ANALYSIS REPORT AND RECOMMENDATION ON QUARTERLY INSIGHTS DRIVING ADOPTION FROM JAN/MAR TO APR/JUN 2024.

Introduction

One of their main programs is providing **chlorine dispensers** to rural areas, helping people access safe drinking water and reduce the risk of waterborne diseases thus saving millions of lives.

The target population for this program includes families in rural areas with limited access to clean water. For this program to succeed, it's crucial that these communities **adopt** and use the dispensers regularly. In this study, key factors of adoption have been considered to overlook the performance of dispenser in relation to the community, and promoters.

This report looks at the **change in dispenser adoption** between **Jan/Mar 2024** and **Apr/Jun 2024**. By analyzing key performance indicators (KPIs), we will explore what factors have improved or hindered adoption and what can be done to increase the success of the program.

GENERAL SUMMARY FROM INSIGHTS

The analysis reveals both positive and negative trends. Notable improvements were seen in "Correct Steps," "Correct Wait Time," and "Promoter TCR Adoption," which indicate progress in areas such as procedure adherence and adoption. However, there were declines in "Promoter Engagement," "Non-Empty Rate," and "Hardware Issues," which suggest challenges in promoter interaction, dispenser functionality, and equipment maintenance. These mixed results highlight areas of success while identifying potential areas for improvement.

## *VISUALIZATION ON AVERAGE CHANGE IN ADOPTION RATES.*
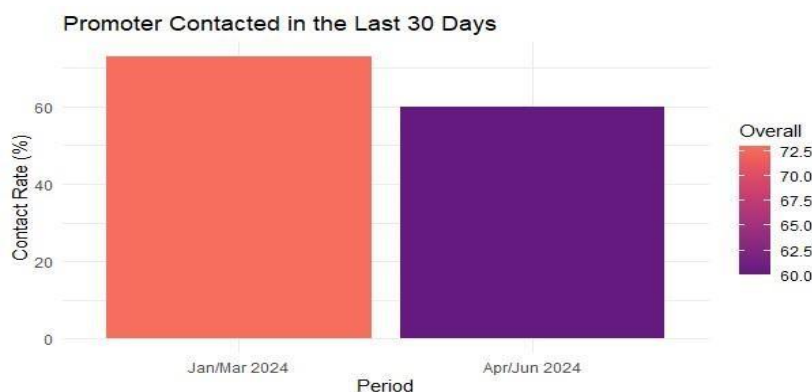
1. Promoter Talked to in the Past 30 Days

Promoter Engagement: Adoption rates for promoter engagement decreased from 73% in Jan/Mar 2024 to 60% in Apr/Jun 2024. This represents a decline of **13%**, indicating a decrease in promoter interaction with users over the two periods.

2. Knowledge of Correct Wait Time

- There was a positive change in the adoption of correct wait times, which increased from **82%** to **85%,** showing an improvement of **3%.** This suggests that more promoters are aware of the correct wait times.

Knowledge of Correct Wait Time
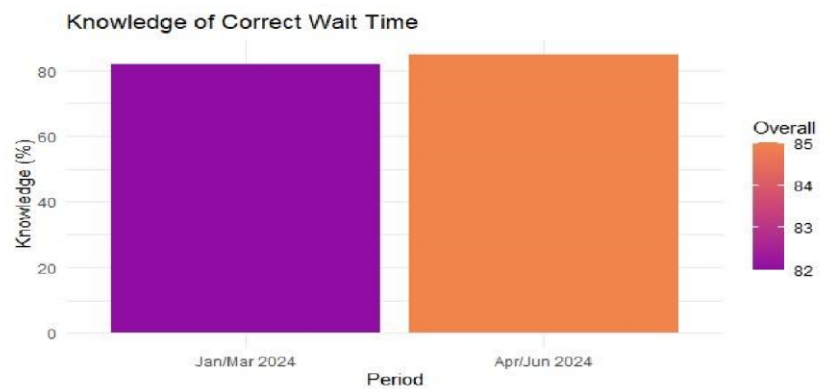
## 3. Correct Steps Followed

