



**USAID**  
FROM THE AMERICAN PEOPLE



आर

**CÉE W**  
THE COUNCIL



# Social and Behaviour Change for Reducing Household Air Pollution

Handbook for the Facilitator

Strategic partner



CLEANER **AIR** &  
BETTER **HEALTH**  
PROJECT

Copyright © 2024 Asar Social Impact Advisors.

### Disclaimer

This report is made possible by the generous support of the American people through the United States Agency for International Development (USAID). It has been prepared under the Cleaner Air and Better Health (CABH) Project [Cooperative Agreement 7203862ICA00010]. The contents are the responsibility of the project consortium partner Asar Social Impact Advisors and do not necessarily reflect the views of USAID or the United States Government, or the Council on Energy, Environment and Water (CEEW).

### Cover illustration

New Concept Information Systems Pvt. Ltd.

### Acknowledgments

The authors would like to express thanks to the Jharkhand State Livelihood Promotion Society (JSLPS) for their invaluable contributions through review and input in this handbook. A special thanks to Hope, Jharkhand for their unwavering on-the-ground support and initial insights during the Rapid Communication Needs Assessment. The authors express gratitude to the New Concept Information Systems Pvt. Ltd. team for their assistance in conceptualizing and designing the package. Special thanks are extended to Asar team members Neha Saigal, Saumya Shrivastava and Ankita Bhatkhande for their support during the process of making this handbook.

### The project

Cleaner Air and Better Health (CABH) is a five year (2021 to 2026) project supported by the United States Agency for International Development (USAID). It aims to strengthen air pollution mitigation and reduce exposure to air pollution in India by establishing evidence-based models for better air quality management. The project is being implemented by a consortium led by the Council on Energy, Environment and Water (CEEW) and includes Asar Social Impact Advisors (ASAR), Environmental Design Solutions (EDS), Enviro Legal Defence Firm (ELDF), and Vital Strategies (VS).

### Contact

#### Neha Saigal

Head of Programme, Gender and Climate  
Asar Social Impact Advisors  
P +91 77609 68772 | E neha.saigal@asar.co.in

#### Om Prakash Singh

Chief of Party, Cleaner Air and Better Health Project  
Council on Energy, Environment and Water  
P +011 40733300 | E omprakash.singh@ceew.in

#### Soumitri Das

Project Management Specialist (Environment)  
United States Agency for International Development (USAID)  
American Embassy, Shantipath, Chanakypuri New Delhi 110 021, India  
P +91 11 24198000 | E sodas@usaid.gov

# Content

<b>Introduction and Background</b>	<b>5</b>
a) Objectives of the Handbook	5
b) How to Use the Handbook	5
<b>Responsibilities of the Facilitator</b>	<b>6</b>
<b>Interactive Group Meetings with SHG Women and Community Members</b>	<b>7</b>
a) First Group Meeting with SHG Women - HAP	7
b) Second Group Meeting with SHG Women - Understanding the Suchakra of LPG/Clean Cooking	8
c) Third Group Meeting with SHG Women - Economic Empowerment to Buy LPG	11
<b>Community Meeting</b>	<b>13</b>
<b>Annexures</b>	<b>16</b>
Annexure 1: Checklist for Conducting Group Meetings	16
Annexure 2: Planning and Preparation Checklist for Community Meeting	17



# Introduction and Background

This handbook provides necessary information to the Social and Behaviour Change (SBC) facilitator to create awareness about Household Air Pollution (HAP) through three Group Meetings with Self-Help Group (SHG) women using different communication tools. These communication materials are designed for viewing, learning and discussion in small groups. These can also be used with men and children, and adolescents on different platforms like school, Gram Sabha, etc.

SBC facilitators can use this guide to provide important information to women SHGs and for mutual interaction. This is an initiative towards bringing about behavioural change related to HAP in the community.

## a) Objectives of the Handbook

The handbook has theme-based Reading materials that can be used by the SBC facilitator to increase participation and discussion among the women of the Self-Help Groups (SHGs) and community.

The goal is to promote change in knowledge, attitudes, practices and beliefs related to HAP.

The purpose of this handbook is to help the SBC facilitators with:

- recalling the learning during the Training of Trainers (ToTs) and plan their Group Meetings beforehand
- preparation for the three Group Meetings
- recapitulation of messages to be given to the SHG members during the Group Meeting
- memorising the steps for using the communication materials for each of the Group Meetings
- engaging with SHG members to plan and prepare for the community meeting and decide appropriate strategies to address the prioritised problems to get Liquefied Petroleum Gas (LPG).

