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Behavior Change for Clean Cooking Panel Discussion: Current Knowledge and Next Steps

Monday, May 4, 2015

1:00PM – 2:30PM

Lima, Peru



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Translating Research into Action Project (TRAction)

- TRAction supports implementation science related to maternal, newborn, and child health
 - Gives awards to institutions and organizations to carry out research on priority health problems
 - Goal is to generate evidence and recommendations for program implementers and policy makers to scale-up successful strategies around the world
 - TRAction disseminates lessons learned and best practices to encourage adoption of research findings in practice
- TRAction is funded by the U.S. Agency for International Development (USAID), and is managed under a Cooperative Agreement by University Research Co., LLC (URC) in collaboration with its partner, the Harvard University School of Public Health.



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Panelists

- Jay Graham, George Washington School of Public Health
- Julia Rosenbaum, USAID WASHplus Project, FHI 360
- Sumi Mehta, Global Alliance for Clean Cookstoves
- Michael Johnson, Berkeley Air
- Debbi Stanistreet, University of Liverpool
- Subhrendu Pattanayak, Duke University
- Anita Shankar, Johns Hopkins School of Public Health



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Behavior Change Approaches To Facilitate Clean Cooking & Reduce HAP



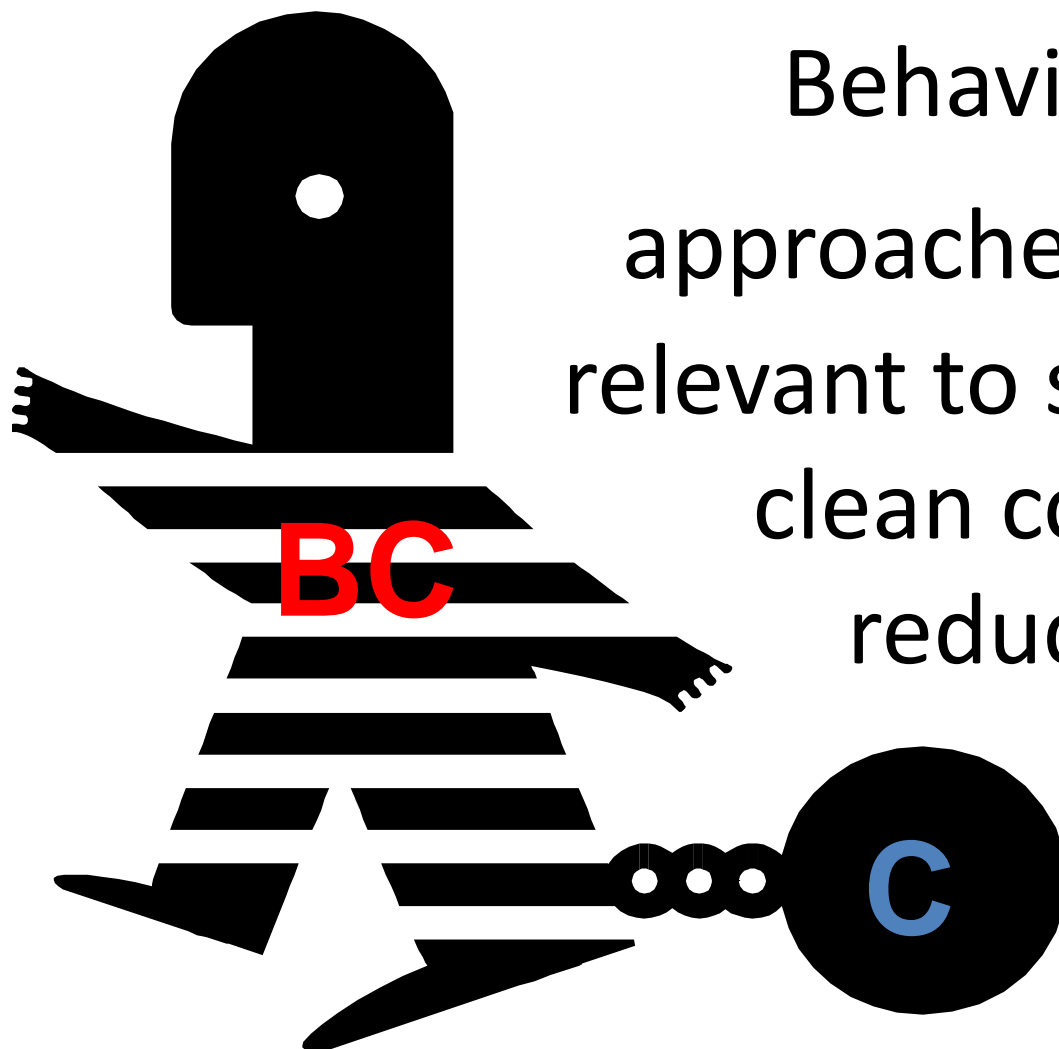
Julia Rosenbaum
USAID WASHplus Project
FHI 360



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Behavior change
approaches from WASH
relevant to stove adoption,
clean cooking and
reducing HAP



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Complex behaviors
Up and down the value chain
We need to systematically understand
what motivates a particular behavior / segment





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Some Common Determinants of Behavior *across many theories of change*

- Knowledge
- Perceived risk
- Perceived consequences
- Self-efficacy
- Perceived social norms
- Attitudes
- Intentions
- Access to products
- Availability & quality of services
- Policy
- Skills
- Culture and traditions

Develop a hypothesis of change



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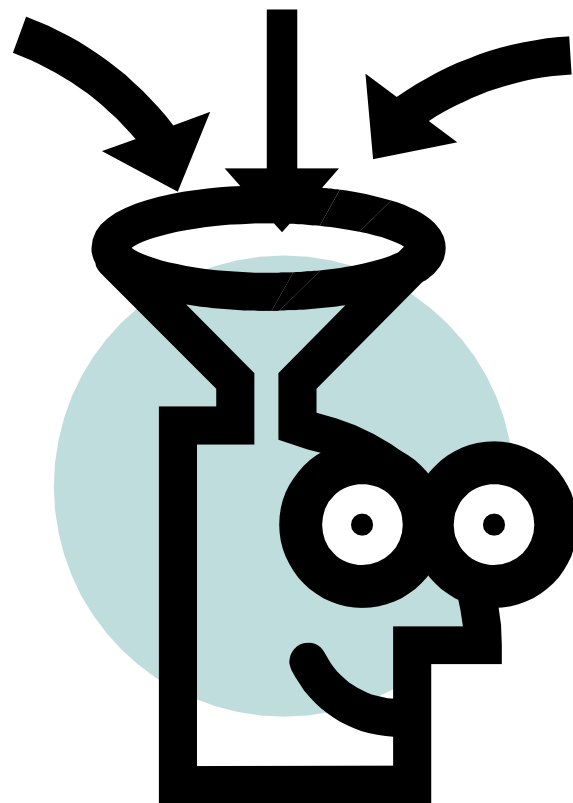
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A word about knowledge

Knowledge is necessary,
but **not sufficient!**

- Identify key information
 - Skills like fuel prep
 - Place to buy
 - XXX
- ... and then what else
???





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Find the feeling! Health is rarely the strongest motivator for behavior

Significant Statistical Differences in Perceptions of Latrine Owners and Open Defecators in Amhara, Ethiopia
(USAID Hygiene Improvement Project/WSP)

Perception Areas	Specific Content	Role
Personal/Family Image	Makes you popular	✓
	Gets you community respect	✓
	Makes you respected by visitors	✓
	Makes you look modern	✓
	Makes your family proud	✓
Comfort/Safety	Provides safety to women all day long	✓
	Makes defecation easier for elderly	✓
Cleanliness	Keeps compound clean	✓
Health	Reduces diarrhea	✗
	Reduces disease	✗



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Framework for Impact – HAP



Learning from Sanitation

Community Led Total Sanitation / CLTS

Social Mobilization, Interpersonal Communication, Improved Supply and Finance, Governance

Led to dramatic changes in latrine coverage and BEHAVIOR

BUT.... Parallel issues around >>

Quality of latrines – what is improved, what are minimum standards?

Does ENTIRE family use it? Over TIME?

Category	Prevalence of Latrine (%)	Prevalence of diarrhoea (%)
Open defecation prevalent villages	29	38
Almost open defecation-free villages	95	26
Open defecation-free villages	100	7

Source: WSP, 2007. An approach that works, Field Notes, February.

