What’s health got to do with it?
Testing marketing messages for clean cookstoves in Cambodia (and Kenya)

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SEI is an international non-profit organization that works with environment and development issues from local to global policy levels.

The SEI Initiative on Behaviour and Choice examines how to bring about change in decision-making at the household level toward sustainability, mostly in low-income countries.
Background: The global cookstove challenge

• 4 million deaths annually attributable to household air pollution from cooking with solid fuels
• Limited success of interventions
• Behaviour a key barrier to adoption
Health messaging as a trigger to adoption?
Overview of studies

Cambodia
• 381 households across 5 communes, incl control
• Baseline + endline surveys
• Tested impact of positive and negative messaging
• Tested impact of more/less intense messaging
• Effectiveness measure – stoves sold

Kenya
• RCT
• Tested effect of 3 health-based interventions
• 965 individuals
• Impact measure – WTP, rating on a health awareness index, stove purchase (baseline to endline)
Examples of marketing material used in Cambodia
Key findings Cambodia

Campaign Reach (# exposed)
- Chhouk Sor: 1,496 (Village mtgs: 5, D2D: 462)
- Kouk Banteay: 971 (Village mtgs: 8, D2D: 265)
- Toeuk Hout: 705 (Village mtgs: 6, D2D: 191)
- Chres: 733 (Village mtgs: 16, D2D: 127)
- Tbaeng Khpos: 869 (Village mtgs: 5, D2D: 253)

Sales
- Chhouk Sor: 4
- Kouk Banteay: 0
- Toeuk Hout: 24
- Chres: 6
- Tbaeng Khpos: 0

Conversion rate (Purchases/reach)
- Chhouk Sor: 0.27%
- Kouk Banteay: 0%
- Toeuk Hout: 3.4%
- Chres: 0.82%
- Tbaeng Khpos: 0%
Key findings Cambodia contd.

- Increase in awareness about health impacts biomass smoke in all communes
- Key factors influencing decision to purchase: affordability, time and fuel saved cooking, relative fuelwood scarcity and availability of electricity
- A combination of sales approaches works best
Key findings Kenya

Health Awareness Index

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% Changed Cookstove

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Key findings Kenya contd.

- Radio: 60%
- Health Professionals: 50%
- Television: 33%
- Other: 28%
- CHWs: 11%
- Peers/Relatives: 11%
- Flyers/Banners: 3%
Insights from both studies

• Health messaging was shown to have minimal effect on cookstove purchase
• Price continues to be an important factor
• Awareness of health issues related to biomass cooking varies greatly from place to place
• The channels used for delivering health messages are important
Some recommendations for the sector

- **Trial Options**: Engendering trust by offering improved cookstoves on a trial basis so users can see how smoke emissions and cooking times are notably reduced could improve uptake.

- **Tailored Financing**: Costs are a big barrier to uptake, which is understandable given our respondents' savings levels. Installments, pay as you save, or loan financing options could help overcome this.

- **Market Segmentation**: Different users want different things from cookstoves. It is important to understand how campaigns can be targeted to different market segments.

- **Marketing Medium**: It was not within the scope of this study to test broader mediums such as TV or radio but given survey responses it is clear that these mediums are a key health information resource.
Thank you!

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