Potential Motivators behind Individual Household Sanitation Adoption: Results from a Study in Amhara, Ethiopia

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Presentation Outline

- Background
- Methodology
- Findings
- Implications

Background

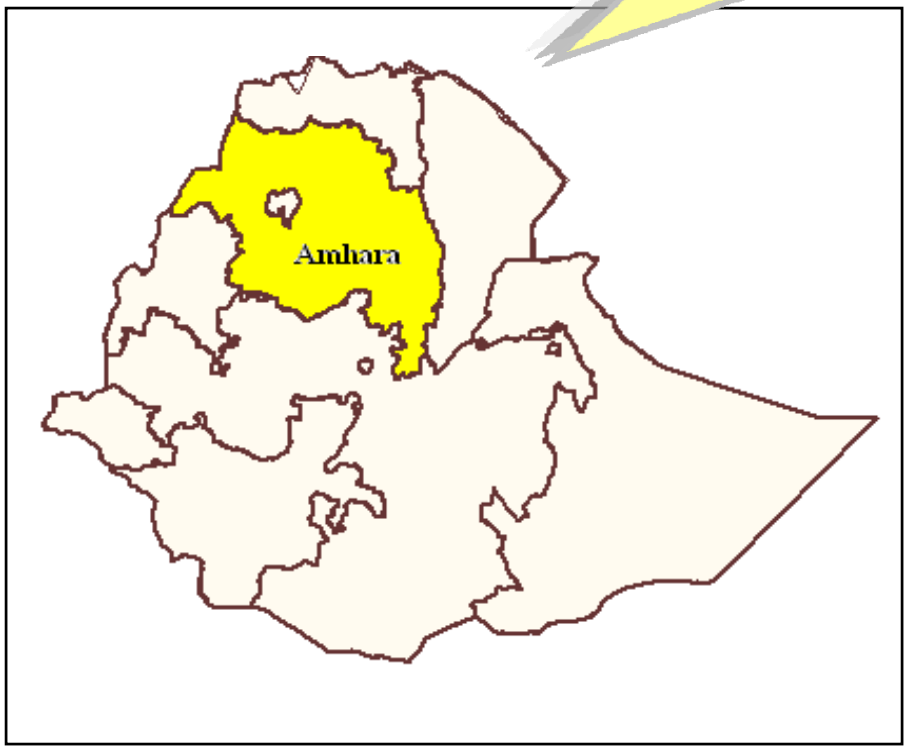
- Baseline for Learning by Doing Initiative in Amhara to achieve at-scale hygiene and sanitation

- Implement hygiene and sanitation strategy

- Implemented by the Regional State of Amhara, with joint support from the World Bank's Water and Sanitation Program Africa (WSP-AF) and USAID Hygiene Improvement Project (USAID-HIP)

Map of Ethiopia

Learning by Doing Initiative



Methodology

- 2000 female caretakers of children < 5 randomly selected from 330 cluster s

- 22 woredas from the different zones in the region representing three implementation strata:

  high (4) :

  direct (7) and

  indirect involvement (11)

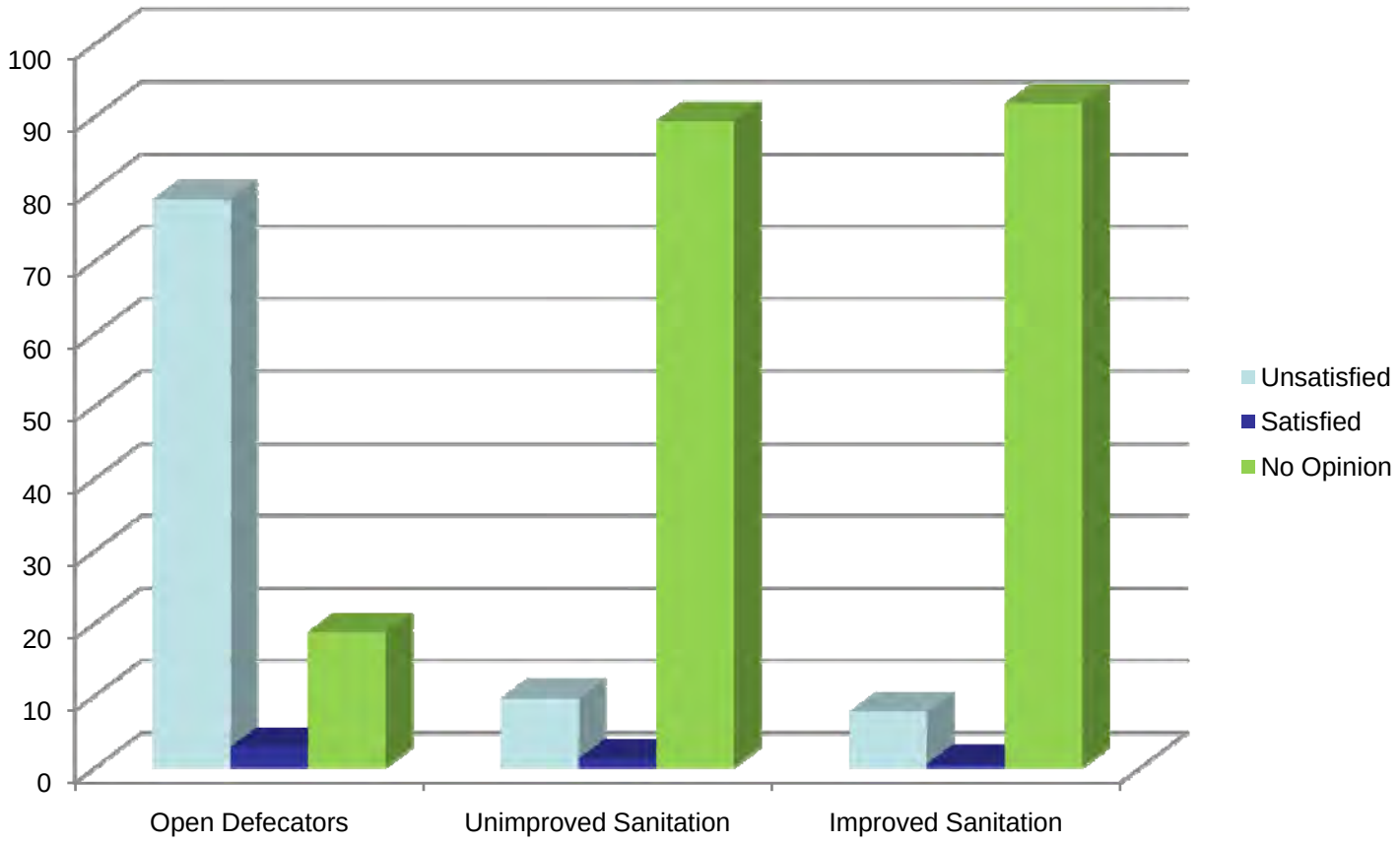
- Basic comparison of households practicing open defecation vs households that own a sanitation facility