Knowledge of Correct Steps
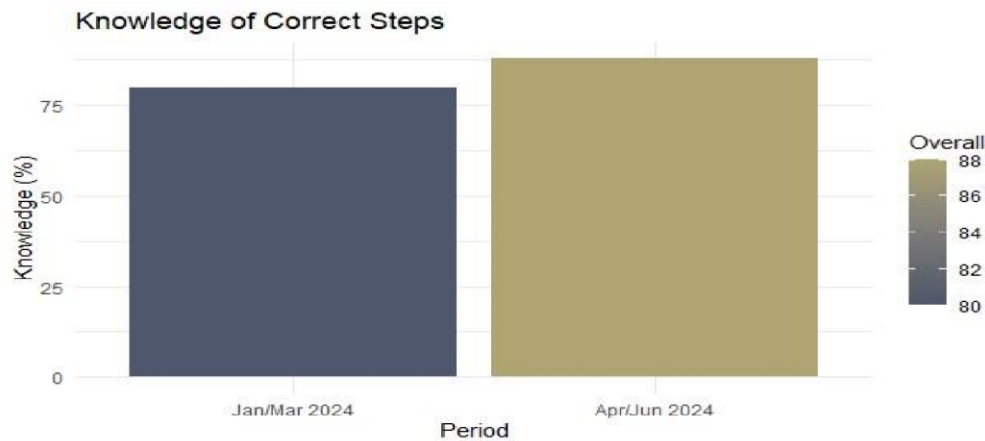
The percentage of promoters correctly following the steps increased from **80%** to **87%,** which is a notable positive change of **7%.** This indicates that the overall adoption of the correct steps has improved, suggesting better adherence to protocol.
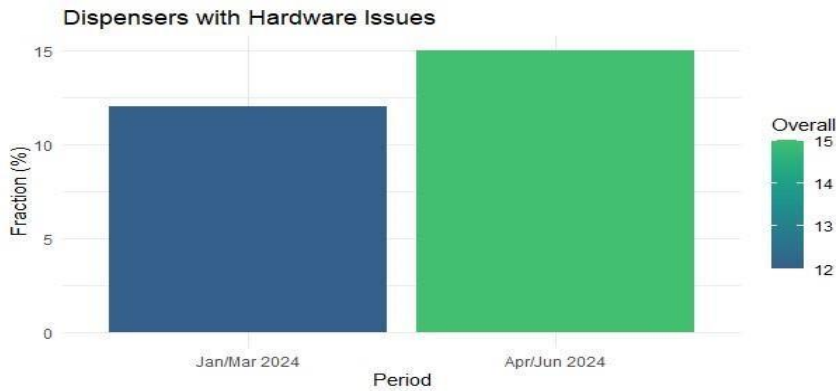
4. Community Knowledge Score

The community knowledge score remained constant at **59%** across both periods, indicating no change in the adoption of knowledge by community members.


Community Knowledge Score

5. Fraction of Dispensers with Hardware Issues
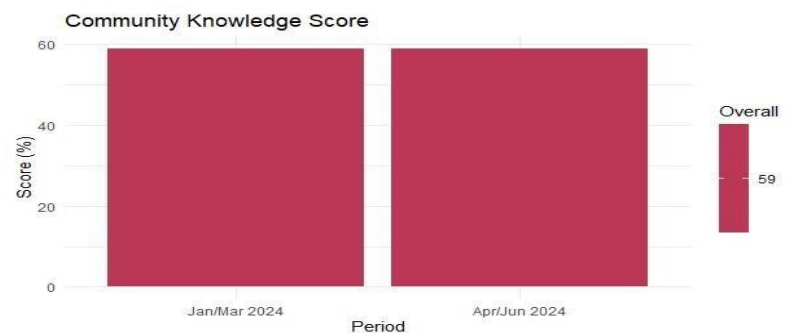
**Dispensers with Hardware Issues**

There was a slight increase in the fraction of dispensers with hardware issues, from **12%** to **15%.** This **3%** increase could indicate a rise in equipment related challenges, which might affect dispenser adoption across different regions.

