

Challenges to adopting safe food behaviours in Accra

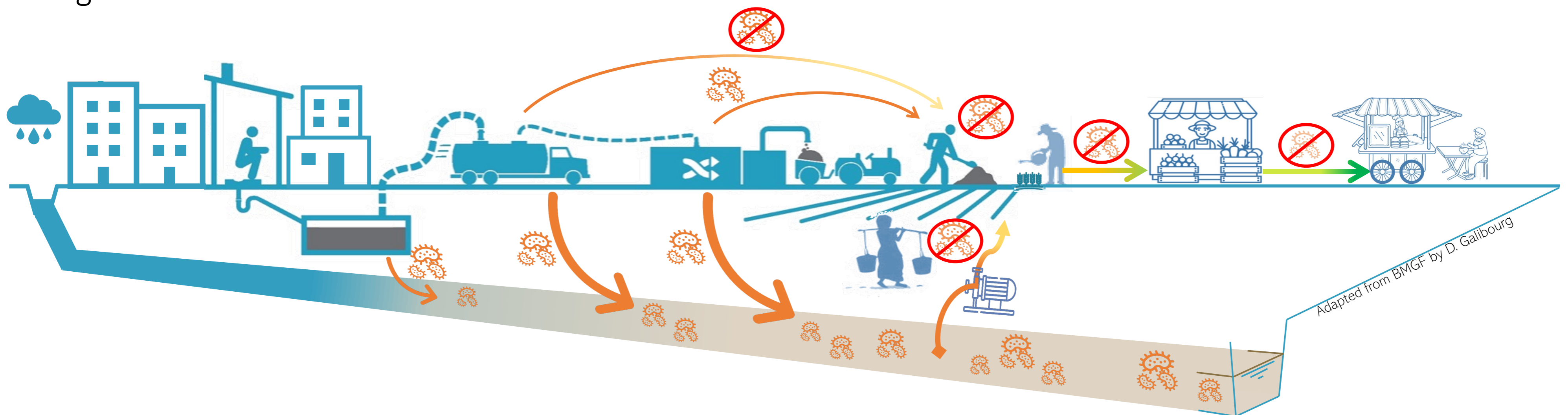
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Introduction

- **Context:** wastewater irrigation introduces faecal pathogens in informal vegetable value chains. The adoption of safe behaviours can reduce the health risk (see below)
- **Study aim:** identify the barriers that hinder the adoptability of safe behaviours.
- **Study objectives:** identify the stakeholders, their actions and motives relative to wastewater irrigation

Methods

- Rapid qualitative appraisal using interviews, observations and short communications with farmers, vegetable traders, street food vendors, consumers and institutional representatives
- Thematic analysis drawing on the ARDI method (Actors, Resources, Dynamics, Interactions) [1] and the COM-B framework of behaviour change [2]:
Behaviour = f (Capability, Opportunity, Motivation)



Early findings from the formative study

Farmers, traders & consumers face many barriers...

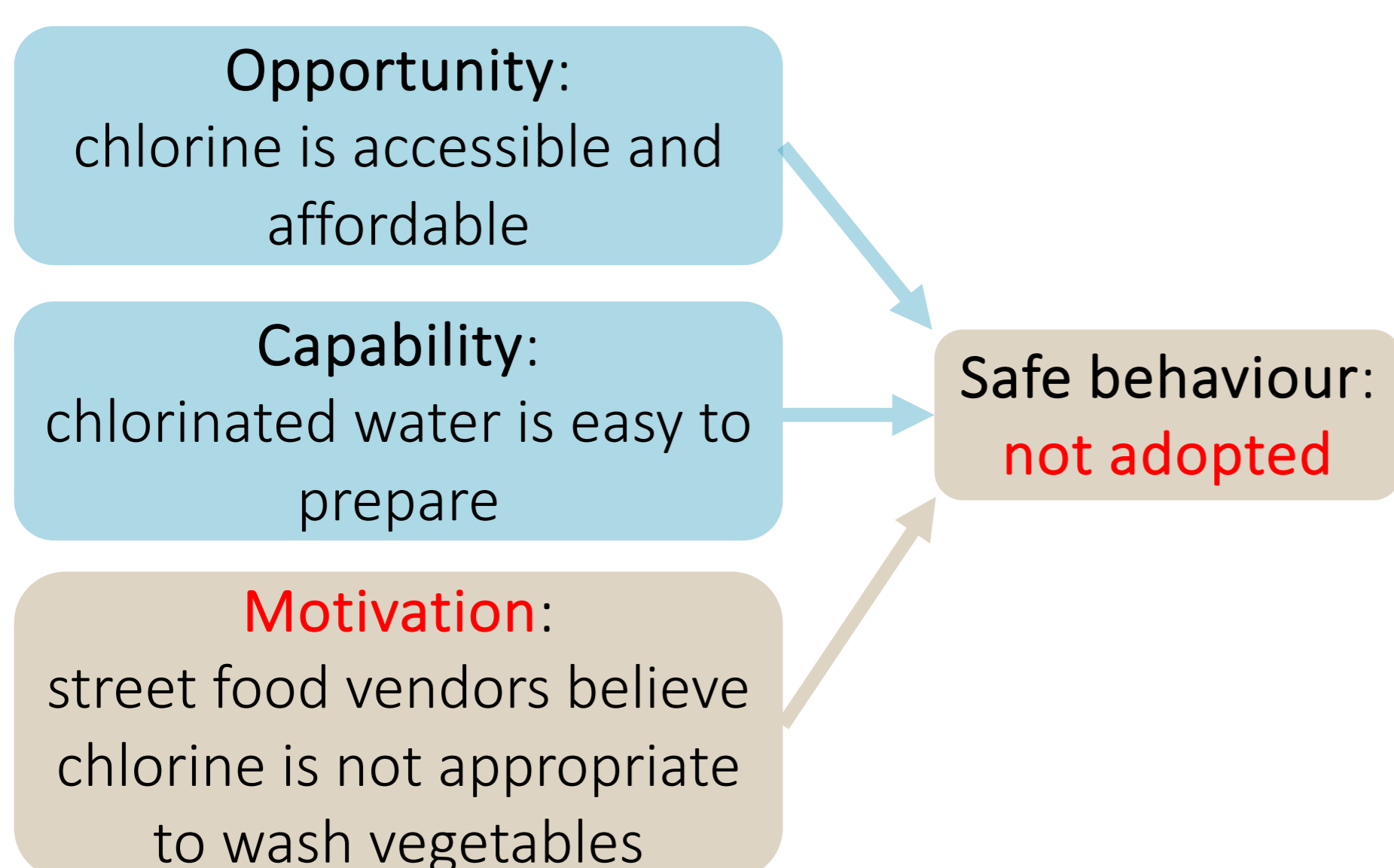
- Missing opportunities: land tenure, access to water & cost
- Missing motivations: competing priorities and beliefs, lack of incentives

