HELVETAS

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We Understand Behaviour Change

RANAS surveys in Madagascar and Mozambique reveal the need for distinct strategies to promote payment for water services

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The target behaviour of this project was to promote paying for access to drinking water at improved water points. First, we conducted qualitative interviews with key informants to tailor the RANAS questionnaires accordingly and, second, we conducted quantitative baseline surveys in 290/388 households in Mozambique and Madagascar, respectively. The results reveal that the mindsets towards payment for water services are very distinct in both countries: While in Mozambique, paying for water services is primarily driven by Norm and Attitude factors, Ability and Self-regulation factors are more relevant in Madagascar. Implications of these findings for tailoring behaviour change campaigns and for behaviour change programming at Helvetas are discussed.

Context

Combining installation of improved water points with a payment scheme allows to retrieve fees from users and cover operating and maintenance costs over the long run. Helvetas has been using this approach in the provinces of Cabo Delgado and Nampula in Mozambique and in the Diana Region in Madagascar. In both contexts, there is a resistance to paying for water services among community members. Helvetas and its local partners AKHILY and AMASI in Mozambique and HDA in Madagascar, with support from Ranas LTD, applied the Risks, Attitudes, Norms, Abilities and Self-regulation (RANAS) approach to evidence-based behaviour change to influence willingness to pay for water services.

Objectives

The target behaviour of this project was to promote paying for access to drinking water at improved water points with the objectives of:

1. To systematically determine the behavioural factors that steer payment for water services in the two countries,

2. To propose interventions which leverage these factors to promote user payments for water services.

What motivated paying for water services?

As a first step we conducted qualitative interviews with key informants to identify potential contextual and behavioural factors in each country and tailor the RANAS questionnaires accordingly.

We conducted quantitative baseline surveys in 290 households from Cabo Delgado Province and Nampula Province in Mozambique in April/May 2022 and in 388 households from Diana Province in August 2023. Self-reported data was collected on respondents' payment for water services from improved water points and the corresponding behavioural factors.

Interview during RANAS baseline data collection Mozambique

The comparison of doers and non-doers identified the behavioural factors influencing paying for water services.

− Doers: individuals who reported paying for the water services at improved water points. Mozambique N=157 (54%); Madagascar N=235 (61%).

− Non-doers: individuals who reported not paying for water services at improved water points. Mozambique N=143 (46%); Madagascar N=153 (39%).

The following diagram shows the difference for each country between doers and non-doers on a scale from 0 (meaning no difference between doers and non-doers) to 4, or -4 respectively, (meaning maximum difference between doers and non-doers)

Risk factors did not reveal any major difference between doers and non-doers in both countries. This suggests that risk perceptions did not motivate people to pay for water services and,

consequently, addressing risk perceptions in a behaviour change campaign would not increase payment.

There were significant differences in **Attitude factors** and **Norm factors** in both countries while shame when not paying for water services was driving payment only in Mozambique. Also in Mozambique, individuals who perceived others paying for the water services tended to pay for the services too.

