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## Introduction

- Three fourths of diseases are related to sanitation in Ethiopia
- The vast green garden of motherland is often used for open defecation
- Toilets are poorly used, compromises privacy and safety, **rarely prioritized** and not considered worthy investment

## Study Aim

- Uncovering deep and hidden level psychological impulses, barriers and cues, social norms and fabrics in order to bring a surge in behavioral changes

## Method

### ANCHORED ON HCD PREMISES

“Those people who live with the problem hold the key to the solutions”

### QUALITATIVE ELICITATION

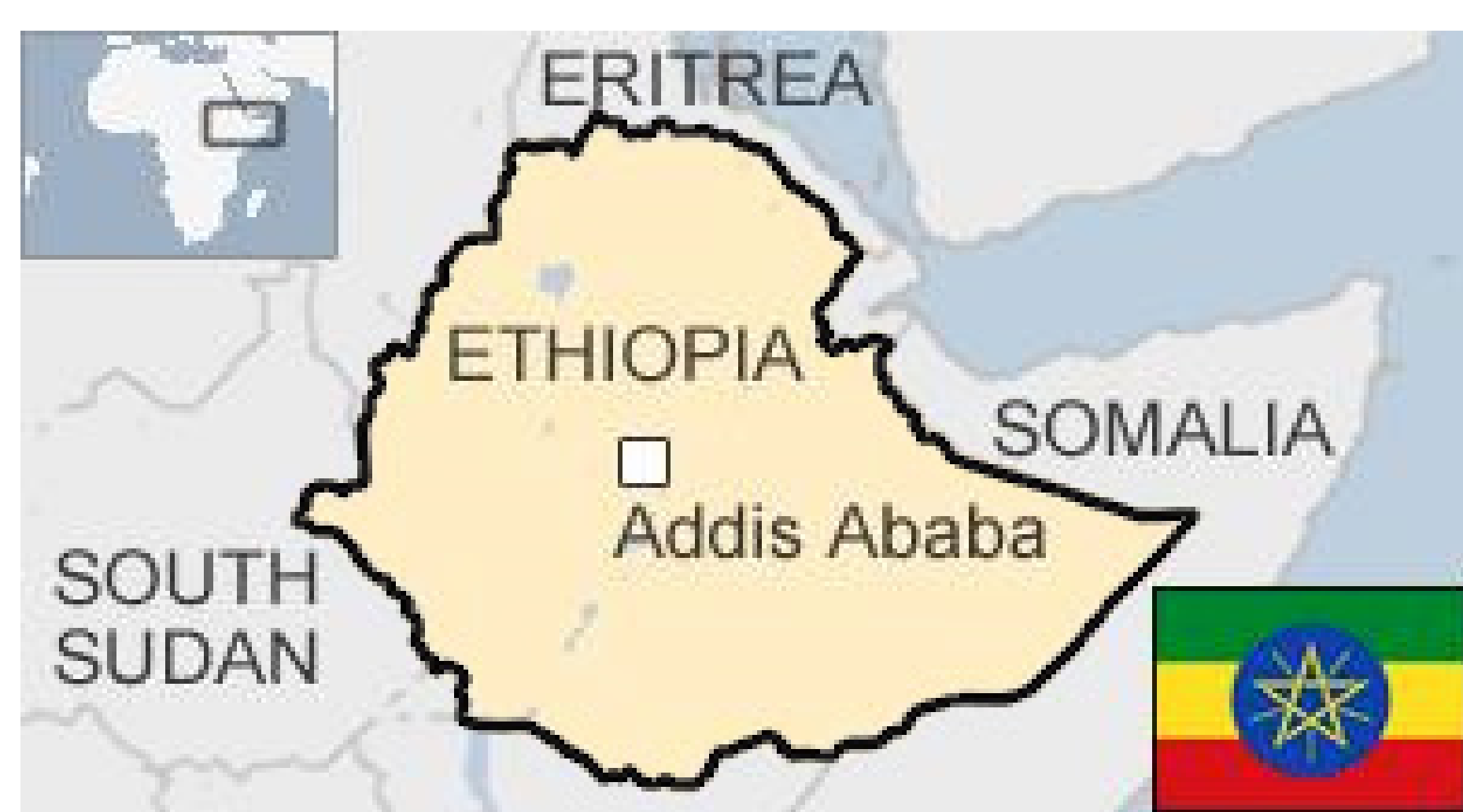
- Psychological impulses and motivations
- Social dynamics and norms

### DATA COLLECTION TECHNIQUES

- Homogeneous and heterogeneous FGD
- Immersion and observation
- Video and photography

### ITERATIVE ANALYSIS

- Insight Refinement
- Ideation and Prototyping of SBCC



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## Results



### PRIDE IS KING:

The primary driver to consumer purchase decision of improved sanitation was seen to be PRIDE, not HEALTH as widely thought to be:

*“I am proud of my toilet! I am not even afraid if the Prime Minister wants to use it”*



### THE VALUE OF LATRINE HAS NEVER BEEN ELICITED:

Neither AWARENESS nor INCOME primarily hinders adoption of improved latrines; but rather a MINDSET that failed to appreciate the value bestowed on latrine:

*“There are people who have motorbike, mobile phone, sofa and TV but without toilet”*



### WRONG INFLUENCER IMPEDED BEHAVIOR CHANGE:

HEWs, despite their widely acclaimed reputation and privileged positions, are not that much trusted nor seen as highly influential when it comes to **SANITATION MARKETING**:

