



At Upward Spiral, we design behaviour change interventions that create social impact at scale.



Why behaviour change?

Behaviour change is strongly related to social impact.

For instance, the simple act of hand washing with soap after defecation and before eating can reduce the incidence of diarrhoea among young children, reducing stunting and infant mortality.

Wash hands with soap



Reduce stunting and infant mortality



Source: Wikicommons Flickr

But behaviour change isn't easy.

Often, it is assumed that behaviours can be changed by providing infrastructure or knowledge. While these may be necessary, they may not be sufficient to change behaviour. Therefore, it is essential to understand all the determinants of a behaviour, such as motives, beliefs, social norms etc., to design an effective intervention.

Behaviour Centred Design (BCD)

We use the [Behaviour Centred Design \(BCD\)](#) framework developed by Robert Aunger and Valerie Curtis from the London School of Hygiene and Tropical Medicine. It is built on the latest insights from evolutionary and environmental psychology, marketing and neuroscience. The unique features of the framework are presented below.



Universal Motives

The framework outlines 15 universal motives, such as disgust, affiliation, nurture, justice, curiosity and status, that drive all human behaviour.



Behaviour Settings

It locates the behaviour within a setting, where different actors play specific roles, and they interact with props with established scripts in their minds to perform routines.



Theory of Change

It proposes that for an intervention to be effective, it needs to surprise the target person, cause reevaluation and enable performance of the behaviour.