Model suggesting what factors to consider

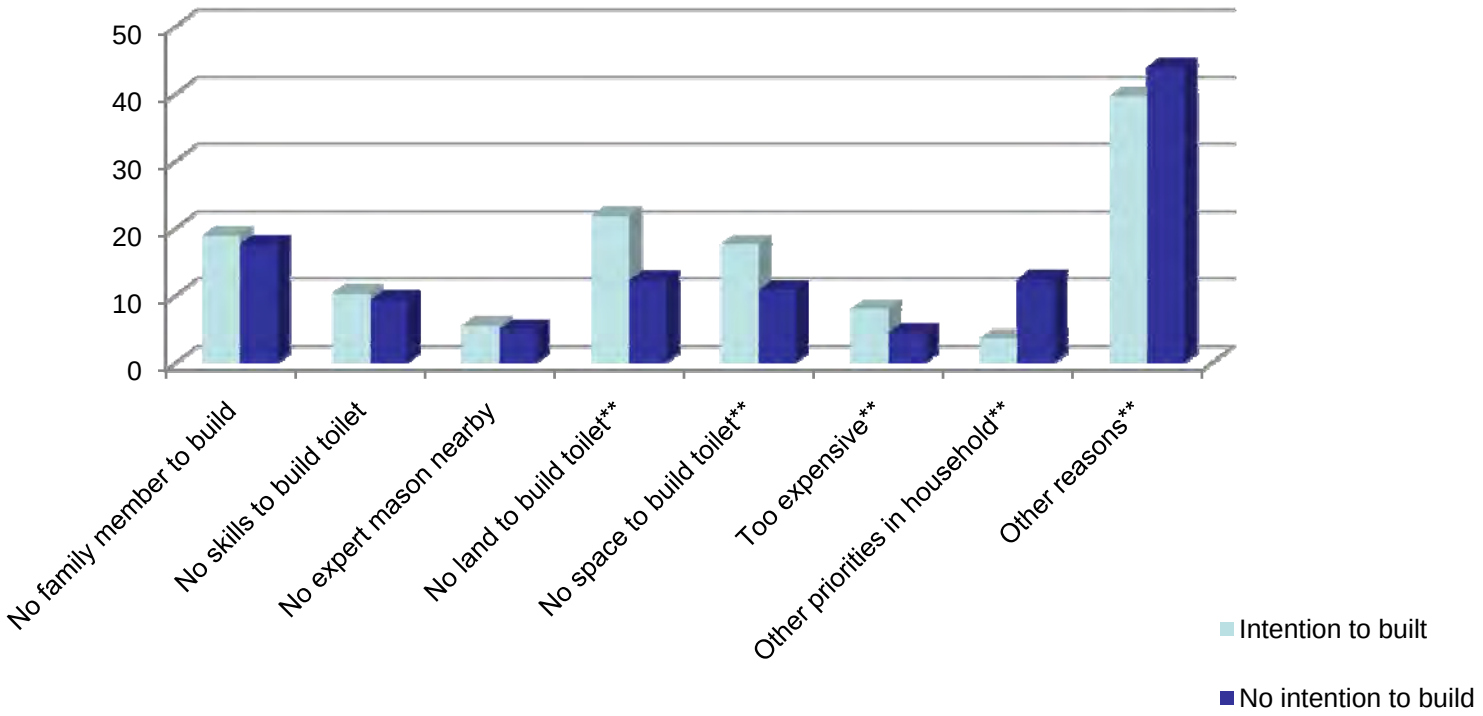
- Individual and contextual factors may influence the adoption of sanitary facility