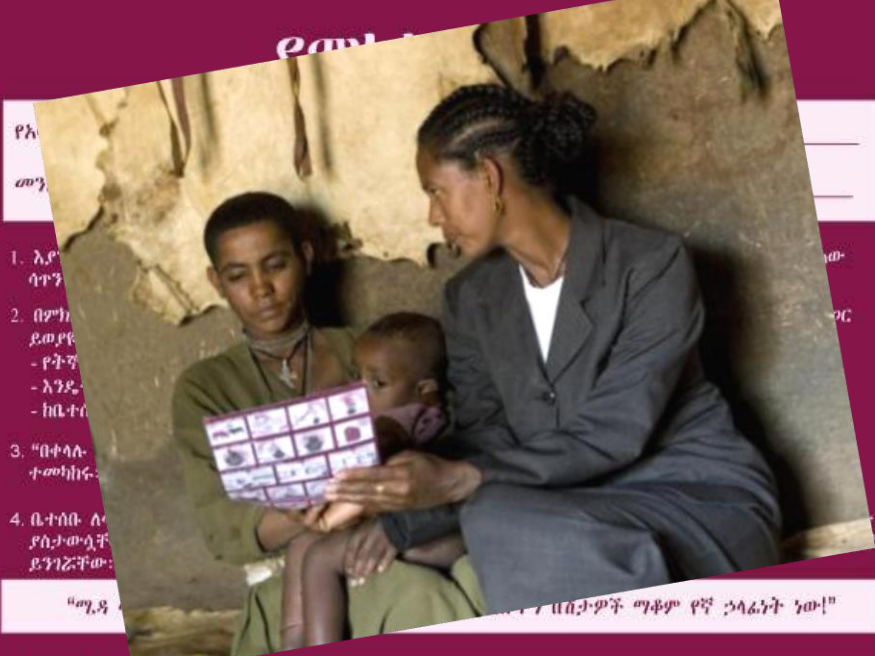


Small doable actions (shrinking the change!)

Identify, promote and facilitate improved behaviors that....

- Have significant **positive impact** on health
- Are **feasible** to achieve, (people both willing and able to make changes)





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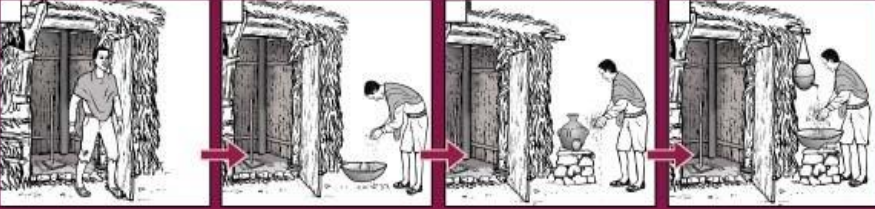
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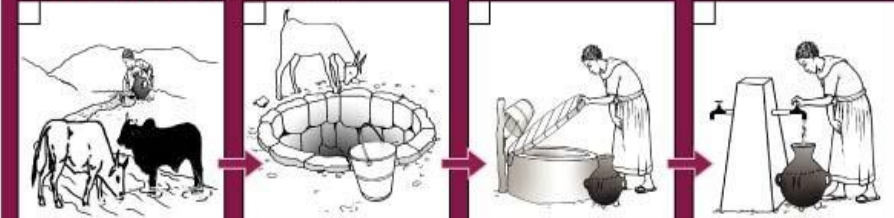
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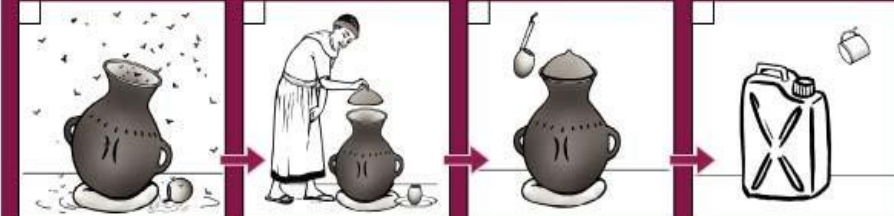
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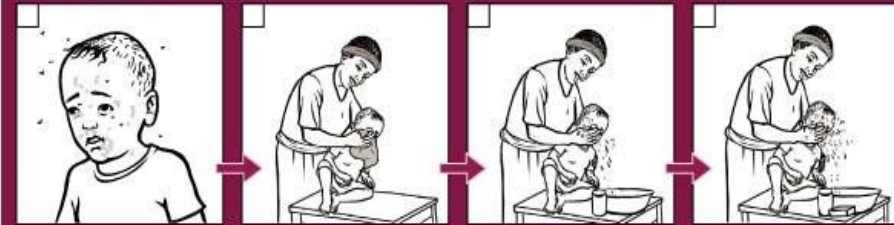
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Small Doable Actions to Improve Indoor Air Quality

Illustrative examples

Pollution Behavioral cluster	Possible Small Doable Actions/ Improved Practices	% 
Tending fires	<ul style="list-style-type: none">• Dry wood//dung before burning• Use smaller pieces of wood• Reduce duration of burning	
Stove maintenance and use	<ul style="list-style-type: none">• Fix holes in stove and/or flues• Clean and maintain stoves and flues• Use pots that correctly fit stove openings• Use more efficient fuel burning stove	
Ventilation use	<ul style="list-style-type: none">• Construct eaves spaces for roofline release of smoke• Promote cross ventilation, using doors and windows as appropriate.	
Safer child location practices while fires are burning	<ul style="list-style-type: none">• Keep children away from fires (but still attended)	

Assessing Consumer Needs, Preferences & Willingness to Pay for ICS in Bangladesh

Julia Rosenbaum, FHI360; Elisa Derby, Winrock International, Karabi Dutta, Winrock Consultant. USAID WASHplus Project .

Bangladesh Study Objectives

- Understand recognized and desired attributes of ICS
- Elicit problems and perceived solutions using stoves
- Assess new and traditional stove use, including fuel consumption
- Gauge value of stoves based on ‘willingness to pay’
- Begin to apply a “4Ps” analysis
(product, place, price and promotion)
to the potential ICS Bangladesh
cookstove market: product, place,
price and promotion for each
segment



Methodology

Consumer preference trials

in-home testing over time

120 households =

5 stove types x 3 homes each x 2 divisions x 4 villages

Barisal (South) villages: Billobari, Bihangal, Ichakathi, and Gonpara

Sylhet (NW) villages: Jangail, Kewa, Tilargaon, and Kunarchor

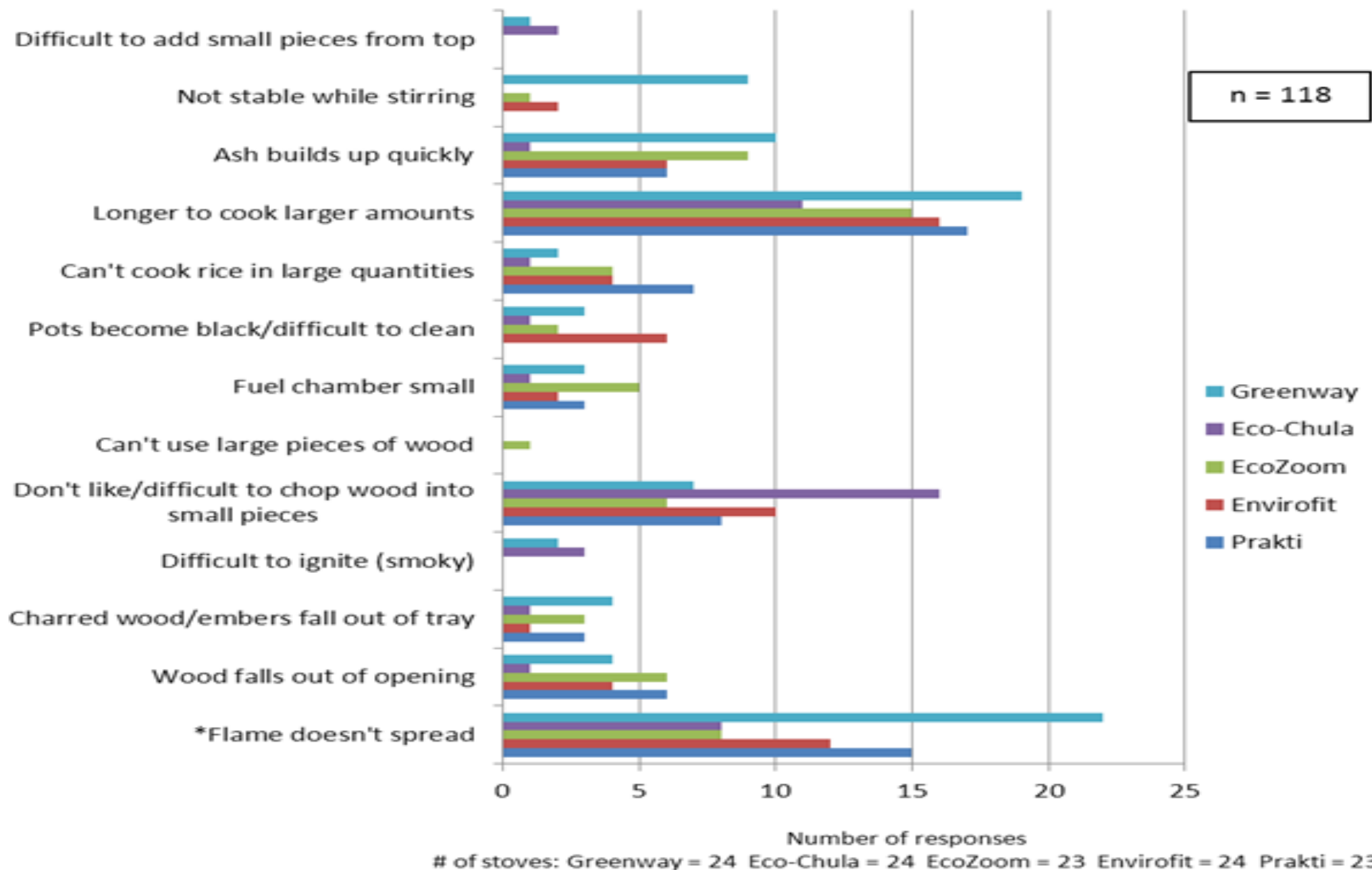
- Households representative of potential ICS consumer
 - ✓ use wood as primary fuel, have some income
- Semi-structured questionnaires- qualitative and quantitative ?s
 - @ stove installation / baseline including demographics
 - @ 3 day initial assessment / problem solving visit
 - @ 21 day final survey and WTP
- Willingness to pay assessment included 2 methods
- Kitchen Performance Tests
- SUMS monitoring
- IAP monitoring



