

Behavior Change

Behavior-change programming is integrated across the primary focus areas within communities, schools, and healthcare facilities to alter social perceptions and norms, and to drive the adaptation of physical environments required to see sustained WASH impact. While behavior change has been an approach for World Vision WASH, low results in sanitation and hygiene revealed by the World Vision study with UNC led us to put a higher emphasis on developing these techniques and investing in them to see greater impact.

OUR APPROACH

Dedicated approaches to behavior change are guided by locally contextualized programming primarily around eight essential behaviors for WASH:

- 1 Handwashing with soap and running/flowing water at critical times
- 2 Safe construction and proper/hygienic use of latrines
- 3 Safe disposal of infant/child feces in a latrine hole (linked with latrine use)
- 4 Separation of children from soil and animal feces
- 5 Households that treat, handle, and store their drinking water with appropriate methods
- 6 Safe use and disposal (or cleaning if reusable) of menstrual hygiene materials
- 7 Food hygiene (including eating utensils and eating area)
- 8 Paying for water use



To facilitate change for each of these key behaviors, we will strengthen the process of designing behavior-change content through development and roll out of planning tools and guidelines to assist national offices. This will include:

- A simple behavioral diagnostic tool to allow national office staff members to understand the unique challenges facing each AP.
- A series of staff training modules that include general introductions, training on tools, and higher-level capacity building to develop behavior-change specialists.

These essential behaviors will be targeted by delivering key messages through a variety of approaches, including: nurturing care groups (NCG), WASH business centers, faith engagement within communities, WASH UP! and Girl Talk programming in schools and communities, and improved infrastructure with associated operation and maintenance approaches to improve sustainability.