Improving Consistent Toilet Use Through Innovative SBCC Interventions

In Chittoor, Andhra Pradesh, India

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CAMPAGN IMPACT

**Toilet use increased**

25% to 54%

**Consistent** toilet use by individuals increased

46% to 24%

85% Communication reach in programme villages

91% Recall of communication messages on toilet

**INTERVENTION STRATEGY, KEY MESSAGES AND TOOLS**

- A unique strategy of house listing and identifying non-users and inconsistent users of toilet was adopted for higher targeting efficiency.
- An integrated mid media campaign with market place activation and door-to-door interpersonal communication was rolled out.
- Interactive and ICT tools such as—Tab based AVs, ICT mind-games, puzzle tools and IEC materials were used with higher impact.
- Key messages - 'Good or Bad, my kid follows me. I love my kid and don’t want him/her to get embarrassed in his/her friend circle due to my open defecation practice/behavior. I will use toilet at home every day/time and keep it clean too. I want to be my son’s SUPERHERO.'

**TARGET AUDIENCE**

The intervention targeted all male (>18yrs) in the program villages with a communication objective to increase consistent use of toilet at home and to keep it clean.

**BEHAVIOUR BARRIERS**

- Strong social norms leading to open defecation.
- Male perception that Toilet are only for women and children at home.

**INTERVENTION GEOGRAPHY**

The program is being implemented in 400 villages in Chittoor district of Andhra Pradesh

**CAMPAIGN IMPACT**

- Only 22%* Using Toilet

*71% household (HH) have toilet whereas only 22% HH are using toilet consistently.

**Problem Statement**

Only 22%*

Using Toilet

* 71% household (HH) have toilet whereas only 22% HH are using toilet consistently.

The Study was done in 400 villages of the intervention geography

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**Output Tracking Survey, October 2018 – The survey was conducted in the Phase-1 100 SBCC campaign villages | **Consistent Toilet Use -toilet use in last three occasions