**Example 1: Designing for Behavior Change Framework – proper latrine utilization**

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| **Behavior** | **Priority Group** | **Determinants** | **Bridges to activities** | **Activities** |
|  Head households of weldo telfam kebele properly utilize latrine everyday when they are at and out of home. | **1.Demographic*** Head household
* Live on highland, hilly and mountainous area
* Rural area of wonchi district
* Weldo telfam kebele
* Low level of literacy
* Speak Afanoromo and Amharic
* Low income
* Almost all are Orthodox and Pentecostal Christians.

**2.What they do/Daily activities*** Farming
* Selling “enset” or false bannana
* Go to market every
* coffee and tea ceremony in the morning
* go to church on Sunday
* Practice open defecation
* Listen to the radio every day.

**3.Common Desires*** Healthy and wealthy living
* Education for kids
* To live in healthy, clean and Safer environment,
* Healthy kids/family

**4.Barriers to the behavior*** It is very difficult to remember to use latrines always.
* Latrines may become source of respiratory diseases.
* Lack of skills and knowledge to construct and use latrines always.

**5.Know, Feels, Practices @ behavior*** They are aware of the link between always using latrine for defecation and the clean environment but feels that always using a latrine for defecation may become source of some respiratory diseases.

**6. Stage of Change** * Knowledge stage
 | **1.Perceived Self Efficacy*** The desire for connivance and dignity makes it easier using latrine for defecation always.
* Fear of disease and bad smell makes it difficult to use a latrine always.
* Lack of skills and knowledge makes it difficult to use latrine always.
* Not convenient to use makes it difficult to use latrines always. In relation to bad smell and disability.
* Lack of available materials makes it difficult to use latrines always.

**2. Perceived social norms*** KA CLTSH Committee approves using a latrine for defecation always.

**3. Perceived positive consequence*** Using a latrine for defecation always ensures Environmental cleanliness.

**4. Perceived access*** Access to materials needed for always using a latrine resulted in practicing the behavior.

**5. Cues for action*** It is very difficult to remember the time to always to use a latrine for defection.
 | * Increase the perception of constructing a convenient latrine and using it is for dignity.
* Increase the perception that using a toilet properly and keeping it clean will reduce bad smell and diseases.
* Increase the perception that skills and knowledge needed for always using a latrine is simple and can be achieved. (*This bridge can be achieved by the other activities*)
* Increase the perception that properly constructed latrines are convenient.
* Increase the perception that materials needed for always using a latrine available.
* Increase the perception that KA CLTSH committee approves them using latrine always.
* Increase the perception that using a latrine always ensures environmental cleanliness.
* Increase the perception that materials needed for always using a latrine is available.
* Increase the ability to remember to use a latrine always.
 | * Demonstrate on how to construct a convenient latrine and build a model one in the village for replication.
* Recognize model households who constructed a convenient latrine.
* Give health education on functions of latrines in clean& hygienic condition in relation to disease and bad smell prevention.
* Recognize /praise HHs with fly and bad smell proof latrines in the Kebele in public forum
* Capacitate KA CLTSH committee on so as to increase supervising activities
* The demonstration activity and the model latrines can be an activity addressing this bridge.
* Promote latrines constructed by locally available materials.
* The demonstration and the model latrine will address this bridge too.
* Establish and refresh KA CLTSH committee on regular visit to the triggered villages.
* This bridge can be achieved by other activities and it is not actionable.
* Establish artisans, which produce and sell materials needed for using latrines always.
* Increase the availability of materials needed for using latrine always in the market.( this can be achieved by other activities)
* Produce a billboard, which is used as “ring a bell” and post it in the village where many people can see it.
* Make a periodic awareness rising program regarding to always use a latrine.
* Print broachers and colored picture about latrine utilization to be posted at each HH.
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| **Outcome Indicator:**% of head households who use their latrine properly. |  | **Process Indicators:**# of Billboards developed and placed around villages in the Kebele. # of convenient latrines constructed in the Kebele.# of demonstration conducted on how to construct convenient latrines. # of recognition programs conducted for model households heads.# of artisans established # of KA CLTSH committee established and refreshed.# of broachers printed and distributed.# of periodic awareness rising programs conducted.  |