

THE TRANSFORMATIVE POWER OF ART TO INSPIRE, ACTIVATE AND SUSTAIN WASH BEHAVIOUR CHANGE

AT THE ONE DROP FOUNDATION WE ALWAYS SAY THAT *WE TURN WATER INTO ACTION THANKS TO ARTS AND CULTURE!*
THIS IS NOT JUST A NICE AND CATCHY TAGLINE. THIS IS WHAT WE DO.

At the One Drop Foundation, we believe that sustainable systemic changes require an integrated solution that improves access to water infrastructures, encourages a change in behaviours and supports revenue-generating activities.

SOCIAL ART IS A PARTICIPATIVE AND CREATIVE PROCESS COCREATED FOR, BY AND WITH THE COMMUNITIES

...

ARTISTS ENCOURAGE PARTICIPATION, MAKE IT FUN, EMPOWERING AND EMOTIONALLY ENGAGING

The One Drop Foundation has collaborated with hundreds of artists in over 14 countries, for over 15 years, to increase WASH behaviours such as handwashing with soap and water and increase the use of latrines to end open defecation and to improve menstrual hygiene management. These behaviours have a significant impact on people's health and global wellbeing – especially on the lives of girls and women.

15 years of learnings, failures, successes, experimentation, prototyping have been combined to create a new way of shaping change processes by following the steps of behaviour change and combining them with art. Our approach is inspired by our heritage from Cirque du Soleil's creative nexus, that we mixed with cognitive science, educational psychology, and social anthropology. **We call it SOCIAL ART because it is art made FOR, BY and WITH the participants.**

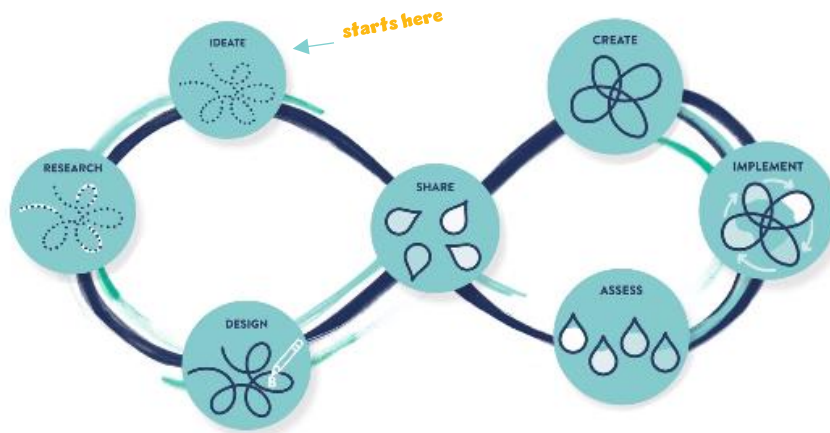
In social art, there are no spectators. To quote Boal, everyone has a role to play, everyone is a "SPECTACTOR". With social art, participants become the protagonists of their own change. This means that interventions focus on participation (valuing everyone's knowledge and culture).

The result doesn't matter as much as the participatory process. Instead of focusing on aesthetics and the "WOW factor", SABC (Social Art for Behaviour Change) focuses on the participatory process that generates ownership and pride. This is what adds value to the artwork and sustainability to the change process!

