



Supportive Environments for Healthy Communities

## Issue 44 February 24, 2012 | A Focus on Adoption of WASH and IAP Interventions

This *Weekly* contains resources on marketing approaches and behavioral factors that influence the adoption of water, sanitation, and hygiene (WASH) and prevention of indoor air pollution interventions (IAP). The September 2011 issue of the *WASHplus Weekly* on [sanitation marketing](#) features related resources. Please let WASHplus know if you have other resources on this topic or if you have suggestions for future topics. An [archive](#) of past *Weekly* issues is available on the WASHplus website.

### WASH INTERVENTIONS

- **Behavioral Determinants of Handwashing with Soap Among Mothers and Caretakers: Emergent Learning from Senegal and Peru, 2012.** Water and Sanitation Program. [\(Full-text\)](#)

To identify the behavioral determinants of hand washing with soap among mothers and caretakers, the project applied *segmentation analysis*, a methodology that Population Services International developed to identify determinants associated with other behaviors such as condom use or the adoption of other contraceptive methods. The objective of segmentation analysis is to compare those who perform the behavior with those who do not (and identify the behavioral determinants that distinguish them and are statistically significant).

- **Factors Associated with Compliance Among Users of Solar Water Disinfection in Rural Bolivia, *BMC Public Health*, Apr 2011.** A Christen, Swiss Tropical and Public Health Institute. [\(Full-text\)](#)

This study investigated the behaviors associated with solar water disinfection (SODIS) adoption among households assigned to receive SODIS promotion during a cluster-randomized trial in rural Bolivia. Most of the observed household characteristics showed limited potential to predict compliance with a comprehensive, year-long SODIS-promotion campaign; this finding reflects the complexity of behavior change in the context of household water treatment. However, findings also suggest that the motivation to adopt new water treatment habits and to acquire new knowledge about

drinking water treatment is associated with prior engagements in sanitary hygiene and with the experience of contemporary family health concerns.

- **Fostering Sustainable Behaviors: Community-based Social Marketing**, 2011.

N Delacollette, Belgian Science Policy. ([Full-text](#))

Developing sustainable behaviors has become a major objective for our society and for political leaders. However, although most people express a positive attitude toward ecology and sustainable behaviors, they often fail to modify their former behaviors toward greater sustainability. Social marketing campaigns aim to promote sustainable behaviors. Unfortunately, these campaigns are not always successful and their impact is seldom assessed. This research project aims to identify the best levers to change individuals' behaviors toward greater sustainability and to develop marketing tools and strategies that could efficiently influence peoples' behaviors.

- **Hands Off! Catalyzing the Market for Sanitation in Cambodia**, 2011.

WaterSHED. ([Full-text](#))

Using the simple logic of supply and demand, the Water Sanitation and Hygiene Marketing (WASH-M) Program markets the toilet as a sexy consumer item and helps local enterprises to profitably deliver them. The WASH-M Hands-Off program, jointly delivered by WaterSHED-Asia and Singapore-based NGO Lien Aid, is proving that rural households are willing and able to invest in a toilet that meets their expectations of durability, affordability, and attractiveness.

- **Making Sanitation Count: Developing and Testing a Device for Assessing Latrine Use in Low-income Settings**, *Env Sci Tech*, Feb 2012. T Clasen, LSHTM.

([Abstract](#))

This project developed a passive latrine use monitor (PLUM) and combined its ability to measure latrine activity with structured observation. The PLUM is a promising technology that can provide detailed measures of latrine use to improve the understanding of sanitation behaviors and how to modify them, and for assessing the intended health, livelihood, and environmental benefits of improved sanitation.

- **Programs and Pollution: Establishing Universal Sanitation Coverage in Rural Bangladesh**, 2011. S Hanchett, Planning Alternatives for Change. ([Full-text](#))

Sanitation promotion programs in Bangladesh have succeeded to a remarkable extent in spite of the population's strong sense of revulsion, indeed "danger," associated with proximity to or contact with human feces. Some sanitation programs have made creative use of the pollution cultural principle to persuade people that latrine use is less polluting than open defecation. But purity and pollution ideas are an enduring part of South Asian life—ones that do affect sanitation practice. Studies show that many people are still nervous about the new need to manage feces rather than just avoid

them.

- **Sanitation in Developing Countries: Understanding User Preferences and Experiences**, 2011. Z Seymour, Georgia Institute of Technology. ([Link to presentation](#))

This presentation is about research that: explores overall user satisfaction with various sanitation systems; explores commonalities and variances throughout sanitation user preference studies; and investigates perceived drivers and deterrents of sanitation usage for adopters vs. nonadopters.

- **Marketing Human Excreta: A Study of Possible Ways to Dispose of Urine and Faeces from Slum Settlements in Kampala, Uganda**, 2011. E Schroeder, Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ). ([Full-text](#))

Some key findings include: High sociocultural barriers associated with handling and using human excreta as fertilizer exist; sensitization does change people's perceptions and behaviors considerably; and economical tools like the incentives applied in this study are helping to change people's perceptions and behaviors.

