

FOCUS**OPPORTUNITY****ABILITY****MOTIVATION****Target Population**

- Residents in the three LGAs

Desired behaviour

- Use sanitary latrine/toilet
- upgrade unimproved toilet
- Eliminate all forms of open defecation
- Practice handwashing at critical times at home, and in public institutions

Sanctions/Enforcement

- No fine or sanction in most communities against open defecation
- No enforcement done by community
- No enforcement of community level regulations and agreements
- No fines in communities from the LGA for sanitation defaulters
- No widely acceptable and enforceable regulations

Access / Availability

- 24.2% use improved toilet
- 16.4% use unimproved toilet
- 57.6% practice open defecation
- 3.1% toilets are not shared
- The toilet of 38.7% is located outside the household premises
- Toilet located away from houses
- Difficult to build toilets in rocky, high water table areas

Product Attributes

- Reduced smell
- Convenient
- Guarantee privacy (36.2%),
- Guarantee safety (41.4%),
- Prevent diseases (67.4%)
- Well maintained (11.2%),
- Child friendly (4.8%)

Social Norms

- Embarrassment at sharing toilets
- Open defecation unhygienic and unacceptable
- Group defecation through crossbar arrangement is acceptable
- Acceptable for young children can defecate openly

Knowledge

- ¼ believed location of toilet at home is not good
- Low knowledge on what constitute safe toilet facility
- High knowledge on handwashing
- 97% respondents had low knowledge in Yala LGA
- 58.8% had high composite knowledge in all.

Skills & Efficacy

- Most households prefer to buy the materials for construction
- Low technical knowhow on toilet construction
- Mason and toilet building skills are available
- Cooperative support for pit digging available

Social Support

- Community age grade to support toilet construction
- Extended family support to dig pits
- Support from friends, relatives and the neighbourhood
- Head of household is the decision maker
- Existence of CDA and associated societies

Roles and Decisions

- Decision to build toilet rest with household head
- Household head purchase the materials required
- Household head finances construction of toilet
- Good facilities in surrounding households also influence
- Feeling of importance and fulfilment are drivers
- Head of household acquire the materials and arrange for pit digging and building
- Females maintains the toilet and removes childrens faeces from the premises

Affordability

- Amount of WTP inadequate to procure toilet
- Requires low cost toilet and hand washing options
- To strenghten community rotational support to dig pits
- Poor income yielding sources. Lack of funds
- Seasonal incomes, mostly at harvest of farm produce
- Low irregular incomes from trades in the informal sector
- Not willing to take loan for toilet construction

Attitudes and Beliefs

- Pit latrines smell and are unhealthy
- No negative belief against toilet use (6.1%)
- Toilet smells irrespective of who maintains (4.1%)
- Shared toilets always dirty and poorly maintained (1.5%)
- Faeces pollutes the environment and can spread disease under-5 children faeces are also harmful like those of adults
- Toilet are not safe and should be located away from house (1.3%)

Values

- Prefer squatting to siting when using toilet
- Prefer each household use a private toilet
- Convenient to use any time (39.2%)
- Convenient to use at night (38.7%)
- Healthier (28.5%)
- Toilet easy to use by vulnerable people (20.2%)
- Reduce conflict (4.3%)

Emotional / Physical / Social Drivers

- VAW when defecating in the open/ in the dark
- Hated faeces around the premises/compound
- VAW when toilet outside the compound, in the dark
- Risk of reptile bite enroute crossbar/open defecation
- Conflict in shared toilet maintenance
- Prefer clean, convenient toilets at close distances
- Open defecation is traumatic during rain season

Competing Priorities

- Lack of sustainable, improved water supply
- Paying rent in rented houses
- Food security for dependants
- Education of children
- Income security through business

Intention

- Willingness to improve on current toilet hardware
- No clear plan on how to acquire the toilet
- Lack of mandate to construct toilet in house as a tenant
- Campaign against OD and change community norms

Willingness to Pay

- Many households willing to pay (54.2%)
- Willing to upgrade toilet in use
- Willingness to acquire basic sanitation hardware, spread over a period of time