Key Findings

- Households felt ALL STOVES WERE GOOD STOVES and recognized many benefits
- NONE of the 5 stoves (as currently produced) meet all -- or even most -- consumer needs
- NONE would completely replace traditional stoves
- Cook satisfaction with the improved stoves DECREASED over the 3 week trial when compared to their responses after 3 days of use
- Few people willing to pay anything close to market value for stoves, but when 'acquisition barriers' removed, people clearly VALUED to stoves
- Households using all but one model of improved stove (alongside their traditional stove) used 16-30% less fuel
- All stoves reduced IAP

Cooking Problems



Lessons learned/implications

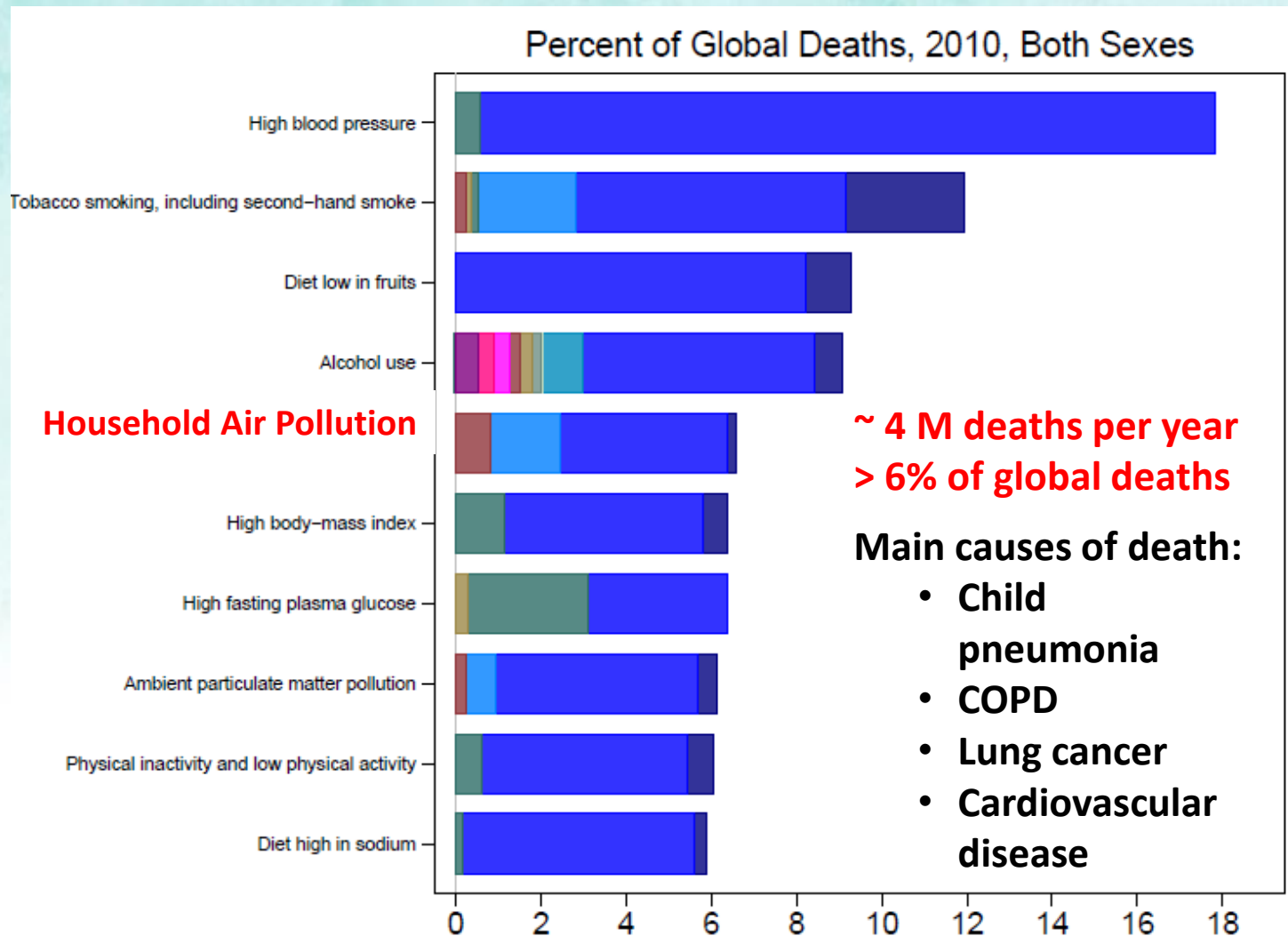


Find complete study docs at <http://www.washplus.org/technical-areas/indoor-air-pollution>

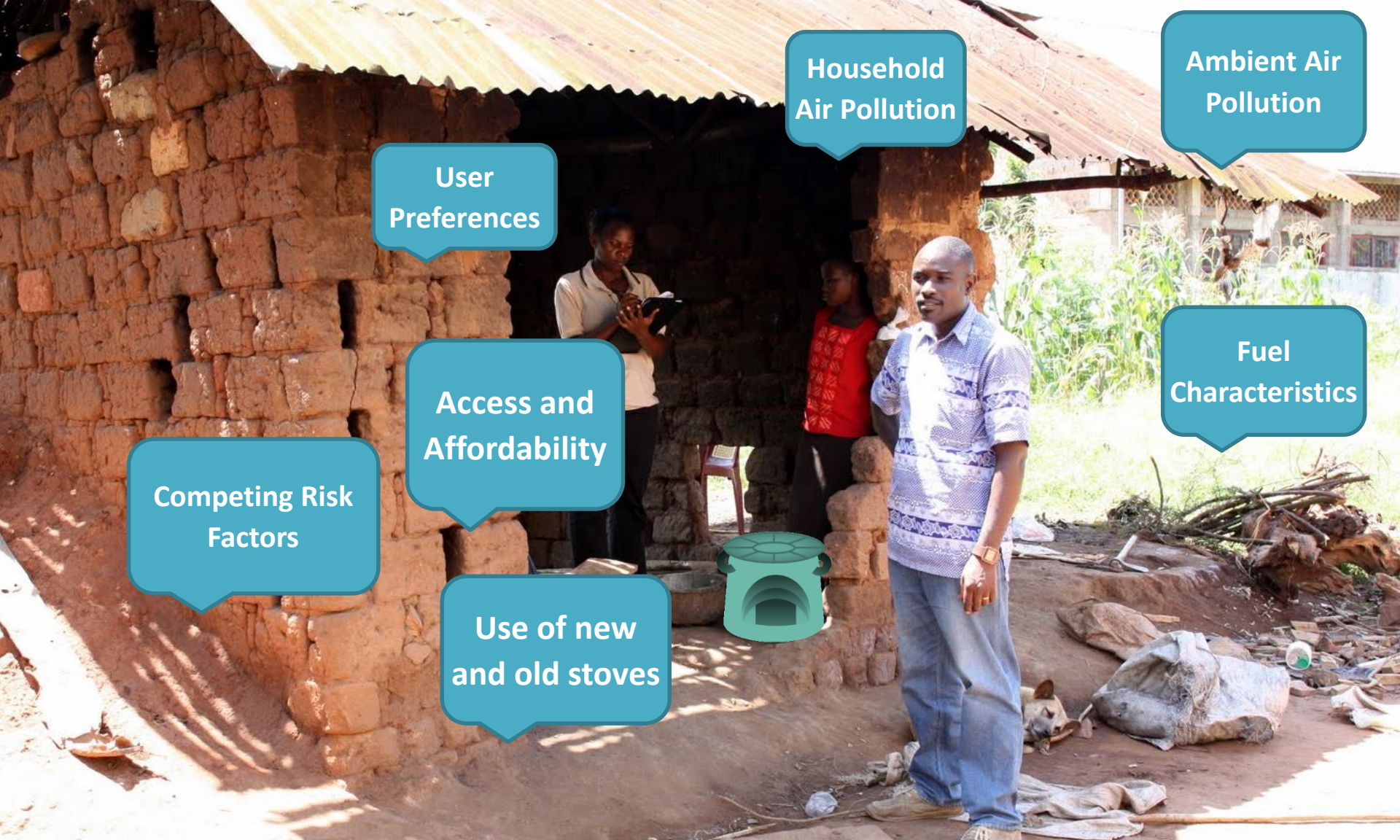
Advancing Communication and Behavior Change Strategies for Cleaner Cooking

Sumi Mehta, Global Alliance for Clean Cookstoves
and other guest editors: Brendon Barnes (U of Johannesburg),
Jay Graham (George Washington U), Julia Rosenbaum (USAID
WASHplus, FHI360)

HAP is Among the Top Global Health Risk Factors



Lancet, Dec 2012



Household
Air Pollution

Ambient Air
Pollution

User
Preferences

Fuel
Characteristics

Access and
Affordability

Competing Risk
Factors

Use of new
and old stoves

Sustained Adoption of **Clean Cooking** is What Will Save Lives
-- this requires Behavior Change Communication!

