

"Together we can be a strong, caring, healthy community"



Andilaye: The impact of enhanced, demand-side sanitation and hygiene promotion on sustained behavior change and health in Ethiopia

Summary Points

- **Project:** Andilaye "Togetherness" in Amharic
- **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)

- The Andilaye project ("**Togetherness**" in Amharic) seeks to develop and assess the effectiveness of an enhanced, demand-side sanitation and hygiene intervention on sustaining behaviors for the control of enteric and neglected tropical diseases (NTDs) endemic to Amhara, Ethiopia.
- Formative research and behavioral trials were conducted to inform an enhanced version of the government's current Health Extension Package.
- The intervention uniquely brings improved WASH and NTD-preventive behavioral promotion together by focusing on **positive, community-oriented** motivators of behavioral change, promoting **achievable incremental improvements**, and incorporating strategies that facilitate behavioral maintenance.

Background: Millions of people in Ethiopia are at risk of NTDs, and the Government of Ethiopia has made control and elimination a priority. Amhara is a region of Ethiopia in which several NTDs are hyperendemic, and behavioral slippage of water, sanitation, and hygiene (WASH) practices (i.e., relapse to unimproved WASH practices) is common.

The Project: Emory University and its government partners are executing a three-year assessment of the effectiveness of an enhanced, demand-side sanitation and hygiene intervention called Andilaye on sustained behavior change and health in Amhara, Ethiopia.

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Timeline

Sept. '16 – Feb. '17
Formative Research



April 2017
Intervention Design
Feedback from
Stakeholders



June – Sept. '17
Finalize Intervention
Design and Materials



March 2018
Midline Data
Collection



March 2017
Baseline Data
Collection



May – June '17
Behavioral Trials to
Test Intervention
Approaches



September 2017
Start of Intervention
Implementation



March 2019
Endline Data
Collection

The Intervention: The intervention – informed by rigorous, theoretically-driven formative research – addresses issues related to over-extension of Health Extension Workers and over-saturation of Health Extension Package messaging through the engagement of additional community change agents as mechanisms for intervention delivery. The overarching intervention motto, **“Together we can be a strong, caring, healthy community”**, and related intervention components offer an aspirational message that emphasizes the need for collective action to make positive change in one’s community.

Targeted Behavioral Themes: The intervention focuses on three behavioral themes, informed by formative research: **(1) sanitation, (2) personal hygiene, and (3) household environmental sanitation.** Within these themes are eleven specific behaviors and practices that are targeted by the intervention.

Intervention Activities: Intervention activities operate at three levels – **community, group, household** – and employ a variety of behavior change catalyzing and maintenance techniques, with intervention components that tap into a wide-range of motives to address behavioral antecedents and determinants at various levels of influence. Key activities include community mobilization and commitment events, community conversations (guided by the Andilaye community conversations facilitator flipbook), and household counseling visits with caregivers (guided by the Andilaye ‘Gobez!’ (good job) flipbook and household goal card).

Theme 1: Sanitation



1. Construct a long-lasting latrine that is comfortable and hygienic
2. All household members use a latrine every time they defecate
3. Immediately dispose of children’s feces into the latrine
4. Repair your latrine whenever it is damaged
5. Upgrade your latrine so it becomes more long lasting, comfortable, and hygienic
6. Close your pit when it becomes full and reconstruct a new latrine

Theme 2: Personal Hygiene



7. All household members wash their hands with water and soap or soap substitute **AFTER** handling animal and human feces, even children’s feces
8. All household members wash their hands with water and soap or soap substitute **BEFORE** handling food
9. All household members wash their faces with water whenever they are dirty and use soap when it is available

Theme 3: Household Environmental Sanitation



10. Keep all animals separated from the house
11. Keep the household compound clean by disposing of all animal feces and other waste on a **DAILY** basis

The Andilaye intervention was developed by Emory University, in partnership with the Federal Ministry of Health, the Amhara Regional Health Bureau, and relevant Zonal Health Departments and Woreda Health Offices. Funding for the project is provided by World Bank, International Initiative for Impact Evaluation (3ie), and Children’s Investment Fund Foundation (CIFF).



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Health Bureau



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