Introduction
Three fourths of diseases are related to sanitation in Ethiopia.
The vast green garden of motherland is often used for open defecation.
Toilets are poorly used, compromises privacy and safety, rarely prioritized and not considered worthy investment.

Study Aim
Uncovering deep and hidden level psychological impulses, barriers and cues, social norms and fabrics in order to bring a surge in behavioral changes.

Method
ANCHORED ON HCD PREMISES
Those people who live with the problem hold the key to the solutions.

QUALITATIVE ELICITATION
Psychological impulses and motivations
Social dynamics and norms

DATA COLLECTION TECHNIQUES
Homogeneous and heterogeneous FGD
Immersion and observation
Video and photography

ITERATIVE ANALYSIS
Insight Refinement
Ideation and Prototyping of SBCC

Results

PRIDE IS KING:
The primary driver to consumer purchase decision of improved sanitation was seen to be PRIDE, not HEALTH as widely thought to be:
"I am proud of my toilet! I am not even afraid if the Prime Minister wants to use it"

THE VALUE OF LATRINE HAS NEVER BEEN ELICITED:
Neither AWARENESS nor INCOME primarily hinders adoption of improved latrines; but rather a MINDSET that failed to appreciate the value bestowed on latrine:
"There are people who have motorbike, mobile phone, sofa and TV but without toilet"

WRONG INFLUENCER IMPEDEd BEHAVIOUR CHANGE:
HEWs, despite their widely acclaimed reputation and privileged positions, are not that much trusted or seen as highly influential when it comes to SANITATION MARKETING:
"Most of the people clean their toilets when they know HEWs are coming to visit their houses"

SOCIAL DISAPPROVAL IS A TRIGGER FOR BEHAVIOUR CHANGE:
Despite the wide use of unimproved latrine, there is shame, embarrassment and social disapproval associated with unimproved latrine:
"If he insists to defecate openly, what are we supposed to do then? He chose to lead a life of cattle; he is inferior to our cat ever!"

IMPROVED SANITATION BEHAVIOUR CHANGE REQUIRED MULTIPLE INFLUENCERS:
Though HUSBANDS make the final decision, WIVES, ELDERS & NEIGHBOURS, play a great role in INFLUENCING him:
"TO BUY or NOT TO BUY: It is my husband who bought the slab, but I was asking for that for years"

Conclusion
• It is not a mere product that customers purchase but pride and dignity. Triggering shame also enhances chance of improved latrine adoption
• SBCC inception and execution should not be limited to standard and rigid protocols as human behavior is dynamic
• Data collection should use creative elicitation on extreme psychological settings like weddings or funerals. This helps to bring out hidden motivations and fears

References

Acknowledgements
1. MADO CREATIVE AGENT
2. REGIONAL HEALTH BUREAUS