# 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 1R 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.

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

he 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 ehaviors 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 PROFILE: IR 3.1: CITIZENS US	E BASIC SANITATION FACILITIES YEAR 2		
	co and use of sustainable water, sanitation, and hygi ul implementation of the Enhancing WASH activity	iene services and products in target districts of no	rthern Ghana. Employing a systems strengthening
BEHAMOR IR 3.1: Use of basic sanitation	on facilities becomes a social norm [Citizens use basic sanitation facilities	s]	
	STRATEGY		
BEHAVIOR AND STEPS	FACTORS	SUPPORT ING ACT ORS AND ACT IONS	POSSIBLE PROGRAM ST RAT EGIES
What steps are needed to practice this behavior?	What factors may prevent or support practice of this behavior?	Who must support the practice of this behavior, and what actions must they take?	What strategies will best focus our efforts based on this analysis?
Behavior	STRUCTURAL	INSTITUTIONAL	
IR 3.1: Use of basic sanitation facilities becomes a social norm [Citizens use basic sanitation facilities] Steps 1. Build or acquire an improved latrine	Accessibility: Citizen do not use basic sanitation facilities because of the high cost of latrine construction materials	MMDAs: Monitors a ccess , sa fe use and enforce bye-laws to ensure households in the communities have toilets.	ENABLING ENVIRONMENT           Partnerships and Networks: Sensitize and build the capacity of community leaders and that of the Natural Leaders to champion the collective action to attain a sustained Open Defecation free status.           Partnerships and Networks: Develop Networks and
	Accessibility: Citizens do not own and use basic sanitation facilities because of unfavorable soil conditions (loose, waterlocked and rocky) and unavailability of space	MMDAs: Support the Private sector (SMEs) to deliver low cost and durable la trine technology by creating demand through the enforcement of sanitation bye-laws.	
		Private Sector: (Manufacturing Companies like Duraplast and SMEs) provide low cost and durable latrine technology	partnerships with the Private sector (Manufacturers, SMEs and Private Social Enterprises) to expand, deliver and promote suitable and a flord able la trine technology products and
2. Use improved latrine safely	SOCIAL	options to communities	services to communities. 📢
3. Maintain improved latrine properly	Family and Community Support: Citizens use basic sanitation because community leaders support WASH	COMMUNITY	SYSTEMS, PRODUCTS AND SERVICES
4. Use and maintain a hand washing facility close the latrine No indicator available No indicator Available	and work to improve their communities	Community (including Traditional) and Religious Leaders: Advocate the MMDAs to provide technical support and enforce the the bye-laws for the ownership, use and maintenance of improved household la trines in their communities.	Infrastructure: Develop a policy guideline to support communities with loose soil conditions to ensure the construction of sustainable la trines
	Norms: Citizens do not use basic sanitation because there is lack of enforcement of sanitation bye-laws		Quality Improvement: Build the capacity of community own resources persons (CORPs) on construction of innovative low cost household la trine technologies.
	INTERNAL	Community (including Traditional) and Religious Leaders: Enact and enforce community bye-laws prohibiting open defecation in their communities.	
	Knowle dge : Citizens use basic sanitation facilities because it provides dignity, privacy, it's time-saving, convenient, and increase social status.		DEMAND AND USE
			Advocacy: Provide logistical support for the MMDAs to train the EHU to be able to enforced the bye-laws on sanitation within the communities
	Knowle dge: Citizens use basic sanitation facilities because they know it prevents illness and diseases		Advocacy: Provide technical and research based information to MMDAs to realize the need to include and increase budgetary allocation towards provision of a flord able and durable la trine technology options and services in their annual plans and budgets.
	Knowle dge : Citizens do not use basic sanitation facilities because they are not aware of innovative and low cost household latrines options.		
			Communication : Sensitize households to a ppreciate the importance of building, using and properly maintaining improved household latrines.
			Communication: Develop and promote BCC messages on the benefits of latrine ownership and use.