Why Health Communication and Behavior Change?

- Public health is a major policy driver, but does not necessarily motivate behavior change.
- Tangible benefits most likely to influence behavior change include
 - *Economics / cost savings*
 - *Convenience*
 - *Reduced 'drudgery'*
 - *Comfort*
- Access to clean cooking technologies alone are not sufficient in improve public health
 - *Correct, sustained use*
 - *Displacement of lesser performing technologies*

What's New in this Special Issue?

Until recently, few improved stove programs have explicitly used behavior change theories or frameworks to guide their initiatives.

These articles demonstrate:

- **Stronger Theoretical Orientation:** explicit focus on social marketing, stages of change / diffusion of innovation, value expectancy, socioecological and other theories
- **Stronger Methodological Focus:** mixed methods, formative research, small-scale pilots, and randomized control trials
- **Increased Focus on Implementation Research and Delivery Science**
 - *opportune as global efforts focus on scaling clean cooking*
- **Continued Interdisciplinary Efforts** to facilitate monitoring and evaluation needed to sustain and demonstrate progress over time

Article Highlights

- The Need to Consider Technology and Behavior Change Communication
 - modeling of stove use to ensure health benefits
 - understanding cultural practices in **Indonesia**
 - consumer design preferences and willingness to pay in **Bangladesh**
 - determinants of stove acquisition in **India**
- Complex Drivers of and Barriers to the Acquisition and Use of Clean Cooking Technologies
 - literature review on the use and effectiveness of behavior change and communication approaches
 - impact of peer influence on stove uptake in **Uganda**
 - agency-based empowerment training strategy in **Kenya**
 - behavior change interventions in **Uganda**
- Research Methods and Frameworks
 - mixed methods research on effectiveness and acceptability in **Kenya**
 - multilevel framework to inform design, implementation and evaluation in **Honduras**



Piloting Improved Cookstoves in India

Subhrendu Pattanayak
JJ Lewis, M Jeuland
Project Surya & DHEHI

Overview

- Designed set of 8 pilots to sell ICS
- Used social marketing framework to test:
 - **Promotion** (*Demonstration, Household visit, Informational campaign: poster, pamphlet, Messaging about ICS: Saves wood, Saves time, Reduces smoke*)
 - **Product** (*Natural draft ICS, Forced draft ICS, Electric stove, or choice*)
 - **Price** (*Installments for 1/3 of stove price, Rebates if stove used, Optional stove return*)
 - **Place** (*Gangetic Plains of UP, Tropical Odisha, Mountains of Uttarakhand*)
- Varied factors to find successful mix, to inform a larger intervention



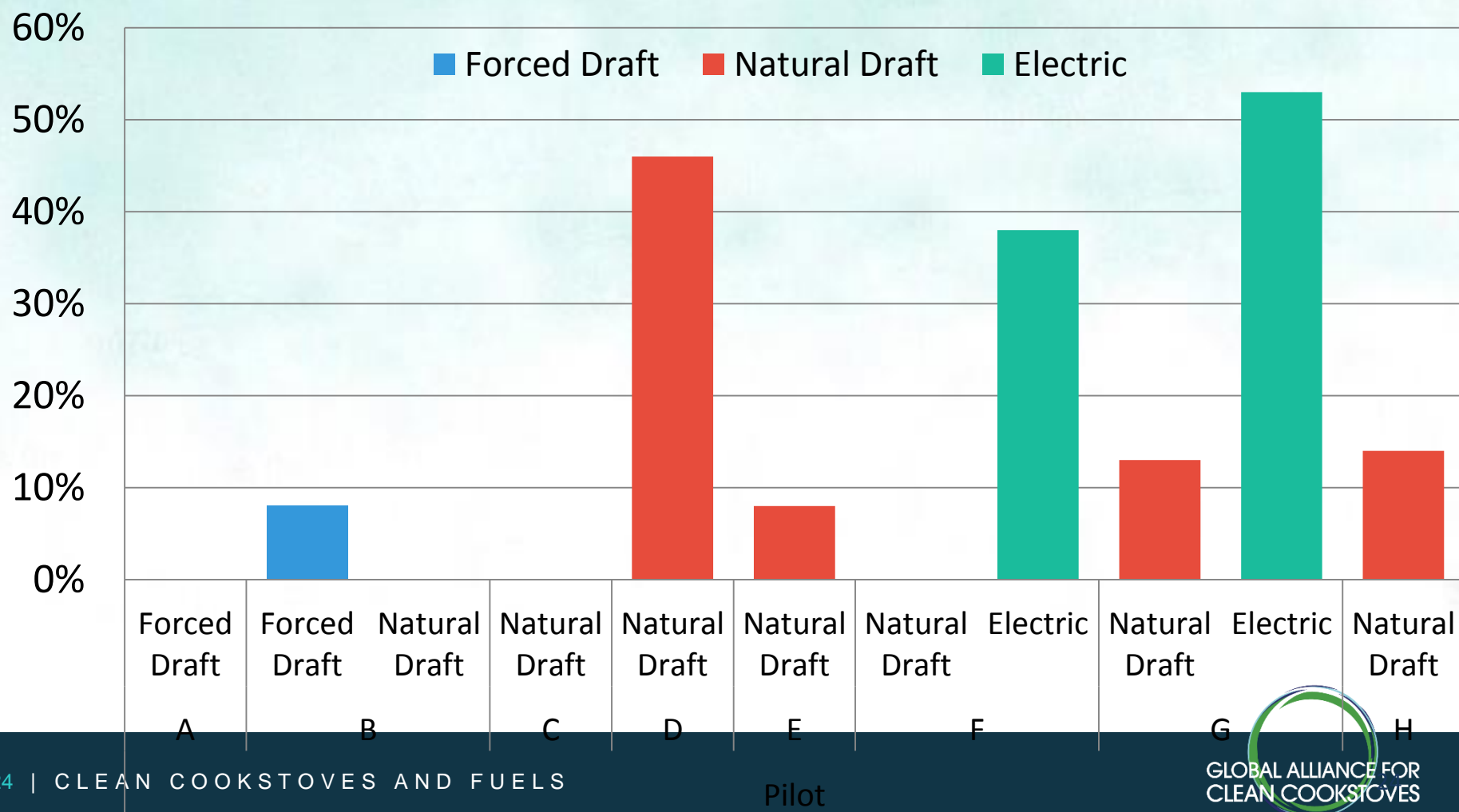
Table 1. Summary of pilot intervention features

Pilot	Product			Pricing plan				Place			Promotion: Social marketing/ behavior change communication ^a	Total sales (sales in random sample)	% HH purchase (% purchase in random sample)
	Forced draft	Natural draft	Electric	Full upfront payment	Installments	Rebates conditional on use	Optional stove return	State	NGO	Near highway?			
A	✓	✓		✓		✓		Uttar Pradesh			Basic	0 (0)	0 (0)
B	✓	✓			✓				✓		Basic	2 (2)	8 (8)
C		✓			✓	✓			✓		Basic Plus	3 (0)	1 (0)
D		✓			✓	✓		Odisha	✓		Basic Plus	14 (6)	23 (46)
E		✓			✓					✓	Basic Plus	4 (1)	4 (8)
F		✓	✓		✓	✓		Uttarakhand	✓		Intensive	19 (6)	40 (38)
G		✓	✓		✓		✓		✓		Intensive	17 (9)	31 (60)
H		✓			✓	✓			✓		Intensive	2 (2)	7 (14)

