My Neighborhood’s Smoke: Using a Soap Opera to Change Cooking Behavior in Guatemala
Why Clean Cooking?

**PROBLEM**

Every day, 3 BILLION PEOPLE (500 million households) rely on solid fuels to power their rudimentary stoves, which leads to…

- 4,300,000 deaths annually
- Wasted productivity
- Climate, forestry & other environmental degradation
- Up to 25% of global black carbon emissions
- Health & economic burdens that disproportionately impact women & girls

**MISSION**

- SAVE LIVES
- IMPROVE LIVELIHOODS
- EMPOWER WOMEN
- PROTECT THE ENVIRONMENT

**GOAL**

100 MILLION HOUSEHOLDS ADOPT CLEAN AND EFFICIENT COOKSTOVES & FUELS BY 2020
Why social marketing for clean cooking?

• Making the transition to cleaner and more efficient cooking presents a complex behavioral challenge on numerous levels

• Despite proven impact in other sectors, BCC/SM is relatively underdeveloped in the cookstove sector

• The Alliance launched a program in 2015 to design, implement, and assess a range of consumer-facing BCC campaigns with a goal of expanding the evidence base for effective BCC in the cookstove sector
The Guatemalan Context

• In Guatemala, more than 70% of households regularly cook with firewood; 28.5%, use LPG along with firewood, often referred to as “fuel stacking”

• Our goal was to introduce people to cleaner, more efficient wood burning stoves, and communicate that gas is “more affordable than you think”

• Target audience: peri-urban and urban women who work outside the home and use wood in Sacatepéquez
Multiple channels used to communicate about clean cooking

Key Message: If I am not healthy, who will take care of my children?

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<th>Channel</th>
<th>Details</th>
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<td>An estimated <strong>250,000 people</strong> were reached with cookstove messaging through the various channels.</td>
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<td>3,200 posters and 30,000 flyers with improved cookstove information were distributed.</td>
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<td>4,500 radio advertisements and an 8-episode radio soap opera featuring cookstove messages were aired on 4 local radio stations, reaching nearly <strong>100,000 listeners</strong>.</td>
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<td>Improved cookstove manufacturers demonstrated and sold clean cookstoves at <strong>3 market events</strong>, with a total audience of approximately <strong>1,500 people</strong>.</td>
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<td>Interviews with clean cookstove experts and event attendees were aired on two local cable stations, with a total of <strong>540 TV spots aired</strong>, reaching at least <strong>50,000 viewers</strong>.</td>
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<td>The campaign’s Facebook page received <strong>1875 followers</strong>; paid advertisements generated over <strong>50,000 views</strong>.</td>
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Love and Cookstoves: Los Humos de Mi Barrio

- Eight 5-minute episodes, aired on four different radio stations over eight weeks.

- Through the lives of Doña Blanqui, Lupita, Justo and other characters, the benefits of cleaner cooking were explored, including firewood purchase savings, improved comfort in the kitchen, time saved cooking, and enhanced health.
Listeners were invited to a live finale...which included a wedding!
Key Results

• Event impact surveys showed a statistically significant impact on people’s knowledge about the benefits of improved stoves; for example, the post-event group was statistically significantly more likely to say that improved cookstoves use less fuel (45% compared to 34%)

• Surveys also indicated a change in intention to purchase (before the event, 42% indicated their intention to purchase; 67% after the event)

• 12% of people that attended campaign market events purchased an improved cookstove.
Lessons Learned

• The “soap opera” approach was well received and seen as replicable in other areas of Guatemala; plans already in place to be used by other cookstove programs

• Large purchases like stoves are not made impulsively; behavior change takes time

• Radio station analysis missed a niche Christian station only popular in the particular region of the campaign, therefore we missed out on a large audience

• Printed materials were an important tool used by women to convince their husbands
THANK YOU!

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