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CAWST, the Centre for Affordable Water and Sanitation Technology, is a nonprofit organization that provides training and consulting to organizations working directly with populations in developing countries who lack access to clean water and basic sanitation.

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This presentation is used with Lesson
Plan 29B: Behaviour Change and
Lesson Plan 39C: HWTS
Implementation in the Biosand Filter
for Project Implementers Trainer
Manual.

Available at www.cawst.org/resources





Behaviour Change

What makes you good at what you do?

Write down three things you do all the time that make you really good at what you do (in your job, as a parent, as an athlete, or something else you are good at).

For example: drink coffee in the morning, dress nicely, make checklist, daily yoga, walk in the evening, shower in the morning, follow a routine.

Share in small groups.

What makes you good at what you do?

Now choose one thing that you are no longer allowed to do.

Discuss in your groups.

How do you feel?



What makes you good at what you do?

What will you need from yourself to be able to make that change (and still be successful)?

What will you need from others to be able to make the change (and still be successful)?



Learning Expectations

1. Discuss what it feels like to change something you do, and what you need to change behaviour.
2. Discuss why people do the things they do, and what they need to change.
3. Discuss how this will influence your project.



Why Do People Act As They Do?

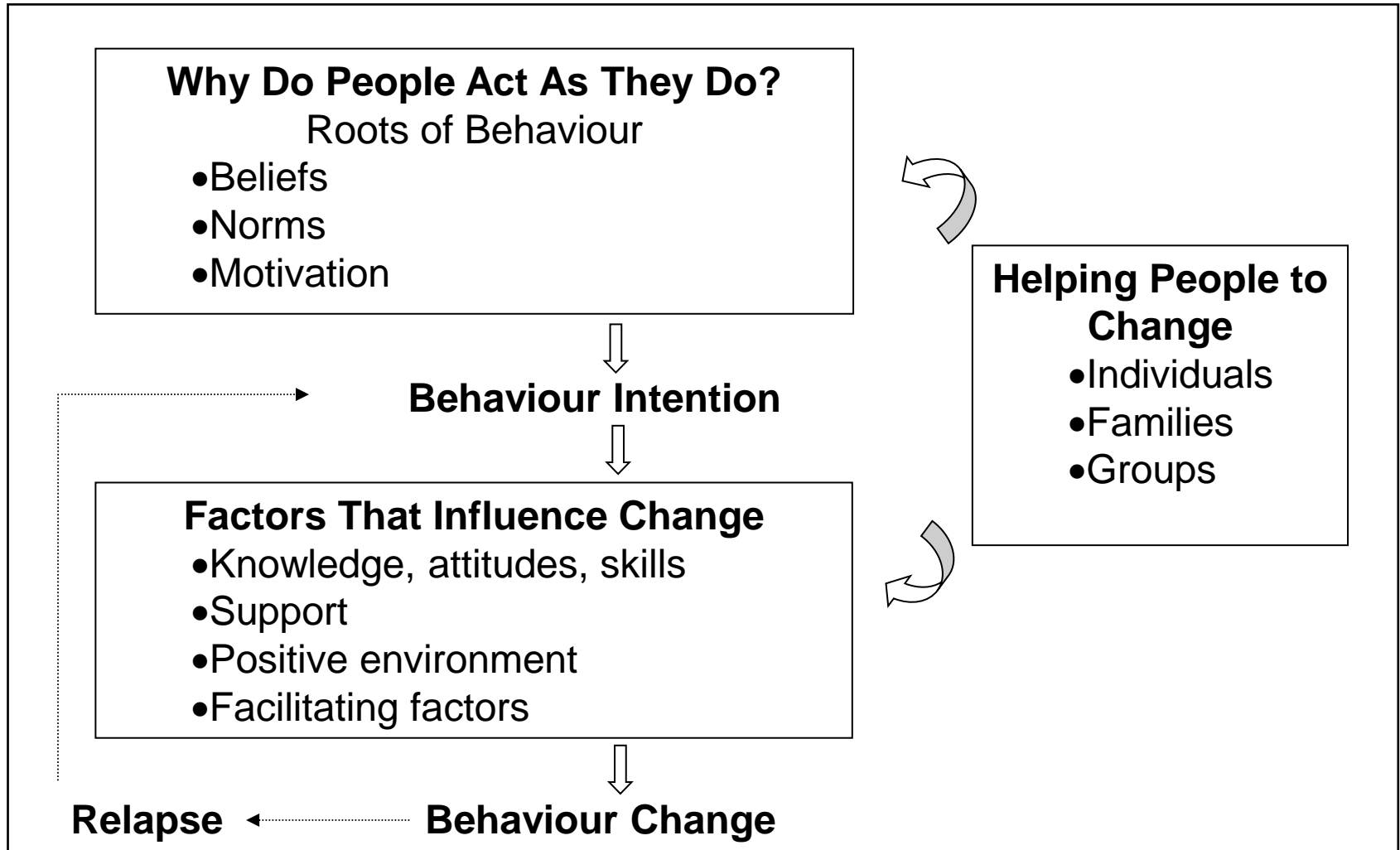
- Beliefs
- Norms
- Motivation
- *Can you give examples of each of these things?*
- *Exercise – Looking at Others*
- *Exercise – What Is Needed To Change*



How do you change people's behaviour?