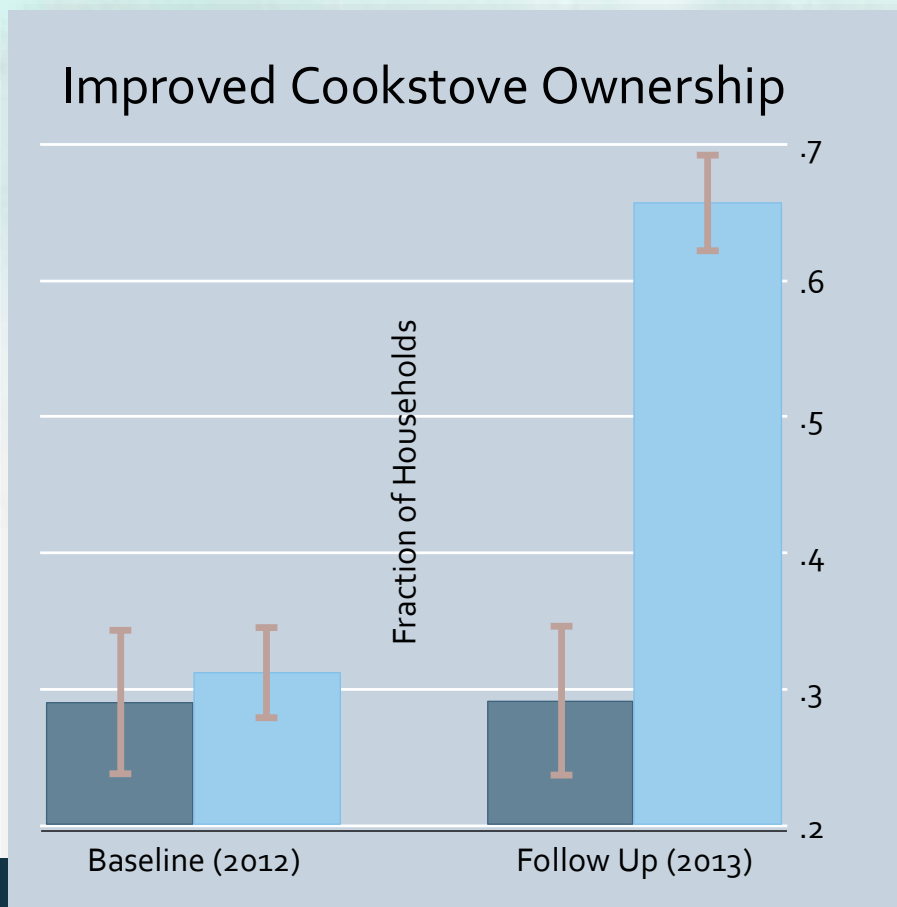
Note. NGO=nongovernmental organization.

^aBasic: pamphlets and household demonstration; Basic Plus: pamphlets (in advance), village posters, community and household demonstration; Intensive: new pamphlets and extended household visit (in advance), community and household demonstration.

Results: ICS Purchase (% households)



Results from Intervention (after Pilot)



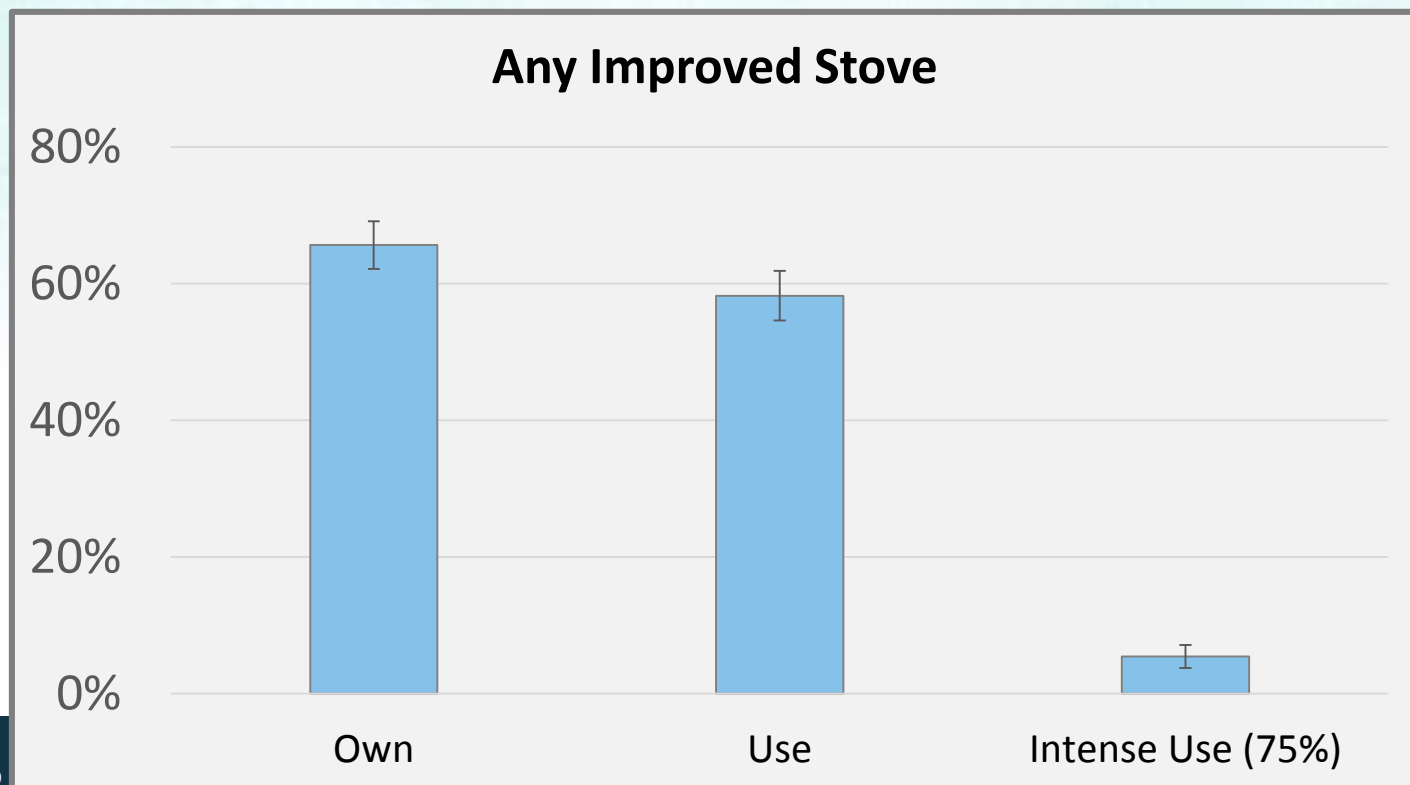
1) personalized demos, 2) installment payment, 3) stove choice, 4) partial subsidy, & 5) NGO goodwill

Possible to achieve high ICS adoption in low income settings!

(*Pattanayak et al., in prep.*)

Results from Intervention

- Ownership does not guarantee use
- Households use multiple stoves



Lessons Learned

- Demand side: Not easy to sell stoves to poor rural households, but we got to 40-70% in pilots with:
 - *Choice of attractive, affordable stoves (particularly electric)*
 - *Personalized demonstrations / visits, and detailed explanations (limited knowledge prior to info provision)*
 - *Installment payment options critical (cost is an obstacle)*
 - *Rebates or option of stove return (perhaps)*
 - *Use % at follow-up visits was high*
- Supply: Getting stoves into villages was no easy task!
 - *No existing ICS supply networks; we had to establish these*
 - *Maintenance concern*
 - *Implementing organization must be trusted and effective*



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Guidance for linking stove usage with impacts

Michael Johnson, Berkeley Air Monitoring Group

mjohnson@berkeleyair.com

Ranyee Chiang, Global Alliance for Clean Cookstoves

rchiang@cleancookstoves.org



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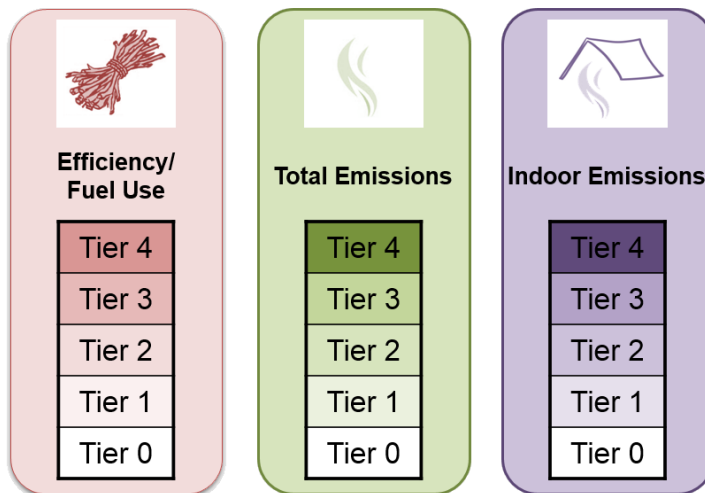


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We have performance guidance to help us define clean, efficient, and safe.

- ISO International Workshop Agreement
- WHO Air Quality Guidelines

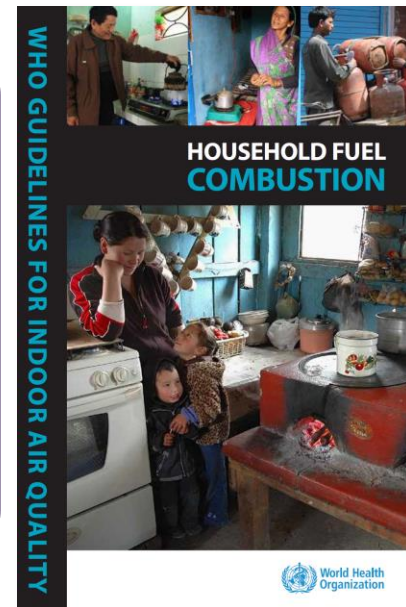


But we have not had much guidance on...

How much clean stove use is used enough?

and

How much traditional stove displacement is displaced enough?





