

# SPRING's WORK IN COMMUNITY VIDEO FOR NUTRITION, HYGIENE, AGRICULTURE & RESILIENCE



# SPRING is a 6-year USAID-funded global nutrition project with both country and core programs



INTERNATIONAL FOOD POLICY  
RESEARCH INSTITUTE  
*sustainable solutions for ending hunger and poverty*  
Supported by the CGIAR



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# Why has SPRING embraced Community Video?



- An approach about, by, and for the community
- Blends innovative, low-cost, accessible technology with human-mediated interpersonal communication techniques
- SPRING has tested the approach and continues to build and share the evidence in multiple countries

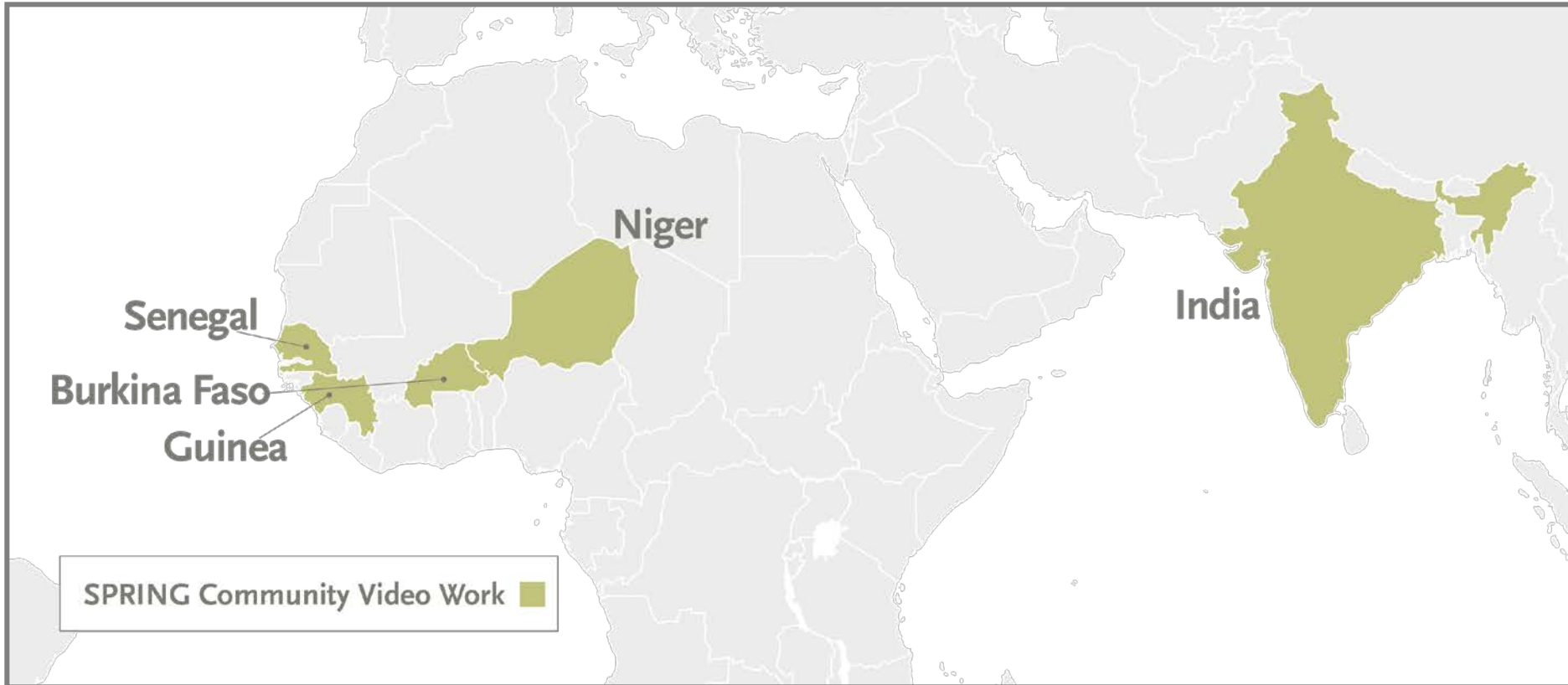
SPRING's work in community video began in 2013 with a collaboration and feasibility study conducted with Digital Green in India