Intervention Design Process



Assess existing knowledge



Build through formative research



Create the intervention



Deliver the intervention

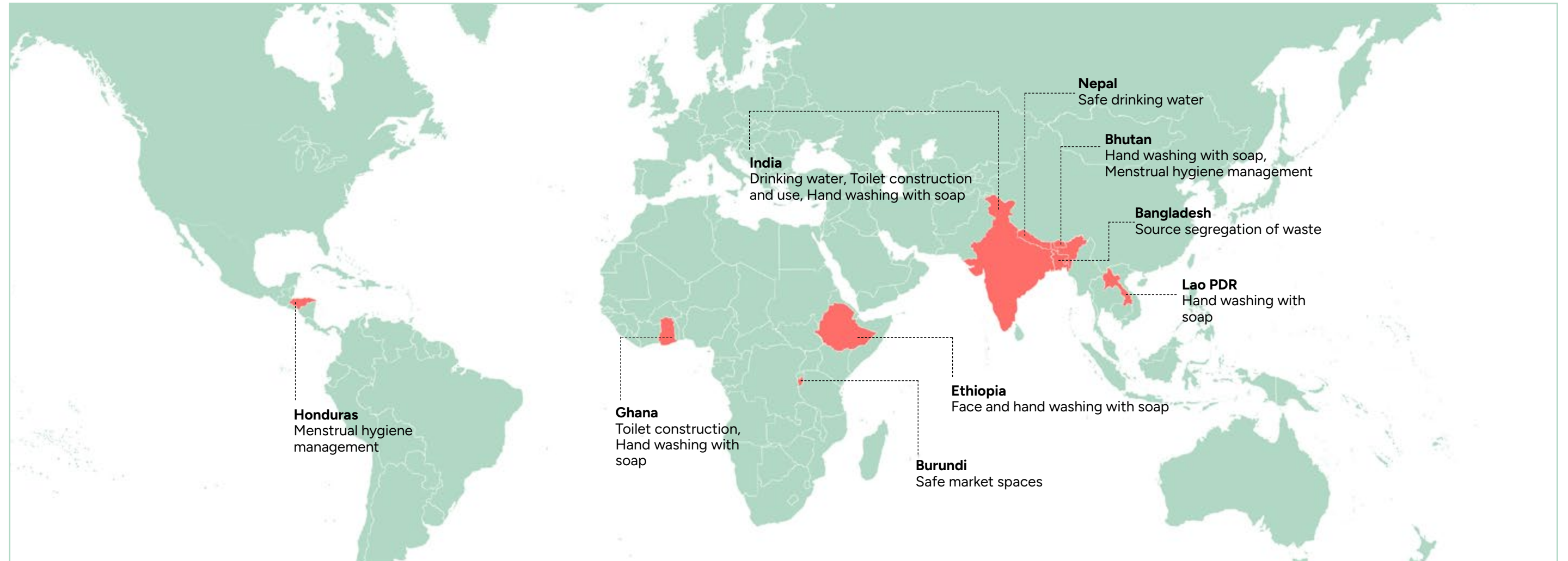


Evaluate the outcomes

The Project Approach

Designing effective, scalable interventions

The Behaviour Centred Design framework offers universal drivers of behaviour change that can be effective across countries and contexts. Using this framework, we have designed effective, scalable prototypes for different behaviours in Asia and Africa.



Behaviour Change Prototype: An example



The SuperAmma intervention (India) for hand washing with soap was based on the emotional motives of nurture, disgust, and affiliation, rather than knowledge of germs and illnesses. The central narrative tapped into the nurture motive, a caregiver taught good, clean habits to her child so that the child could progress in life.

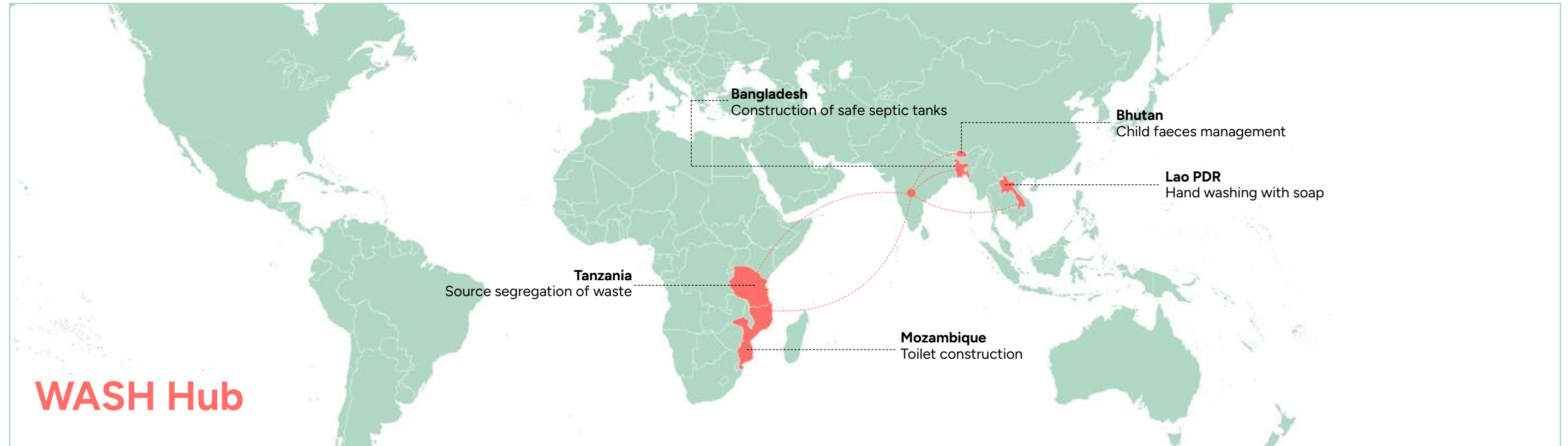
The intervention was effective - the behavioural outcomes improved from 1% pre-intervention to 29% one year after the intervention (Published in *The Lancet*).

Since it was based on universal drivers, we could easily scale it to Bhutan, Lao PDR, and Ethiopia. As it happens, parents everywhere care for their children and want to teach them good habits so that they progress in life.

The Behaviour Change Hub Approach

Optimise resources, build capacities

A Behaviour Change Hub offers a central expert support (hub) to diverse teams (spokes) working on the same or different behavioural challenges. Guided by the specialist and a common framework (BCD), teams undergo a structured cycle of formative research, iterative design, implementation and evaluation.



