



Photo: Jedidiah Snyder, Emory University

Andilaye

Impact of enhanced, demand-side sanitation and hygiene promotion on sustained behavior change and health

meeting report

Andilaye Project Intervention Design Workshop Bahir Dar, Ethiopia - April 7-8, 2017

Stakeholder
Engagement



- **Project:** Andilaye "Together"
- **Location:** West Gojjam and South Gondar Zones of Amhara, Ethiopia
- **Target Population:** Rural and peri-urban households
- **Implementing Partners:** Amhara Regional Health Bureau
- **Funders:** World Bank, International Initiative for Impact Evaluation (3ie), The Children's Investment Fund Foundation (CIFF)

Meeting Objectives

- Share formative research findings, with a focus on findings related to sanitation, personal hygiene, and environmental sanitation.
- Brainstorm with project stakeholders on assumptions and rationales related to our solution tree causal pathways and elicit feedback.

Meeting Outcomes

- The two day workshop was well attended by essential stakeholders.
- Feedback from participating stakeholders supplemented formative research findings, resulted in more comprehensive solution trees, and generated a list of the most feasible and impactful behavioral domains to target during intervention design.

The Meeting The Andilaye project intervention design workshop was held in Bahir Dar, Ethiopia on April 7 and 8, 2017. The Andilaye team shared a summary of formative research results along with comprehensive problem and solution trees developed from formative research on sanitation, personal hygiene, and household environmental sanitation. Meeting participants partook in interactive activities to review findings and elicit feedback on target behaviors for intervention design (see the full agenda below).

The Participants 31 representatives from 13 governmental, non-governmental and academic institutions attended the two day workshop.

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|------------------------------|--|
| ▪ Emory University, USA | ▪ Bureau of Finance and Economic Development |
| ▪ Emory University, Ethiopia | ▪ South Gondar Zonal Health Department |
| ▪ World Bank | ▪ West Gojjam Zonal Health Department |
| ▪ COWASH | ▪ Fogera Woreda Health Office |
| ▪ The Carter Center | ▪ Farta Woreda Health Office |
| ▪ Ministry of Health | ▪ Bahir Dar Zuria Woreda Health Office |
| ▪ Regional Health Bureau | |

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Workshop Agenda

Day 1 – April 7

Welcome

- Keynote address (Ministry of Health)
- Opening remarks (Head of Regional Health Bureau)

Project Introduction

- Project overview (*see [presentation](#)*)
- Behavior change and methods for intervention design (*see [presentation](#)*)

Formative Research Findings

- Discuss and prioritize targeted behaviors for change
- Review findings

Sanitation Problem and Solution Trees

- Share draft problem and solution trees developed from formative research findings
- Discussion of dominant drivers for behavior change

Sanitation Solution Tree Group Activity

- Brainstorm assumptions and rationale (what is missing, do the connections make sense)
- Elicit feedback on pathways of change/maintenance
- Vote on most feasible and highest impact

Discuss approaches for behavior change

- Feedback and group discussion
- Propose potential solutions

Day 2 – April 8

Review Day 1

- Review discussion of sanitation solution tree and most feasible and impactful behavioral domains

Personal Hygiene and Environmental Sanitation Problem and Solution Trees

- Share draft problem and solution trees developed from formative research findings
- Discussion of dominant drivers for behavior change

Personal Hygiene and Environmental Sanitation Solution Trees Group Activity

- Brainstorm assumptions and rationale (what is missing, do the connections make sense)
- Elicit feedback on pathways of change/maintenance
- Vote on most feasible and highest impact