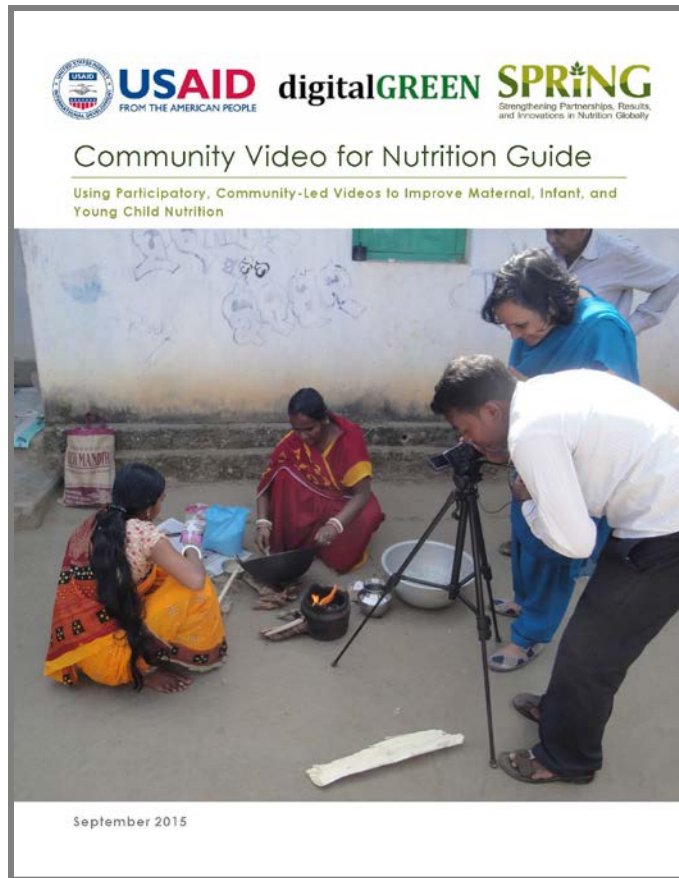
State – Odisha  
District – Keonjhar  
Local partner – VARRAT  
Research – IFPRI/LSHTM

**Keonjhar Community  
Odisha, India**

# 5 countries where SPRING is currently supporting community video programming



# 10 key steps in SPRING's *Community Video for Nutrition, Hygiene, Agriculture and Resilience*



1. Rapid formative research
2. Video production/dissemination and data collection training
3. MIYCN and hygiene training (+Nutrition Sensitive Ag training)
4. Prioritization of video themes
5. Concept testing (Niger)
6. Production of videos
7. Pretesting/finalization of videos
8. Dissemination of videos
9. Home visits and follow-up
10. Quality assurance/supervision

# Rapid formative research (Niger) to identify priority behaviors and barriers/facilitators



# Rapid formative research (India) to identify priority behaviors and barriers/facilitators





# Video production training (Guinea)



# MIYCN/Hygiene “sensitization” training for community agents and project staff (Niger)



# MICYN/Hygiene Training (India)



# Nutrition Sensitive Agriculture (NSA) Training (India):



# Concept testing of video ideas/topics (Niger)



# Selection of video content/design of storyboards



# Recruiting community video “stars” (Burkina Faso)



# Production of videos (India – Feasibility Study)





# Production of videos (India – UPAVAN RCT)



# Production of videos (Niger)



# Production of videos (Burkina Faso)



# Production of videos (Guinea)



# Production of videos (Senegal)



# Dissemination of videos: the equipment



# Dissemination of videos in community groups



# Monitoring and supportive supervision





# Prioritizing video topics (India feasibility study)



1. Hand washing with soap
2. The First 1000 Days
3. Iron folic acid supplements during adolescence and pregnancy
4. Maternal diet and food taboos
5. Maternal workload during pregnancy
6. Exclusive breastfeeding
7. Managing breastfeeding by working mother
8. Introduction of complementary food for the baby after six
9. Age appropriate complementary feeding for babies 6 to 24 months
10. Dietary diversity

# Community Video for Nutrition Guide

[www.spring-nutrition.org/  
Publications/series/  
community-video-nutrition-  
guide](http://www.spring-nutrition.org/Publications/series/community-video-nutrition-guide)



**digitalGREEN**

# Community Video for Nutrition Guide

**Download:** [Community Video for Nutrition Guide \(PDF, 1 MB\)](#)

## Introduction

### Background

This *Community Video for Nutrition Guide* is a joint product of SPRING and Digital Green (DG), an international nongovernmental organization (NGO) registered in the United States and India. This guide is based on our organizations' combined experience in implementing a proof of concept project between January and October 2013, formally known as the **SPRING/DG Collaboration and Feasibility Study**. This 10-month project focused on integrating content on high-impact maternal, infant, and young child nutrition (MIYCN) practices, including information on key hygiene-related behaviors, into the existing DG community-led video project, which is predominantly focused on promoting improved agricultural practices among small-scale and marginal women farmers. The target audience was pregnant women and/or



mothers with children under the age of two participating in existing self-help groups (SHGs) in 30 villages in two blocks of Keonjhar District of Odisha, India. The SHGs also included a wider representation of female community members, who were targeted as key influencers for the recommended behaviors. Given that the target audience included a large number of influencers that wouldn't be adopting the practices themselves, the project not only tracked adoptions, but also promotions of MIYCN behaviors.

