

Reflection Note

Family Champions in WASH



Reflection on the
implementation of family
champions in WASH

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I. Background

The strategy of the Cambodian Government on water, sanitation and hygiene (WASH) aims for everyone's access to WASH by 2025. The government alone cannot achieve this ambitious goal without strong cooperation among private sector, NGOs, development partners, and others. In particular, it cannot be achieved without participation from people in the community. Kampong Chhnang province has the Open Defecation Free (ODF) target of 2023 determined by the Ministry of Rural Development (MRD). WaterAid is working with sub-national government in Kampong Chhnang including communes, district, and Provincial Department of Rural Development to strengthen systems to respond to WASH issues and reach the goal for universal access. WaterAid has provided capacity building to sub-national government staff including technical skills in service delivery. Through our research and experience on behaviour change, we found that social recognition was a key motivator to behaviour change. Besides providing knowledge of WASH to community people, Family Champions used social recognition to change behaviors in practicing good WASH.

II. The Implementation of Family Champions in WASH

The Family Champions program has been designed to add to WASH promotion alongside using behavior change tool. It is a way to motivate behaviour change through social recognition. Through our formative research on behavior change, we found that social recognition was a key motivator for behavior change; people need admiration and social recognition from others, especially their neighbors. Therefore, WaterAid worked with government's district and commune officers to create family champions.



A. Process of family champions:

- WaterAid oriented District WASH Committee members about the idea of Family Champions in WASH;
- District and commune hold a consultation meeting to discuss about criteria for family champions in WASH;
- District held a meeting with all Commune Councilors to present about the Family Champions program and the criteria;
- Commune Councilors held a meeting with Village Leaders to present about the Family Champions and criteria;

- Village Leaders selected families for evaluation;
- The District and WaterAid formed an evaluation committee, consisting of District Wash Committee member, Commune Councilors from other communes, and Village Leaders from other villages;
- The evaluation committee conducted home visits to evaluate against the criteria;
- The committee held a meeting to agree on the selection of champion families in WASH;
- The Commune Councilors informed Village Leaders about the selected champion families in WASH;
- The district and commune celebrated the selected champion families in WASH at the commune office, presided by District Governor and Commune Councilors;
- The selected champion families in WASH received admiration certificate from commune leader and one T-shirt with key WASH message;
- The commune and district followed up the families and observed impacts;
- Village leaders continued to select families and inform to commune councilors.

B. Criteria for Selecting Family for Champion in WASH:

Before selecting any families as Family Champions, we defined specific criteria and observation form. The followings were the criteria agreed between WaterAid, district and commune for selecting families:

- Family owns a toilet in the yard of the house;
- The toilet is used everyday, based on evidence of use (it has water, the toilet is being cleaned every day, there are some flies or smell);
- Family owns hand washing facilities nearby kitchen or other places and use it daily, based on evidence of use (handwashing facility has water and soap is used daily);
- Family drink treated water, based on evidence of drinking treated water (boiling, it has evidence of boiling, use water filter nearby kitchen or in the house, the glass or cup must be covered to protect any virus and clean daily, drink pure water from 20 liter kiosk or bottled water or piped water);
- The environment around the house is being cleaned daily and separates the animals and their dung to avoid contact with human;



- The kitchen is clean and has cover to protect food from flies;
- The family's living condition is medium or poor or same as other families who are living next to them.

III. Results

The family champions program has been recognised by local authorities and some community people that we interviewed, they said this program can change behaviors of people in WASH because it is related to social recognition that every one desires. After celebrating the family champions, commune councilors told us that some people changed their behaviors and are ready for the second round selection. For the first (pilot) round of family champion, the followings were the result.



- Eleven (11) families in Pongro commune were recognized as family champions in WASH and they are awarded.
- All commune councilors in Rolea Bier recognised this as a good program and about 2 communes are doing this program with their community people.
- District and PDRD recognised this family champions as a good program and it is a part to contribute to ODF of commune.
- Chrey Bak commune plans to will celebrate the family champions after selecting families in November.



IV. Challenges

Despite having a transparent process of selecting families as champion, some people felt the selection is not fair and they felt jealous.

We have to be careful for selecting and balance between marginalized groups that we need to find another way to promote marginalized group to be family champions.

V. Learning

The government should roll out in other provinces and include family champions in NAP or PAP to achieve ODF. This program can change people behavior because the community people like to copy others when they see someone get social recognition, they want to follow.

The district and WaterAid should engage other districts to join the selection process to make it more transparent.

