

# FLUSH

## WATER AND SANITATION BEHAVIOR CHANGE

Our behaviors tend to be automatic and based on reinforcing experiences. We don't change these behaviors unless we have a reason or motivation to change. FLUSH has tried here to distill the enormous amount of literature on behavior change specifically in water and sanitation with this graphic of a few key strategies to consider when building new behavior-centered programs.

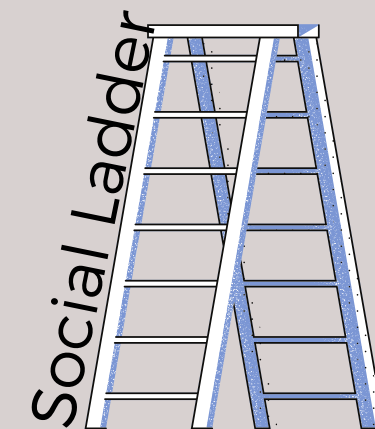
### POSITIVITY

Long-lasting change is most likely when it's self-motivated and rooted in positive thinking.



### SOCIAL & ECONOMIC FACTORS

People's motivation is better influenced through economic and social factors than health knowledge. For example, aspirations of respect.



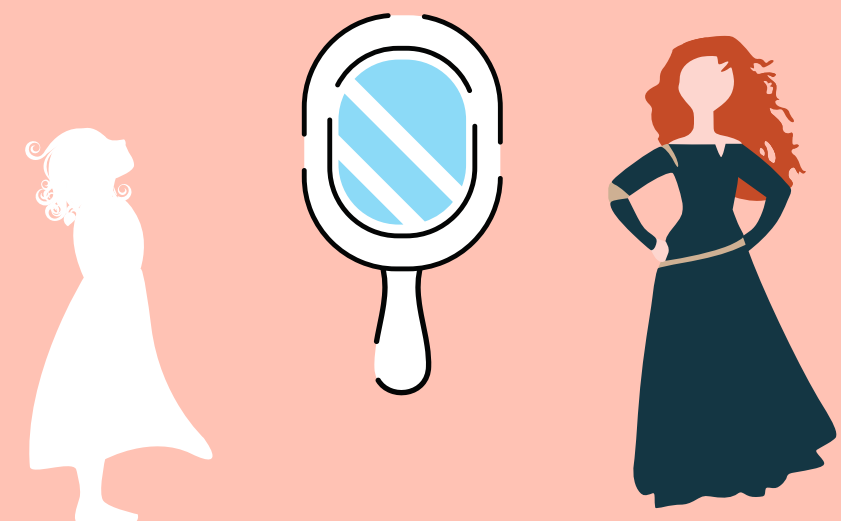
### "NUDGE" THEORY

Nudges' use routine rewards to instill lasting habit changes.

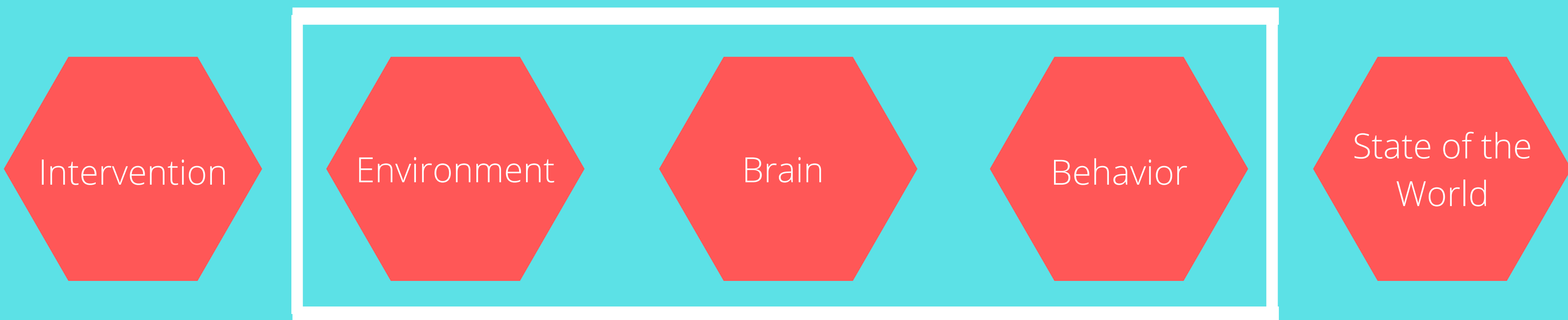


### ROLE MODELS

Social messages through entertainment offer positive and relatable role models to emulate.



### BEHAVIOR SETTING AND ITS PROCESS



DELIVER

EVALUATE

# THE DETAILS

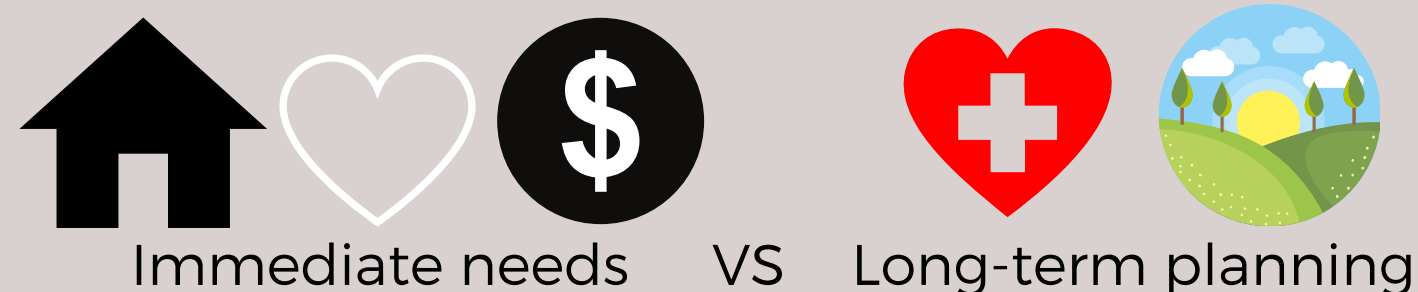
## POSITIVITY

Long-lasting change most likely happens when it's self-motivated and rooted in positive thinking. Messages around guilt can seriously backfire, and shame can stigmatize the very groups the campaign intends to support. In 2013, Cambodia's Ministry of Rural Development decided to remove shame from its CLTS program. The country amended this aspect of CLTS because shame is regarded as being regarded as a culturally unacceptable form of social coercion.



## SOCIAL & ECONOMIC FACTORS

Analyses of what motivates people to adopt better hygiene practices shows that social and economic aspirations are more influential than a desire for better health. This is not surprising: poor health often takes a long time to manifest. Social benefits like status and dignity are faster motivators. Also, people find it harder to stay motivated long-term as results are intangible for a while. It can be hard to plan for the future, like certain current conditions and the immediate focus on things like shelter and day to day living expenses.



## "NUDGE" THEORY

"Nudge" interventions include environmental restructuring, modeling, and incentivization - all effective in influencing behavior. Nudges also have to be positioned correctly, for cultural contexts to create the desired behavior change. For example, in Costa Rica, telling people that they use more water than their neighbors will encourage them to use less of it; telling them they use more water than others in their city has very little impact. Another study in Bangladesh painted footprints to nudge students to handwashing station.



## ROLE MODELS

Edutainment (education plus entertainment) media containing social messages are a powerful mass-media format for changing behavior by offering positive and relatable role models. Radio shows like Tanzania's Twende na Wakati, Kenya's Shuga (female empowerment and family planning), and South Africa's Scandal! (on sensible financial behavior) have made impressive gains in raising awareness, changing behaviors, and encouraging social dialogue.

