> <p><b>INTERNAL</b></p> <p><b>Knowledge:</b> Citizens use basic sanitation facilities because it provides dignity, privacy, it's time-saving, convenient, and increase social status.</p> <p><b>Knowledge:</b> Citizens use basic sanitation facilities because they know it prevents illness and diseases.</p> <p><b>Knowledge:</b> Citizens do not use basic sanitation facilities because they are not aware of innovative and low cost household latrine options.</p>	<p><b>INSTITUTIONAL</b></p> <p><b>MMDAs:</b> Monitor access, safe use and enforce by-laws to ensure households in the communities have toilets.</p> <p><b>MMDAs:</b> Support the Private Sector (SMS) to conduct low cost and durable latrine technology by creating demand and through the enforcement of sanitation by-laws.</p> <p><b>Extension Workers (CEOs, Officers, ENLs, Natural Leaders, NGOs, Social Workers, CBOs, District Facilitation Teams):</b> Support the Private Sector (SMS) to deliver low cost and durable latrine technology by creating demand and through the enforcement of sanitation by-laws.</p> <p><b>Extension Workers:</b> Provide technical know-how to address unfavorable soil (waterlogged, rocky and loose soil) conditions.</p> <p><b>COMMUNITY</b></p> <p><b>Community Leaders:</b> Set and enforce rules and regulations prohibiting open defecation in their communities.</p> <p><b>Community and Religious Leaders (Including the Local Leaders):</b> Advocate for the by-laws to ensure the use of improved household latrines in their communities.</p> <p><b>Community Leaders:</b> Advocate for the MMDAs to provide technical support and enforce the by-laws, rules and regulations for the ownership, use and maintenance of improved household latrines in their communities.</p>	<p><b>ENABLING ENVIRONMENT</b></p> <p><b>Partnerships and Networks:</b> Sensitize and build the capacity of community leaders and that of the National Leaders to promote the collection action to create a sustained Open Defecation Free status. ☑</p> <p><b>Partnerships and Networks:</b> Develop networks and partnerships with the Private Sector (MMDAs, SMS and Private Social Enterprises) to expand, deliver and promote services to communities. ☑</p> <p><b>SYSTEMS, PRODUCTS AND SERVICES</b></p> <p><b>Infrastructure:</b> Develop a policy guideline to support communities with their rugged, rocky and loose soil conditions to ensure the construction of low cost household latrines. ☑</p> <p><b>Quality Improvement:</b> Build the capacity of Community Own Construction Services (CCSPs) such as L.A. Fine Artisans, M.A. Fine Artisans, M.A. Fine Artisans, M.A. Fine Artisans, etc., on the construction of innovative low cost household latrine technologies. ☑</p> <p><b>DEMAND AND USE</b></p> <p><b>Advocacy:</b> Provide technical and non-technical support to the MMDAs to train the ENLs to be able enforce the by-laws on sanitation within the communities.</p> <p><b>Advocacy:</b> Provide technical and non-technical support to the MMDAs to train the ENLs to be able enforce the by-laws on sanitation within the communities.</p> <p><b>Advocacy:</b> Provide technical and non-technical support to the MMDAs to train the ENLs to be able enforce the by-laws on sanitation within the communities.</p> <p><b>Communication:</b> Develop and promote BCC messages on the benefits of latrine ownership and use.</p>

