

Accelerating Behavior Change in Nutrition-Sensitive Agriculture

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FEED: FUTURE

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Accelerating Behavior Change in Nutrition-Sensitive Agriculture

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The ABC training has five steps to help participants

- Understand how agriculture and nutrition are linked
- Learn to incorporate behavior change concepts into design and implementation of nutrition-sensitive agriculture projects
- Learn how to select, prioritize, and improve nutrition-sensitive agriculture practices
- Use formative research to identify barriers to and enablers for change
- Learn how to develop and monitor a behavior change strategy for nutrition-sensitive agriculture

Training audience

- Agriculture project designers and implementers, including those working in
 - food security
 - livelihoods
 - value chains
 - market systems

The ABC training helps participants to answer questions such as

- What are nutrition-sensitive agriculture practices?
- How do we tailor and prioritize those practices for our context and target populations?
- How do we apply behavioral science to increase the use of priority practices?

Nutrition-Sensitive Interventions

- address underlying and systemic/basic causes of malnutrition, and incorporate specific nutrition goals and actions (USAID 2014)
- Nutrition-sensitive agriculture addresses some of these underlying causes by
 - Decreasing demands on women's time and labor
 - Increasing women's participation in decision-making, including about income use
 - Increasing access to and resources for food, health, WASH and care

Course deliverables

- Understand agriculture's role in improving nutrition
- Know how to use behavior change methods to prioritize and promote nutrition-sensitive agriculture practices
- Establish a commitment to developing a behavior change strategy for current and future agriculture projects

Step 1 Overview

Session 1: Explore how agriculture can be nutrition-sensitive

Session 2: Examine the agriculture-to-nutrition pathways to consider interventions' potential impact

Session 3: Consider the market systems framework and agriculture actors within it so as to better target behavior change interventions

Session 4: Reflect on an example of how an intentional approach to behavior change can make a difference



Step 1 Session 1

Framing the problem

In 2016:



159 million children

Images: International Food Policy Research Institute (IFPRI). 2016. *Global Nutrition Report 2016: From Promise to Impact: Ending Malnutrition by 2030*. Washington, DC.



Step 1 Session 2

FANTA training and instructions



Click on each arrow to view the videos



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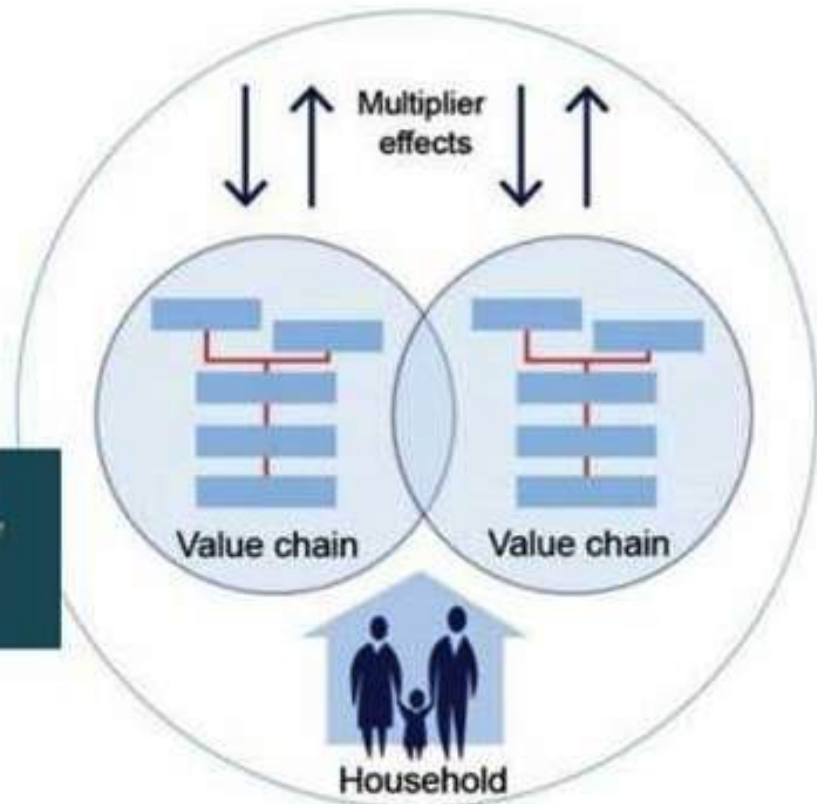
www.spring-nutrition.org

