




Behavior Change Frameworks

Truth Time

- Who wishes they could exercise more often?
- Who did not wash their hands with soap before breakfast?



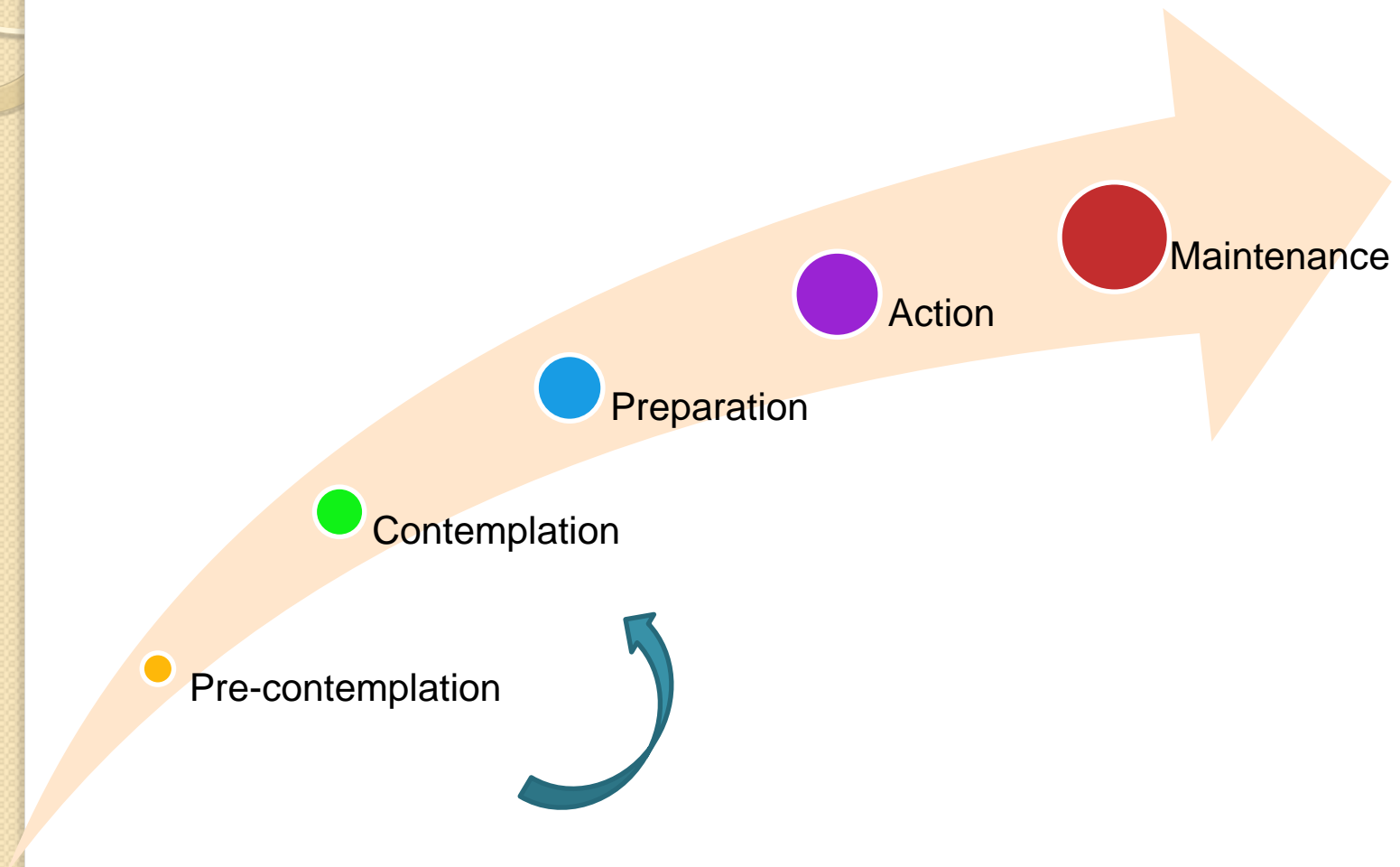
*You can't change someone's behavior unless
you understand the factors that influence
them!*



Behavior Change Frameworks

- Help understand behaviors
- Can be adapted across populations and behaviors
- Inform program design so that interventions can be more effective

Stages of Change (Prochaska and DiClemente)