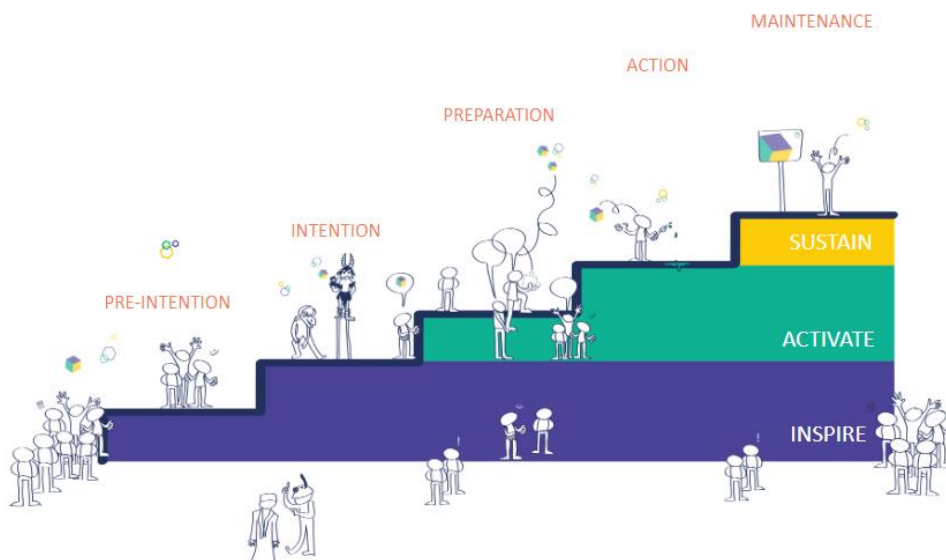
Artists play an instrumental role in this approach. Why? Because artists have a deep connection to the local context. Through their imagination and creativity, they can generate a fun and enabling environment, translating complex and often taboo issues into accessible formats that inspire, activate and sustain change.



This is the iterative cocreation process illustrated:



As the following graph shows, we co-create interventions with local actors and community members that respect and follow the behaviour change 5 stages ladder. These interventions are either “Inspire” ones (related to pre-intention/contemplation, and intention/contemplation stages). “Activate” ones (related to preparation and action stages) or “Sustain” ones (related to maintenance stage). The process of co-creation is a systemic one, taking into consideration contextual, technological, financial, and psychosocial determinants of behaviours.

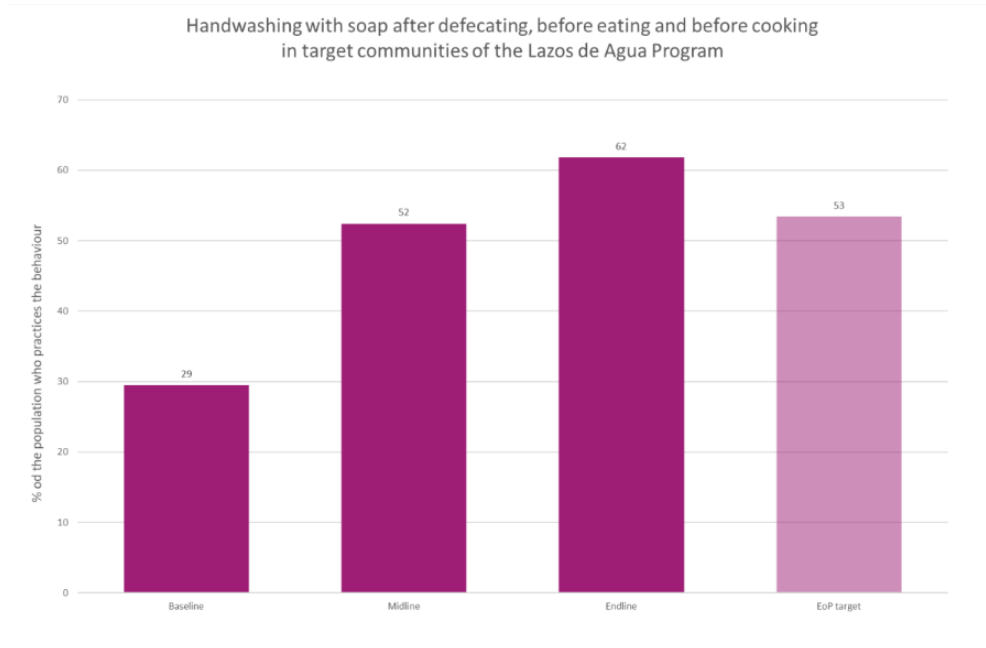


Projects implemented in the field, in collaboration with international organisations, give social art partners and artists a platform to drive collective intelligence: train, explore, elaborate, innovate, and share their experiences, learnings and insights so that others can apply them and install an iterative process of innovation and knowledge.

