

## Achieving behavioural change—1

# 8,000 field staff with a commitment to changing lives

Behaviour change lies at the heart of the BRAC water sanitation and hygiene programme—latrines and water technology achieve their potential only when people adopt good hygiene practices.

BRAC WASH supports 65,000 Village WASH Committees

(VWCs) that map facilities and plan improvements. More than 8,000 BRAC WASH field staff demonstrate a daily commitment to changing lives through systematic group meetings and home visits made by programme assistants and programme organisers. Community data shows positive results:

- 90% of households reported that all family members use the latrine
- 80% of households had soap and water for handwashing available in or near the latrine

### Selling not telling

BRAC WASH is working smarter to encourage good hygiene behaviour. BRAC staff are trained in new communication skills to engage communities, with more focus on discussion and community problems and less instruction. Cluster meetings have become more lively and productive since field staff started “selling not telling”.



## Achieving behavioural change—2

# Focusing on messages that make most difference



In 2013, BRAC and IRC worked with field staff to reduce the number of practices being promoted in communities from 19 to 7, while still focusing on safe and hygienic use of water and sanitation.

### The seven 'smarter' focal WASH behaviours

- 1 Wash both hands with water and soap after defecation
- 2 Wash both hands with water and soap before eating
- 3 Use water from a safe source for drinking and cooking
- 4 Collect and store water safely
- 5 Establish a hygienic latrine near the household
- 6 Ensure use of the latrine by all household members
- 7 Keep the household latrine clean and well-maintained

### Separate messages for women and for men

BRAC WASH devised separate messages for different targeted audiences.

#### *Examples of messages mainly focused on women*

- Let's keep our children healthy. Handwashing with soap helps
- Do you know what your child picks up in the day? Do you want them to eat without washing their hands?

#### *Examples of messages targeted on men*

- Be a good father, buy soap for your family so they can wash their hands
- Can you build a place where your family can wash hands with soap ?

## Achieving behavioural change—3

### Tea and talk - engaging with men



Studies show that far fewer men than women attend cluster meetings in villages and few are home during home visits. In 2013 and 2014 BRAC WASH found a way to approach men while they relax after the day's work.

There are an estimated one million tea stalls in Bangladesh where many men gather after work. BRAC upazila managers and field staff found tea stall sessions more effective in reaching men with day-jobs, mainly the poor.

Programme and field organisers engaged men in discussion using flip charts with key WASH messages to catch their attention.

Upazila manager, Md Ruhul Ain, said: “Conducting house visits, the male members do not give us enough time. They stay busy. But in the tea stall, they are much more receptive and more excited. Tea stalls are more like cultural centres for the villagers.”

## Achieving behavioural change—4

### Behaviour change takes time



Behaviour change is a long-term process. In Bangladesh change has been possible because BRAC has been able to stay connected. With sustained interventions BRAC WASH can achieve ‘generational change’ as young people grow up expecting clean water and hygienic latrines to be part of everyday life. But as programmes change and draw to a close challenges will remain. These include

- Sustaining good hygiene practices to prevent slippage.
- Continuing to raise staff communication skills for “selling not telling”.
- Maintaining a long-term commitment to hygiene education in ‘hard-to-reach’ areas alongside efforts to improve sanitation and water.
- Recruiting and retaining eligible staff in ‘hard-to-reach’ areas and ensuring they have appropriate skills.

These challenges are under discussion within BRAC and with donors.