VI. Next steps

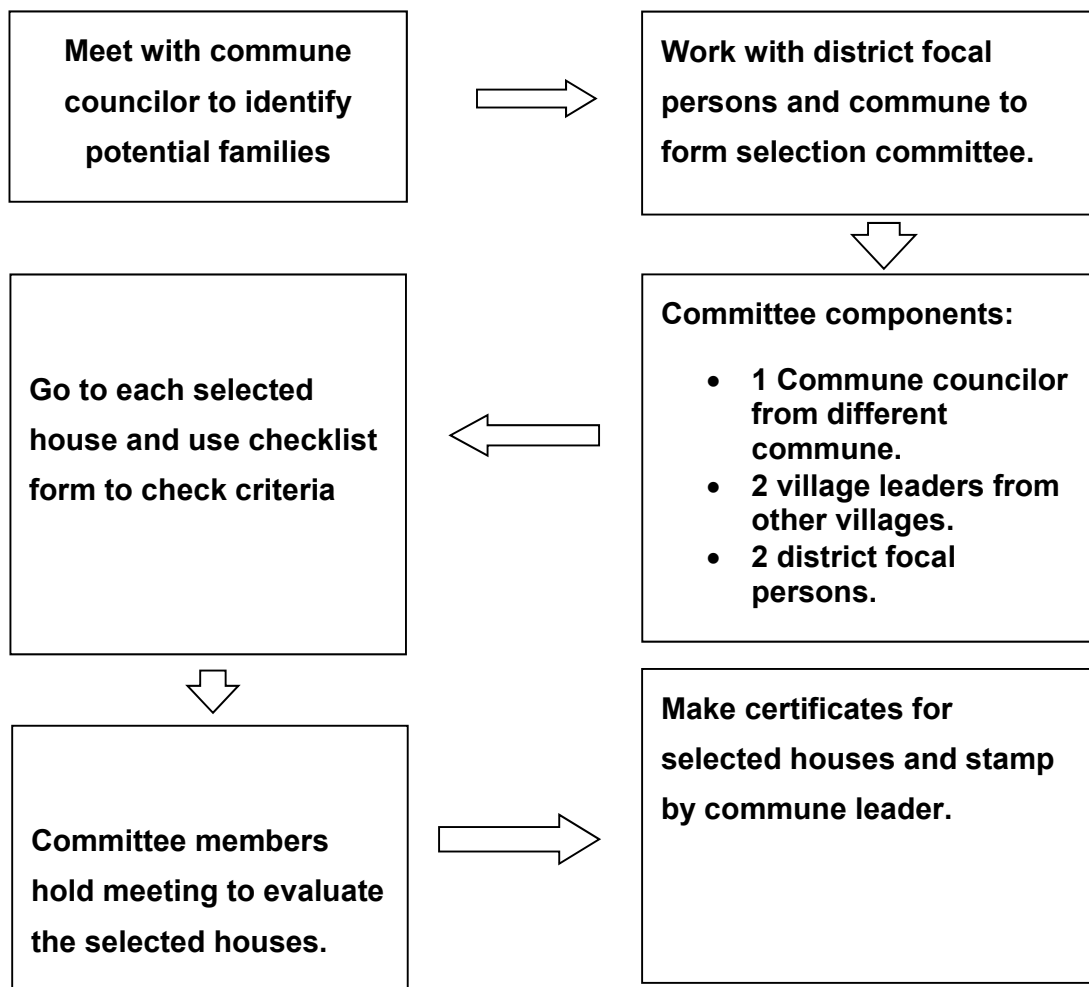
The district and communes will work together to select more families and show this work to other districts.

District and commune will find strategy to promote marginalized group to be family champion.

The criteria for family champion might be added more such as inclusiveness for next selection.

VII. Appendix

The process of selecting Family Champion



The checklist for WASH standard

Family Name:.....

Address:.....

Contact Number:.....

Date of Evaluation:.....

Toilet use:

- Have own toilet (in the compound)
- The toilet is used daily (have water, wet, and evidence of cleaning daily).
- The toilet has appropriate shelter and wall (Has shelter, appropriate wall)
- Evidence of cleaning daily

Hand Washing:

- Has hand washing facility with soap.
- Evidence of daily hand washing (wet area, used soap)
- Family member has knowledge on hand washing (ask them some question about hand washing)

Drinking Safe water:

- Has water filter (has water, has glass, keep in good place, and clean)
- Drink boiled water (has boiling place, has boiling material, water is consumed)
- Drinking water from well-protected and well-kept sources (Well-protected hand pump, well-kept water in safe place)
- Drinking bottled water from good standard treatment company.
- Evidence of daily cleaning the water storage

Food Hygiene:

- Has cover food to protect from fly.
- The food has been covered during monitoring.
- The kitchen materials and cooking are hygienic.
- The kitchen is clean

The environment around the house:

- Has appropriate place to keep the rubbish
- Has appropriate place to keep animal dung separated from house.
- Has animal cage which is not contacting with human.
- The environment around the house is clean.

The final decision

The final decision from the committee members after the evaluation.

Should the family (.....) be a champion family in WASH ?

- Yes..... No..... Evaluate again.....

This family should be evaluated again on.....

The reason:.....

The committee members:

- | | | |
|---------------|----------------|-----------------|
| 1. Name:..... | Position:..... | Signature:..... |
| 2. Name:..... | Position:..... | Signature:..... |
| 3. Name:..... | Position:..... | Signature:..... |
| 4. Name:..... | Position:..... | Signature:..... |

5. Name:.....

Position:.....

Signature:.....