



NEGLECTED TROPICAL DISEASE  
NGO NETWORK

A global forum for nongovernmental organizations  
working together on NTDs

# Welcome to the NNN Conference 2020

Accelerating to 2030:  
Building Resilient NTD  
Programmes in a  
Changing World

With thanks to our  
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Virtual Event

8<sup>th</sup> – 10<sup>th</sup> September 2020

Billy Weeks (2016, Chikwawa, Malawi)



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# Behaviour Change Programming for NTDs

- New Guidance and Case Study Series

01

INTRO TO  
NNN WASH WG  
BEHAVIOUR CHANGE  
TASK TEAM

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15 MINS

02

INTRO TO  
NTD BEHAVIOUR  
CHANGE TOOLKIT

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40 MINS

03

BC PRINCIPLES &  
CASE STUDY  
SERIES

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30 MINS

04

WRAP UP &  
NEXT STEPS

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5 MINS



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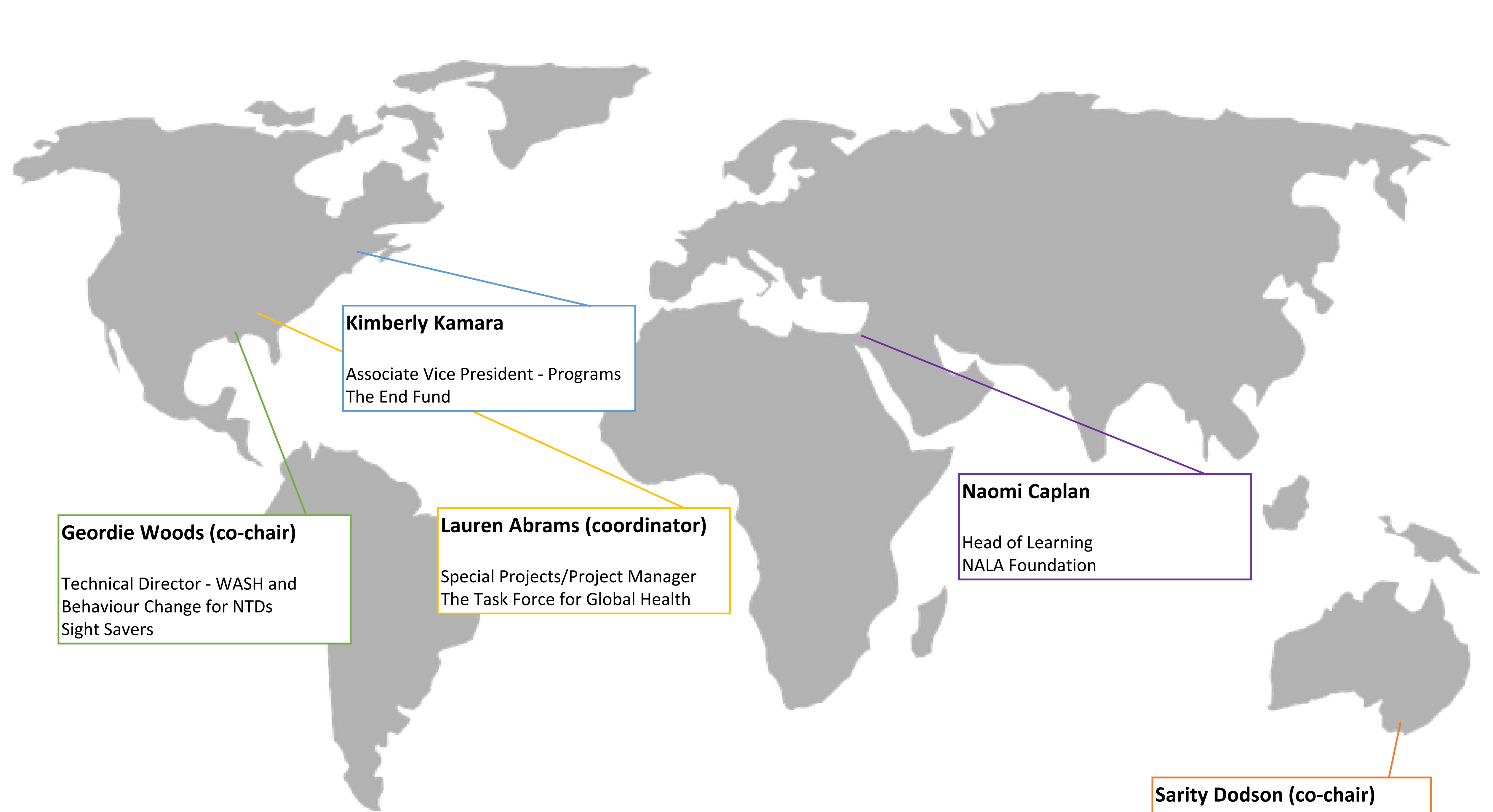