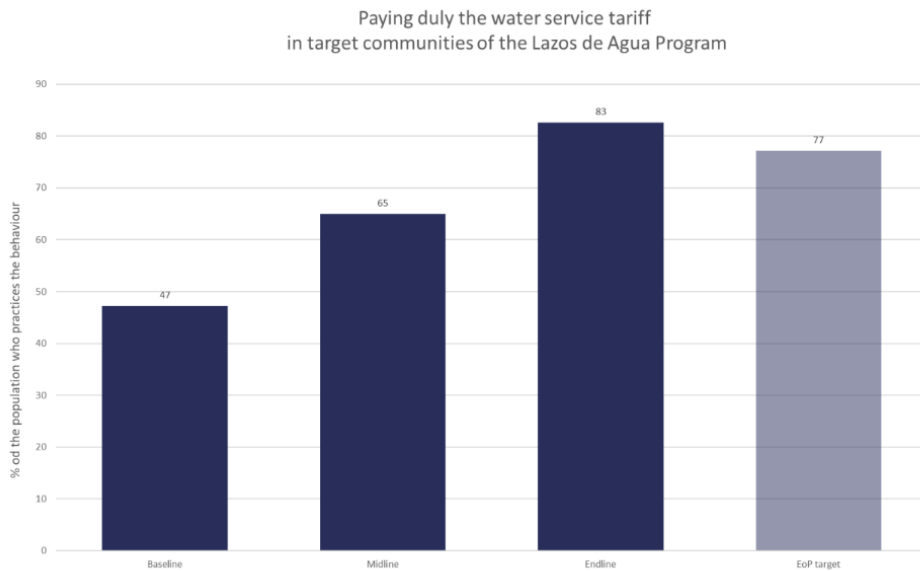
WE WORK TO INSPIRE CREATIVE LEADERS FROM TRADITIONALLY EXCLUDED POPULATIONS TO PROFESSIONALISE AND TO BECOME LEADERS OF SYSTEMS CHANGE

RESULTS IN LATIN AMERICA:

The final narrative report produced by an external firm explained that “Designing and implementing SABC interventions, having trained Agents of Change replicating SABC interventions within their communities, and integrating the SABC approach into government social programs - along with activities of the A and C component - all constitute program efforts aiming to contribute to an increased practice of the promoted WASH related behaviours” in the Lazos de Agua Program.



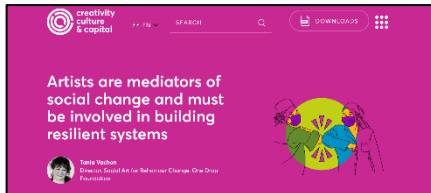
Changes in behaviour related to handwashing with soap at key moments shifted from 29% of the surveyed participants at baseline to 62% by the end of the program. These results exceed the program target of 53%.



The proportion of the population living in target communities that pays the water service tariff on time (a key behaviour for the sustainability of the infrastructure), as reported by water committees through a

questionnaire, increased gradually from 47% at baseline to 65% at midline and reaching 83% at endline. An important result and overachievement in comparison to the 77% program target.

TO LEARN MORE ON ONE DROP SABC APPROACH:



Article published in Creativity, Culture, Capital: Artists are mediators of social change and must be involved in building resilient systems:

<https://www.creativityculturecapital.org/blog/2021/09/13/artists-are-mediators-of-social-change/>



**Social Art for Behaviour Change
online free course (powered by IRC
WASH ACADEMY):**

<https://www.washsystemsacademy.org/login/index.php>



**Paper Case study: “Ending Open
Defecation in the Sahel: Successful
outcomes of a Pilot Project
combining CLTS with Social art” :**

<https://www.onedrop.org/en/news/ending-open-defecation-in-sahel/>

Credits: Jade Productions

SABC IS NOW ALSO A SERVICE OFFER.

For more information, please contact:

TANIA VACHON

Directrice principale des programmes, Art social pour le changement de comportement

Senior Director of Programs, Social Art for Behaviour Change

T +1 514-723-7646, poste 7149

An initiative of Guy Laliberté. Global Cause Partner of Cirque du Soleil.

8400, Avenue du Cirque, Montréal (Québec) H1Z 4M6

[VISIONNEZ NOTRE VIDÉO ANNIVERSAIRE – WATCH OUR ANNIVERSARY VIDEO](#)