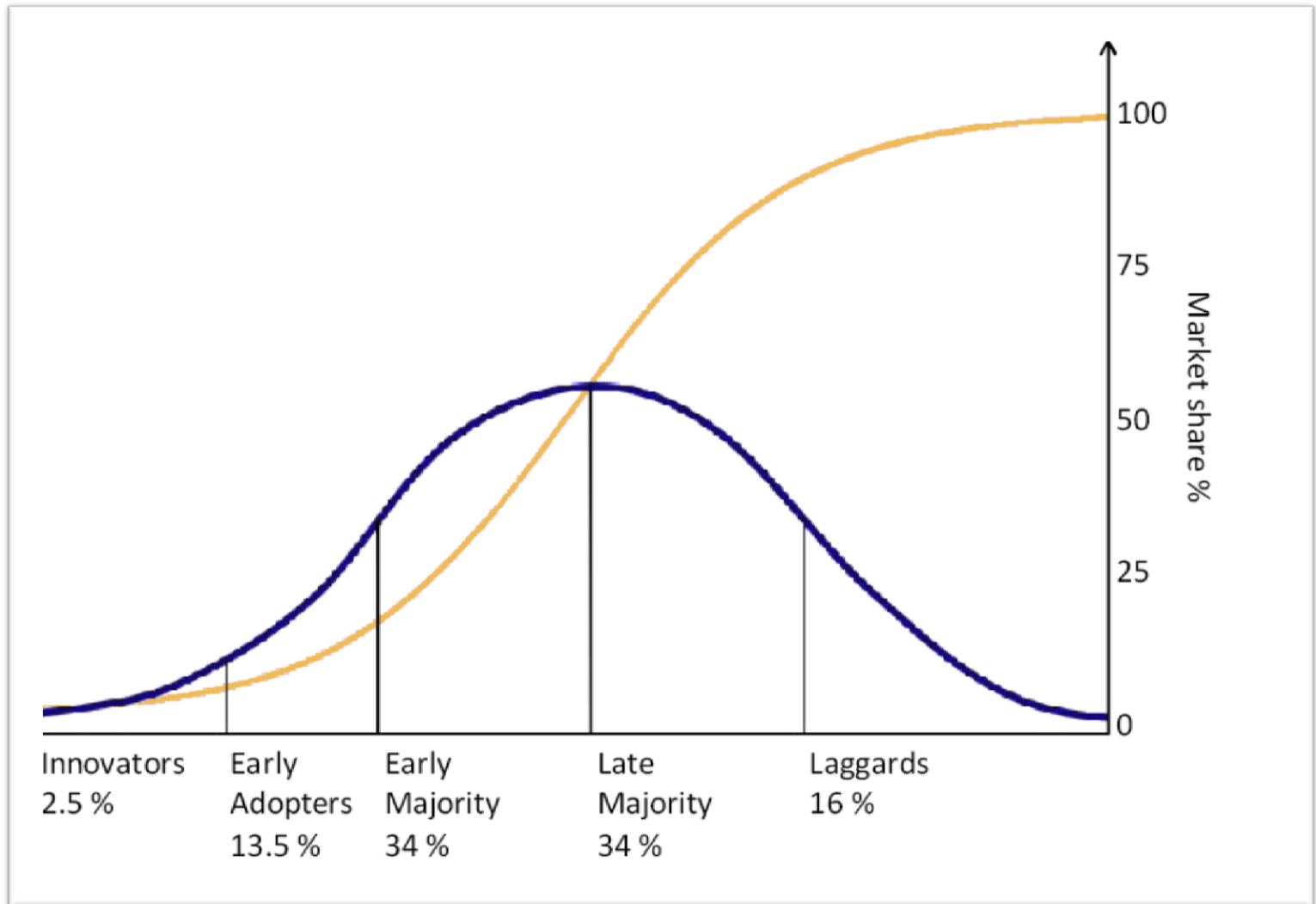
Igniting Contemplating Through Community-Led Total Sanitation



Spirals of Change



Diffusion of Innovation





Characteristics Of An Innovation (Rogers)

- Relative advantage
- Compatibility
- Simplicity
- Trialability
- Observability/visibility to others

Mobile Phones Against Diffusion Criteria

Relative advantage	Over landlines: ease of access, affordability, portability
Compatibility	Local brands Diverse payment plans
Simplicity	Basic, entry level models
Triability	Low cost SIM cards Pay As You Go Phone kiosks
Observability	Portability



