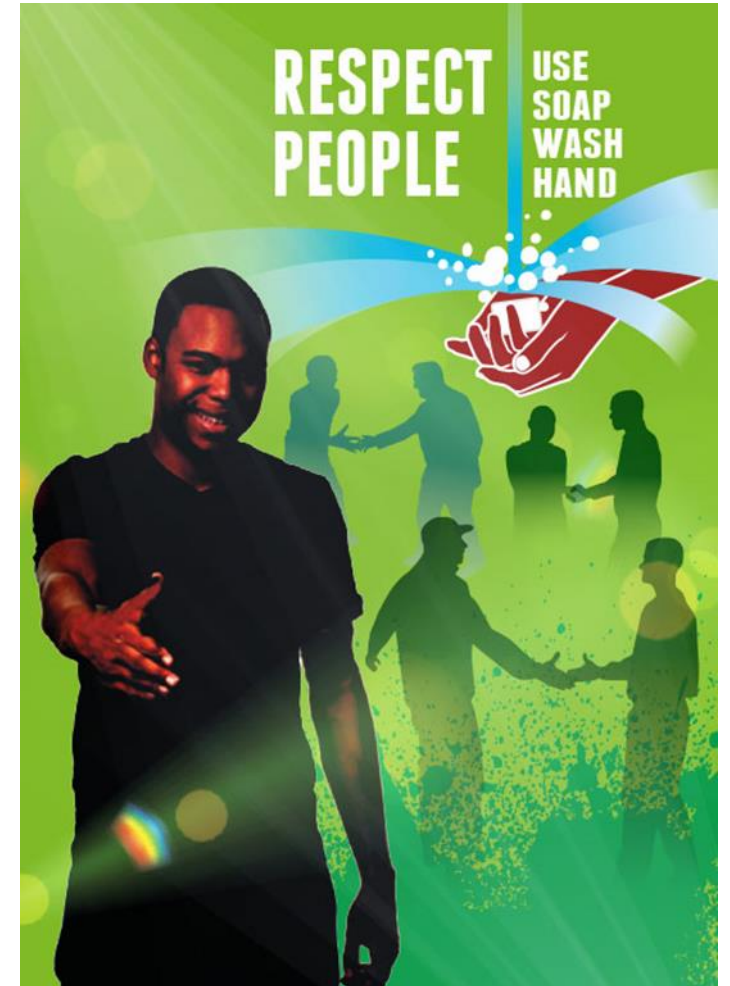


DELIVER & EVALUATE

Presented by

BOLUWATITO AWE

United Purpose Nigeria





About United Purpose

United Purpose (UP) is an international development charity with an innovative community led approach to delivering the Sustainable Development Goals and eradicating global poverty and inequality.

We lift people up out of poverty by providing solutions to poverty that last. Our unique approach combines high quality **intelligent development**, **disruptive innovation** and **enabling independence** making us a powerful agent of change.

Key areas of programmes in Nigeria: WASH, Environment and Livelihood in Benue and Cross River states.

RESPECT PEOPLE

Intervention was aimed at **promoting Handwashing with soap using affiliation as the motive**, in addition to previous Community led Total Sanitation (CLTS) Interventions.

Location : Bekwarra LGA, Cross River state Nigeria





DELIVER

Level of exposure to campaign activities

Entire target population

Exposure happened in community (Community/Compound events)

Duration of the intervention

1 day community event

3 days compound events

Entire campaign 1 month

Intensity of intervention

Cluster- randomised controlled trial in 3 arms

Nothing (control) - 6 clusters

Standard CLTS - 7 clusters

CLTS+ - 7 clusters



DELIVER contd.

implementers

Managed by **United Purpose** through previous engagement mechanisms.

Selected through certain criteria:

Local Government and Community Based Organizations Staff

Facilitation skills, understanding local dialect

8 CLTS facilitators selected

Resources used

Finance, equipment & materials, transport & logistics

Ensuring intervention was well accepted at community level

Worked with LGA and community structures

Legitimacy: branded campaign outfit

Ensuring fidelity

Use manual, trained facilitators, encouraged feedback support

Implemented as planned Technical issues,

DELIVER contd.

Community event

- Introduce Concept: Respect, mutual respect is important, greeting is part of respect
- Create Motive: Affiliation (social acceptance and rejection)
- Mutual respect is important, greetings are part of respect
- Establish additional motive – Disgust (disrespectful to shake hands if not clean, mutual respect is important)
- Reminder The 4 occasions we can not forget to wash our hands
- Actual behaviour vs Injunctive norm – Voting Mr Clean & Mr Dirty
- Film show – Bad behaviour is noticed and punished



DELIVER contd.