# Housekeeping



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**Kimberly Kamara**  
Associate Vice President - Programs  
The End Fund

**Geordie Woods (co-chair)**  
Technical Director - WASH and  
Behaviour Change for NTDs  
Sight Savers

**Lauren Abrams (coordinator)**  
Special Projects/Project Manager  
The Task Force for Global Health

**Naomi Caplan**  
Head of Learning  
NALA Foundation

**Sarity Dodson (co-chair)**  
Research Director  
The Fred Hollows Foundation

Moderators:  
Leah Wohlgemuth  
Yael Velleman

# MEET THE TEAM



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# Meet the team

Yirga Gebregziabher  
Mariana Stephens  
Matthew Freeman  
Ogechukwu Aribodor  
Ekwunife Chinyelu  
Michal Bruck  
Obinna Ekwunife  
Anouk Gouvras  
Maryann Delea  
Kelly Bridges  
Virginia Sarah  
Katie Greenland

Yael Velleman  
Jennifer Harding  
Leah Wohlgemuth  
Helen Hamilton  
Kuor Kumoji  
Alexandra Czerniewska  
Anna Phillips  
Abdel Direny  
Emma Harding-Esch  
Anne Heggen  
Michael Templeton

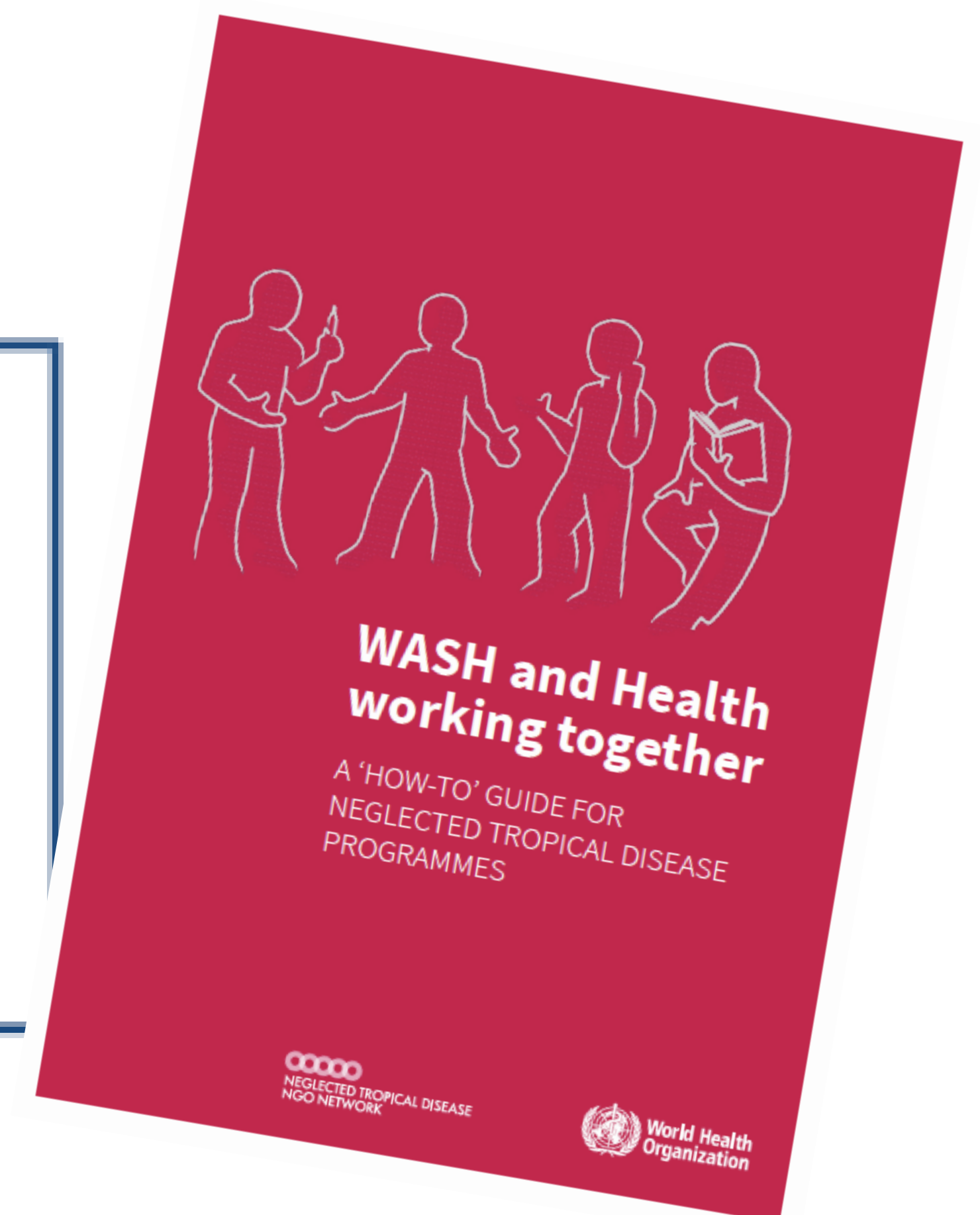
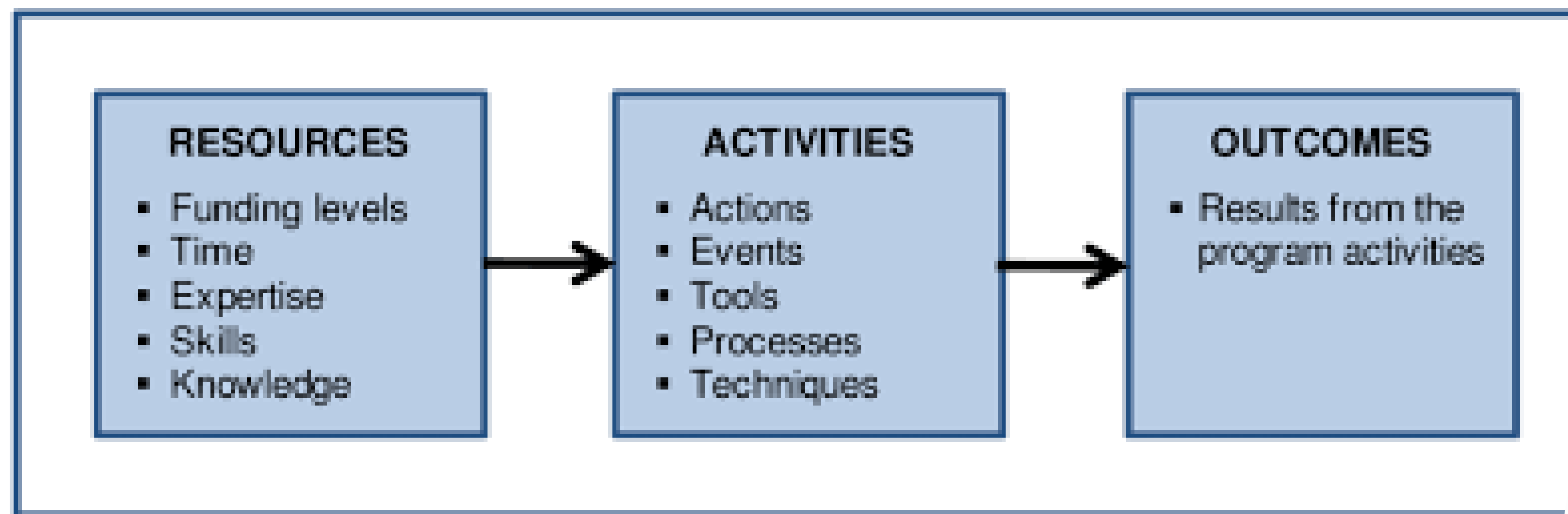


# Task Team Objectives

## Behaviour Change Task Team of the NNN WASH/NTD Working Group

Three key objectives have been set for the Behaviour Change Task Team :

- Logic models
- Common indicators
- Preferred practice guidance



# Warm Up: Where in the world are you?

<https://app.mural.co/t/hollowssample5910/m/hollowssample5910/1598831978393/29501f33bc77e7f5862b7da8e0b035412fa01559>



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# INTRODUCTION TO THE NTD BEHAVIOUR CHANGE TOOLKIT



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# NTD Behaviour Change Toolkit - Background

## Purpose

- Introduce behaviour change programming, and its relevance to NTD elimination and control.
- Provides information and links to further resources to assist organizations and governments to design programs that effectively incorporate behaviour change strategies and techniques.