We have implemented three behaviour change hubs in partnership with SNV since 2020.

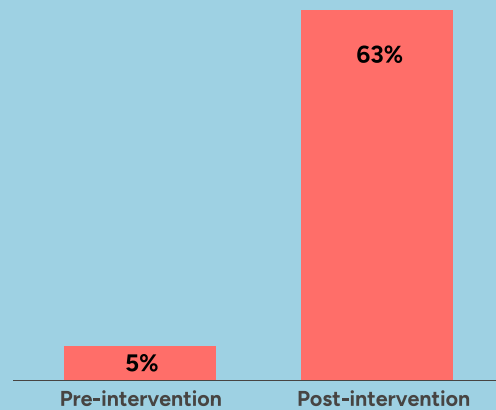
Hub 1 - WASH Hub (as seen in the map above) with five countries in Asia and Africa.

Hub 2 - COVID Hub with Mozambique and Indonesia.

Hub 3 - Water Hub with Bhutan, Nepal and Lao PDR.

Results – Behaviour outcomes

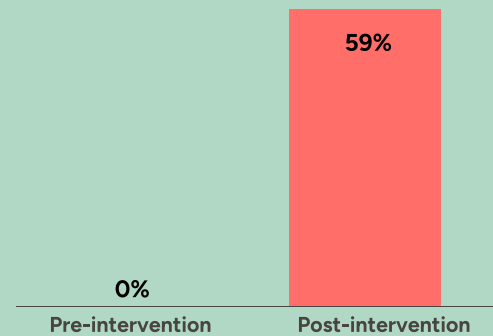
Latrine construction



In rural **Mozambique**, toilets collapse in the rains, and the 'Namiruku' (Wise one) intervention promoted the construction of durable toilets using local materials.

Improved wash facility

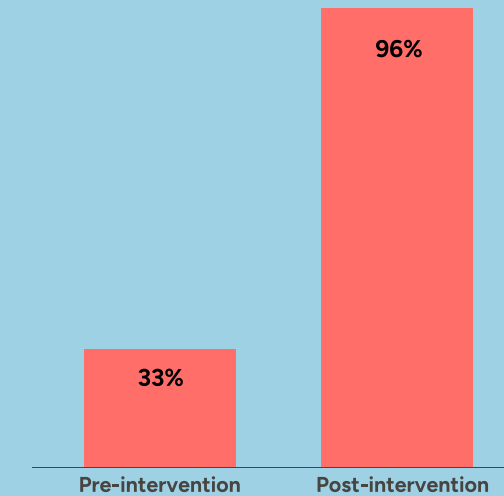
(Water + Soap + Jerry can)



Ethiopia is a hotspot for Trachoma, which causes blindness and is preventable with good hygiene. The intervention, 'The Future Looks Bright' promoted the set-up of a convenient wash facility and practice of face and hand washing with soap.

Boil correctly

Surface is bubbling



In **Bhutan**, there was an existing practice of warming water before drinking, but not proper boiling. The intervention 'Take no chances' promoted proper boiling of water till it bubbles before drinking.



For SNV, being a part of the Hub and working closely with the talented team at Upward Spiral has been an innovative way to strengthen the capacities of our WASH teams across Asia and Africa and has enabled us to design behaviour change interventions at scale.

Gabrielle Halcrow
Multi-Country Project Manager, SNV



I have worked with Bala and Nipa of Upward Spiral for more than a decade, because they have a nearly unique way of working that is effective at producing behaviour change...they incorporate the methods of design thinking – repeated, quick prototyping and testing in situ – with a deep understanding of human psychology and behaviour change theory.

Robert Aunger
*Ex-Associate Professor, LSHTM
(Co-author of the BCD framework)*



The hitherto complex steps of the BCD framework were demystified through the in-depth discussions, hands-on practice and feedback from the team and the consultants. I am now able to not only practically apply the framework but also facilitate stakeholders to apply it.

Jackson Wandera
Global Technical Advisor, Rural Sanitation and Hygiene, SNV

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