Behavior Change Approaches
To Facilitate Clean Cooking and Reduce HAP

Reducing HAP requires changing behaviors…

COMPLEX behaviors, of many actors, practiced consistently and correctly …. sustained over time

Stoves

- Select it
- Buy it or finance it
- Use it
  - consistently
  - correctly
- Maintain it
- Sustain it

Need of More Coordinated Approach

Supply
Improved Cookstoves
New/ Improved Fuels

Demand Creation/ Promotion
BC Communication
Promotion

Enabling Environment
nb

Framework for Impact – HAP

Supply
- Improved Cookstoves
- New/ Improved Fuels

Demand Creation / Promotion
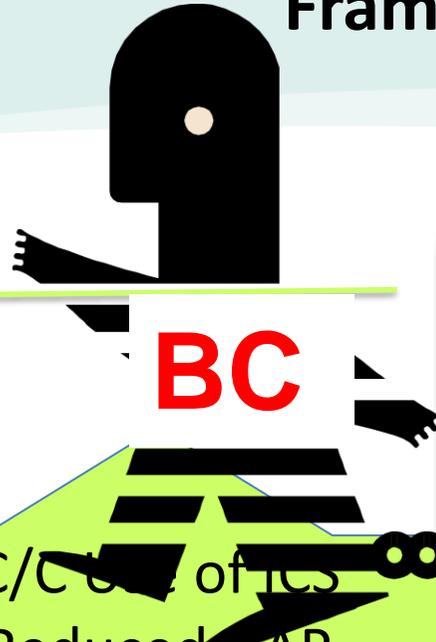- BC Communication
- Promotion

C/C Use of ICS
Reduced HAP
Energy/Health Benefits

Enabling Environment
- Standards
- National Policies
- Financing and Subsidies
- Cross Sectoral Coordination
- Capacity

Framework for Impact – HAP

Supply
- Improved Cookstoves
- New/ Improved Fuels

Demand Creation / Promotion
- BC Communication Promotion

BC

C

C/C Use of ICS
Reduced HAP
Energy/Health
Benefits Outcomes

Enabling Environment
- Standards
- National Policies
- Financing and Subsidies
- Cross Sectoral Coordination
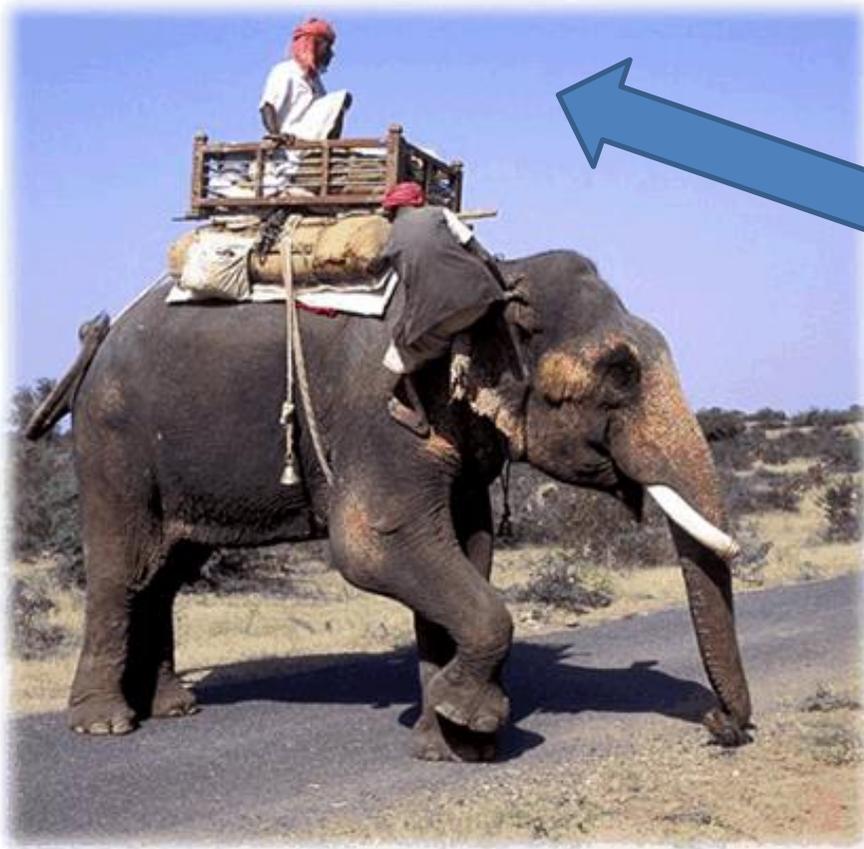- Capacity

The metaphor of the rider and the elephant
suggesting strategies for change

➤ **Direct the rider**

  ➤ Whose behavior?

  ➤ What do you want them to do?

➤ **Motivate the elephant**

  ➤ What is your hypothesis of change?

  ➤ What determinants most influential?

➤ **Shape the path**

  ➤ What is your strategic approach?

  ➤ How can you manipulate marketing elements to direct behavior??

The metaphor of the rider and the elephant
suggesting strategies for change

Direct the rider

- Be crystal clear about what behavior(s) you are targeting

- … and whose behavior you're aiming to change!

ha
Shape the path

Who is the rider?