## b) How to Use the Handbook

- It will be beneficial for the SBC facilitators to go through the content of the handbook and preparation on their own (mock practice can also be done) before actually conducting the Group Meetings.
- It will also be useful to use the handbook during periodical reviews between Group Meetings to emphasise on the focus of next Group Meeting(s) and methodologies suggested.

## Responsibilities of the Facilitator

- Organise three Group Meetings in total with SHG women
- Fix the date and time of all the Group Meetings and ensure participation of all SHG members accordingly
- Ensure participation of at least 15-20 community members in each Group Meeting
- Allow approximately 1.5 hours for each Group Meeting, in which 20 to 50 minutes should be used to present and show the communication materials as per the topic and further keep 30 minutes to ensure discussion around the materials
- Keep a space of 10 to 15 days between each Group Meeting
- Conduct regular Group Meetings with the SHG members
- Help the SHGs identify problems related to HAP and unsafe behaviours using communication tools
- It is important to prepare for what needs to be ensured before conducting the Group Meeting, during the meeting and at the end of the meeting. For information on how to prepare, read and follow the points given further in the guide carefully to conduct the meetings smoothly
- Help the SHGs to plan and conduct community meetings
- SBC facilitators need to remember that a discussion during Group Meeting is successful when:
  - ◆ It is conducted smoothly
  - ◆ Members behave as per the mutually agreed rules
  - ◆ It helps the group in thinking about the issue or to express their intent to take action
  - ◆ People actively participate in the process as it is the best way to learn
- To get the best results from a Group Meeting, SBC facilitators must be clear about their role and that of the participants
- SBC facilitators are not only the organisers of the Group Meeting, but they are also the communicator and facilitator. As SBC facilitator you need to remember a few things:
  - ◆ Start by asking simple questions, like – How did you like this information?
  - ◆ Listen to the participants
  - ◆ Check understanding of the participants and ask them to reiterate what has been discussed so far during the discussion
  - ◆ Repeat all the discussion points
  - ◆ Share suggestions which are beneficial for the group
  - ◆ Listen carefully to what each participant says. Do not interrupt while they are speaking
  - ◆ Remain patient
  - ◆ Express your views in minimum words and give others a chance to speak.

## Interactive Group Meetings with SHG Women and Community Members

**Participants with whom this activity can be conducted are:**

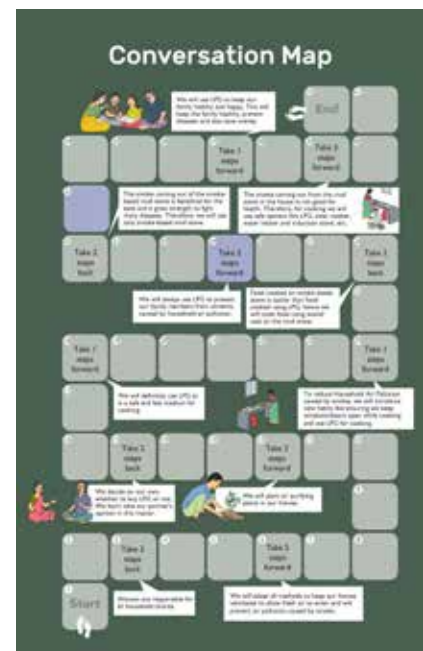
**Name of activity:**

**Required materials:**

**Using the conversation map will provide the following information to the participants:**

- ## Process

This activity can be carried out with 2-8 participants. Distribute different coloured tokens to each participant. Taking turns, the participants will throw the dice one by one and depending on the number they get, they will move their token on the map counting the same number of blocks, beginning from the "start point". After reaching the correct block (as per the number on the dice), participants will read the given statement and follow what the message says. They will then discuss why the player needs to either go back or move forward a few steps. Provide related information to the participants to understand the messages given. The participant who reaches the 'end point' first will win the game. Congratulate the participants and ask them to repeat the messages on HAP provided on the map.



- What do you understand by HAP?
- What factors cause HAP?
- How can HAP be prevented?
- Why is it important that family members have equal participation in carrying out household chores?

- HAP is caused by lighting stove with materials like wood and coal, dung cake and leaves etc. for cooking at home
- HAP can be avoided by using LPG while cooking
- LPG is a cooking medium which not only cooks food quickly but is also safe to use
- The smoke generated while cooking food using wood and coal, dung cake and leaves etc. greatly increases the chances of contracting various ailments
- To avoid diseases (Difficulty in breathing, Asthma, Cough, fever, TB, Cold, Pneumonia and Eye irritation and sore throat etc.) caused by smoke, keep windows open and keep indoor plants in the house to reduce the effects of air pollution
- Ailments caused by smoke can be avoided and the money spent on the treatment of these diseases can also be saved by using LPG for cooking
- Equal participation by men and women in carrying out household chores saves time and brings joy to the home.

