

S1 Table. Integrated behavioural model for water, sanitation and hygiene [4]

Levels	Contextual factors	Psychosocial factors	Technology factors
Societal/Structural	Policy, climate, geography	Leadership, cultural identity	Manufacturing, financing, promotion and distribution of products
Community	Access to markets, access to resources, built and physical environment	Shared values, collective efficacy, social integration, stigma	Location, access, availability, collective ownership, maintenance
Interpersonal/Household	Roles, household structure, division of labour, available space	Norms, aspirations, shame, nurture	Access to product, demonstration of use of products
Individual	Wealth, age, education, gender, livelihoods	Self-efficacy, knowledge, disgust, perceived threat	Perceived cost, convenience, strengths and weaknesses of product
Habitual	Facilitators/barriers to habit formation	Existing water and sanitation habits, outcome expectations	Ease and effectiveness of routine use of product

