**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. |
| **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. | |