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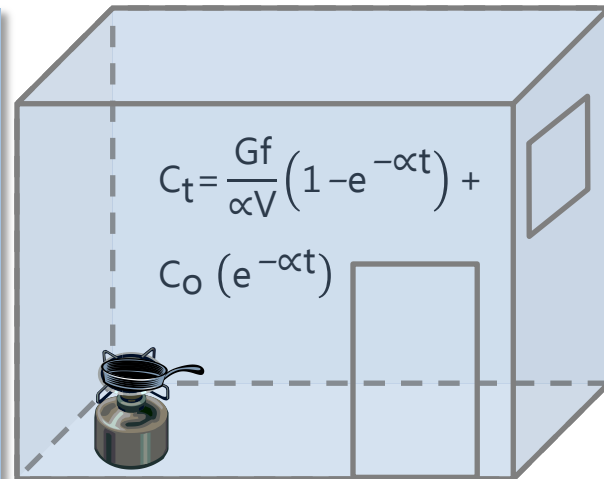


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What guidance can be provided which relates usage with impacts?

Technical paper which models air quality, fuel, and health impacts based on ISO Tiers of Performance and stove usage:

Johnson, M.A., Chiang, R.A., in press. Quantitative Guidance for Stove Usage and Performance to Achieve Health and Environmental Targets. Environmental Health Perspectives. doi:10.1289/ehp.1408681



How can behavior change efforts be informed by this guidance?

Specific guidance for behavior changed-focused programs – emphasis on ventilation.

Johnson, M.A., Chiang, R.A., 2015. Quantitative Stove Use and Ventilation Guidance for Behavior Change Strategies. Journal of Health Communication 20, 6–9. doi:10.1080/10810730.2014.994246





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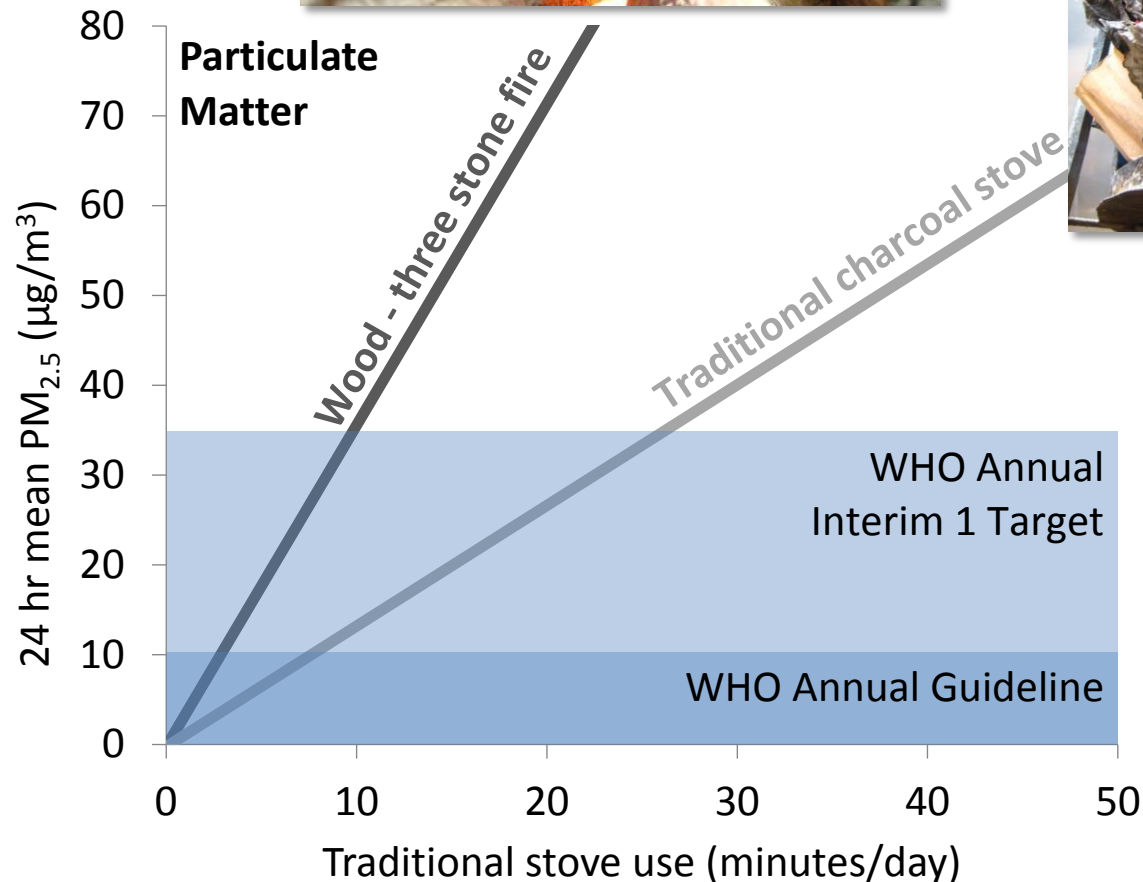
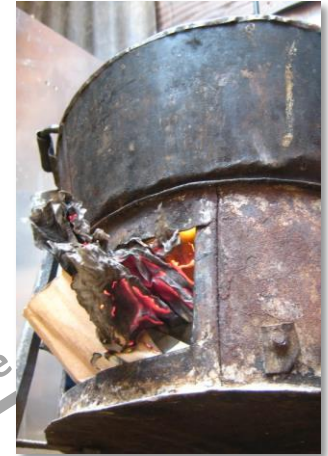


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Impact of traditional stove on air quality

-Takes very little traditional stove use to exceed WHO AQGs (~1 TSF use per week).

- Difficult to reach WHO AQGs if the traditional stove is not almost completely displaced





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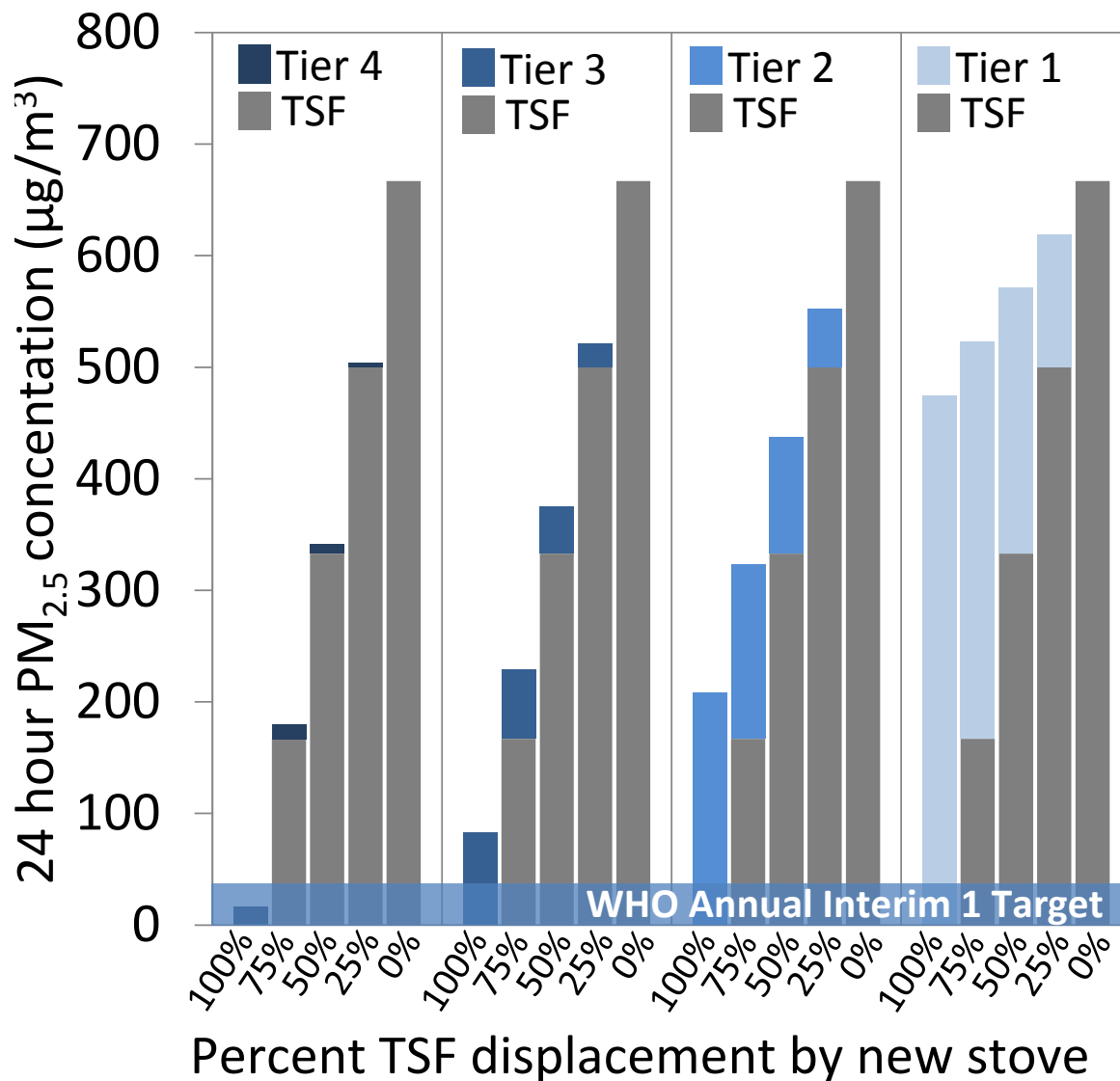
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Air quality across performance-usage scenarios

-Takes very little traditional stove use to exceed WHO AQGs (~1 TSF use per week).

