

Understanding FSM Behaviour in India: From Exploration to Evaluation

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BBC Media Action India



BILL & MELINDA
GATES *foundation*

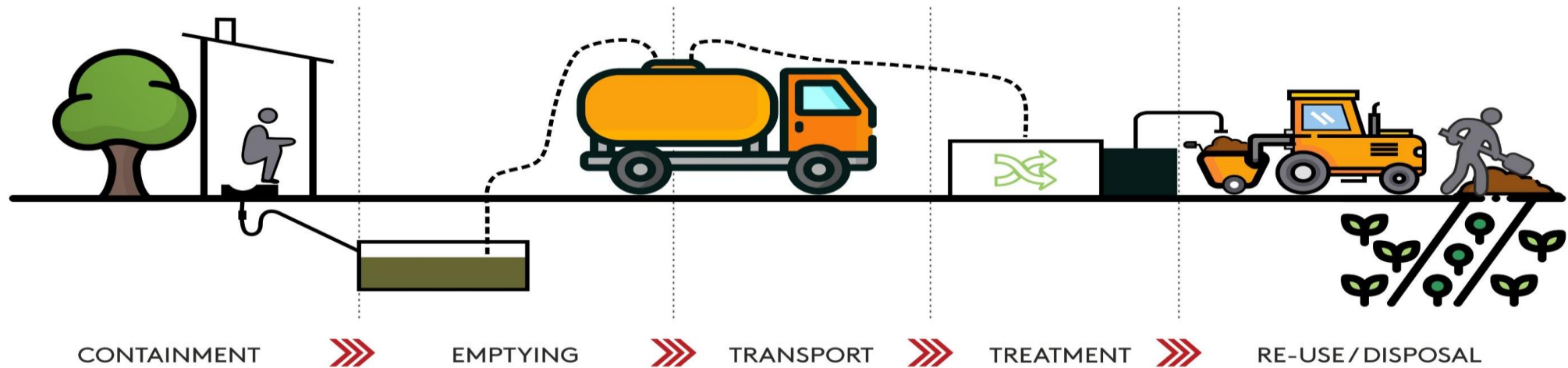


In four short years...

- Around 92.2 million toilets have been built
- 28 states have been declared ODF
- 4,140 cities declared ODF
- 35 cities declared ODF+
- National NFSSM Policy adopted in 2017



How do you make FSM as important an issue as air pollution for people living in urban India?



Research Questions:

- To understand **triggers and barriers** around construction of sanitary toilets and regular desludging
- To **segment** populations based on attitudes and practices
- To understand **media access and habits** of these segments

Methodology: Formative research

Mixed method approach used to understand knowledge, attitude and capacity gaps among populations



Qualitative exploration

- Men and women
- Aged 30-40 years
- Home owners for at least three years
- Not connected to sewers; with a septic tank or connected to an open drain
 - Those who have desludged at least once
 - Those who have never desludged

Population			
25	06	08	02
FGDs	Home immersion	Ethno-graphic interviews	In-depth interviews

Methodology: Formative research

Mixed method approach used to understand knowledge, attitude and capacity gaps among populations



Quantitative
survey

- Men and women
- Key decision-makers on FSM practice in the household
- Homeowners who had lived in the house for three years or more
- Not connected to sewers; with a septic tank or connected to an open drain

Households		
587	577	576
Behrampur	Narsapur	Trichy

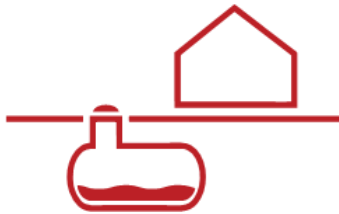


| FINDINGS

Three key groups based on FSM attitudes and practices

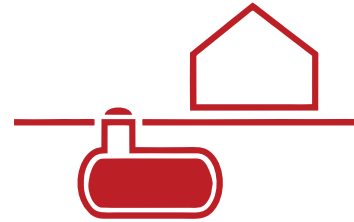
'It is okay to wait to clean/ empty the septic tank until it is full'