6. Non-Empty Rates

The non-empty rate of dispensers decreased slightly, from 80% to 78%, reflecting a 2% decline. This suggests that fewer dispensers were fully operational and stocked with the necessary supplies during the second period.

Non-Empty Dispenser Rates

7. Functionality Rates

fraction of dispenser that dispensed chlorine
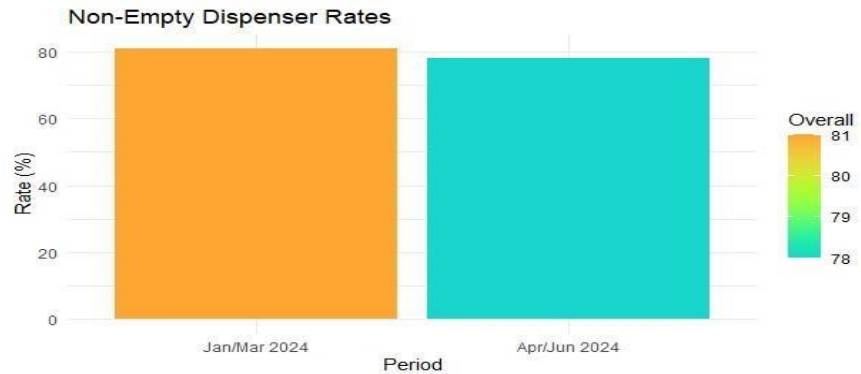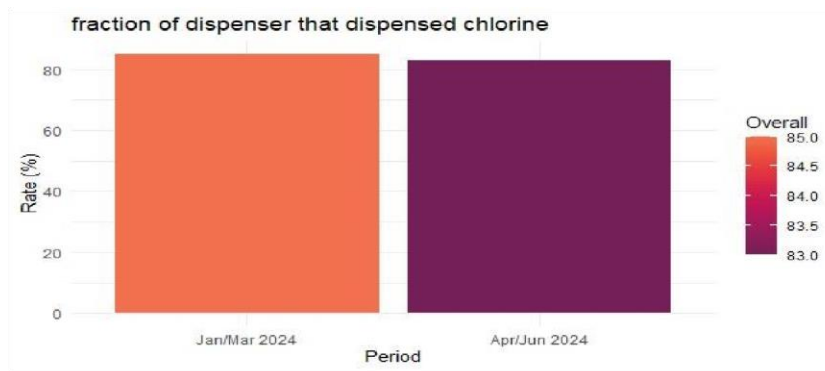
The functionality rate showed a minor drop from **85%** to **83%,** a **2%** decline, indicating a slight decrease in the operational effectiveness of dispensers between the two periods.

8. Promoter TCR Adoption

This KPI saw the second most significant increase, from **84%** to **88%,** marking a **4%** improvement. The rise in TCR adoption suggests better implementation of the technology and an increase in promoter use of the system.
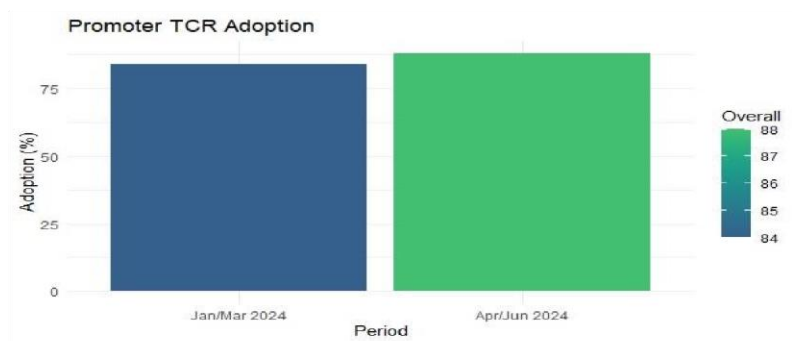
Based on the analysis on the average adoption levels for the two periods (Jan/Mar 2024 and Apr/Jun 2024), the overall average adoption level remained constant at 69.5

