



Safe Water Practices Among Rural Women in Rwanda: A Behavioural Change Campaign Analysis

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Abstract

Rural women in Rwanda face significant challenges accessing safe water for household use, impacting their health and livelihoods. A mixed-method approach involving pre- and post-campaign surveys (n=150) and focus group discussions to evaluate changes in knowledge, attitudes, and practices regarding safe water use. The analysis revealed that the campaign led to a statistically significant increase of 38% ($p < 0.05$; CI: 24-52%) in women's understanding of safe water practices post-campaign compared to pre-campaign levels. The behavioural change campaign successfully improved knowledge and attitudes towards safe water use among rural Rwandan women, necessitating further tailored interventions. Continued support for community-led initiatives and regular follow-up sessions are recommended to sustain the positive changes observed. safe water practices, rural women, behavioural change campaigns, Rwanda

Keywords: *Sub-Saharan, African, Social-Ecological, Systems, BehaviouralChange, Cross-Cultural*

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