

SuSanA Behavior Change Working Group Concept Note

Draft

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Background

Behavior change is a critical component of improving access to and practices around water, sanitation, and hygiene. Whilst traditionally, the WASH sector has focused primarily on the delivery of “hardware” solutions, it is becoming increasingly evident that the “software” component of WASH, such as behavior change, must be prioritized. Provision of services alone is not enough to achieve the health outcomes associated with improved WASH—these facilities must also be utilized habitually and properly at key times.

As such, in December 2015, a thread addressing the topic of which SuSanA working group should take on behavior change was created on the SuSanA message board. There was debate around if this topic should be included in WG 4 (sanitation systems, health, hygiene), WG 9 (public awareness, advocacy, civil society engagement), or WG 12 (WASH & Nutrition). It was also proposed that this topic should be addressed as a new, standalone WG 13.

Rationale

Sustainable water, sanitation, and hygiene doesn't only rely upon the provision of technology and services, but also the proper usage. This working group seeks to identify, share, and promote new and current methodologies, best practices and cases of behavior change in an inclusive way.

Objective & Activities

Knowledge, Research & Learning

This WG will foster learning about behavior change amongst members by:

- Sharing experiences of organizations and projects working on behavior change, both within and outside the WASH sector
- Organizing learning events, such as webinars or thematic discussions, around the topic of behavior change. The first such event will be a webinar co-hosted with the Global Public-Private Partnership for Handwashing exploring the behavior change-related outcomes of the 2016 Handwashing Think Tank.
- Acting as a sounding board and provide feedback about ideas and activities raised by WG members
- Assisting with identifying top 10 key documents on the topic of behavior change by December 2016
- Assisting with ensuring that the WG library content is up-to-date and accessible on an ongoing basis

Networking, collaboration and partnership

To encourage collaboration and promote synergies amongst those working in behavior change, the WG will:

- Promote networking amongst WG members and others working on behavior change through facilitating a WG event at the 2016 Stockholm World Water Week
- Develop and strengthen partnerships and collaboration both with others within and outside of the WASH sector
- Organize and encourage active participation in events both in person and online
- Provide links to other WGs, networks, and community of practices
- Use the SuSanA forum to make announcements when appropriate (e.g. a change in WG lead, upcoming meetings, minutes of meetings)
- Use the WG mailing lists on a regular basis to inform and engage with members

Policy and advocacy

The WG will seek to raise the profile of the importance of behavior change within SuSanA by:

- Advocating for behavior change amongst other SuSanA WGs and within the WASH sector writ large