Step 1 Session 3

Leveraging Economic Opportunities (LEO)

- Competitive
- Inclusive
- Resilient

Economic, political, natural,
or other types of shock



Step 1 Session 4

Results

It never occurred to us ...
to figure out the barriers or what
makes people want to change. We
wasted so much time and energy
repeating the benefits over and over
...because no one adopted the new
practices



Step 2 Overview

- Session 1: Understand how behavior changes, including in the context of nutrition-sensitive agriculture
- Session 2: Explore three behavior change models
- Session 3: Consider whose behavior to change and who can influence it



Step 2 Session 1

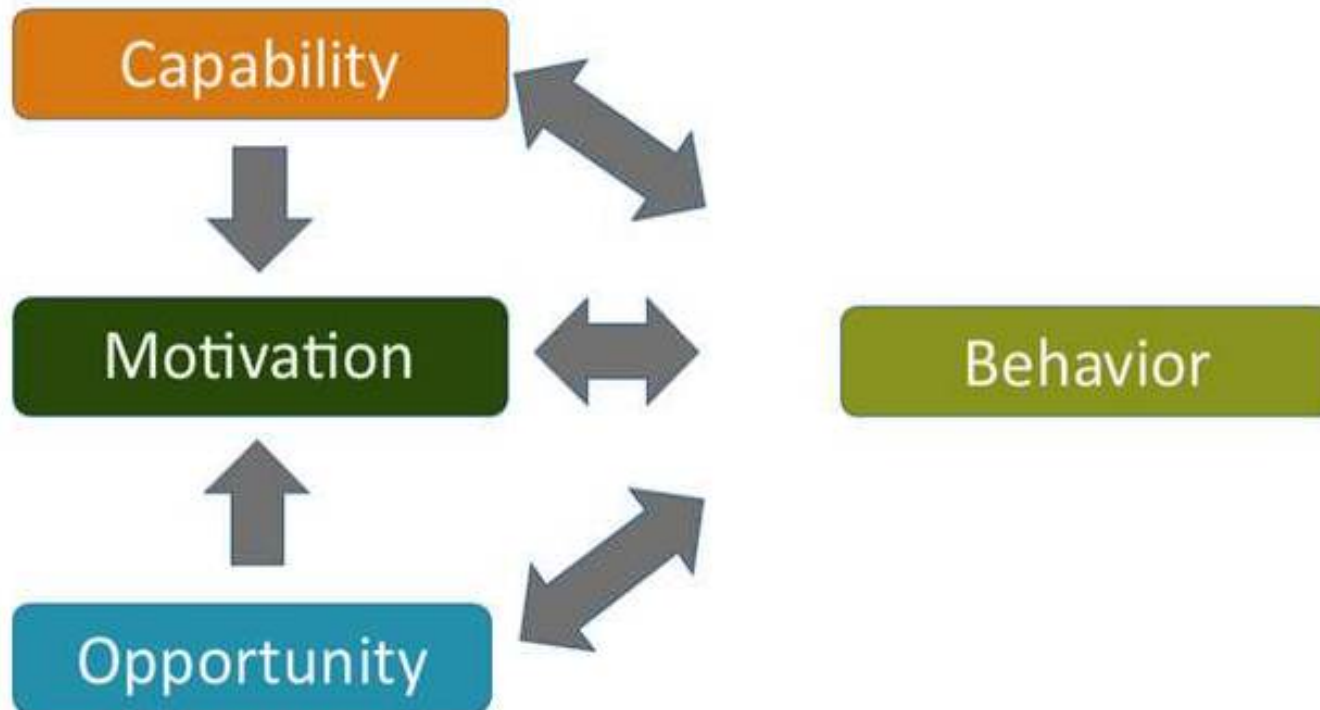
What is Behavior Change?