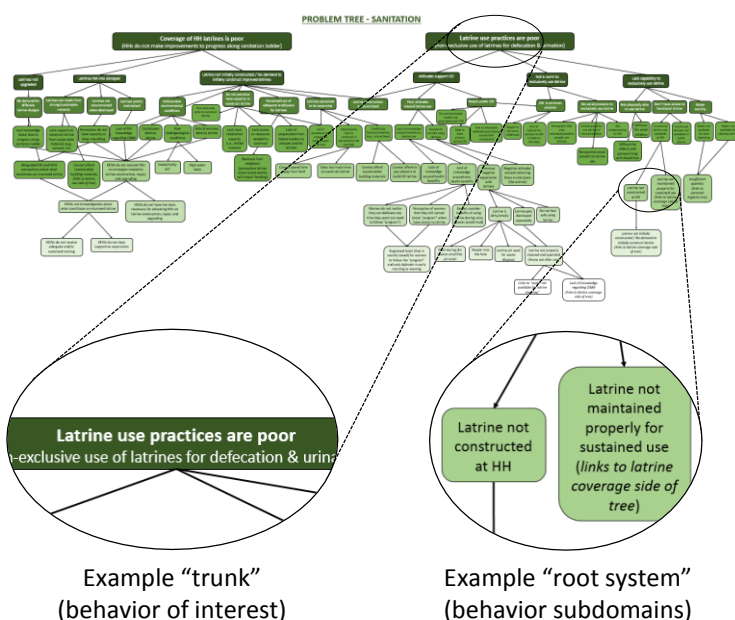
Discuss approaches for behavior change

- Feedback and group discussion
- Propose potential solutions

Final Discussion

- Discussion on solutions
- Closing remarks

About The Workshop Tools Problem and solution trees are important tools for intervention design. The Andilaye team employed these tools based on formative research findings to drive discussions and elicit feedback on intervention design.



Problem trees provide a visual representation of the different barriers to changing a given behavior. The behavior of interest is the "trunk" of the tree while the behavioral domains and subdomains that create barriers to adoption of improved behaviors make up the "root system" (causal pathways) of the tree. Barrier domains can be re-worded as solution domains to create an accompanying solution tree.

Solution trees can be used to determine which behavioral domains are most feasible to address in the intervention and which domains will have the highest impact on changing and sustaining improved behaviors as part of the solution to the problem.

See The Formative Research Findings

Formative Research Report - [click here!](#)
Formative Research Brief - [click here!](#)

See The Problem and Solution Trees

Sanitation - [click here!](#)
Personal Hygiene - [click here!](#)
Household Environmental Sanitation - [click here!](#)



Meeting participants reviewing solution trees and voting on domains of change they deemed the most feasible and impactful.

Discussion Topics Participants highlighted topics around the different behavior change solution domains related to their area of expertise:

Community leaders and religious figures: The inclusion of community leaders and religious figures as change agents is necessary to sustain behavior change at the community level.

Coordination with health centers and offices: Health extension worker (HEW) supervisors from the Health Center and Woreda Health Office should be capacitated on intervention activities.

Expanding training platforms: Leaders of the Health Development Army (HDA) should be capacitated to carry out intervention activities with support from HEWs, Health Center supervisors, and Woreda Health Office focal points. Schools may also provide a platform for disseminating key messages.

Model communities and motivation: HEWs and HDA leaders of model communities should be recognized and utilized in scaling up intervention activities.

Sanitation marketing: Intervention activities might support a new market or “demand” for sanitation supplies. Coordination with sanitation marketers (e.g., suppliers, micro-financers) could alleviate sanitation barriers related to access and cost of hygiene and latrine construction materials.

Animal containment: Unlike other supply side barriers (e.g., water availability), current animal husbandry practices (e.g., animals residing within homestead living rooms) are not due to material scarcity, and thus could be targeted for behavior change activities.

Next Steps The Andilaye team will use this critical review and feedback of formative research findings to finalize a list of behavioral domains to target in the intervention. The team will continue to engage community-level stakeholders during the next phase of intervention design (i.e., behavior trials).

Sanitation

Solution Tree Feedback

Most Feasible Domains

- HEWs have the tools necessary to counsel households (HHs) on strategies for construction, maintenance and upgrading of their latrines.
- People are knowledgeable about health and non-health benefits of latrine use.

Highest Impact Domains

- Social pressure exists for people to exclusively use a latrine.
- People are taught since childhood to use a latrine.
- People are knowledgeable about health and non-health benefits of latrine use, especially women around ability to defecate any time of day.

Personal Hygiene

Solution Tree Feedback

Most Feasible Domains

- HEWs receive adequate and sustained training on how to promote improved face washing practices.
- People understand health benefits of face washing and handwashing.

Highest Impact Domains

- People are taught since childhood to face washing, so it is an established habit.
- People internalize the health risks related to not face washing or handwashing.
- HEWs receive adequate and sustained training on how to promote improved face washing practices.

Environmental Sanitation

Solution Tree Feedback

Most Feasible Domains

- People are knowledgeable about the health risks related to exposure to different animal feces and vectors sustained by standing solid/liquid waste.
- Perception that it is important to clean up animal feces in HH compound.

Highest Impact Domains

- Perception that it is important to clean up animal feces in HH compound.
- Norms around HH compound cleanliness.