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        Paired t-test

data:  jan_data and apr_data
t = 0, df = 7, p-value = 1
alternative hypothesis: true mean difference is not equal to 0
95 percent confidence interval:
 -5.095124  5.095124
sample estimates:
mean difference
               0

> |
```

t-test results suggested that there is no significant difference between the KPIs adoption of Jan/mar 2024 and Apr/Jun 2024. Therefore, we cannot conclude that there has been any meaningful improvement or change in adoption during this period

COMPARISON OF PERCENTAGE CHANGE ADOPTATION OF KPIs OVER THE 2 PERIODS
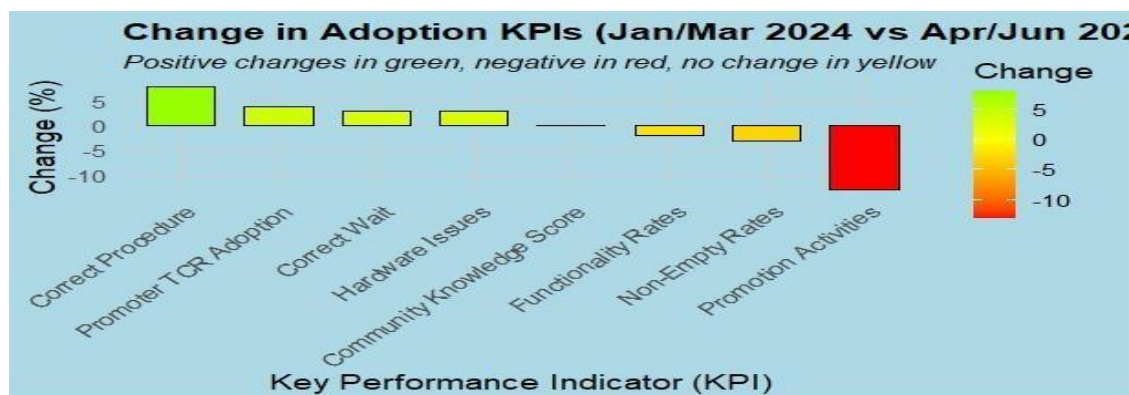
Correct procedures made the most positive impact on adoption where promoter activities making the most negative impact.

POSITIVE IMPACT

Based on the observation on adoption between Jan/Mar 2024 and Apr/Jun 2024, the indicators that made a positive impact include:

- **Correct Wait Time**: Increased by **3%** (from 81% to 84%).
- **Correct Steps**: Increased by **7%** (from 80% to 87%).
- **Promoter TCR Adoption**: Increased by **4%** (from 80% to 84%).

These indicators reflect improvements in promoter knowledge and adoption, signaling a positive change in key areas of operation.

On the other hand, the indicators that had a negative impact include:

- **Promoter Talked to in the Past 30 Days**: Decreased by 13% (from 72% to 59%).
- **Community Knowledge Score**: Remained unchanged (no positive change, both periods at 59%).
- **Hardware Issues**: Increased by 3% (from 11% to 14%).
- **Non-Empty Rates**: Decreased by 2% (from 80% to 78%).
- **Functionality Rates**: Decreased by 2% (from 85% to 83%).

KEY DRIVERS OF ADOPTION

KEY DRIVERS OF ADOPTION COMPARISON
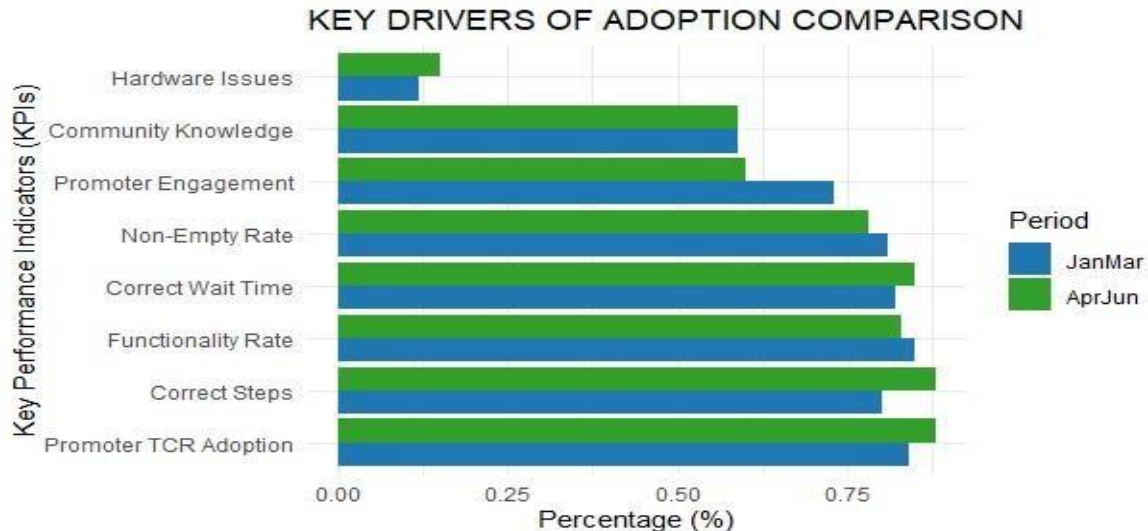
CONCLUSION

After identifying the KPI's of adoption of the dispensers, further investigation into the data related to the Key Drivers of Adoption was made in order to draw recommendations. Generally, adoption revealed both improvement and challenges.

RECOMMENDATIONS

Evidence Action should consider this to improve the adoption of the dispensers:

1. Increase daily promoter interactions

This is the area where adoption of the dispensers has been significantly low. Drop in daily interactions in the third region highlights the need for strategies to motivate promoters to engage more frequently. Encouraging daily interactions will build trust and ensure consistent dispenser usage.