For HAP and clean cooking

- Cooks
- Head of household$
- Stove manufacturers
- Policy makers
- Microfinance
- NGOs

Each 'behavior' a set of complex, inter-related practices

- Use new ICS
- Consistently
  - No stacking?
- Correct – stove and fuel diad
  - Fuel chopped small
  - No free leaves or mixed fuels
- Food needs to be prepared now before cooking starts

The metaphor of the rider and the elephant
suggesting strategies for change

Direct the rider

Motivate the elephant

Shape the path

…We need to systematically understand what motivates a particular behavior for a particular target group

# Health is rarely the strongest motivator for behavior

Significant Statistical Differences in Perceptions of Latrine Owners and Open Defecators in Amhara, Ethiopia
(USAID Hygiene Improvement Project/WSP)

Perception Areas	Specific Content	Role
Personal/Family Image	Makes you popular	✓
	Gets you community respect	✓
	Makes you respected by visitors	✓
	Makes you look modern	✓
	Makes your family proud	✓
Comfort/Safety	Provides safety to women all day long	✓
	Makes defecation easier for elderly	✓
Cleanliness	Keeps compound clean	✓
Health	Reduces diarrhea	⊘
	Reduces disease	⊘

A word about knowledge

Knowledge is <u>necessary</u>,

but not sufficient!

- Identify key information
  - Skills like fuel prep
  - Place to buy
  - XXX
- … and then what else ???
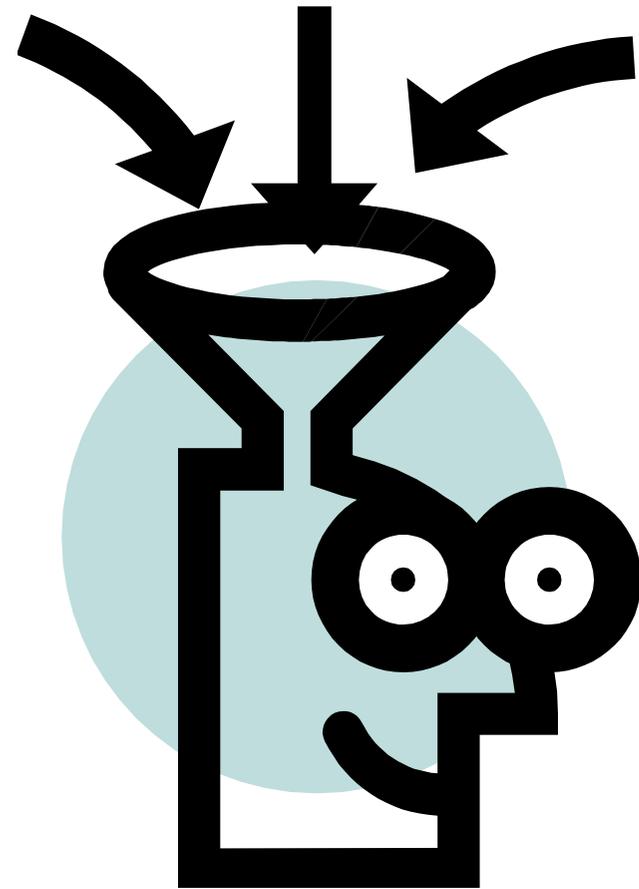
Find the feeling!

From WASH

Handwashing

- Disgust, affiliation, nurture

Stopping Open Defecation

- Dignity, pride

Purchasing a latrine

- Being modern, social status

Stoves

- Modern, saving money for kids, able to charge phones

What Influences WASH/HAP Behaviors??
3 powerful behavioral determinants

"FUN" =   *If I do the behavior, I get something I want*
Perceived & real consequences and outcomes

EASY! =   *I can do the behavior without much effort*
Skills, self-efficacy, barriers like financing

POPULAR! =   *Other people think I should do it*
Perceived social norms

Small doable actions (shrinking the change!)

Identify, promote and facilitate improved behaviors that....

- Have significant **positive impact** on health

- Are **feasible** to achieve, (people both willing and able to make changes)

Small Doable Actions to Improve Indoor Air Quality
Illustrative examples

| Pollution Behavioral cluster	Possible Small Doable Actions/ Improved Practices	%
Tending fires	• Dry wood//dung before burning • Use smaller pieces of wood • Reduce duration of burning	
Stove maintenance and use	• Fix holes in stove and/or flues • Clean and maintain stoves and flues • Use pots that correctly fit stove openings • Use more efficient fuel burning stove	
Ventilation use	• Construct eaves spaces for roofline release of smoke • Promote cross ventilation, using doors and windows as appropriate.	
Safer child location practices while fires are burning	• Keep children away from fires (but still attended)	

The metaphor of the rider and the elephant
suggesting strategies for change

Direct the rider

Motivate the elephant

Shape the path
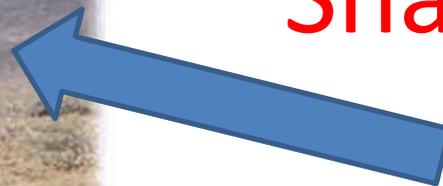
Key role of enabling technologies >> HAP

- *Habit formation*
- *Reminders*
- *Cues to action*

For habits to be formed,
the behavior needs to be repeated in a stable context
(Verplanken & Wood, 2006)

The metaphor of the rider and the elephant
suggesting strategies for change

➤ Direct the rider
  ➤ Whose behavior?
  ➤ What do you want them to do?

➤ Motivate the elephant
  ➤ What is your hypothesis of change?
  ➤ What determinants most influential?

➤ Shape the path
  ➤ What is your strategic approach?
  ➤ How can you manipulate marketing elements??