Behavior change is an approach to programming that uses insights about why people behave the way they do, and how behaviors change in order to affect positive outcomes for and by specific groups of people



Step 2 Session 2

1. COM-B Model



COM-B model example video

1. COM-B Model



Step 2 Session 3

Consider whose behavior to change and who can influence it

- Input suppliers
- Service providers
- Producers
- Middle-market aggregators
- Processors
- Wholesalers
- Distributors
- Retailers
- Marketers
- Consumers
- Nongovernmental organization staff
- Governmental or regulatory agency staff



Step 3 Overview



Tools to determine whether an agricultural practice is nutrition sensitive and also whether it's appropriate to your project and the context

Identify, prioritize and improve nutrition-sensitive agriculture practices



Step 3 Session 1

SPRING's guiding questions

- Select practices
- Guide thinking
- Build a balanced team
 - Social and behavior change
 - Gender
 - Nutrition
 - Agriculture
 - Monitoring and evaluation



Step 3 Session 2

Helpful criteria to prioritize practices



Image: CNFA



Step 4 Overview

Session 1: Understand what formative research is and why it is important

Session 2: Explore some formative research tools



Step 4 Session 1

Formative research helps identify:

- Target groups to encourage to adopt and maintain the practices
- Influencers in the target groups
- Relationships between agriculture market system actors
- Actors' vulnerability to social, environmental, market, and political risks
- Practices most likely to contribute to nutrition-sensitive outcomes
- Barriers and enablers of those practices
- How actual practices differ from ideal practices
- How gender issues factor into decision-making



Images: The Noun Project



Step 4 Session 2

Formative research tools

- 1 Participatory Seasonal Calendars
- 2 Cost of Diet
- 3 Daily Activity Chart
- 4 Gendered-resource Mapping
- 5 Barrier Analysis
- 6 Trials of Improved Practices



Step 4 Session 2 cont'd

Planning for Formative Research

- *What* needs to happen
- *Who* will take the lead and who will support the process
- What *external partners, support, and resources* are available
- *When* the steps in the process will happen
- *Financial, logistical, and human resources needed* for different steps in the process
- *Technical assistance needed* for different steps in the process

Formative Research:
Variation in time, cost

Method used,
total number of behaviors,
target and influencing
groups

Relevant data in the
project context is already
available



Step 5 Overview

- Learn to develop a behavior change strategy
- Explore the elements of a communication plan
- Learn to develop a monitoring plan



Step 5 Session 1

Strategy outline and example

- Priority practices
- Priority groups for the practices
- Estimated adoption of the priority practices
- Presumed influencing groups
- Presumed barriers
- Presumed enablers
- Non-communication activities and services
- Communication channels
- Media and materials used



Step 5 Session 1 cont'd

ICT for Agriculture



- Reaching the right groups
- Address key barriers and enablers
- Integrated with non-communication activities to reduce barriers



Step 5 Session 2

Example communications plan

Communications will promote this Priority Practice: Collective marketing					
Primary Audience	Influencing Audience(s)	Message			Channels, Media and Materials
		Call to Action	Motivation/ Incentive	Barriers	
Smallholder Coffee Farmers	Agricultural extension agents, other farmers, service providers	Collectively market coffee and earn more money per kilo for your coffee	Increased income, increased reliability of income, increased safety net via increased network, serving as model for community	Resources (inputs, technologies), beliefs, habits, practices of other farmers	Training and education materials, exchange visits, radio spots, radio drama, visual materials posted publicly



Step 5 Session 3

Function of a behavior change monitoring plan



- Feedback loop to see whether changes are happening as expected
- An iterative, adaptive strategy process, responsive to context and needs of stakeholders



Step 5 Session 3 cont'd

Function of a behavior change monitoring plan



Verifies the inputs and outputs so that the activity has evidence of its contribution to the behavior change outcomes and impacts



Wrap up and next steps

Strategy and Plans

- Develop a behavior change strategy
- Develop a communication plan and a monitoring plan



Images: Microsoft





Certificate of Completion



awarded to

Insert your name



for completing the **Accelerating Behavior Change in Nutrition-Sensitive Agriculture** training on _____ Insert date _____,

and has committed to applying the learning from this training through the following actions:

1. Insert Action Step 1
2. Insert Action Step 2
3. Insert Action Step 3



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Well done!