22%



PROACTIVE
DESLUDGERS

66%

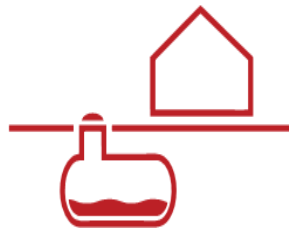


REACTIVE
DESLUDGERS

11%



CONNECTED
TO OPEN
DRAINS

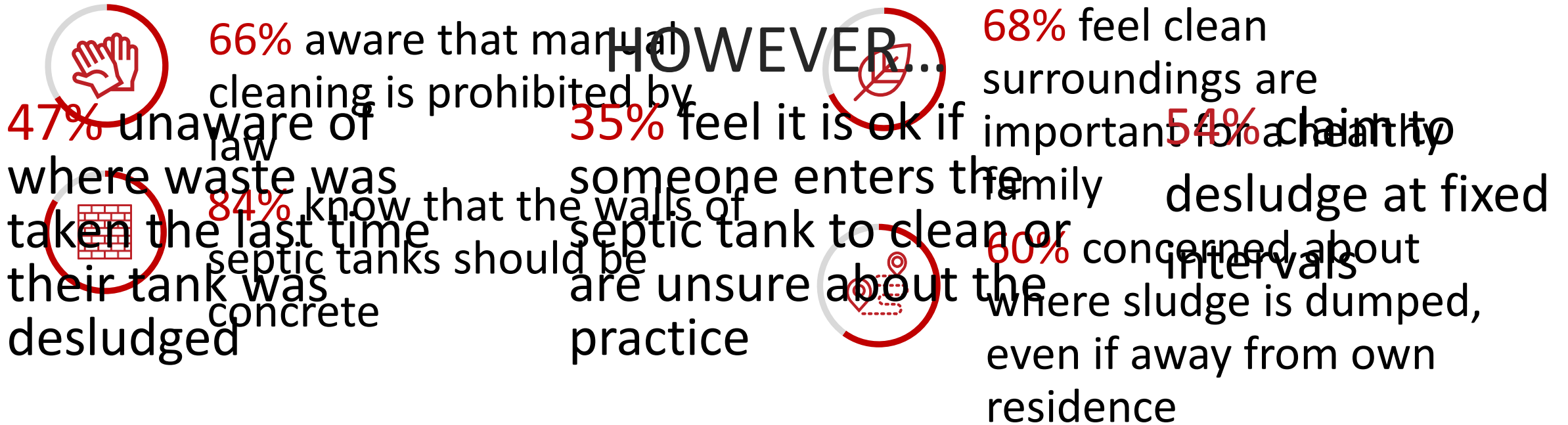


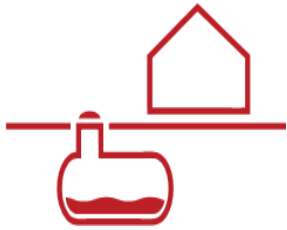
Proactive desludgers

Concerned, but incomplete knowledge; attitude does not translate to behaviour

Knowledge limited to the visible elements of the FSM value chain

Concerned about FSM and keeping surroundings clean and healthy





Proactive desludgers

Concerned, but incomplete knowledge; attitude does not translate to behaviour



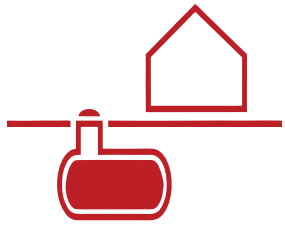
Progressive and collective mindset

- **41% agree:** We as a society should get together to make sure that all cleaning operators dump the faecal sludge only in designated areas
- **40% agree:** This [reactive desludging] is not a good practice and we as a society should organize together and ensure that all the people in our society clean their septic tank regularly and not wait for it to fill up



Conscious and concerned about their environment

- **27% agree:** I have never been bothered by the open drains in our surroundings
- **27% agree:** A family can remain healthy even if the surroundings are not clean



Reactive desludgers

Unconcerned, incomplete knowledge, very low self and collective efficacy

Low concern and involvement with FSM



75% wait for backflow/ blockage or stench or tank overflow

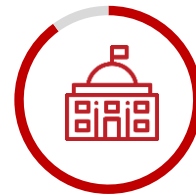


72% believe that anyone with more money or space will construct a large septic tank



75% don't know that sludge can be re-used after treatment

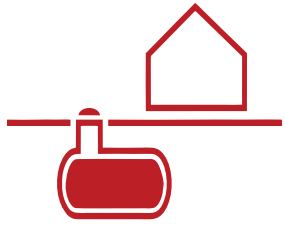
High dependence on authorities, less self-reliant



90% believe it is entirely the government's responsibility to keep the city clean



41% believe the Government should make sure that all cleaning operators dump the faecal sludge only in designated areas (vs. 24% of Proactive Desludgers)



