



Photo: Gloria Sclar, Emory University

Andilaye

Impact of enhanced, demand-side sanitation and hygiene promotion on sustained behavior change and health

research note

Exploring the barriers and facilitators to improved WASH behaviors in Amhara, Ethiopia



- **Project:** Andilaye “Together”
- **Location:** West Gojjam and South Gondar Zones of Amhara, Ethiopia
- **Target Population:** Rural and peri-urban households
- **Implementing Partners:** Amhara Regional Health Bureau
- **Funders:** World Bank, International Initiative for Impact Evaluation (3ie), The Children’s Investment Fund Foundation (CIFF)

Key Messages

- The Andilaye project seeks to develop and assess the effectiveness of an enhanced, demand-side sanitation and hygiene intervention to sustain key behaviors for the control of enteric and neglected tropical diseases (NTDs) endemic to Amhara, Ethiopia.
- Formative research was conducted to inform an enhanced version of the government’s current Health Extension Package.
- Barriers and facilitators to improved sanitation, personal hygiene, shoe-wearing, food hygiene, and animal husbandry practices were explored.

The Need Millions of people in Ethiopia are at risk of NTDs, and the Government of Ethiopia has made control and elimination a priority. The Andilaye “Together” project will study the impact of an intervention that integrates specific sanitation and hygiene behavior change components into current government supported programming (e.g., the Health Extension Package [HEP]) to encourage improved personal hygiene and sanitation practices and reduce the spread of NTDs and other enteric infections. Formative research is needed to properly inform the project on factors influencing demand-side sanitation and hygiene promotion on sustained behavior change, NTDs, and mental well-being.

The Study Formative research was conducted to identify barriers and facilitators to WASH practices amongst rural households in West Gojjam and South Gondar Zones of Amhara during September 2016 to January 2017. Research activities included: (1) household and community observations, (2) focus group discussions, and (3) key informant interviews. Findings from all three methodologies were triangulated to provide a more holistic understanding of current WASH practices and the barriers and facilitators to improved WASH practices.

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WASH Behavior

Barriers

Facilitators

Sanitation

latrine construction,
latrine use, open
defecation

- Open defecation (OD) not perceived as socially taboo or harmful to health.
- Households too “busy working in their fields” to construct latrine, and do not have funds to construct.
- Latrines destroyed by environmental conditions and perceived to be smelly and dirty.
- Community latrines not available in public places like market or church.

- Women experience shame if seen defecating. Access to latrine relieves women of these stressors and allows them to feel equal to men.
- Community members understand health risks of OD.
- Latrines perceived as more beneficial than OD in terms of privacy and keeping the household compound clean.

Personal hygiene

handwashing at key
moments, facewashing,
bathing

- Households struggle to collect enough water, as the source can be far away and water quality affected by seasons.
- Collected water is prioritized for other household needs.
- Soap is perceived as too expensive.
- Bathing is viewed as a costly practice in terms of required time and resources.
- Farmers are not expected to be clean – dirt signifies hard work.

- School children model good personal hygiene in the household, as they are expected by their teachers and peers to be clean for school.
- Kitchen area acts as a cue for women to wash their hands.
- Some people enjoy facewashing and bathing as it is relaxing, gets you clean, and removes bad smells.
- Religious practices encourage bathing.

Food hygiene

cover food, peel/wash
food before
eating/cooking, wash
dishes and utensils

- River water is muddy in rainy season, so households feel it is difficult to properly wash dishes and food.

- School children remind their mothers to wash dishes with water and soap and to “prepare food neatly.”
- Households understand the importance of washing dishes to prevent disease.
- Women feel it is easy to cover food and wash fruits and vegetables.

Shoe-wearing

availability, use

- Shoes available in the market are of poor quality that do not stand up to muddy conditions; uncomfortable to wear.
- Households prioritize purchasing shoes for only the children, as shoes are expensive.

- Shoes protect against injury and are more comfortable in dry season when ground is hot.
- Modern, yet less durable, plastic shoes are seen as a sign of prestige.

Animal husbandry hygiene

separate living space,
waste management

- People perceive it is too expensive to build a separate enclosure for animals.
- People do not internalize health risk related to animal feces.
- Fear livestock will be stolen if they are not in close proximity during night.
- Farming tasks prioritized over clean up of animal waste in the compound.

- People recognize that animals make the household compound dirty and attract flies.

Next Steps Findings from the completed formative research will be used to adapt study instruments (household and community level surveys) to the local context, validate existing metrics, and inform the design of the enhanced demand-side sanitation and hygiene intervention.



Partners



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