ONE DROPS’ UNIQUE SABC APPROACH

One Drop’s (aka Sub-Arctic Backyard Art) Health Change™ SABC approach integrates a systemic and evidence-based process that takes into consideration behavioral determinants, health and lifestyle, and in cultural and ethnic realities, to create health-improved solutions. These programs promote behavioral change, towards healthier practices around water, sanitation and hygiene (WASH) and engage the community to come around projects over time, ensuring their sustainability.

The SABC approach looks at the heart of One Drop’s A4K for behavior change, implementing three core components: Across Behavior Change and Capital.

THINK OUT OF THE BOX

With no precedents being set, the SABC approach is rooted in One Drop’s theory of change, which involves implementing change through multiple “Levers.”

1. **Social Capital:** Local context - the SABC plan can be situated within local regulations, community norms, and cultural practices.
2. **Behavior Change:** The social and cultural acceptance of the interventions. To test a new behavior, it is crucial to introduce a model to be successful throughout the community.
3. **Community Engagement:** Consideration for the community’s needs is necessary for the creation of a healthy environment that effectively promotes health. With a collaborative approach, the intervention is created around the socio-cultural and health needs of the community, which ensures that the intervention is successfully implemented.

The SABC approach is popular in community health to ensure a sustainable health change. It is collaborative in nature. The tools and interventions are designed to support and empower the community.

SABC INTERVENTIONS

- **Sustainable Livelihoods:** The SABC approach focuses on the development of sustainable livelihoods that generate income and improve the quality of life of the community.
- **Health and Well-being:** The intervention creates healthy environments for the community through a healthy lifestyle and mental well-being.
- **Education and Training:** The SABC approach supports education and training programs that promote health and sustainable practices.

DESIGNED BEHAVIOURS

Healthy and sustainable WASH practices require a targeted and sustainable approach.

- **Innovative approaches:** The SABC approach takes into consideration the local context.
- **Adaptation:** The approach is adaptable to different environments.

TOOLS AND KEY CONCEPTS

- **Innovative approach:** The SABC approach is not limited to the traditional methods but includes innovative practices.
- **Understanding:** The SABC approach requires a comprehensive understanding of the community.
- **Influence:** The approach considers the influence of social, economic, and cultural factors on health behaviors.
- **Adaptation and Innovation:** The SABC approach is adaptable and innovative in changing the behavior of the community.

EXAMPLES

- **A community-led approach:** A community-based approach that involves the community in the decision-making process.
- **Understanding:** An understanding of the community’s needs and cultural practices.

INSPIRE

**Behaviour Change** is a process that occurs in stages; SABC activities are implemented throughout, in the aim of sustaining positive habits.

INSPIRE

ACTIVATE

- **Challenge the status quo:** The SABC approach challenges the traditional practices and beliefs.
- **Emotional:** Emotional connection to the intervention.
- **Behavioral:** Behavioral change is achieved through health and safety activities.

SUSTAIN

- **Promote SABC tools that sustain behavior change:** The SABC tools are designed to sustain the behavior change.
- **Practical:** Practical tools that encourage positive behavior change.
- **Knowledge:** Knowledge and understanding of health topics.

**EXAMPLES**

- **Education and health workshops:** Workshops provide knowledge and skills to improve health.
- **Self-efficacy:** The SABC approach promotes self-efficacy to improve personal behavior.
- **Emotional connection:** Emotional connection to the intervention.

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