

Designing for Behavior Change Process and lessons learned from Niger

WASH CoP Monthly Meeting, 19 May, 2014
Focus on WV's WASH Behavior Change Programming Framework

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Presentation outline

- Selection of behavior and formulation of the behavior statement
 - Implementation plan and schedule
 - DBC refresher Workshop
 - Barrier Analysis survey questionnaire
 - BA data collection, supervision and quality control
 - BA data coding, tabulation and analyses
 - Proposed determinant-based activities
 - Completed DBC Framework
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Selection of behavior and formulation of the behavior statement


Process description	Key learning
<ul style="list-style-type: none">- Establish behavior selection criteria.- Selection of five behaviors per ADP.- Prioritization of six behaviors for DBC.- Expert DBC assistance with finalizing behavior statements and the BA survey questionnaires.	<ul style="list-style-type: none">- Establishing criteria for behavior selection helps gain agreement at country level.- Employing a DBC expert is beneficial - especially if it's first experience with DBC.- Precise formulation of the behavior statement is an essential foundation for the DBC Framework .

Implementation plan and schedule

Process description	Key learning
<ul style="list-style-type: none">- Produce detailed implementation plan and share with all staff involved.- Produce detailed budget.- Decide who will carry out the formative research - staff with field research experience or hired enumerators.- Train the formative research team if needed.	<ul style="list-style-type: none">- For clear communication with staff it's helpful to avoid unfamiliar words.- May need to advocate on DBC to gain leadership support.- It's easier to use experienced staff if available. For hired enumerators a minimum educational level is recommended.

BA survey questionnaire

Process description

- Behavior statements reviewed by Bonnie Kittle
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- Microsoft Office
Word Document
- Questionnaire elaboration for initial two behaviors
 - Comments and input by John Collett
 - Finalized questionnaires
 - Pre-test the questionnaires in the field

Key learning

- Beneficial to get expert DBC advice before moving from one step to the next another - especially if it's first experience.
- Important to ensure all survey team members have a common understanding of every question in the BA survey questionnaires.
- Vital to translate the questionnaires accurately into the priority group's language – translate back to verify

BA data collection, supervision and quality control

Process description	Key learning
<ul style="list-style-type: none">- Conduct village sampling and allocate villages for each team.- Verify the number of questionnaires (45 doers and 45 non-doers) and each team do the same verification.- State the assignment (each enumerator to interview # women per day)	<ul style="list-style-type: none">- Forming the groups during the fieldwork training saves time (one supervisor for each 5-6 enumerators and an overall study coordinator)- When the number of questionnaires to be administered by each enumerator is not known before this may affect the quality of the result and lead to confusion.- Establish do and don't do and print it out for each team member to help remember.- Reporting and reviewing after each step of the DBC process enables timely correction (if the report is left to the end it will be too late to rectify any short-comings)

DBC refresher workshop

Process description	Key learning
<ul style="list-style-type: none">- 3 days DBC Refresher Workshop for WASH Facilitators.- Questionnaires translation into the language of the priority group- 1 day BA pre-testing the questionnaire.- Feedback on each question to ensure common understanding by all enumerators.- Describe the priority group.	<ul style="list-style-type: none">- The DBC Refresher Workshop is beneficial even when staff are already trained on DBC - helps makes everybody more confident.- When translating questionnaires into local language sometimes the meaning gets completely changed. Helps to have a good understanding of the 12 determinants and keep in mind when translating.- Pre-testing helps ensure all questions are understandable and easily answerable.'

BA data coding, tabulation, analysis and interpretation

Process description	Key learning
<ul style="list-style-type: none">- Coding- Tabulation- Analysis- Interpretation of result	<ul style="list-style-type: none">- When coding it's important to be specific (avoid general terms such as health, sensitization etc.)- Manual analysis by looking for 15% difference between doers and non-doers is preferable to the Excel spread – helps facilitate interpretation.- Conducting the coding , tabulation and analysis somewhere free of distractions helps concentration – needed for avoidance of errors.- Allow enough time for data analysis and interpretation.- Conduct data analysis immediately after field survey.

Proposed determinant-based activities

Determinant	% Doers	% Non-doers	% Difference
1. Perceived Positive Consequences I wash my hands to protect my child(ren) from diseases.	86.7	53.3	33.3
2. Perceived Susceptibility/Risk Somewhat likely that I (or my children) will get diarrhea in the next 3 months if I wash my hands with water and soap.	57.8	40	17.8

Lessons learned: When interpreting the results we should restrain ourselves from providing solutions. Interpretation should focus on the data. We should aim to see things from the perspective of the priority group - not from our own perspective. We should have an open mind for new ideas and innovation for activities. Refer back to the raw data if in doubt.

Proposed determinant-based activities

Determinant	% Doers	% Non-doers	% Difference
3. Cues for Action/Reminders (I know but I often forget - particularly before preparing food)	17.8	51.1	33.3
4. Perception of Divine Will (Whatever I do, I cannot change it. It 's God's will)	66.7	84.4	17.8

Lessons learned: Every activity must be logically connected to one or more of the Bridges to Activities and to the key Determinants. Bridges to Activities should be general so that when we come to selecting activities our minds are open to creative new ideas. Avoid giving solutions in the Bridges to Activities. Bridges to Activities show the direction in which we want to move the priority group's perceptions in order for behavior change to happen – usually begin with a directional verb e.g. increase the perception, decrease ... reinforce ...

Conclusion and next steps

Conclusion: The DBC Framework is a systematic process for designing behavior change strategies. If the BA formative research is conducted across a homogeneous area (people, lifestyle, customs, religion etc.), the strategy can be widely applied - making it a cost effective way for improving results, outcomes and impact of BC programming.

Next steps: Finalize the DBC Frameworks for the prioritized 6 behaviors. Prepare detailed activity implementation plan and budget; and monitoring and evaluation plan. Share findings. Champion DBC in other WVN sectors and intervention areas.

Thank you

Questions?