

# Impact Evaluation of Behaviour Change Communication Campaign to Improve Sanitation in Davangere District, Karnataka



**PUBLIC AFFAIRS FOUNDATION**

Partnership for Better Governance

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## Sector

Sanitation

## Project Area

Davangere District, Karnataka State, India

## Name of the Client

Arghyam, Bangalore in collaboration with and support of Government of Karnataka

## Objectives

- Estimate extent of toilet coverage and usage
- Monitor implementation of the Behaviour Change Communication (BCC) campaign
- Evaluate outcome of the BCC campaign based on the defined short, intermediate and long term outcomes

## Methodology

- Quasi - Experimental study design
- Baseline and Endline matched household survey across Intervention Area (where BCC campaign was held) and Control Area (where usual Information, Education and Communication (IEC) programmes were held)
- Household (HH) and Gram Panchayat (GP) Official Interviews and Focus Group Discussions (FGDs)
- Baseline Survey conducted in December 2013
- Endline Survey conducted in May 2014

## Sample

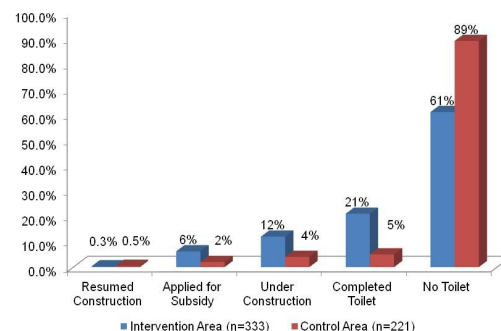
- Baseline Survey ( Intervention Area - 800 HHs; Control Area - 500 HHs), FGDs -18, GP Interviews - 45
- Endline Survey\* ( Intervention Area - 338 HHs; Control Area - 221 HHs), FGDs - 18, GP Interviews - 18

(\*households with no toilet at Baseline Survey)

## Salient Findings

- Post Campaign, compared to Control Area, toilet coverage in Intervention Area increased by 14.5%
- Personal invitations, songs, skit and 'responsible father' film were most recalled and influential in changing household perceptions, attitude and behaviour
- GP Officials / members and SDs were the main external motivators; at household level, women members were the key initiators and motivators
- 81% of the households exposed to the BCC campaign found the information useful
- Compared to 5% in Control Area, 21% households in Intervention Area constructed toilets after the campaign
- Only 7% of the households who built a toilet received the subsidy within 20 days of toilet construction as promised by the GPs as part of the *Jaldi* campaign
- Lack of financial resources, shortage of space, and observed delay in subsidy disbursement by GPs, were the main constraints for households to act on the BCC information

Status of Toilet Construction Post Campaign (February 2014 and onwards)



## The BCC Campaign



The BCC Campaign (named as "*Jaldi*" campaign) was implemented across 25 GPs in Intervention Area during January – February 2014. GP Officials / members / ASHA workers / Anganwadi workers / Swachhata Doots (SDs) / Artists were primarily involved. The campaign was held in two rounds.

Activities in the first round of the campaign, conducted for two days, included - Personal invitations, Announcements through vehicles, Songs, Games, Skit, Speech by GP /Block Officials, Films, CEO message, and Pledge. Some of these activities were repeated in the second round held for one day, additionally, to Video shooting and screening of beneficiary testimonials, Certificates were distributed to beneficiary for commencing toilet construction.

## Recommendations

- The BCC campaign events may be retained in a streamlined form. Morning and Evening events had the highest recall and hence can be retained
- Least effective activities can be dropped
- Duration of some of the activities can be shortened
- Culturally suitable venue and time may be fixed to enable all sections of the society attend the events
- Address systemic issues and streamline subsidy disbursement to motivate more households
- Provide low interest loans from SHGs / Banks for weaker sections to increase toilet uptake
- Future scale-up and replication programmes should also focus on changing attitude and behaviour towards toilet use



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