## Audience

This publication seeks to inform:

NTD practitioners  
NTD program planners and implementers  
Government, private, civil society, and non-governmental organizations  
Communities, community-based organizations and social networks

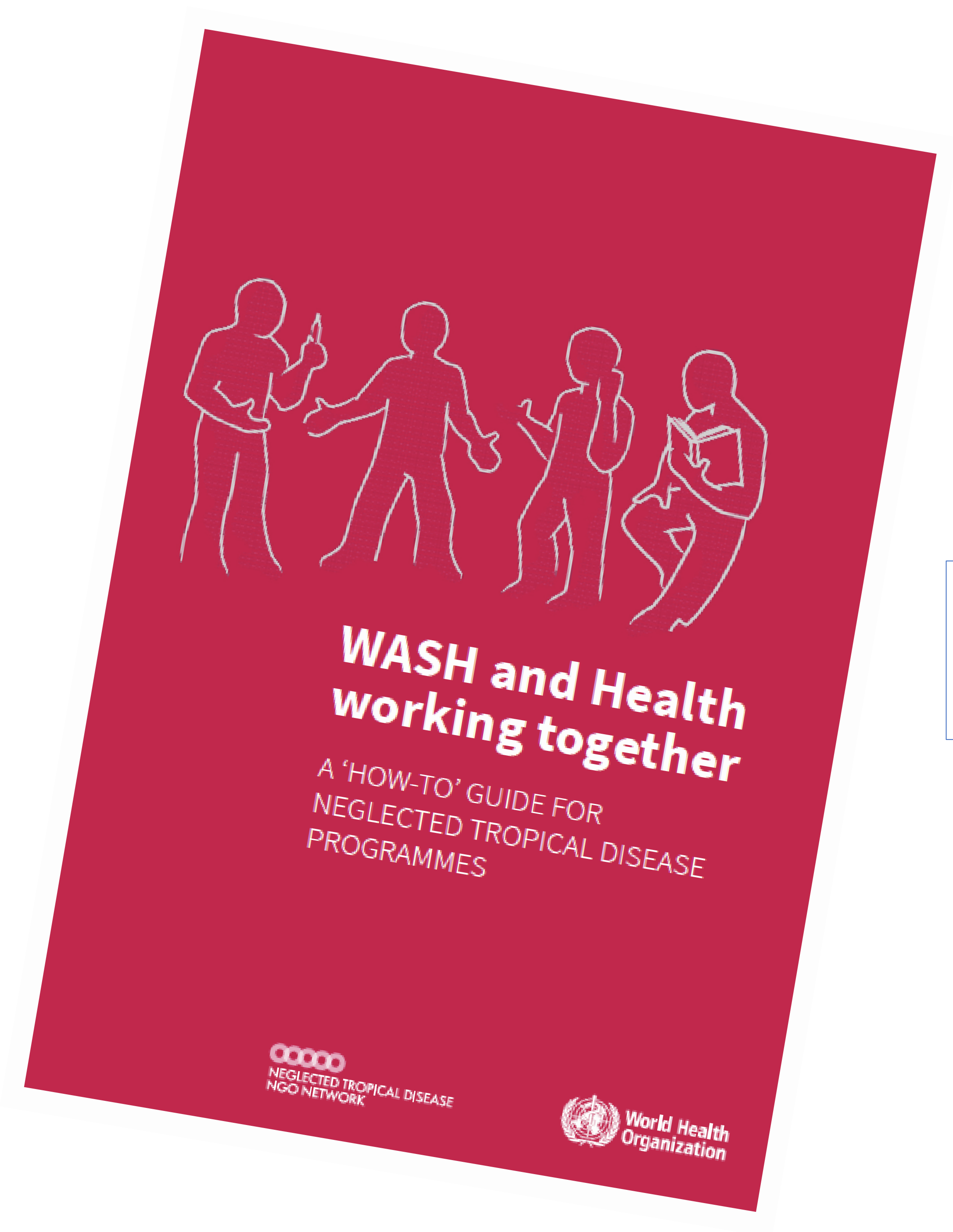
## Format

- Series of information sheets

## Scope

- Outlines a process for planning behaviour change interventions, and tools to assist planning activities.
- Does not offer a definitive or recommended program, given the understanding that effective programs are those designed around the circumstances, needs and preferences of the local community and designed to strategically target a defined set of disease specific behaviours and behavioural determinants.
- Provides a set of recommended targets for programs (i.e. behaviours and behavioural determinants), and recommended progress indicators.