Compound Event

Respect Code

Establish handwashing as respectful and mannerly

Public Commitment

Reinforce norm : Pledging by adult and children's report card

Hardware inspection

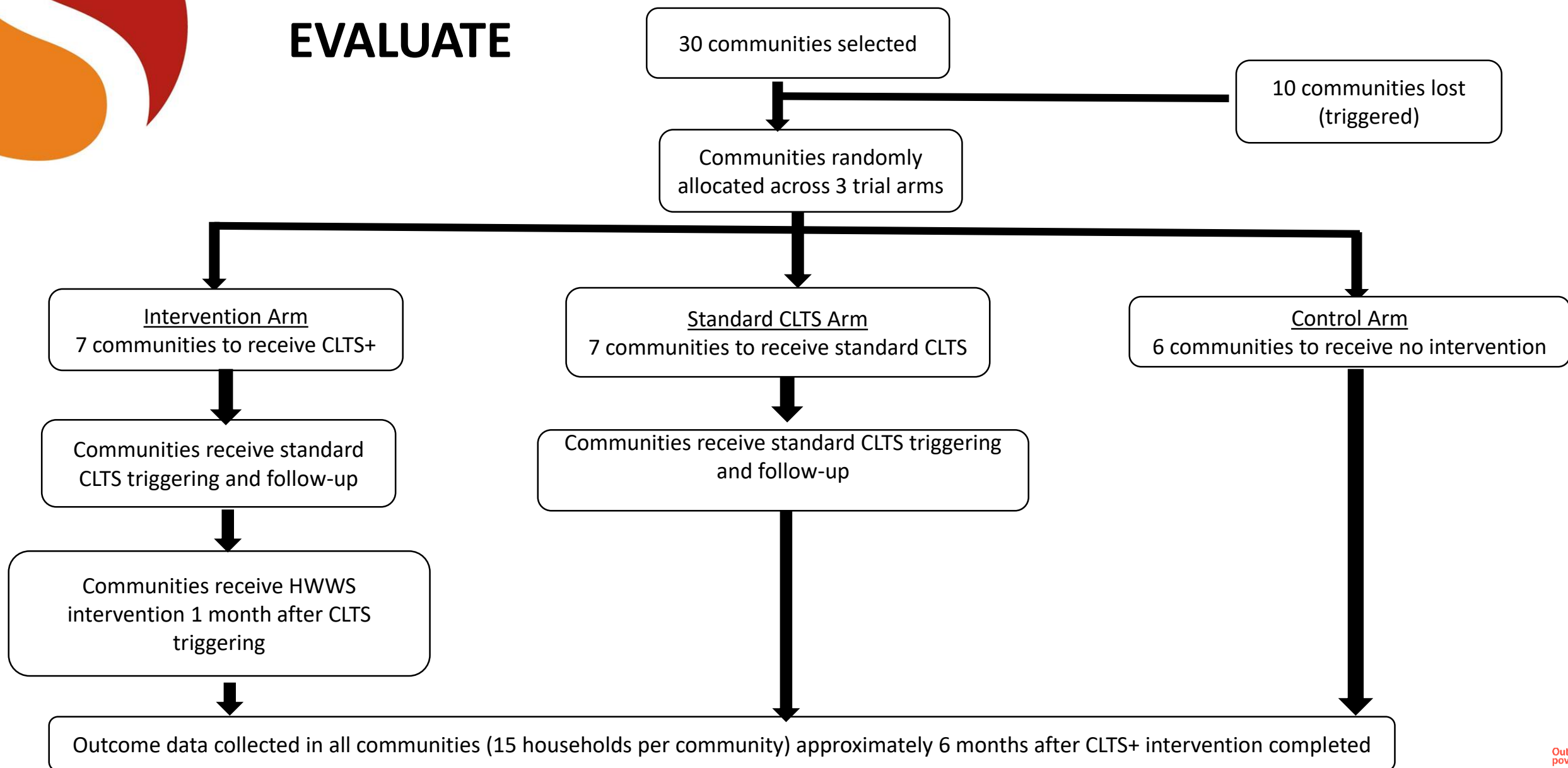
Make it easier, facilitate tippy tap at cooking place and toilet

Emphasis Social Norm

Door stickers



EVALUATE



PROCESS EVALUATION



EVALUATE Contd.

Process Outcome determined:

7 Community events: 987 people (27% of pop.).

129 Compound events: 2408 people (67% of pop.).

30% women, 20% men, 50% children.



EVALUATE Contd.

Ensuring rigorous evaluation for outcome

- Six-month gap between intervention and data collection
- Data on dummy variables collected prior to observation
- Households not informed about true purpose of data collection

All households in a single community recorded at the same time

- External agency to collect data – not associated with the intervention
- Independent QA manager
- Pilot tested data collection



EVALUATE Contd.

Approach : Verbally administered structured questionnaires and Direct 'structured' observation of behaviour.

Primary outcome measure : Proportion of key events (after defecation/latrine use, after cleaning a child's bottom and before eating or serving food) on which hands were washed with soap;

Secondary outcome measure : Proportion of all handwashes observed for which soap is used.



Results Summary

Comparing CLTS+ with CLTS

	CLTS +	CLTS
Small increase in HWWS at key events	5%	3%
Mainly associated with faecal contact events	13%	7%
Some increase in HW at key events	43%	33%
Mainly associated with food handling	43%	30%

- Results are in the right direction but change too small to be of public health significance



THANK YOU!