Ability factors had a major influence on payment behaviours in Madagascar and only small influence in Mozambique. Similarly, analysis of **Self-regulation factors** shows that not having enough money and forgetting to pay for water services were important barriers in Madagascar, while almost insignificant in Mozambique. Accordingly, planning of how to pay and how to overcome barriers strongly enabled participants in Madagascar and to a far lesser extent in Mozambique.
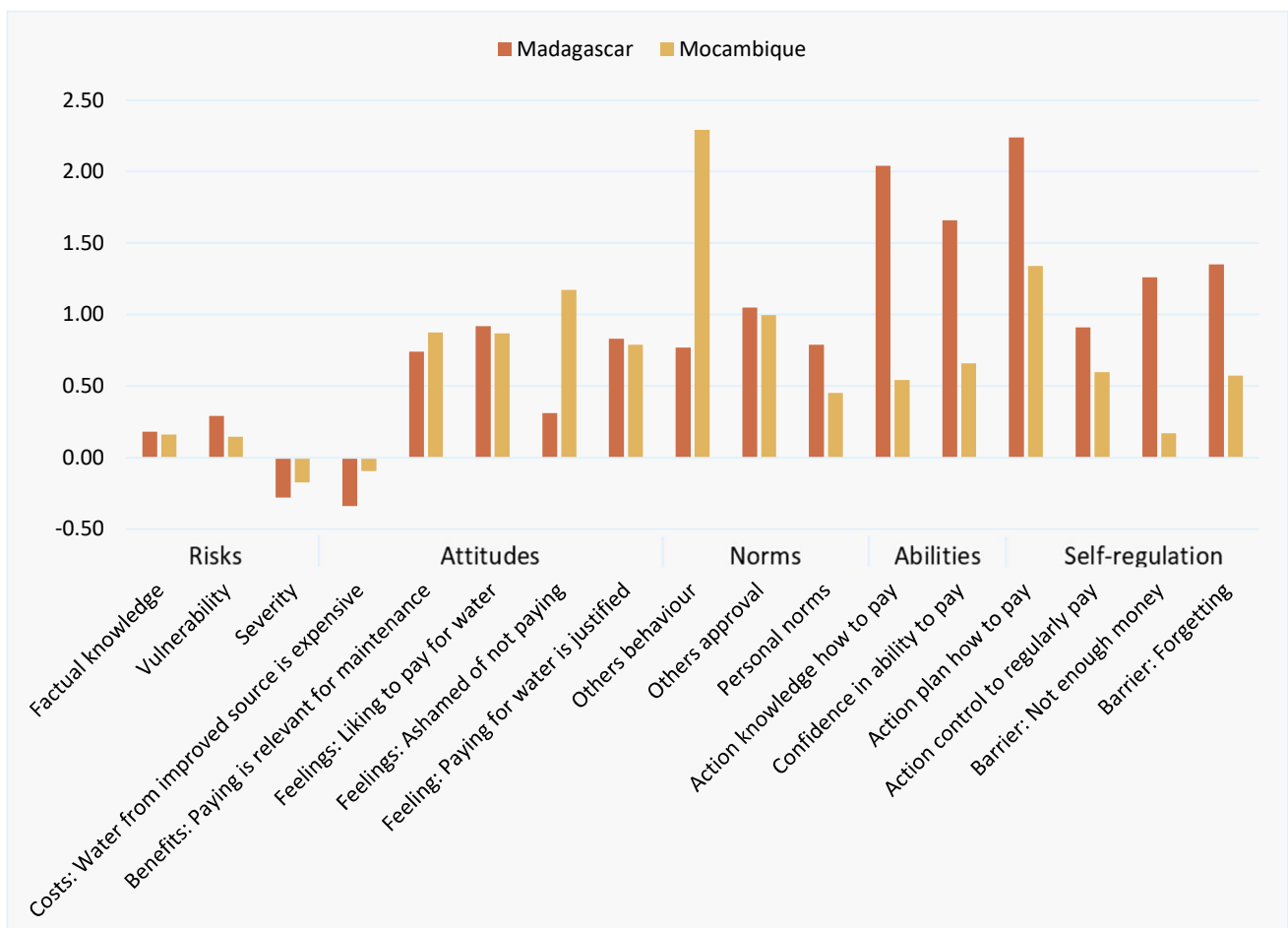
How did we design the campaigns?

Based on the key factors identified with the doer/non-doer analysis, we selected behaviour change techniques (BCTs) from the RANAS catalogue of BCTs. According to the results, the campaign in Mozambique focused primarily on BCTs that influence the Attitude, Norm and Self-regulation factors. Example of techniques being used to influence Attitudes include reporting back to the community on the use of funds collected, sharing testimonies from families who have a positive outlook about paying for services and home visits to families who do not pay for water to explain how payments are used to run the service. To influence Norms, the project publicly recognised families at community meetings who pay, including locally relevant incentives.

The campaign in Madagascar focuses on Ability and Self-regulation factors. For Abilities, the private operator in charge of the service promotes an understanding of the value of the service offered, the price and methods of payment for families. For Self-regulation, the activity is to establish regular dialogue between the service providers and the service users to identify the means to facilitate making payments and to improve the quality of the service. In this way the campaigns are tailored to the different mindsets of each country.

How has RANAS influenced behaviour change programming at Helvetas?

Helvetas teams and their partners have experienced that the RANAS approach provides a more comprehensive and holistic understanding of the determining factors for behavioural change, while at the same time creating spaces and conditions for local protagonists to share their experiences of changing their behaviour.

RANAS studies allow a more precise analysis of people's behaviours: we may have our own hypotheses, about why people adopt or do not adopt a certain behaviour but rely on the RANAS study for confirmation. Thus, we have more solid data to take decisions on the orientation of activities. The process is a way to help overcome the limitations of focusing unduly on the Risk factor and going beyond usual techniques of theatrical performances as inducers for change.

"*Before we made mass awareness campaigns regrouping hundreds of people to transmit messages, but without much impact. With RANAS, we understood that interactions with families or with small groups are more effective and that the manner of transmitting messages was as important as the message itself.* »

Richard Mahitsy, HDA Madagascar

The RANAS approach brings about a shift in peoples' consciousness that can lead to changing their behaviour. Research and design takes more time and resources to i) administer surveys and analyse RANAS evidence and ii) together with local partners, to identify key messages to convey and choose the right techniques to use. Like in marketing/advertising, it's all about knowing our target population well enough to discover what message to transmit and how.

Conclusion

Although collecting and analysing the present data required a considerable effort and investment, the insights were crucial to inform the design of effective behaviour change strategies for each country. The results reveal that the mindsets towards payment for water services are very distinct in both countries. Implementing a one-size-fits-all campaign would either overload participants by targeting multiple, insignificant behavioural factors or overlook a significant potential for tapping into decisive factors and relevant behaviour change techniques. Helvetas and local partners AKHILY and AMASI in Mozambique and HDA and water service providers in Madagascar are implementing behaviour change techniques corresponding to the determinant factors and will conduct follow-up surveys to understand how the doer-non-doer analysis has evolved post-implementation.