- Difficult to reach WHO AQGs if the traditional stove is not almost completely displaced





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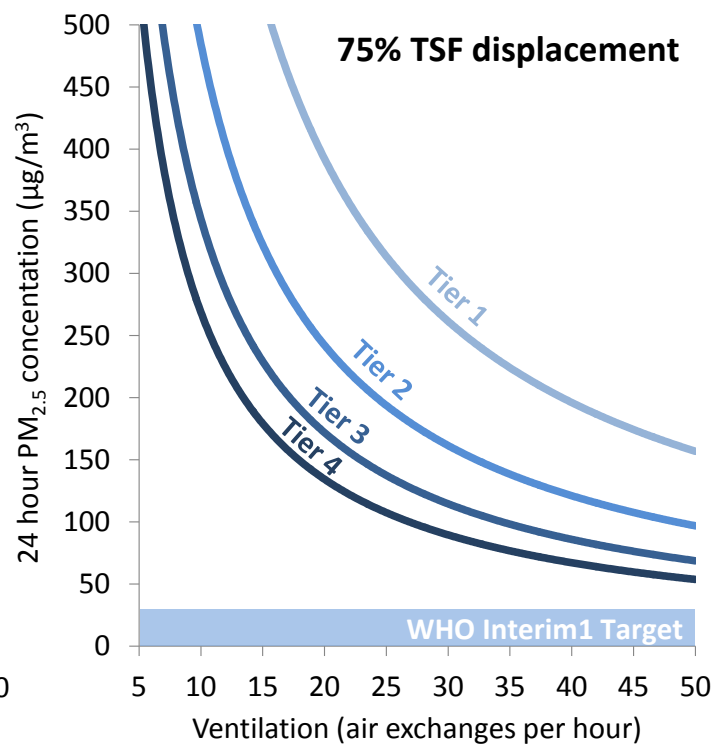
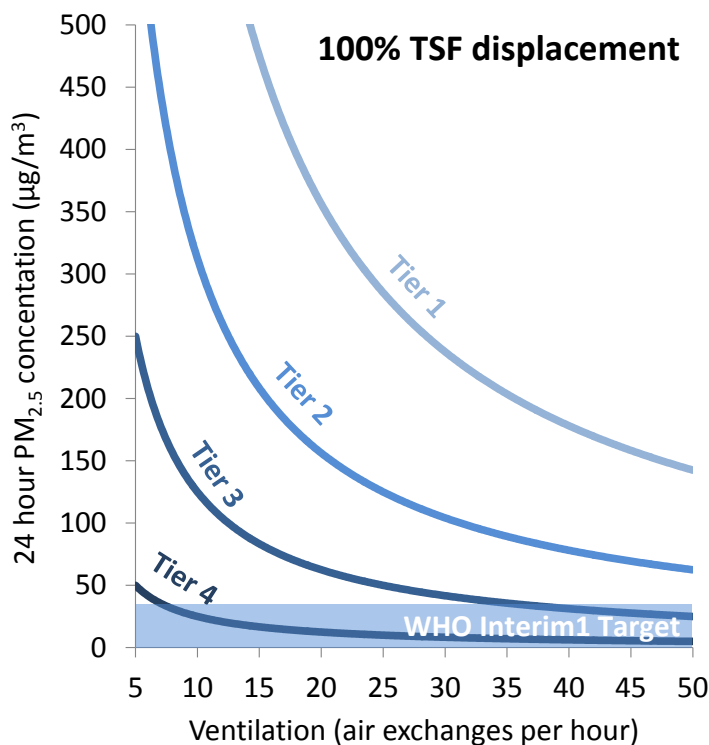


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Air quality, ventilation and performance-usage scenarios

- Ventilation has large impact on indoor air quality.
- Can be altered by opening windows/doors, or changing location of stove.
- Tier 3 stoves estimated to reach WHO AQGs at high ventilation rates when completely displacing traditional stove.
- Larger potential impacts on air quality moving from lower ventilation rates.





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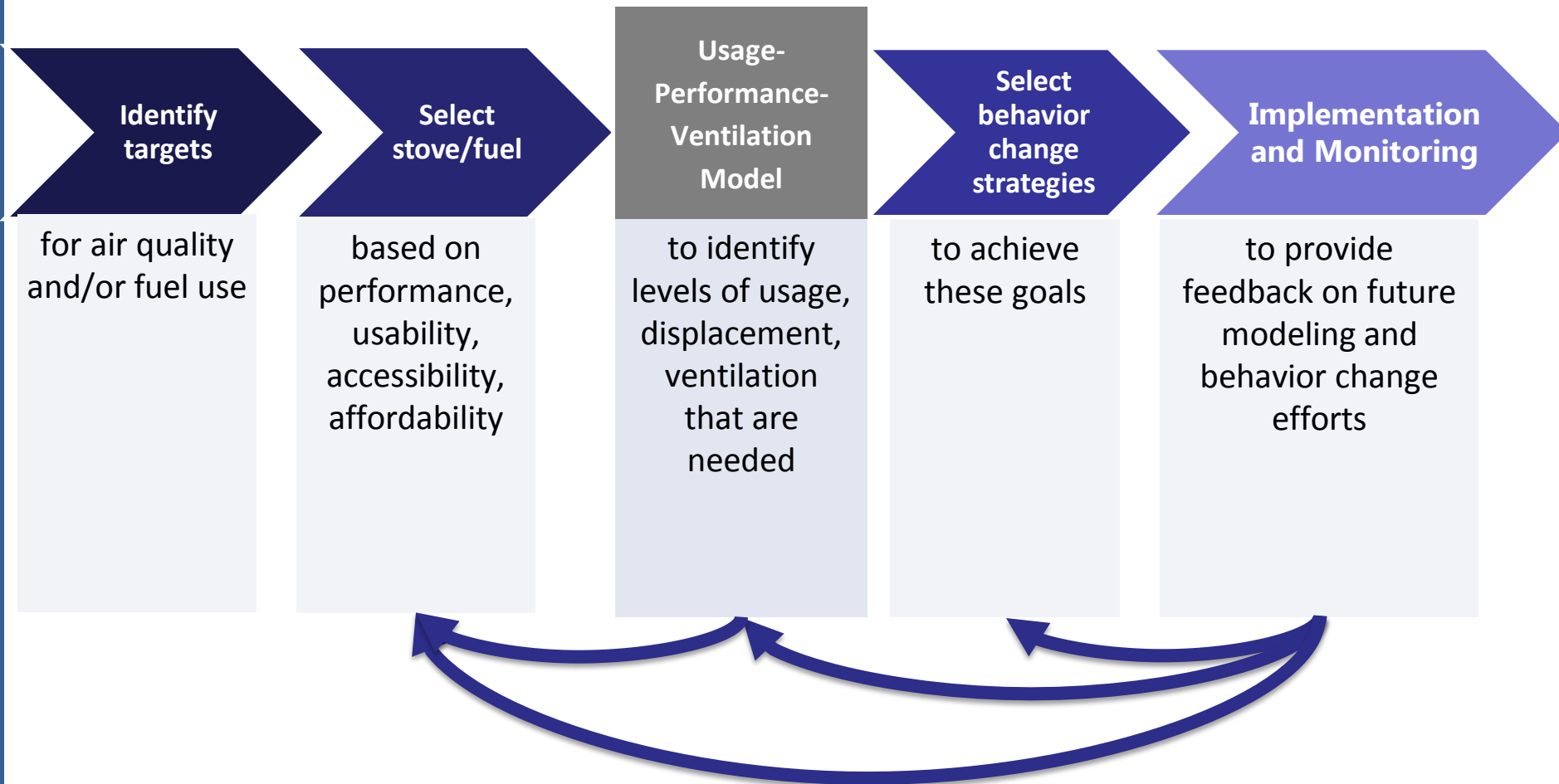
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Integrating performance-usage guidance into implementation efforts





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Uptake and use of clean cookstoves and fuels: Behavior change approaches – Uganda

Allen Namagembe, Nancy Muller, Lisa Mueller Scott, Greg Zwisler,
Michael Johnson, Jennifer Arney, Dana Charron, Emmanuel Mugisha



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Project Overview

Location:

- Peri-urban sub counties, Wakiso District, central Uganda

Study population:

- Community leaders and households, village health team (VHT) members, sales agents, Top-Lit UpDraft (TLUD) stove purchasers

Partners:

- PATH
- Berkeley Air Monitoring Group and CIRCODU
- Joint Energy and Environment Projects



**JOINT ENERGY AND
ENVIRONMENT PROJECTS**



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Technology: Top-lit-updraft stove

Behavior change approaches:

- Training VHTs on household indoor air pollution messaging
- Cooking demonstrations, referrals, and information flyers
- Fuel access interventions





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What worked

Community cooking demonstrations

- Most effective behavior change strategy.
 - Observe and experience the benefits of the TLUD.
 - Observe fuel preparation and correct stove use.
 - Able to ask questions.
 - Generate excitement/demand.