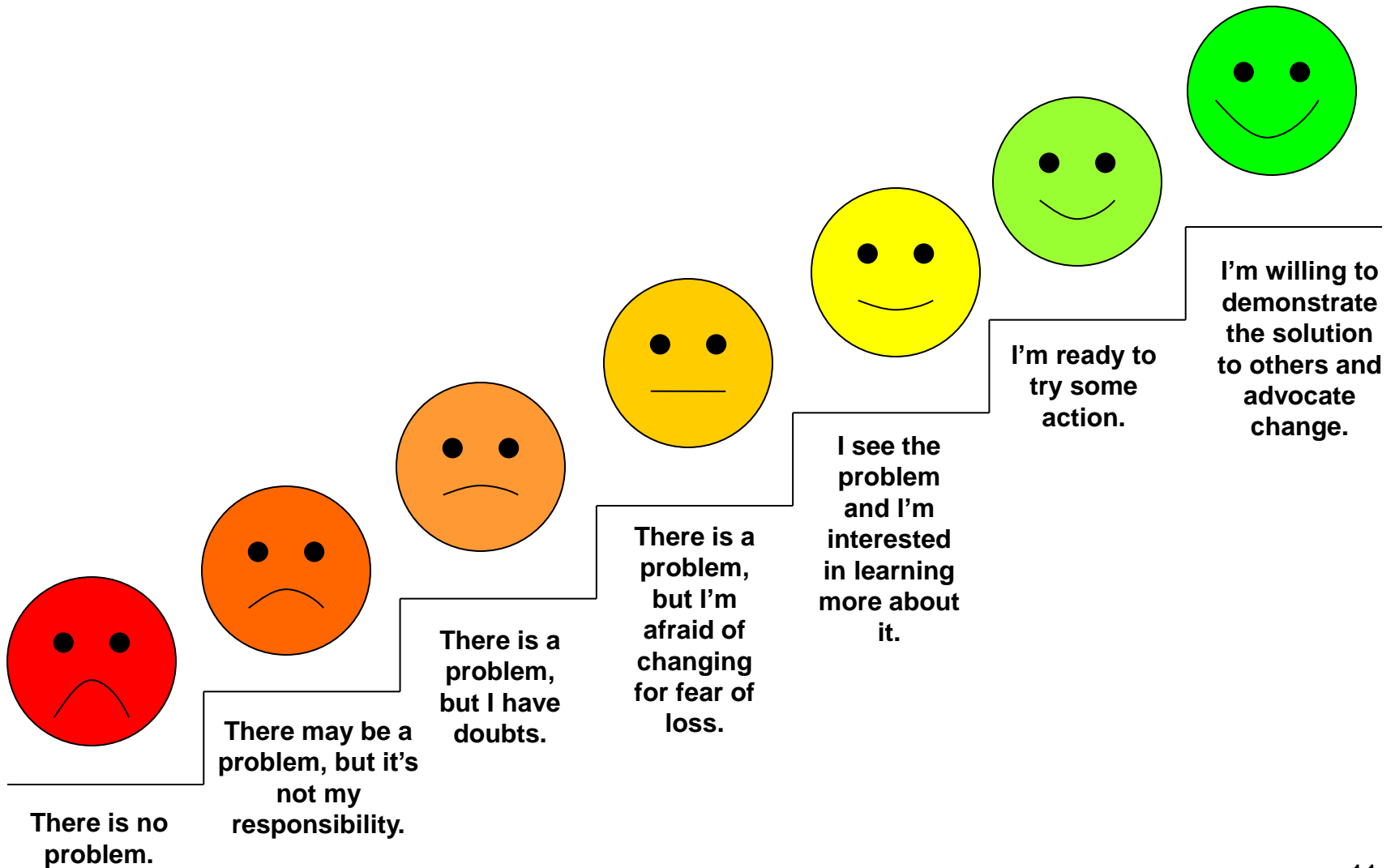
- People won't do new things just because you tell them to.
- *You need to convince them - find the right things that will motivate them.*
- *Build on what they are already doing right!*
- *Changing habits takes time, and lots of reminders!*