## Navigate this Series

[Introduction](#)[Acronyms](#)[Component 1: Initiation](#)

- › [1.1 Mobilization](#)
- › [1.2 Situational Analysis](#)
- › [1.3 Capacity Building](#)

[Component 2: Production](#)

- › [2.1 Content Development](#)
- › [2.2 Video Production](#)
- › [2.3 Quality Assurance](#)

[Component 3: Diffusion](#)

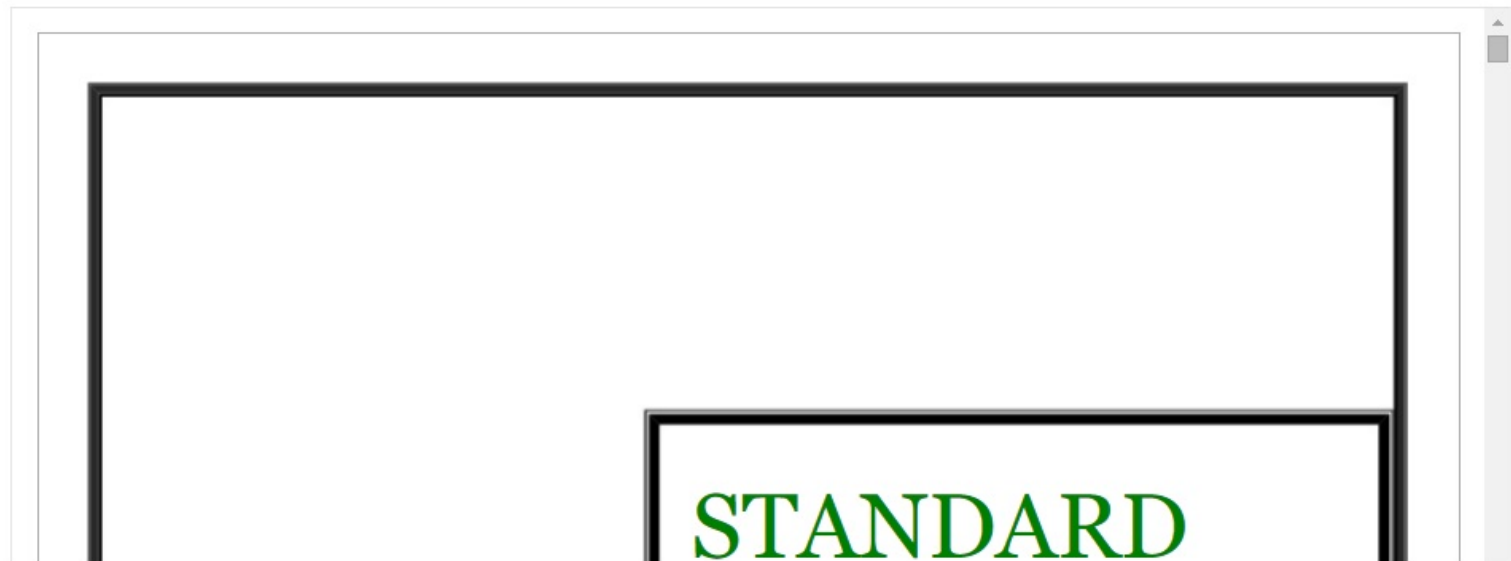
- › [3.1 Dissemination](#)
- › [3.2 Adoption & Promotion](#)
- › [3.3 Monitoring & Evaluation](#)

[Appendices](#)

## Standard Operating Procedures

- > **Standard Operating Procedures v4.0 - 2013**
- > **Standard Operating Procedures - Tools**
  - > **COCO Data Verification**
  - > **D&A Combined Forms**
  - > **Dissemination Observation - Sep 2014**
  - > **Dissemination Score Sheet (Excel) - Sep 2014**
  - > **Storyboard - Feb 2014**
  - > **Video Production Checklist**
  - > **Video Review and Approval Form - Jan 2015**

## Standard Operating Procedures v4.0 - 2013





Thank you!

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[www.spring-nutrition.org/community-video](http://www.spring-nutrition.org/community-video)