Reactive desludgers

Unconcerned, incomplete knowledge, very low self and collective efficacy

Place greater importance to cleanliness inside their own homes than outside it



- **52% agree:** I am not concerned with where the faecal sludge is getting dumped as long it is not close to my house
- **39% agree:** I have never been bothered by the open drains in our surroundings



Expect the government to play a role in assisting with desired FSM practices



Desludging expenses are considered a burden, an undesired expense

- *“It costs money to empty the tank, if I have to spend every few years, it is adding up to my expenses for no reason”*- Male, Narsapur
- *“The mason suggested we build a large tank so we save money on desludging”*- Female, Trichy



Connected to open drains

Aware of health risks from vector borne diseases but not concerned about it



- **91%** agree that faecal sludge flowing in open drains spreads diseases (true for all other groups as well)
- But **55%** say they have never been bothered by the open drains in their surroundings
- Only **18%** agree they will make sure that they will only employ those cleaning operators who dispose of faecal sludge in designated areas



Connected to open drains

KEY BARRIERS

Incapacity

For some, financial constraints mean they don't have the resources they need

Passing the buck

Many believe that it is the governments responsibility to maintain cleanliness, and ensure public hygiene

Unwilling to engage

Some find it easier to connect with drains, and not have to deal with desludging; are encouraged by herd mentality and facilitated by the mason

Avoid the problem and pass the buck

Perceived risk with open drains doesn't transform into concern

- 90% believe that faecal sludge flowing into open drains spreads diseases
- Only 53% are bothered by the open drains in their surroundings

Large tanks = problem avoidance for a longer time

- 78% believe a septic tank should be as large as possible
- 71% believe that anyone with more money or space will construct a large septic tank

Majority believe in reactive desludging

- 66% believe it is okay to wait until the septic tank is full before emptying it
- 53% believe a septic tank should be cleaned when the toilet is blocked or there is backflow

Most depend on government for construction and cleaning of septic tanks

- 80% believe the government should construct septic tanks in all households
- 78% believe emptying septic tanks is the responsibility of the municipality

Recommendations for communication

TO GRAB ATTENTION




- **Make FSM a basic concern for the family**



- Heighten risk perception around **the unseen**




- Build urgency to take action by making the threat **personal**

 **ಭೂಮಿ ಲೆಪಲ ಧಾಗುಂಡಿ,**
ಬಯಲೆಕಿ ಪದ್ವಿ ರೆಗಾಲನು ವ್ಯಾಪಿಂಪದೆಸೆದಿ ಎಪರು

ಪೆರು: ಮಲಾಸುರುಡು

ದಿರುನಾಪಾ : ಮಯುರಪೆದ್ದೆ ಕ್ಷೆಂಪ
 ವ್ಯಕ್ತಿ : ಭೂಮಿ ಲೆಪಲ ಧಾಗುಂಡಿ ಎರುನುಕಾ ಂಡೆಂಟಂ. ಇಂಕಾ ಬಯಲೆಕಿ ನವ್ವಿ
 ಗಾಳಿ, ನೆದು, ಆವರಾವ್ವಿ ಕಟುಪಿಂಟಂ ಪಯ್ಯಡಂ ಮಿಲಿಯು ರೆಗಾಲನು ವ್ಯಾಪಿಂಪಪಯ್ಯಡಂ
 ಮಿ ಪಾರ್ವತ : ಕನಿಸುಂ ಮೂರು ಸಂಪತ್ಯರಾಲಮು ಒಟ್ಟುಸಾಂ ಪಿಪ್ಪಿಂಕ ಲ್ಯಾಂಕ ನು ಖಾಳಿ ದಿಯುಂಡಿ

ಪ್ಪೆಂಪ ಪಯ್ಯಂಪೆ, ಮಲಾಸುರುಡ್ವೆ ಬಂದಿಂಪಂಪೆ
ಮಲಾಸುರುಡು ಪಂಪೆ
ಬಿಗ್ಗೆಡ್
 (S-Line)
1800 425 1980






**ಪಾಲಿಷಾನಾ ಪಾಲಿಪ
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 ಪಿಟಾ ಡರರ ಡಿತರೆ.**

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 ಪುಲಾ ಪಾಲಿ
1800-345-6796
 ರೆ ಪಾಲಿ ಕರಣ್ತು



Recommendations for communication

TO BUILD POSITIVE ATTITUDES AND BEHAVIOUR



- Increase awareness about **correct** FSM practices across the value chain



- Instil a sense of **personal responsibility** – the role of the individual household



- Build a lens of **social disapproval** of incorrect practices – the role of the collective community



Navrangi Re!

Atpate Logon Ki Chatpati Duniya