2. On Hardware issues; -   -   Prioritize the resolution of tank and casing issues

- ✦ Focus on improving the durability and quality control of casing components to minimize this widespread issue. However,
- ✦ Casing issues have the significantly raised in both subregion 1 and sub region 2
- ✦ Sub region 2 should also be well monitored when it comes to casing issues.
- ✦ Tank issue in region 2 should be addressed

   - Monitor tank and valve issues
- Sub-region 2 should be addressed on valve issues, since it has shown little Improvement
- While improvements have been observed in some regions, tank and valve issues should still be closely monitored, particularly in regions where they remain prevalent. Regular checks and quick resolutions are needed to reduce any operational disruptions.

   - Standardize padlock mechanism maintenance
   Given the consistency of padlock issues across regions, standardizing maintenance procedures and ensuring regular checks will reduce failure rates and improve dispenser reliability.

3. Enhance chlorine knowledge and communication skills

- In regions where chlorine knowledge and communication scores have dropped, increase training for promoters to equip them to educate the community effectively about chlorine use and dispenser benefits, boosting confidence and engagement.

4. Focus on teaching and encouraging dispenser use •   The second region has seen success with promoters teaching and encouraging the use of dispensers. Emphasizing this positive practice and training more promoters to adopt this approach will ensure consistency in dispenser promotion across all regions.

5. **Ensure consistent refilling and water source monitoring** • Standardize refill practices across regions to avoid inconsistencies. Additionally, to address the decline in the perception of clean water sources in the third region, ensure promoters regularly monitor and maintain water quality.

6. **Improve functionality and non-empty rates** • Conduct functionality audits, especially in regions with lower functionality scores, to ensure dispensers are operating as expected and refill schedules to maintain a consistent non-empty rate.