## IAP INTERVENTIONS

- **Adoption and Sustained Use of Improved Cookstoves**, *Energy Policy*, Mar 2011. I Ruiz-Mercado, University of California, Berkeley. ([Full-text](#))

No stove program can achieve its goals unless people initially accept the stoves and continue using them on a long-term basis. To better understand the adoption process and assess the impacts of introducing a new stove, this article examines the relative advantages of each device in terms of cooking practices and available fuels.

- **Benefits and Costs of Improved Cookstoves: Assessing the Implications of Variability in Health, Forest and Climate Impacts**, *PLoS ONE*, Feb 2012. M Jeuland, Duke University. ([Full-text](#))

Current attention to improved cookstoves (ICS) focuses on the "triple benefits" they provide, in improved health and time savings for households, in preservation of forests and associated ecosystem services, and in reducing emissions that contribute to global climate change. Despite the purported economic benefits of such technologies, progress in achieving large-scale adoption and use has been remarkably slow. This article documents the costs and benefits of these technologies and the reasons why uptake has been disappointing. Given the current attention to the scale up of ICS, this analysis is timely and important for highlighting some of the challenges to global ICS promotion.

- **Promotion of Improved Cookstove in Rural Bangladesh**, 2011. T Arif, BRAC. ([Full-text](#))

This study aimed to explore the factors affecting the promotion of ICS to replace

traditional stoves to combat IAP. It found that households were usually aware of IAP but not about the existence of ICS. The adoption decision was highly responsive to price. Opinion leaders appeared to have a stronger impact on households' decisions when the leaders decided against ICS as opposed to when they decided in its favor.

- **Selection of Renewable Energy Technologies for Africa: Eight Case Studies in Rwanda, Tanzania and Malawi**, *Renewable Energy*, Apr 2011. M Barry, University of Pretoria. ([Full-text](#))

Renewable energy technologies need to be implemented to improve the current lack of access to energy on the African continent. However, the implementation of renewable energy technologies in Africa often fails, or the technologies are found to be unsustainable in the longer term. Previous research determined 11 factors that should be taken into account for the selection of sustainable, renewable energy technologies in Africa. A final set of 13 factors that should be used for the selection of renewable technologies are proposed.

- **What's Cooking? Participatory and Market Approaches to Stove Development in Nigeria and Kenya**, 2011. T Sesan, University of Nottingham. ([Full-text](#))

The research establishes that Project Gaia's CleanCook project in Nigeria remains an expert-led intervention that fails to connect with the bottom of the socioeconomic pyramid while seeking to create local market conditions for transferring stove technology. In Kenya, Practical Action has been more responsive to local realities in its efforts to engage marginalized women's groups in participatory stove development; however, success is limited by the constraints of project funding and assumptions about the homogeneity of the poor.

- **Who Adopts Improved Fuels and Cookstoves? A Systematic Review**, *Env Health Perspec*, Feb 2012, J Lewis. ([Full-text](#))

Research studies show that income, education, and urban location are positively associated with adoption in most (not all) studies. However, the influence of fuel availability and prices, household size and composition, and gender is unclear. Potentially important drivers such as credit, supply-chain strengthening, and social marketing have been ignored.

- **Will African Consumers Buy Cleaner Fuels and Stoves? A Household Energy Economic Analysis Model for the Market Introduction of Bio-Ethanol Cooking Stoves in Ethiopia, Tanzania, and Mozambique**, 2011. T Takama, Stockholm Environment Institute. ([Full-text](#))

Despite the numerous benefits associated with cleaner alternatives, the transition to improved cooking stoves and fuels has largely stalled in sub-Saharan Africa. To design effective policies and programs to promote the use of cleaner cooking alternatives, the barriers to improved cooking technologies must be understood at the household level. This report presents a study conducted by the Stockholm Environment Institute to

assess the role of socioeconomic attributes and product-specific attributes as determinants of cooking stove choice at the household level.

Each *WASHplus Weekly* highlights topics such as Urban WASH, Indoor Air Pollution, Innovation, Household Water Treatment and Storage, Hand Washing, Integration, and more. If you would like to feature your organization's materials in upcoming issues, please send them to Dan Campbell, WASHplus knowledge resources specialist, at [dacampbell@fhi360.org](mailto:dacampbell@fhi360.org).



**About WASHplus** - WASHplus, a five-year project funded through USAID's Bureau for Global Health, creates supportive environments for healthy households and communities by delivering high-impact interventions in water, sanitation, hygiene (WASH) and indoor air pollution (IAP). WASHplus uses proven, at-scale interventions to reduce diarrheal diseases and acute respiratory infections, the two top killers of children under five years of age globally. For information, visit [www.washplus.org](http://www.washplus.org) or email: [contact@washplus.org](mailto:contact@washplus.org).

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