... some resulting from institutional challenges

- Institutional gaps and overlaps
- Competing interests, power games and lack of accountability
- Constrained capacities

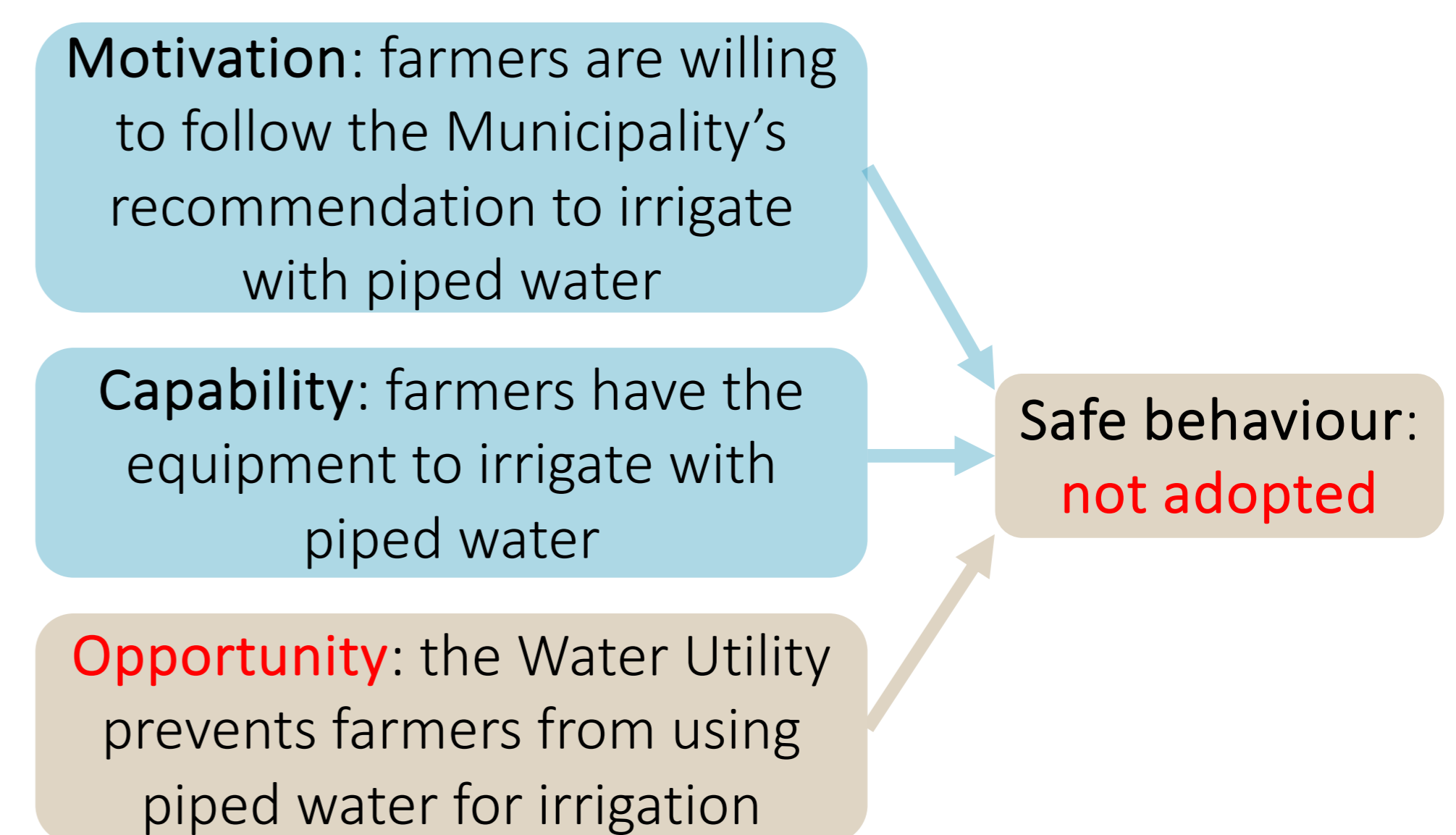
A missing motivation identified -

Street food vendors do not want to wash vegetables with chlorinated water:



A missed opportunity identified -

urban farmers cannot switch to piped water for safer irrigation:



Next steps

- Stakeholders, their actions and motivations have been identified.
- Drawing on the Companion Modelling method to stimulate multistakeholder dialogue will help to co-design a common understanding of the system and better opportunities to make safe behaviours easier to adopt.
- Drawing on theory- and evidence-based behaviour change methods (e.g., RANAS) will help identify and leverage motivating factors to make safe practices more desirable to adopt.