- Ensure steps are taken to reduce HAP by keeping doors and windows open during cooking
- Plant more plants
- Motivate other family members to contribute to and share household tasks
- Use LPG for cooking
- Attend SHG Group Meetings regularly

## The Wisdom of Nirmala

The wisdom of Nirmala





## **Using the flash cards will provide the following information to the participants:**

- How can the smoke generated while cooking be dangerous?
- How can household air pollution be avoided?
- What are the side effects on the body due to air pollution caused by biomass?
- What are the benefits of using LPG?
- How can one buy LPG?
- Which government schemes give benefits of social security and livelihood options?
- Apart from LPG what are other clean cooking options to avoid household air pollution and its harmful effects?
- What is the Suchakra (Usage Cycle) of LPG use?

## **Process**

The flash cards are story based to illustrate key concepts, initiate discussions, and reinforce learnings on the use of LPG as a clean fuel, as well as addressing barriers to its use and reducing HAP.

Inform the participants that they will listen to a story about how the smoke produced while cooking can be very dangerous and how the Suchakra of LPG/Clean Cooking can be helpful in addressing barriers to LPG use. Encourage participants to actively participate during the discussion.

Communicate with the participants that a set of 12 flash cards will be used in this second Group Meeting. Flash cards will have content on one side and related visual on the other side.

While looking at the visual, everyone will hear the story of Nirmala and an incident that happened in her village.

The facilitator will use story-telling and picture cards to help participants understand the causes and effects of HAP. The facilitator will pass all the picture cards one by one depicting Nirmala story among the participants so that all of them can get a good look at each card. The facilitator will now place all the cards on the ground after explaining content written on them.

In between the interaction with the participants, facilitator will discuss the following:

- What is happening to the woman in the picture?
- Has anyone experienced, heard or seen anyone go through this problem of HAP?
- How do you recognise when this problem arises? What are the symptoms?
- Why do you think this problem occurs in the village?
- How can this problem be prevented?
- Generally, what do you do to prevent this problem?

After the participants have shared their experiences/views on the above points, the facilitator will discuss the prevention, alternatives and management of HAP printed on the back of each card. The process is repeated until all the picture cards are covered. Important questions to ask after the activity:

- Why smoke coming out while cooking can be very dangerous?
- Why household air pollution should be avoided?

- What are the side effects on the body due to air pollution caused by biomass?
- What are the benefits of using LPG?
- How can one buy LPG?
- Which government Schemes give benefits of social security and livelihood options?
- Apart from LPG what are the other clean cooking options to avoid household air pollution and its harmful effects?
- What do you understand about the Suchakra (Usage Cycle) of LPG use?

**Reiterate the following main points in a participatory manner, asking participants to recall and repeat the messages:**

- It is very important to prioritise your own and your family's health to improve the overall well-being of your family
- HAP can be avoided by using LPG while cooking
- The smoke generated while cooking food using wood, coal, etc. greatly increases the chances of contracting various ailments
- Maintain proper ventilation at home to allow fresh air to circulate and reduce indoor air pollution levels
- Be an advocate! Share your knowledge with others to create a cleaner and safer environment
- LPG is a safe and fast medium for cooking
- Cleaning utensils used in LPG cooking is much easier
- LPG does not cause HAP. Hence, using LPG will prevent health concerns of the family members owing to HAP
- There are schemes and ways to improve your livelihood options which can be carried out from home. Income generated through these will strengthen your LPG purchasing power
- LPG prices have been reduced, with an extra subsidy to Pradhan Mantri Ujjwala Yojana (PMUY) beneficiaries, and new PMUY connections have been announced
- To avoid HAP and its harmful effects, there are many clean cooking alternatives like using LPG, smokeless chulhas, solar cookers, water heaters and induction stoves
- Follow the Suchakra of LPG/Clean Cooking.