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

OTHER GOAL BEHAVIOR	Goal has not been IR3.1: Citizens use basic		
	STRATEGY		
BEHAVIOR AND STEPS	FACTORS	SUPPORTING ACT ORS AND ACTIONS	POSSIBLE PROGRAM ST RAT EGIES
What steps are needed to practice this behavior?	What factors may prevent or support practice of this behavior?	Who must support the practice of this behavior, and what actions must they take?	What strategies will best focus our efforts based on this analysis?
<ul> <li>Behavior</li> <li>IR 3.1: Citizens use basic sanitation facilities. (Use of basic sanitation facilities becomes a social norm)</li> <li>Steps <ol> <li>Citizens aware of (sensitized on) the need for improved household latrines.</li> <li>Households seek information on improved household latrines.</li> </ol> </li> </ul>	Accessibility: Citizen do not use basic sanitation facilities because of the high cost of latrine construction materials	INSTITUTIONAL MMDAs: Monitors access, safe use and enforce bye-laws to ensure households in the communities have toilets.	ENABLING ENVIRONMENT Partnerships and Networks: Sensitize and build the capacity of community leaders and that of the Natural Leaders to champion the collective action to attain a sustained Open
	Accessibility: Citizens do not own and use basic sanitation facilities because of unfavorable soil conditions (loose, water-logged and rocky) and unavailability of space.	Private Sector: (Manufacturing Companies like Duraplast and SMEs) provide low cost and durable latrine technology options to communities.	Defecation free status. * Partnerships and Networks: Develop Networks and partnerships with the Private sector (Manufacturers, SMEs and Private Social Enterprises) to expand, deliver and promote
	Accessibility: Citizens do not use basic sanitation facilities because of the unavailability of latrine construction materials in close proximity to them.	Extension Workers (CLTS Officers, EHOs, Natural Leaders, HPOs, Social Welfare, CHOs, District Facilitation Team) : Support the Priva te sector (SMEs) to deliver low cost and dura ble la trine technology by creating demand through the enforcement of sanitation bye-laws.	suitable and a fiordable la trine technology products and services to communities.
<ol> <li>Households build or acquire an improved latrine.</li> <li>Households use improved latrine safely.</li> </ol>	SO CIAL Family and Community Support: Citizens use basic M	Extension Workers: Provide technical know-how to address unfavorable soil (water-logged, rocky and loose soil) conditions.	Infrastructure: Develop a policy guideline to support communities with water-logged, rocky and loose soil conditions to ensure the construction of sustainable la trines. <b>F</b> 3
<ol> <li>Households maintain improved latrine properly.</li> <li>Households use and maintain a hand washing</li> </ol>	sanitation because community leaders support WASH and work to improve their communities           Norms: Citizens do not use basic sanitation because         B	COMMUNITY Community Leaders: Set and enforce rules and regulations prohibiting open defecation in their communities.	Quality Improvement: Build the capacity of Community Own Resources Persons (CORPs) such as Latrine Artisans, Natural Leaders, Sanitation Entrepreneurs, Sales Agents etc., on construction of innova tive low-cost household la trine technologies.
facility close the latrine.	there is lack of enforcement of sanitation bye-laws, rules and regulations.	Community and Religious Leaders: Including Natural Leaders undertake regular monitoring visits to households to encourage uptake of improved sanitation facilities.	DEMAND AND USE
	Knowledge: Citizens use basic sanitation facilities because it provides dignity, privacy, it's time-saving, convenient, and increase social status.	Community Leaders: Advocate the MMDAs to provide technical support and enforce the bye-laws / roles & responsibilities for the ownership, use and maintenance of improved household latrines in their communities.	Advocacy: Provide logistical support of the MMDAs to that the EHSU to be able to enforce the bye-laws on sanitation within the communities. Advocacy: Provide technical and research based information to MMDAs to realize the need to include and increase budgetary allocation towards provision of affordable and durable latrine technology options and services in their annual plans and budgets.
	Knowledge : Citizens use basic sanitation facilities because they know it prevents illness and diseases	improved nousenou la unes in uner communities.	
	Knowledge : Citizens do not use basic sanitation facilities because they are not aware of innovative and low cost household latrines options.		<b>Communication</b> : Sensitize households to appreciate the importance of building, using and properly maintaining improved household latrines.
			<b>Communication</b> : Develop and promote BCC messages on the benefits of la trine ownership and use.

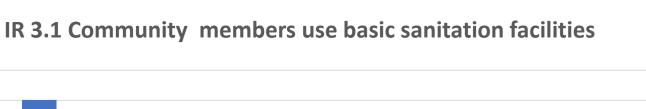
As the project team use the profiles to guide the project implementation, the annual survey in Year 2 showed evidence that the desirable behaviors being promoted by the project using the analyses from the behavior profiles are being adopted and practiced by the primary audiences. Most targets for the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

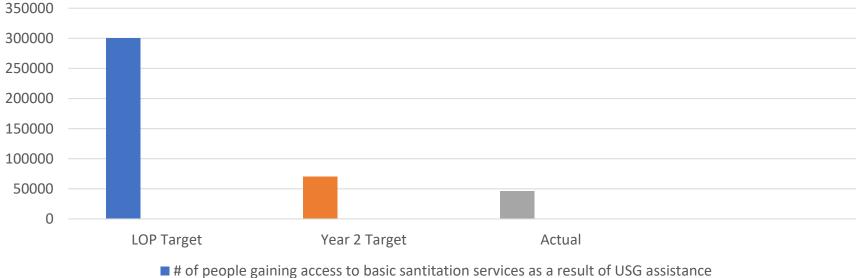
Lessons from the field including emerging factors on behaviors were used by all the implementing partners to update the profiles for year 3 implementation.

## 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.

#### 100 90 80 70 70 70 60 50 40 30 20 11 10 10 10 0 Step 3.1.3: % of people who properly maintain their household Step 3.1.4b: % of people who report washing their hands with latrine soap under running water at two critical times ■ LOP Target ■ Year 2 Target ■ Actual





## JSI

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#### IR 3.1: Community members use basic sanitation facilities