PROGRAM IMPLEMENTATION REMARKS

BEHAVIOR-CENTERED ADOLESCENT NUTRITION PROGRAMS

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Stakeholders Consultation on Adolescent Girls' Nutrition: Evidence, Guidance, and Gaps

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What will it take?

Define the Behaviors

- Common behaviors across adolescent sub-groups:

  '*Eat a diet of nutrient-rich, unprocessed foods*'
  - ✓ Increase consumption of fruits | vegetables
  - ✓ Reduce sugary | ultra-processed foods

- But, each behavior & thus program must be based on context

All Actions Affect Behavior

- Behavior change encompasses all interventions, including communication: i.e., beverage tax is a behavior change measure

  - Assess impact of all social and behavior change interventions on adolescents:

    - tax, vouchers; school food policies and ad campaigns
    - watch the commercial sector

Understand the Context

- For each behavior, a profile is needed to determine actors and factors

- Work with adolescents to understand factors; Segment (adolescents are not a monolithic group)
  - ✓ Structural (isolation, work/migration, money, built environment)
  - ✓ Social (family, peers)
  - ✓ Emotional (agency, efficacy, body image)

- Identify locally-specific, feasible health promoting behaviors for each segment

Ex. Strategy will depend on level of adolescents' agency

Eat nutritious foods....

15 – 19 Yrs
GIRLS OUT OF SCHOOL (Married), Rural Area

KEY PSYCHO-SOCIAL FACTORS
- Very low agency
- Desire to be praised by family (often linked to sacrifice)
- Want social connections

INFLUENCERS AND PLATFORMS
- Home / parents-in-law
- Potential: peer outreach, clubs

15 – 19 Yrs
GIRLS OUT OF SCHOOL (Working), Urban Area

KEY PSYCHO-SOCIAL FACTORS
- Moderate agency (some money)
- Desire to be beautiful, bright, modern
- Want social connections
- Proud to send money home

INFLUENCERS AND PLATFORMS
- Employer and co-workers
- Potential on days off: Peer outreach, clubs; social media

Effective Delivery Experiences from Other Sectors

Build on Existing Platforms

- School-based intra- and extra-curricular infusion and integration

- Community activities
  - FORMAL: savings groups, work assoc., clubs, night schools, Girl Guides
  - INFORMAL: support groups (ALHIV, street-based); peer-to-peer outreach; social networks

- Social and community media

Engage Gatekeepers and Influencers

- To form (new) community-based groups, work proactively with gatekeepers
  - Rural married girls join and regularly attend groups when respected authorities ask parents-in-law
  - Urban working girls (housekeepers, factory workers) join groups when group leaders gain employers' trust

- Work with families and young couples through community groups and dialogues

Equity

- Move beyond school-based activities
- Consider including girls and boys in programs for acceptability and equity
  - i.e., in Egypt, adherence to Fe supplements required distribution to boys, too.

Partner with Adolescents

THANK YOU!

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