**Action to be taken after the Group Meeting**

Based on the information they learned during the Group Meeting, ask participants what actions they will take once they get back home. These could be:

- Ensure continuation of the steps taken to reduce HAP by keeping doors and windows open during cooking
- Take regular care of the plants at home
- Continue to motivate other family members to contribute to and share household tasks
- Use LPG for cooking
- Attend SHG Group Meetings regularly and follow as well as practice matters discussed during the Group Meetings

## c) Third Group Meeting with SHG Women - Economic Empowerment to Buy LPG

### Participants with whom this activity can be conducted are:

SHG women, men, children, key influencers

### Name of activity:

Snakes and Ladders Board Game

### Required materials:

Snakes and Ladders Board Game (along with the coloured tokens and dice provided)

### Using the Snakes and Ladders Board Game will provide the following information to the participants:

- What is the importance of regular participation in the internal activities of SHG to maintain household economic condition?
- What is the need to follow the rules related to savings and credits in SHG?
- How can men and women play an equal role in preventing HAP?
- How can the spare time be used by women for employment and economic work?
- What is the importance of ongoing schemes for economic upliftment implemented by the panchayat?



### Process

Snakes and Ladders Game is the job aid for conducting the third Group Meeting. This will help in explaining healthy as well as unhealthy practices/beliefs in a fun and engaging way. It can be used as an icebreaker to generate discussion on financial empowerment and also as a tool for reinforcing important messages on reducing HAP.

Open and spread out the Snakes and Ladders Board Game on the floor. Inform the participants that they will play a game and encourage them to actively participate in it.

This game can be played by 2-8 participants (4 pairs of participants can also play to maximise participation). Distribute different coloured tokens to each participant. Taking turns, the participants will throw the dice and depending on the number they get, they will move their token on the board counting the same number of blocks, beginning from the "start point". After reaching the correct block (as per the number on the dice), if a ladder is found in the message written in any block, then the participant will climb up to the block to the upper edge of the ladder. Similarly, if participant finds a snake, they will have to move back to the block having the tip of the snake's tail. Generate a discussion on why the player needs to either go back or climb up a few blocks. Provide appropriate information to the participants to

understand the messages given. The participant who reaches the 'end point' first will win the game. Congratulate the participants and ask them to repeat the messages on HAP provided on the board game.

Important questions to ask after the game:

- How can regular participation in the internal activities of SHG maintain household economic condition?
- Why should we follow the rules related to savings and credits in SHG?
- Why and how should men and women play an equal role in preventing HAP?
- Why should the spare time be used by women for employment and economic work?
- How ongoing government schemes can play a role in economic upliftment through the panchayat?

**Reiterate the following main points in a participatory manner, asking participants to recall and repeat the messages:**

- Regular participation is very important in the internal activities of SHG to maintain household economic condition.
- Always follow the rules related to savings and credits in SHG.
- There is a need for men to help women in household work so that they can get some time for themselves.
- The remaining time can be used by women to support in income generation activities.
- Stay updated about the ongoing schemes for economic upliftment through the panchayat.

**Action to be taken after the Group Meeting**

Based on the information they learned during the meeting, ask participants what actions they will take once they get back home. These could be:

- Ensure continuation of the steps taken to reduce HAP by keeping doors and windows open during cooking
- Take regular care of the plants at home
- Continue to motivate other family members to contribute to and share household tasks
- Use LPG for cooking
- Attend SHG Group Meeting regularly and follow as well as practice matters discussed during the Group Meetings.

## Community Meeting

Once all the three Group Meetings are complete a community meeting involving key influencers such as Panchayati Raj Institution (PRI) members, men and women, teachers, community/tribal leaders and others will be organised by the SBC facilitators at the village level with SHG women actively planning and mobilising resources to organise the same. The community level event will be a culmination of the first round of three Group Meetings. This can be organised like a festival or like a mela with various interesting activities such as plays, songs, dance, drawing competition among children, quiz competition among men, etc.

### Participants with whom this activity can be conducted are:

SHG women, men, children, key influencers

### Name of activity:

Community meeting

### Required materials:

Picture cards, Conversation Map, Snakes & Ladders Board Game, chart with list of questions for quiz, locally available resources for decorations, pens, register, etc.

### Purpose of the community meeting

- To disseminate learnings from all previous Group Meetings to the wider community
- To present the strategies decided by the SHG members to the community
- To seek support from the community for implementing the strategies

### Methodology

- Street plays, story-telling, picture cards discussion, songs, dance, drawing competition, quiz etc. can be organised during community meeting.
- Some useful tips prior to holding the community meeting:
  - ◆ During the community meeting the SHG members will summarise their activities over the past two months and share the prioritised problems and strategies to the larger community and key stakeholders, for example, village Sarpanch, government officials and others who have not attended the three Group Meetings.
  - ◆ Street plays and story-telling are some of the innovative approaches that can be used by the group members for dissemination of the prioritised problems and their underlying causes of HAP.
  - ◆ Stakeholders (especially the Panchayat sarpanch or frontline workers) can be requested to inaugurate the function so that their role in the community can be acknowledged.
  - ◆ During the preparation for this meeting the SBC facilitators will help the members in script writing, acting and rehearsals.