*“Most of the people clean their toilets when they know HEWs are coming to visit their houses”*



### SOCIAL DISAPPROVAL IS A TRIGGER FOR BEHAVIOUR CHANGE:

Despite the wide use of unimproved latrine, there is shame, embarrassment and social disapproval associated with unimproved latrine:

*“If he insists to defecate openly, what are we supposed to do then? He chose to lead a life of cattle; he is inferior to our cat even!”*

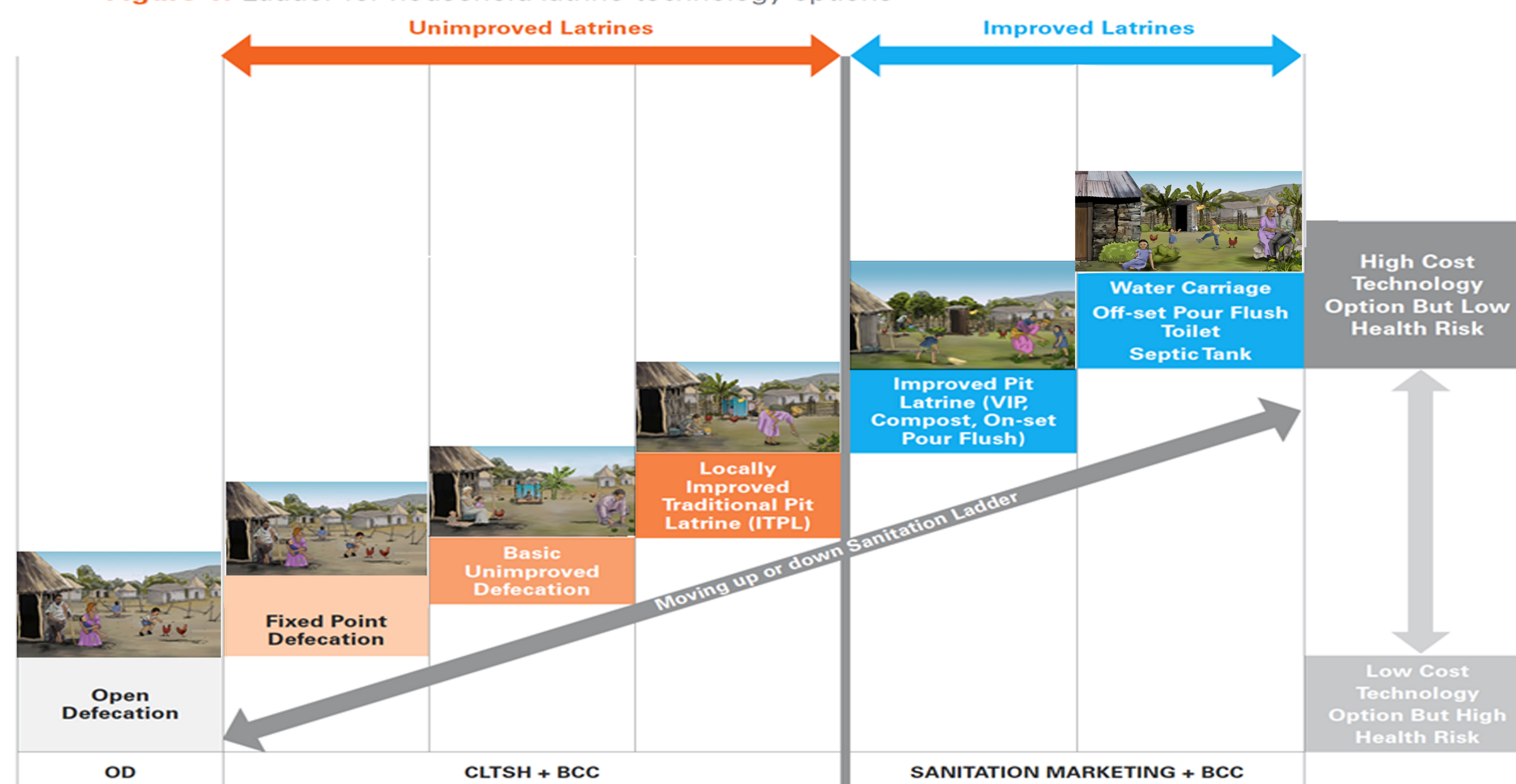


### IMPROVED SANITATION BEHAVIOUR CHANGE REQUIRED MULTIPLE INFLUENCERS:

Though HUSBANDS make the final decision, WIVES, ELDERS & NEIGHBOURS, play a great role in INFLUENCING him

*“TO BUY or NOT TO BUY: “It is my husband who bought the slab; but I was asking for that for years”*

Figure 1: Ladder for household latrine technology options



## Conclusion

- It is not a mere product that customers purchase but pride and dignity. Triggering shame also enhances chance of improved latrine adoption
- SBCC inception and execution should not be limited to standard and rigid protocols as human behavior is dynamic
- Data collection should use creative elicitation on extreme psychological settings like weddings or funerals. This helps to bring out hidden motivations and fears

## References

- OpenWASH. (2016). Ethiopia's One WASH National Programmer, The Open University UK/World Vision Ethiopia/UNICEF.
- IDEO.org. (2015). The Field Guide to Human Centered Design

## Acknowledgements

- MADO CREATIVE AGENT
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