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| Behavior | Priority Group | Determinant | Bridge to Activities | Activities |
| Mothers of children < 2 years defecate in a latrine at all times | Demographics: Mothers of children < 2 years  18-40 years | Self-efficacy/Access  No functional toilet makes it hard to practice. | Increase availability to toilets | 1. Encourage households to construct latrine and avail the incentives provided through the Swacha Bharat Scheme. 2. Educate households on the latrine design prior to construction.   (Community gathering and training) |
| Daily Routine:  Neighborhood gathering, visit temple, go for market, working in agricultural field, Harvest, drying grains, plough fields, tailoring, observation of religious rituals and festivals etc… |
| Big Desires:  Education  Family well being  Good health | Positive Consequences  Clean environment,  Takes less time,  Keeps you safe from harm. | Reinforce the perception that using a toilet:  Keeps the environment clean  Keeps you and your children safe from harm  And using latrine Takes less time | 1. Community level meetings using audio visual aids on sanitation followed by house to house visit and counselling using WASH mobilizers. |
| Known barriers:  Strong habit of open defecation  Behavioral procrastination  Construction of the latrine is not proper  No ventilation  Bad Odor  Water scarcity  Socialization during open defecation especially among men  Cultural rituals surrounding open defecation  Used mostly by women, and in cases of ill health or emergency |
| Current behaviors: Open defecation or use of toilet at night. | Cue for Action  Hard to remember to use a toilet. | 3.Increase the ability to remember to use a latrine every time | 1. Creating cues: e.g. cup holder for toothbrush attached to latrine, making children as change agents, a water container next to latrine, WASH mobilizers as whistle blowers etc. 2. Sharing of benefits and engaging children in WASH games. |
| Stage of change:  DOERS: They are in Action phase (They practice the behavior.)  NON DOERS: They are in either awareness or preparation phase. (Most of them either are ready to build and use toilets or they are aware on the benefits of using a toilet.) |
| Gender influencers:  Based on the survey received, there is gender influence in behavior. It is all to do with the habit as they are habituated practicing open defecation for years. More and more sensitizing is needed. However women and girls should raise the need of having a toilet at home to head of the family and men play a lead role in ensuring the availability of facility at household and also role model the family practicing the behavior. Men often find open defecation as an opportunity for socialization moreover they tend to have behavioral procrastination as they are all familiar to use latrine but they cannot wait or hold tight bowel movement, even in case of water shortage, when there’s some odour after the first persons use and or the latrine is not clean. All of these makes them more likely to say, “TOMORROW” and makes use of latrine less likely thereby prevents converting the intention of latrine use into action. |
| Outcome Indicator:  % of mothers of children < 2 years who defecate in a latrine. | |  | Process Indicators:  # of households educated on latrine design.  # of functional latrine available.  # of community events done.  # of household visits done.  # of cues introduced. | |