Village Health Team as educators

- VHT helped raise awareness on:
 - Risks of household air pollution.
 - Benefits of improved cookstoves.
 - Purchasing information.
 - Correct use practices.



Photo credit: Nancy Muller/ PATH



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What worked

Increasing access to processed fuel

- 42% relative increase in TLUD usage among group that had access to pre-processed fuel or bow saw for cutting wood.
- Absolute usage level is still low.
- Caveat: interventions were time-limited and numbers were small.

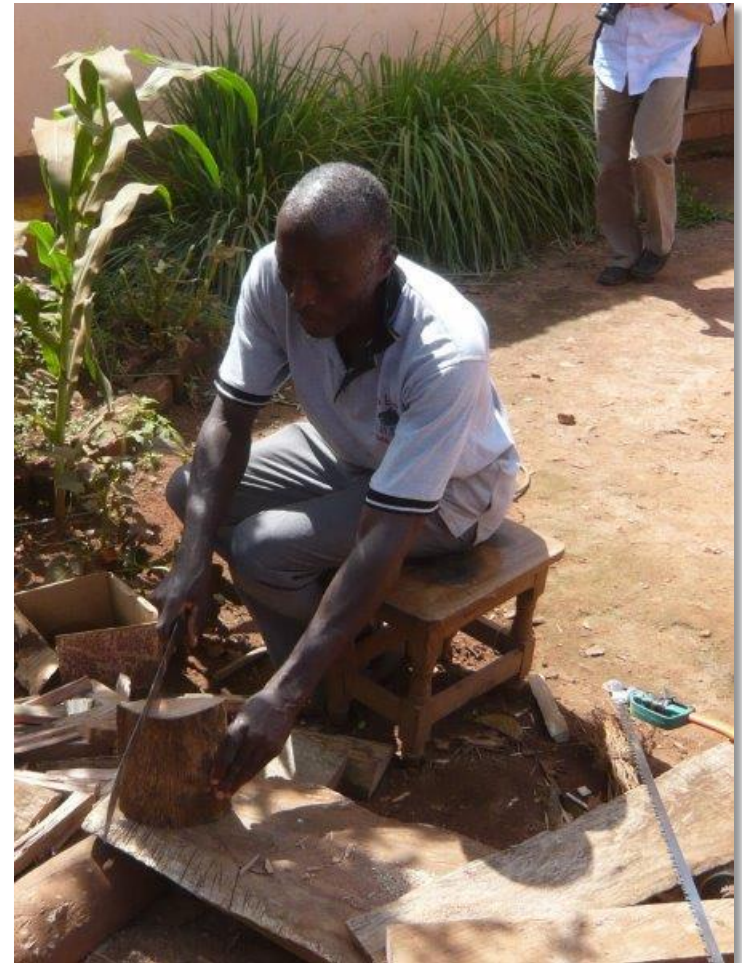


Photo credit: Kendra Williams/University Research Co., LLC

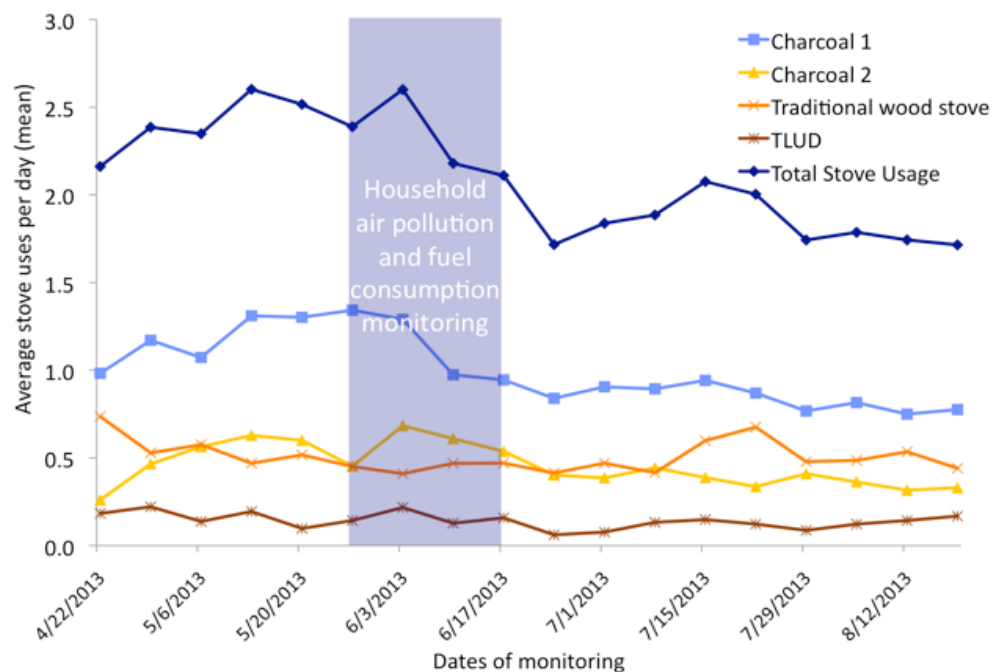


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What did not work



Stove cost and fuel access

- TLUD contributed to just 7% of the recorded stove usage events.
- Primary barriers to consistent stove use:
 - Cost (in money and time).
 - Lack of access to TLUD-sized firewood.
- Current TLUD stove design too expensive to manufacture, especially considering added cost of fuel, rendering TLUD commercially unviable.

Stove not fully compatible with cooking practices

- Stove stacking
- Mixed feedback on stove's ability to cook staple foods (e.g., matoke, posho, and rice).



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Recommendations

- **Integrate community cooking demonstrations** into cookstove interventions to convey benefits and correct use.
- **Pair access** to fuel with introduction of improved cookstoves.
- Consider **training community health workers** as powerful, trusted voices for changing cooking behaviors.
- **Map out** true manufacture cost of new/improved stove designs.



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The role of mixed methods in improved cookstove research

Debbi Stanistreet, Lirije Hyseni, Michelle Bashin, Ibrahim Sadumah, Daniel Pope, Michael Sage, Nigel Bruce



Methods, concepts and integration

Quantitative	Qualitative
<ul style="list-style-type: none">• HAP• Exposure• Stove use (e.g. SUMS)• Fuel use and efficiency• Health outcomes• Etc.	<ul style="list-style-type: none">• Views and perceptions• Context• Insights into reasons which can explain observed behaviours• Etc.

Without integration, the knowledge yield is equivalent to that from a qualitative study and a quantitative study undertaken independently, rather than achieving a whole greater than the sum of the parts.

O'Cathain et al (2010)



Study design considerations in a mixed methods study

Study design model	Priority	Implementation	Analysis
Exploratory	Priority qualitative	Sequential with qualitative first	Connecting
Convergent	Equal	Concurrent	Embedding or merging
Transformative	Equal, Priority quantitative or qualitative	Concurrent or sequential	Merging, connecting or embedding
Explanatory	Priority quantitative	Sequential with quantitative first	Connecting
Nested	Priority quantitative or qualitative	Concurrent or sequential	Embedding



Methods used to study ICS uptake

Table 1 in Stanistreet et al

Theme	Item (examples)	Pollutant monitor, SUMS, etc.	Time activity diary	Survey	Qualitative interviews	Focus groups	Observation
Context	Household		X	X			X
	Gender ...		X	X	X	X	X
Fuel and technology	PM2.5; CO	X					
	Stove use ..	X	X	X	X	X	X
User behaviour	Stacking	X	X	X	X	X	X
	WTP			X	X	X	X
Health	Risk (IERS)	X					
	Burns			X			X



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RQ's and analytical approach

- How effective are ICS in reducing HAP in everyday use?
- How acceptable are ICS to users?
- What is relationship between user acceptability and user behaviour?
- Analysis of quantitative (HAP, etc.) and qualitative data (themes)
- Merged findings, e.g. rankings vs. # of times used/day
- Convergent analysis* to study between perceptions and use

*Convergence coding matrix (Farmer et al)



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Some key findings

- For convergence analysis, we selected:
 - Group A: 6 HH with large reductions with ICS
 - Group B: 6 HH with small/no reductions with ICS
- Some of the findings:
 - Group A reported continued ICS use during monitoring
 - Higher ranking did not mean more exclusive use
 - ‘Stacking’ frequent, multiple reasons
 - Most women worked outside the home; children often cooked when women absent
 - ICS was ‘added’ to use of traditional stove
- Checked case study findings against full dataset



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Conclusions

- From this work:
 - Mixed methods feasible and useful
 - Need to plan from design stage
 - Case oriented approach useful to study behaviour in context
 - Triangulation useful (e.g. TAD vs. SUMS vs. FGDs)
 - Can refer back from case studies to full data set to check findings
- Future work:
 - More examples and methods development needed
 - Suggest equal weight (at design stage) to both methods
→ allows variation later for different research questions
 - Extend to all stakeholders (across 'value chain')



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Panel and Audience Discussion

Facilitated by Jay Graham

Assistant Professor

George Washington School of Public Health
and Health Services



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