- ◆ The members can use locally available resources like 'saris' as back drop, leaves for decorations, jute woven mattresses/dari for seating the attendees, etc. The group members can voluntarily contribute money for the logistic arrangements like food, microphones, etc.
- ◆ Any group member can be encouraged to preside over the meeting with help from the SBC facilitator.

## Process

The meeting can start with a welcome song followed by thanking the audience for participating in the meeting.

Update them briefly about the meetings conducted so far and share the discussion and action points with them.

SHG members will then present the method they have selected for disseminating the prioritised problems, barriers identified, strategies selected to overcome the problems on HAP. While sharing the information the members will make a note of the stakeholders who will be able to help with the implementation of strategies to reduce HAP and get LPG for safe and clean cooking (SBC facilitator to support and encourage the members to conduct the meeting smoothly).

Towards the end of the community meeting, the stakeholders would be asked to share their experiences. These experiences can be recorded by the SBC facilitator and later used as quotes. The SBC facilitator can use the following format for keeping a note of meeting findings:

## Community Meeting Format

Name of the group	Dissemination Method	Total Female Participants	Total Male Participants	Name and Designation of the Stakeholders	Feedback/ Comments of the Stakeholders

## **Some points to be kept in mind**

**There is no one way of conducting this meeting; however, the following points can be useful:**

- The community meeting should be held with full enthusiasm like a festival
- The members can pin up the picture cards used in the earlier Group Meetings on a sari to attract the crowd and also to make them understand what the stories were about
- Arrangements should be such that everyone present can listen to the discussions clearly and are able to understand
- Ensure that everyone is comfortably seated to be able to see and hear the discussions
- Make sure that the discussion points are simple to understand and not too lengthy
- The audience should have a good mix of adolescent children, women, men, PRI members. They should be encouraged to sit in the front
- Encourage the family who started using LPG to share their views and project them as advocates
- Invite SHG women and their family members from the audience who have started using LPG. Ask them to share their views and experiences of using mud stove and LPG with the community
- The relevant decisions at the meeting should be noted down by any one group member or SBC facilitator
- The SBC facilitator will summarise all the discussions with the help of the participants. This way the SBC facilitator can assess how much the participants have been able to understand
- Encourage the women participants to speak
- Before concluding the meeting, the SBC facilitator will request one SHG member to thank the audience for attending the meeting and providing their support to implement the strategies to reduce HAP and increase the use of LPG. Invite them for a group/folk dance.

# Annexures

## Annexure 1: Checklist for Conducting Group Meetings

- Welcome the participants
- Inform the participants about the topics of discussion e.g., the topic of discussion today will be..... (Name of the topic)
- Inform them that we will learn about the topic through means of an activity or a game
- Before starting the activity or game, take stock of the participants' prior knowledge by sharing some statements and ask questions around the main message related to these
- Once the activity or game is complete, continue the discussion by asking questions
- See 'Important questions to ask after an activity or game'
- Do discuss the action points after the meeting
- Thank everyone, and provide information on the time and place for the next meeting
- After the meeting provide support and discuss further with participants who express need for more information or support in action points.



## Annexure 2: Planning and Preparation Checklist for Community Meeting

S. No.	Checklist for Community Meeting	Responsibilities
<b>Preparation prior to holding the community meeting – Identification, mobilisation and use of locally available resources</b>		
1	Finalising the venue	
2	Sitting arrangements	
3	Backdrop and decorations	
4	Displaying posters and picture cards used during the meetings	
5	Mode of invitation	
6	Inviting people from hamlets	
7	Informing the PRI members, and other government workers about the community meeting and inviting them	
8	Ensuring the presence of frontline workers in the community meeting	
<b>For activities during the community meeting</b>		
9	Welcoming and sharing of the objectives of organising the community meeting	
10	Brief recap of all the meetings held so far	
11	Presentation of the stories developed during second meeting	
12	Taking agreement on the chosen/prioritised strategies to reduce HAP and seeking support	
13	Ensuring that representatives from concerned departments share different services and schemes in relation to livelihood, health, nutrition, <i>Panchayat</i> and water, sanitation and hygiene (WASH) components	
14	Ensuring active participation of the community members	
15	Feedback of stakeholders	
16	Sharing of success stories/best practices started	
17	Summarising the activities by asking questions to the audiences (Question chits can be used for quiz)	
18	Thanking everyone and concluding the event	





## CLEANER AIR & BETTER HEALTH PROJECT PARTNERS