**New resource will**

supplement the NNN/WHO WASH/NTD Toolkit



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# NTD Behaviour Change Toolkit – Walk Through

**Part A: An  
introduction  
to behaviour  
change  
programming**

**Part B: Step by  
step guide to  
planning a  
behaviour  
change  
program for  
NTDs**





# Part A: An introduction to behaviour change programming

## Info Sheet 1:

- What are behaviours and what influences them
- The relevance of behaviour change programs to NTD control and elimination efforts.
- Recommended set of NTD intervention targets – behaviours and behavioural determinants

## Info Sheet 2:

- Approaches to behaviour change programming-
- Key considerations for the design of behaviour change programs
- Practice principles

## Info Sheet 3:

- NTD theories of change
- Indicator sets



## Part B: Step by step guide to planning a behaviour change program for NTDs

### Info Sheet 4:

Step 1 – defining the behavioural target of the program

### Info Sheet 5:

Step 2 – understanding what influences the behaviour you seek to change

### Info Sheet 6:

Step 3: Defining the audiences and behavioural determinants to target in the program

### Info Sheet 7:

Step 4 – Exploring intervention options and selecting the approach to take to influence the target audiences and create the target change

### Info Sheet 8:

Step 5 – Developing a logic model to outline the intervention, how it will lead to change, and what inputs are required to deliver it

### Info Sheet 9:

Step 6: Identifying the uncertainties of the model - the assumptions being made, and the opportunities to test and learn during program implementation

### Info Sheet 10:

Step 7: Developing a monitoring, evaluation and learning plan

### Info Sheet 11:

Step 8: Planning the project logistics

### Info Sheet 12:

Step 9: Developing a communications and engagement plan

### Info Sheet 13:

Step 10 – Developing program materials



# Proposed Structure and Layout of the Information Sheets

#1

Each Info sheet < 5 pages

#2

Use headings, bullet points, pictures and tables to keep ideas and messages clear and concise

#3

Include specific examples/ case studies to use as illustration for the step





# Proposed Structure and Layout of the Information Sheets

#4

Start by defining the step and highlighting its value and importance

#5

Describe succinctly and clearly how to undertake the step and who is involved

#6

Note any key considerations whilst undertaking this step

#7

Add an annotated list of references and resources that point to further information and practical tools with notes on how/when to use them within the context of this step



# NTD Behaviour Change Toolkit

## – Your Input



As individuals, navigate to the Mural to provide your input

<https://app.mural.co/t/hollowssample5910/m/hollowssample5910/1598839752781/95fc661b5e14dddaece9d846011874aa74b4f637>

### Questions:

- Have we missed anything?
- Key considerations for the content presentation and structure?
- Your suggestions for how to increase uptake/use once we launch?



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# NTD Behaviour Change Toolkit – Recommendations for the Task Team



As breakout groups:

## Group 1: Scope of content of the toolkit

1

Discuss the feedback provided by individuals on the Mural and identify 1 to 3 recommendations for the task team – **anything that needs to be added, removed or re-imagined**

## Group 2: Key considerations for the presentation and structure?

2

Discuss the feedback provided by individuals on the Mural and identify 1 to 3 recommendations for the task team – **key considerations for content structure and presentation.**

## Group 3: How to increase uptake/use once we launch?

3

Discuss the feedback provided by individuals on the Mural and identify 1 to 3 recommendations for the task team – **activities to plan in order to ensure high level of uptake amongst all key audiences**





# INTRODUCTION TO THE NTD BEHAVIOUR CHANGE TOOLKIT PRACTICE PRINCIPLES AND CASE STUDY SERIES



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# The Role of Case Studies in the Toolkit



## Purpose

- To keep the guidance practical and grounded
- To assist to illustrate key messages, processes and principles
- To showcase the work of our sector