Model of Behaviour Change

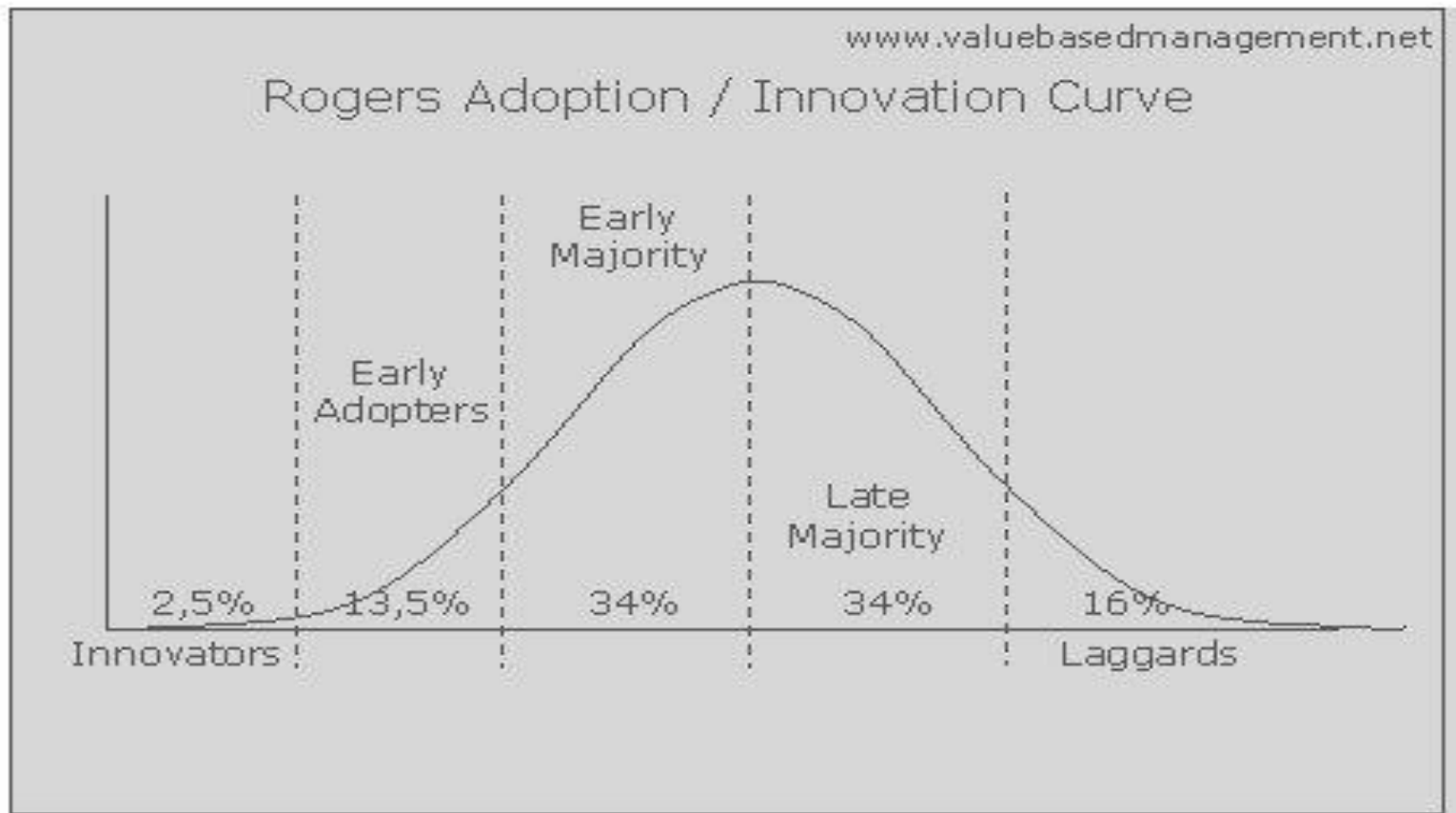


(Adapted from Network Learning, 2003)

Resistance to Change



Helping People to Change



Helping People to Change

- Identify and help the innovators and early adopters first.
- Providing incentives for early adoption can help create a critical mass needed for the tipping point.
- Then change focus to helping the late adopters and laggards



Factors That Influence Change

- Knowledge, attitude and skills
- Support
- Positive environment
- Facilitating factors



Supporting Behaviour Change

- People may need a lot of reminders.
- Follow-up is important!
- Opportunity for Community Health Promoters to visit users and remind people about correct use and maintenance, answer questions.
- Keep messages simple so people do not have to remember a lot of information at once.

Review

Think about a time when you've been a "late adopter". Why did you not want to change at first?

Does anyone want to share their experience with the group?



Review

Think of a time when you've been an "early adopter". What made you decide to change? Did your behaviour influence anyone else?

Does anyone want to share with the group?



Review

What is a behaviour in your target community that you would like to try to change?

What can you do in your project to encourage people to change their behaviour?

Discuss with a partner.