- Adoption occurs through stages:
  - Developing a **preference** for fixed sanitation: if dissastisfied with current defecation practices and becomes aware of options
  - Developing an i**ntention** to install a toilet if there are no permanent constraints (ows vs. rents house)
  - Makes a **final choice** of what should be installed if no temporary barriers exist

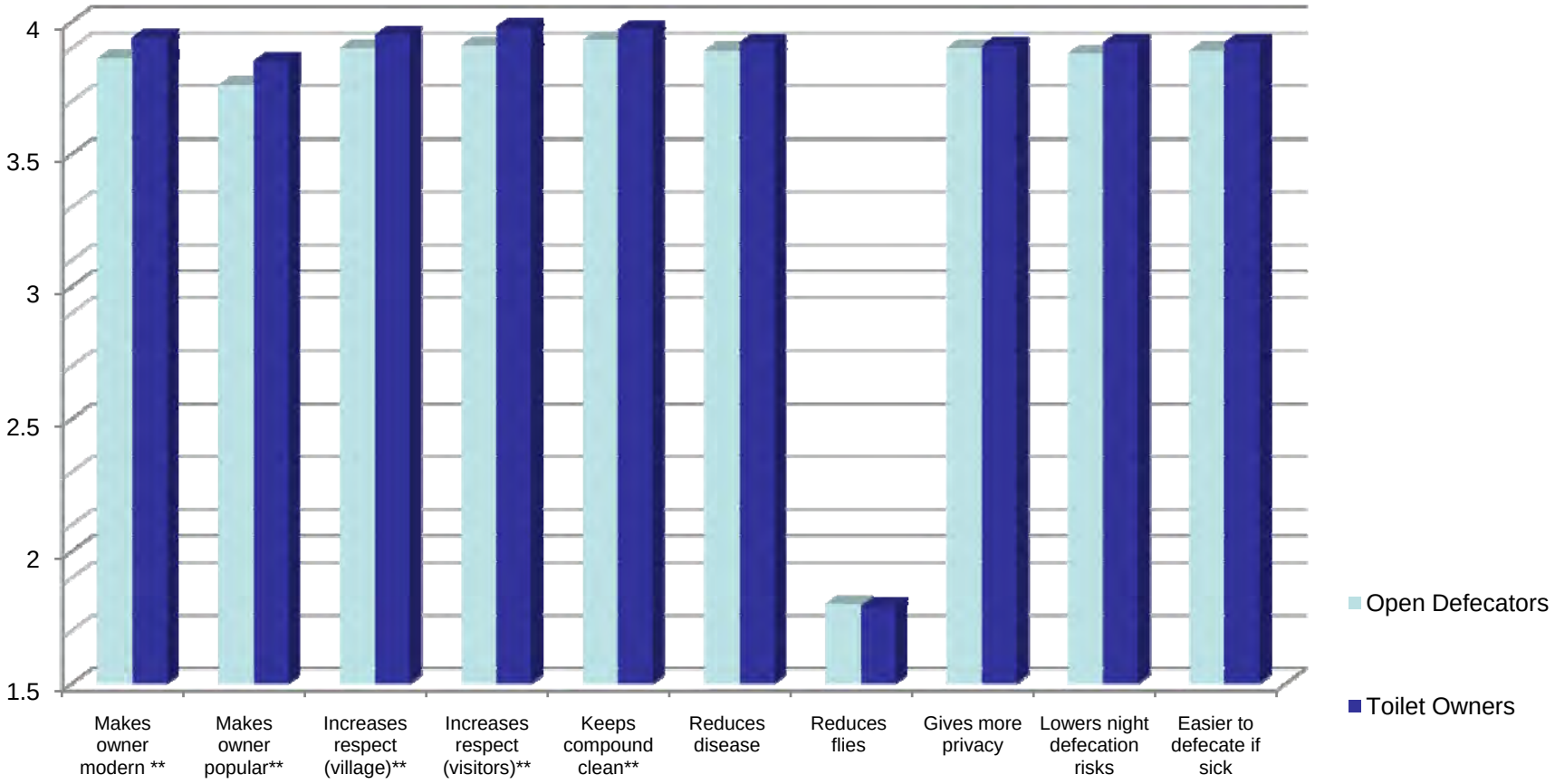
Findings: Level of Satisfaction by Type of Sanitation Facility



Findings: Reasons for not building toilets among dissatisfied open defecators by intention to install toilets



Findings: Motivators among open defecators and toilet owners



Conclusions

- Contextual and psychosocial factors play a role in latrine ownership
- Similar studies need to be conducted with male respondents