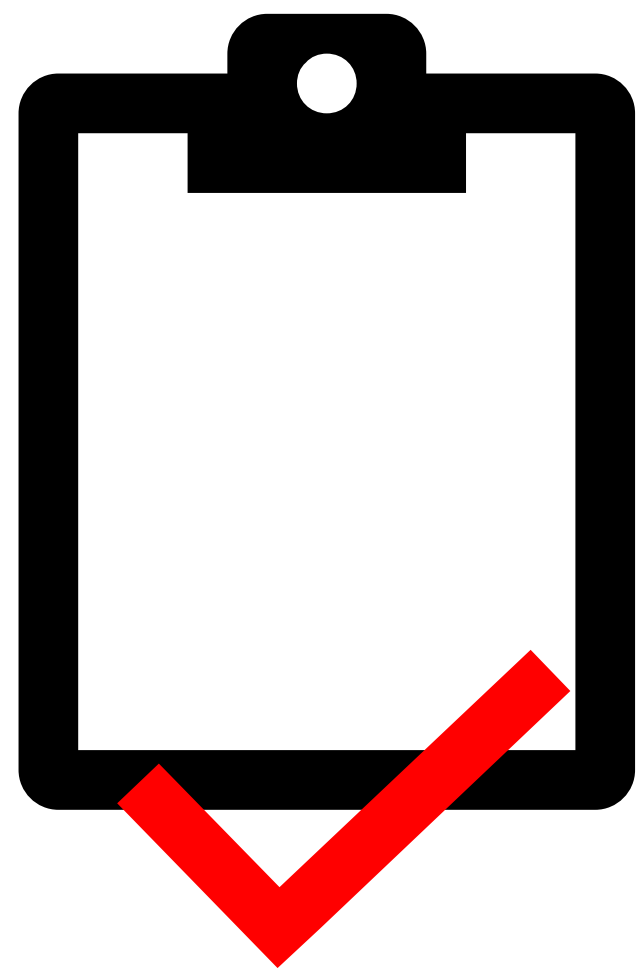
## How they will be used

- Brief overviews of projects or elements of projects that assist to illustrate a key message, process or principle in action
- 200-300 words plus photos
- Between 5 and 20 case studies, depending on those we collect and how they fit into the toolkit alongside the other content

