



Supportive Environments for Healthy Communities

WASHplus Bangladesh:

Assessing Consumer Needs, Preferences
and Willingness to Pay

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WASHplus

WASHplus supports healthy households and communities by creating and supporting interventions that lead to improvements in access, practice and health outcomes related to water supply, sanitation, and hygiene (WASH) and indoor air pollution (IAP).

WASHplus is a five-year (2010-2015) cooperative agreement funded through USAID's Bureau for Global Health, managed by FHI 360 with Winrock and CARE as core partners.

Winrock

Winrock's prior core household energy experience:

1. Co-coordinator of the Partnership for Clean Indoor Air (2003-2012)

- *Global community of 590 private and public entities working to reduce solid fuel use, IAP exposure*
- *Precursor to the Global Alliance for Clean Cookstoves*

2. Primary USAID Health and Energy household energy cooperator (2004-2007): Philippines, Kenya, Peru, Bangladesh

Challenges

If improved cookstoves have so many benefits, why is the problem so difficult to solve?

- 1.No “one size fits all” cookstove
- 2.Lab performance \neq field performance
- 3.The “best” stoves can be unappealing to cooks
- 4.Stove “stacking”
- 5.Lack of IAP health risk awareness
- 6.Poverty
- 7.Higher priorities for \$
- 8.Lack of HH purchase decision making power

Behavior Change

Improved cookstove adoption depends on:

1. Access
2. Affordability (including financing)
3. Decision making power for purchases
4. Awareness and prioritization

Sustained improved cookstove use depends on:

1. Correct operation and maintenance
2. Fuel availability and requirements
3. Cooking needs

**Other BC techniques to lower exposure
BC of users AND implementers**

B'desh Objectives

Phase 1: Consumer needs, preferences, and willingness to pay to increase the adoption and correct and consistent use of improved cookstoves in Bangladesh. (Dec 2012 – Feb 2013)

Phase 2: Marketing and behavior change strategy, evidence-based approaches to increase the uptake of stoves, practical “how-to” tools. Tools and resources for other Asia regional cookstove programs and implementers. (Mar – June 2013)

Strong focus on evidence-based programming and gender.

Builds on USAID/W-funded Winrock market assessment and other regional inputs. Results will feed into Bangladesh Mission’s CCEB program.

Photos



Initial Findings

- **Mixed fuel use:** wood, dung, leaves, ag waste
- **Modest/significant fuel expenditures**
- **Cooking location:** most traditional cooking in semi-enclosed/open spaces (in dry season). Adoption of ICS drove some cooking indoors.
- **Low child exposure**
- **Current ICS low quality**
- **Limited financing options**
- **Higher adoption rates for Hindus**

- ***Implications for study design***

Photos



Bangladesh trials

Phase 1: Household consumer preference trials:

- 5 stove types * 3 homes ea. * 2 divisions * 4 villages ea. = 120 hh
- Semi-structured questionnaires, focus groups, demonstrations, interviews
 - ✓ Installation and baseline
 - ✓ 3 day initial assessment/problem solving visit
 - ✓ 21 day final survey
- Willingness to pay assessment
- Kitchen Performance Tests
- SUMS monitoring
- IAP monitoring

Cross-cutting collaboration/funding (USAID Health and Energy, Asia Regional Bureau, Bangladesh mission; and State/GPI)

Photos



Learn more

<http://www.washplus.org>

Global Alliance for Clean Cookstoves 2013
Forum, session on WASH lessons for the IAP
sector

ETHOS 2014!

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