



**RESOURCE**

# Behaviour Change Communication Guidelines: Sustainable Sanitation and Hygiene for All

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## Description / Abstract

Sustainable Sanitation & Hygiene for All (SSH4A) is SNV's comprehensive approach for area-wide sanitation and hygiene services. Developed since 2008 in Nepal, Bhutan, Cambodia, Vietnam and Laos with IRC, the SSH4A approach is now implemented with rural communities in over 75 districts across 15 countries, contributing to progress in Asia and Africa. In 2011 it was adapted and expanded to urban contexts in Bhutan, then Nepal, Indonesia and Bangladesh as 'Urban Sanitation and Hygiene for Health and Development'. The focus is on the development of capacities and approaches that can be scalable through a government-led, district-wide approach. Since 2008, the programme has been working to introduce and build capacity in behavioural change communication methodologies at local level, with the active involvement of local and national agencies. The approach with the line agencies has consisted of a participatory review of existing information, education and communication (IEC) or hygiene promotion work, definition of priority behaviours (primarily HWWS and hygienic usage) based on survey data, developing skills in formative research, development of BCC strategies, design of messages and campaigns and, finally, monitoring effectiveness.

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## Thematic Tagging

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