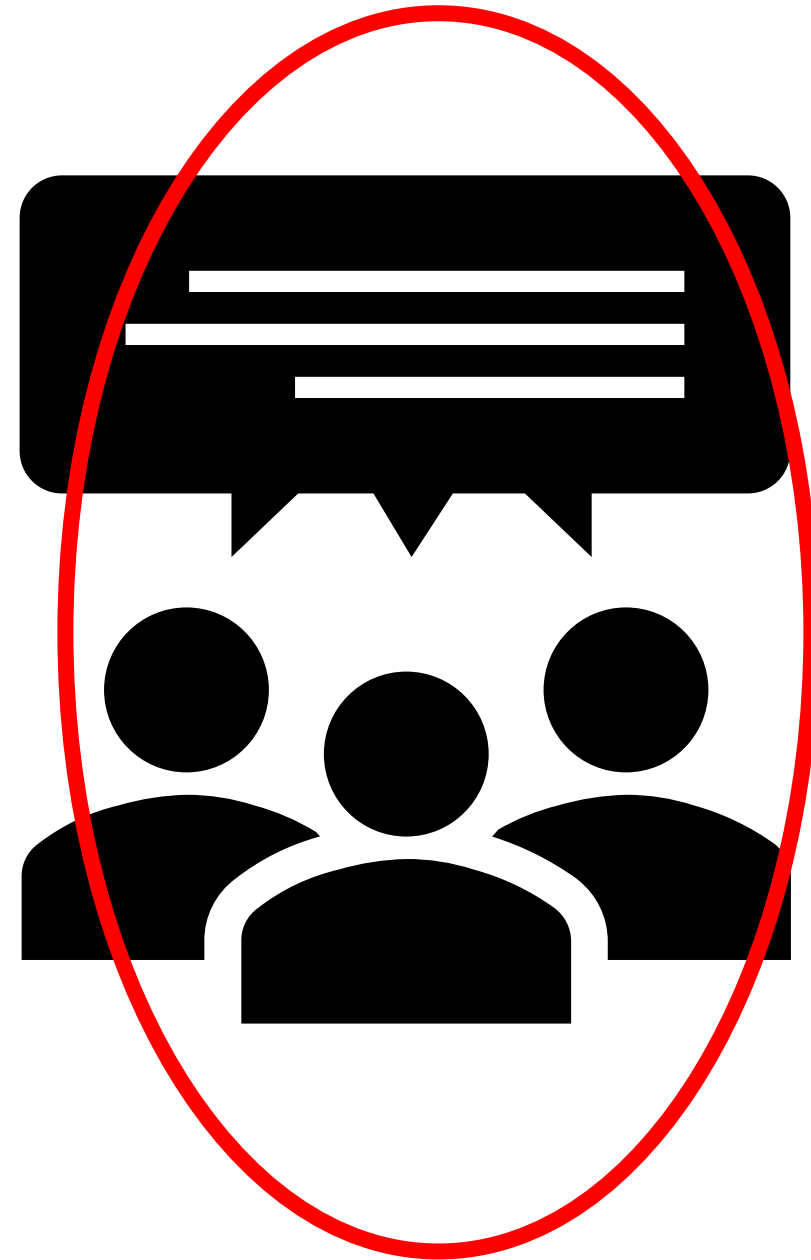


# Process for Development of Case Studies

Step 1 – Survey of  
NNN members



Step 2 – NNN Workshop



Step 3 – Interviews



Step 4 – Draft, review  
and refine





Cases

Heavy Focus on  
Africa

Have

Heavy Focus on  
Schisto, STH

#	Country	Disease
1	Ethiopia and Tanzania	Schistosomiasis
2	Angola	Soil-transmitted helminthiasis Schistosomiasis Trachoma Lymphatic filariasis
3	Mexico, Haiti, Nigeria, DRC, Uganda, India, Philippines, Indonesia	Soil-transmitted helminthiasis
4	Ethiopia	Soil-transmitted helminthiasis Schistosomiasis
5	Nigeria	Soil-transmitted helminthiasis
6	Ethiopia	Soil-transmitted helminthiasis Schistosomiasis Trachoma
7	Ethiopia	Soil-transmitted helminthiasis Schistosomiasis
8	Uganda	Soil-transmitted helminthiasis Schistosomiasis
9	Tanzania Zanzibar	Soil-transmitted helminthiasis Schistosomiasis
10	Ethiopia	Trachoma



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Draft Principles	Description	Key gaps in current case studies
<b>Collective Action</b>	<i>Plan and implement as a collective for shared success</i>	
<b>Equity, Inclusion and Non-discrimination</b>	<i>Plan and implement to ensure equity, Inclusion and Non-discrimination</i>	
<b>Relevant to context</b>	<i>Plan and implement in a way that is responsive to the circumstances, needs and preferences of project beneficiaries – project targets and approach</i>	
<b>Theory and evidence informed</b>	<i>Ground programs in a sound evidence based theory of change</i>	
<b>Sustainability</b>	<i>Plan and implement to ensure sustained practice change and health benefits</i>	
<b>Adaptive planning and implementation</b>	<i>Monitor trends and progress, and adapt to lessons and changing contexts</i>	
<b>Contribute to the evidence base</b>	Capture and share project results to contribute to growth in evidence about what works, under what circumstances and how	



Process Step	Key gaps in current case studies
Step 1: Defining the behavioural target of the program	
Step 2: Understanding what influences the behaviour you seek to change	
Step 3: Defining the audiences and behavioural determinants to target in the program	
<b>Step 4: Exploring intervention options and selecting the approach to take to influence the target audiences and create the target change</b>	
<b>Step 5: Developing a logic model to outline the intervention, how it will lead to change, and what inputs are required to deliver it</b>	
<b>Step 6: Identifying the uncertainties of the model - the assumptions being made, and the opportunities to test and learn during program implementation</b>	
Step 7: Developing a monitoring, evaluation and learning plan	
Step 8: Planning the project logistics	
<b>Step 9: Developing a communications and engagement plan</b>	
Step 10: Developing program materials	



# Case Studies - Break Out Session



As individuals, navigate to the Mural to provide your input:

<https://app.mural.co/t/hollowssample5910/m/hollowssample5910/1598861625700/8eb4ca1644607b83758654bf26a41181b5cfc6a1>

