



WINS BEHAVIOUR CHANGE & EVIDENCE –

A COMPLEX RELATIONSHIP?

7TH INTERNATIONAL LEARNING EXCHANGE FOR WASH IN SCHOOLS

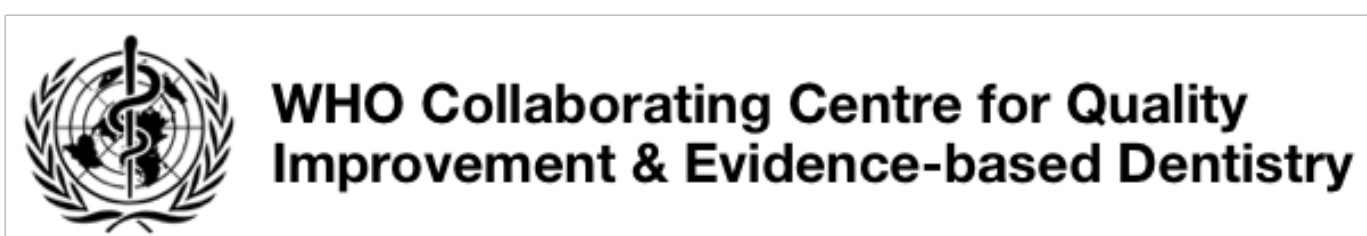
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DID YOU BRUSH YOUR TEETH THIS MORNING?

—

**MEASURING BEHAVIOUR IS VERY
COMPLICATED !**



**ANY “EVIDENCE” ABOUT BEHAVIOUR IS AT
HIGH RISK OF BIAS
RESULTS OR CONCLUSIONS ARE ALMOST
INEVITABLY INCOMPLETE**

BEHAVIOUR CHANGE IS COMPLEX

Factors that need to be considered:

- ▶ **Health beliefs & culture**
- ▶ **Readiness to change**
- ▶ **Peer pressure & social norms**
- ▶ **Incentives & punishment**
- ▶ **The environment**





BEHAVIOUR IS A LOT ABOUT HABITS... AND HABITS ARE ABOUT:

- ▶ **Emotions:**
Feeling good about oneself
Feeling bad/disgusted about something
- ▶ **Repetition**
- ▶ Making things **easy**
- ▶ Not thinking too much/**not consciously deciding** - just doing a **routine**

WHAT DOES WORK....



- ▶ **Structural changes in the environment**
- ▶ **Nudges - Cues**
- ▶ **Easy access & service availability**
- ▶ **Group activities**



On organizational/population level:




- ▶ **Fiscal measures**
- ▶ **Legislative / regulatory controls**

WHAT DOES NOT WORK....

- ▶ **Health education mass campaigns for populations**
- ▶ **Written materials (leaflets, posters etc)**
- ▶ **Campaigns relying on people opting in**
- ▶ **Approaches with significant costs or other barriers**





A WORD ON HEALTH & HYGIENE EDUCATION

Education approaches alone ...

....May increase knowledge for a while, and affect behaviour for an even shorter while

....are not effective in sustained individual behaviour change





REVIEW OF HYGIENE MESSAGES TO CHILDREN IN LMIC

“Although knowledge is quick and easy to measure it is not a good proxy indicator of behaviour change as it does not necessarily translate into behaviour change”



A WORD ON GROUP ACTIVITIES

Group activities in the school context ...

....are a realistic approach to implementing hygiene activities and **simplify logistics**

....have not yet shown an impact on **independent behaviour** outside of school

...but provide children at least with a health/hygiene **benefit while in school**



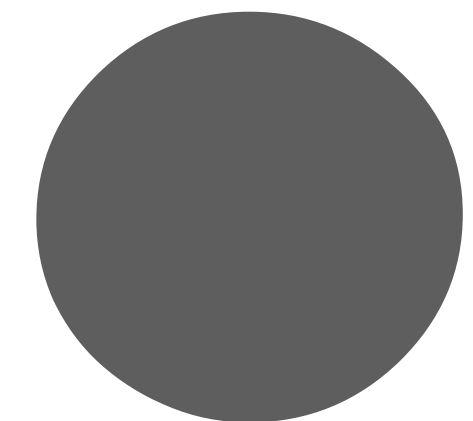
EVIDENCE IN PUBLIC HEALTH

- Evidence in Public Health Practice is a **broader concept**
 - Evidence-based Public Health Practice includes **more than evidence**
 - Keep in mind that **evidence is imperfect**
- Seek to use the **best evidence available** not the best evidence possible
 - **Do not stop** programming to wait for better evidence



CONCLUSIONS

- **Evidence on behaviour change is limited and not straight-forward to use**
- **Messaging, education and improving knowledge don't seem to work too well**
- **Stronger focus on approaches that don't rely only on knowledge transfer - nudges, supportive environments, healthy choices easy choices etc**





CONCLUSIONS



Behaviour change is an important part of WinS

but

The top priority of WinS in the SDGs is to achieve universal coverage with basic services



THANK YOU!