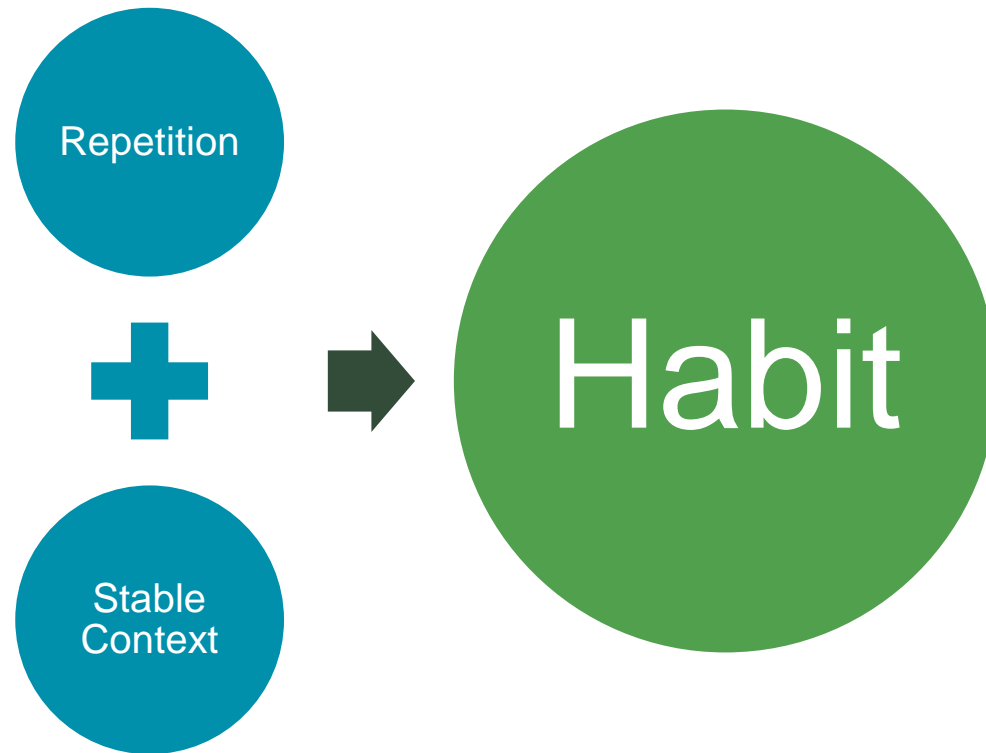
Pause:

How Do Clean Cookstoves Rate Against Diffusion Criteria?

Relative advantage	
Compatibility	
Simplicity	
Trialability	
Observability	



Habit Formation



Verplanken & Wood (2006)

Habit Formation (2)

Implementation
Intentions
(conscious)

Repetition in
stable context

Behavior
relegated to
cues/prompts
(automatic)

Verplanken & Wood (2006)

FOAM

Focus

Target
behavior

Target
population

Opportunity

Access/
availability

Product
attributes/
benefits

Social norms

Ability

Knowledge

Social support

Roles/
decisions

Affordability

Motivation

Beliefs & attitudes

Emotional/physical/
social drivers

Perceived threat

Competing
priorities

Intention

Outcome
expectations

FOAM

- **Focus:** desired behavior and target populations
- **Opportunity:** institutional, environmental or structural factors
- **Ability:** individual's skills and proficiency
- **Motivation:** drives, wishes, urges, or desires

Focus: Women Adopting Clean Cookstoves

OPPORTUNITY

Access & Availability

e.g. How far do I need to travel to Buy the Stove? Where can I get fuel?

Social Norms

e.g. What do most of my friends use? What stoves Are considered normal?

Product Attributes

e.g. How quickly will it cook my meal

ABILITY

Knowledge

e.g. The smoke From my stove is will Cause respiratory infections.

Social Support & Influence

e.g. What will my Mother in law think??

Roles & Decisions

e.g. who in the HH decides?

Affordability

e.g. Can I pay by installments

MOTIVATION

Attitudes and Beliefs

e.g. There will be More mosquitoes Indoors

Drivers

e.g. Will I feel like A better mother if I use this cookstove? Will my social stat go up?

Intention

e.g. I am setting aside money to get a new stove

Competing Priorities


e.g. Should I get A cell phone instead?

Perceived Threat

e.g. Can I die From the smoke?.

FOAM IT!

1. -
2. 1 out of 4 of the women interviewed belong to savings groups that can lend back for home improvements.
3. Buying an asset such as gold that could be later sold was viewed as the best way to spend extra money when it is available.
4. Respondents stated that smoke from their cookstove is beneficial because it chases flies and mosquitoes away.
5. Over $\frac{3}{4}$ of the respondents overestimated the cost of a clean cookstoves by at least 100%.
6. The vast majority of respondents interviewed had no plan to change their cookstove in the next year.
7. Few female heads of household could count on their spouses to get the fuel.
8. Most women interviewed do not believe one cookstove can do all the things they need to get done.
9. Saving time was viewed as the most important characteristic of a cookstove.
10. $\frac{3}{4}$ of respondents strongly agreed/agreed with statement that “having a new cookstove will make me feel like a first class citizen”.
11. The most commonly available improved cookstove in the district represented over $\frac{1}{4}$ of what an average household spends in a year.
12. Fewer than half of the women interviewed felt confident they could use the clean cookstove correctly.
13. For many women interviewed, being a good host to visiting friends and relatives meant being able to cook large quantities of food in a short time.
14. Almost 8 of 10 of the respondents said they would need to travel 30 minutes to get to a market stall that sells improved cookstoves.
15. How fast a cookstove can bring water to boil was mentioned as being “very important” by 40% of the women interviewed.

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- **Tables 1 and 2: Statements 1-7**
 - **Tables 3 and 4: Statements 8-15**

Socio-Ecological Model