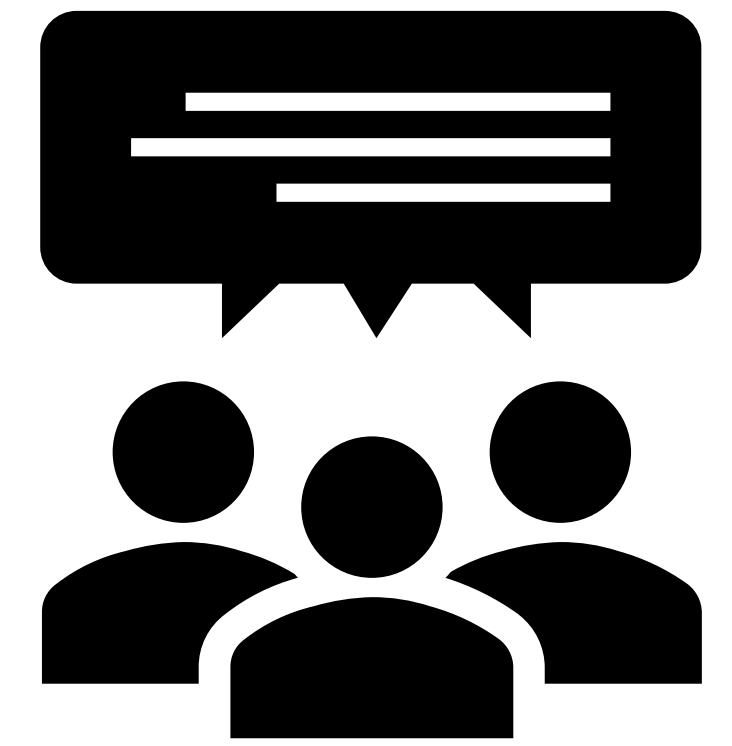
Questions:

- Any projects you think would be suitable for inclusion as a case study?
- Any suggestions for other ways to identify/source case studies?





# Case Studies - Break Out Session



As groups select one or two of the case study suggestions made by people in your group

- **Project representative:** Provide a 3 minute introduction to the project
  - Title, country, NTD, overview of aims and approach
- **Interviewer:** Ask series of questions about the project and whether key practice principles were relevant/considered
- **Group:** Any additional questions



## WRAP UP & NEXT STEPS



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# NTD Behaviour Change Toolkit

- Content development
- Case studies
- Review
- Publish and launch
- Communications and engagement

How to get involved:

Email one of the co-chairs: Sarity Dodson ([sdodson@hollows.org](mailto:sdodson@hollows.org)) or  
Geordie Woods ([gwoods@sightsavers.org](mailto:gwoods@sightsavers.org))



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# WASH and NTD Research Agenda

- Research, development, and innovation are fundamental enablers of programmatic progress for all NTDs
- Achievement of targets identified in the Road Map for NTDs 2021-2030, will depend in part on our ability to innovate and learn
- There is limited research funding available for NTDs

**The NNN WASH Working Group and WHO has initiated development of an ‘Integrated NTD and WASH Research and Innovation Agenda’ to:**

- Eventually form a component of a more comprehensive research and development plan for NTDs.
- Encourage coordination of research activities, and the effective targeting of research investments.





# WASH and NTD Research Agenda

## Four step process for developing the agenda

**Step 1:** Elicitation of research questions

**Step 2:** Rapid literature review

**Step 3:** Consolidation and analysis of research questions

**Step 4:** Scoring and prioritisation of research themes

Your input...

[https://www.surveymonkey.com/r/WASH\\_NTD\\_Research\\_Agenda](https://www.surveymonkey.com/r/WASH_NTD_Research_Agenda)

And, please take the time to forward the link to one other person/group that you believe will have valuable insights to contribute.



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Additional slides if needed



# Case Studies we Have

- 1. A Theatre-based Approach for Assessing and Influencing High-risk Water Contact Behaviours of Schistosomiasis-Endemic Communities**
  - *Acting for Health and Imperial College London*
- 2. WASHE Program**
  - *The END Fund, MENTOR Initiative, Local Health and Education Departments, DW, World Vision, Colégio 2 Talentos*
- 3. Vitamin A Supplementation + Deworming Service Delivery**
  - *Vitamin Angels*
- 4. Geshiyaro**
  - *World Vision Ethiopia, Federal Ministry of Health Ethiopia, CLIFF, EPHI, LCNTDR at Imperial College*
- 5. Community-managed school health and nutrition project in Nigeria**
  - *Pan-African Community Initiative on Education and Health (PACIEH)*





# Case Studies we Have

6. **Intense Community Engagement and Education for Elimination of Schistosomiasis and NTDs as a Public Health Problem in Bench Maji**
  - *NALA Foundation*
7. **Eliminating intestinal parasites (STH and SCH) in Adwa**
  - *NALA Foundation*
8. **Mayuge NTDs Elimination(MANE) project-CVA program**
  - *World Vision and Local government(Mayuge district)*
9. **Zanzibar elimination of Schistosomiasis program**
  - *Ministry of Health Tanzania Zanzibar + Natural history museum, score, sci*
10. **WASHTra in Ethiopia**
  - *SNV and The Fred Hollows Foundation*
11. **Stronger SAFE**
  - *LSHTM, ORHB, The Fred Hollows Foundation, Monash University, Wellcome Trust*

