

RANAS behavior change strategies to avoid open defecation in India

Strategy	Communication channel	Target individuals	Behavior change technique (BCT)	Activity	Ranas factor targeted
1	Village meeting	Entire village	BCT 5 Inform about and assess costs and benefits <u>BCT 8 Describe feelings about performing and about consequences of the behaviour</u>	In a street play the following messages are conveyed: (1). <u>LU feels good</u> , is convenient and a reason to be proud of. (2). <u>LU is not disgusting, spiritually polluting</u> , smelling, and does not feel cramped or lonely. (3) OD does feel bad, is inconvenient, not fresh and not social. (4) OD contaminates the environment, is disgusting, shameful, <i>time-consuming</i> and entails <i>high risk of mosquito bites</i> . In a group discussion, participants collect advantages of latrine use and disadvantages of open defecation. The discussion explicitly focuses on both, instrumental and emotional aspects. All points are documented in written on a poster and through sketches.	Beliefs about costs and benefits, <u>Feelings</u>
			BCT 15 Provide instruction	<i>Participants are informed how long they can use a single pit of 4 feet depth. Options for pit emptying are presented and fliers with contact and cost information for pit emptying are distributed.</i>	<i>How-to-do knowledge (maintenance)</i>
			BCT 13 Provide a positive group identity	A video interview, which has been recorded in a real ODF villages is screened. Key messages: OD has negative consequences (contaminates environment, disgusting, shameful, time-consuming, mosquito bites) which conflict with important values (cleanliness, self-respect, belonging to the village). Whoever practices OD is responsible for these consequences and violates these values. OD is wrong and LU is right. A good member of the community uses the latrine. In a group discussion, participants discuss these points.	Personal importance

Targeting attitudes through discussion of benefits of latrine use and costs of open defecation (BCT 5 Inform about and assess costs and benefits)



Strategy	Communication channel	Target individuals	Behavior change technique (BCT)	Activity	Ranas factor targeted
2	Household visit	All family members	BCT 10 Prompt public commitment	Family member commit to consistent latrine use through taking a family photo (also see Strategy 3).	Others' behavior
			BCT 34 Use memory aids and environmental prompts	Stickers are put on the tumbler normally used for anal cleansing. Another sticker is put at the place where the tumblers are stored or refilled before OD.	Remembering
			BCT 30 Prompt coping with barriers / BCT 32 Prompt to resist social pressure	Participant is asked if he has experienced barriers to latrine use and for his ideas how to overcome them. If he does not share barrier plans, the promoter suggests barriers plans from other participants. If participant names social pressure as a barrier he is provided with arguments how to resist.	Barrier planning
			BCT 19 Prompt behavioral practice / BCT 22 Use arguments to bolster self-efficacy	In the same conversation participant is encouraged to use the latrine. "You can do it" "Try it once!" "You achieved XYZ so you will also achieve to use the latrine."	Confidence in performance
		Male family members	BCT 26 Prompt specific planning	Participant plans when exactly to use the toilet in specifying the activities of their morning/evening routine. This includes identifying the activities he will perform directly before and after toilet use.	Action planning / Control

Coping with forgetting through reminder stickers on anal cleansing mugs (BCT 34 Use memory aids and environmental prompts)



Targeting action planning/control through daily routine planning (BCT 26 Prompt specific planning)



Strategy	Communication channel	Target individuals	Behavior change technique (BCT)	Activity	Ranas factor targeted
3	Phone	Male family members	BCT 34 Use memory aids and environmental prompts BCT 27 Prompt self-monitoring of behavior <u>BCT 19 Prompt behavioral practice / BCT 22 Use arguments to bolster self-efficacy</u>	Thank the participants for committing to latrine use. Participant is asked on the phone if he used the latrine. <u>In the same conversation participant is encouraged to use the latrine. "You can do it" "Try it once!" "You achieved XYZ so you will also achieve to use the latrine."</u>	Remembering/ Action control <u>Confidence in performance</u>
	Household visit	All family members	BCT 10 Prompt public commitment	The family photo (see Strategy 2) is put on the template and stuck on the wall in the entry / veranda of the house.	Others' behavior



Increasing descriptive norms through public photo commitments (BCT 10 Prompt public commitment)

Strategy	Communication channel	Target individuals	Behavior change technique (BCT)	Activity	Ranas factor targeted
4	Parents meeting in Anganwadi center	Lactating mothers, caregivers of children below 5 years.	<i>BCT 1 Present facts</i>	<i>Inform why child feces are likely to be a great danger for children.</i>	<i>Health knowledge</i>
			<i>BCT 3 Inform about and assess personal risk / BCT 8 Describe feelings about performing and about consequences of behavior</i>	<i>Participants draw on a household map of where the child normally defecates and plays. Transfer of feces from defecation to the playing area is visualized by colors. Discussion focusing on disgust and health consequences.</i>	<i>Vulnerability Feelings: Disgust</i>
			<i>BCT 15 Provide instructions / BCT 18 Prompt guided practice</i>	<i>Using posters, participants are informed on how child feces should be safely handled. Participants chose the method they prefer and form groups accordingly. Using chalk, Anganwadi teachers draw a toilet pan on the floor and participants practice with their children.</i>	<i>How-to-do knowledge / Confidence in performance</i>
			<i>BCT 3 Inform about and assess personal risk / BCT 8 Describe feelings about performing and about consequences of behavior</i>	<i>The color representing feces and corresponding stickers are removed from the household map. Instead, stickers showing safe handling of child feces are put. Discussion focusing on happy child and happy/good mother.</i>	<i>Feelings: Nurture</i>
			<i>BCT 36 Prompt to agree on a behavioral contract</i>	<i>The participants make the following commitment: whenever my child has to defecate, I take it to the toilet or safely dispose the feces. Participants sign on the template.</i>	<i>Commitment</i>

Note: Target behavior for Strategy 1 to 3 is latrine use of all households members aged more than 5 years. Behavioral factors refer to this target behavior; Target behavior of Strategy 4 is safe disposal of child feces by caregivers. Behavioral factors for strategy 4 refer to this target behavior. Behavioral factors and BCTs in italic were selected based on qualitative findings. Underlined behavioral factors and BCTs were selected based on the quantitative baseline findings. Behavioral factors and BCTs without specific formatting were selected based on both qualitative and quantitative findings.