

From Pilot to Practice

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digitalGREEN



LAHIA POUR LE BIEN
ETRE DES MENAGES



IAOMD



REGIS-AG



MINISTERE DE LA SANTE PUBLIQUE

Community Video with Four Types of Groups



**Women of
reproductive age**



Men



Adolescent girls



Key influencers



From Pilot to Practice

Pilot

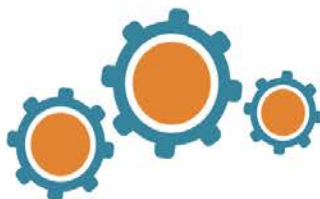


The foundation for scale

- ▶ Stakeholder consultation
- ▶ Data driven intervention design
- ▶ Capacity building

Benefits Tested

Scale



Transformation from pilot to practice

- ▶ Collaboration and coordination
- ▶ Data use and intervention refined
- ▶ Transfer capacity

Benefits Demonstrated

Practice



Progress towards sustainability

- ▶ Multi-stakeholder management
- ▶ Data use institutionalized
- ▶ Technical expertise

Benefits Continued



PHASE I



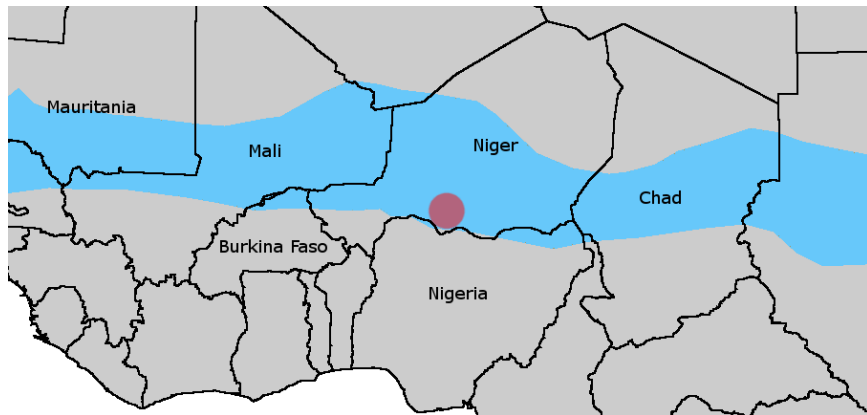
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Benefits Tested



Phase I: Feasible and Efficient?

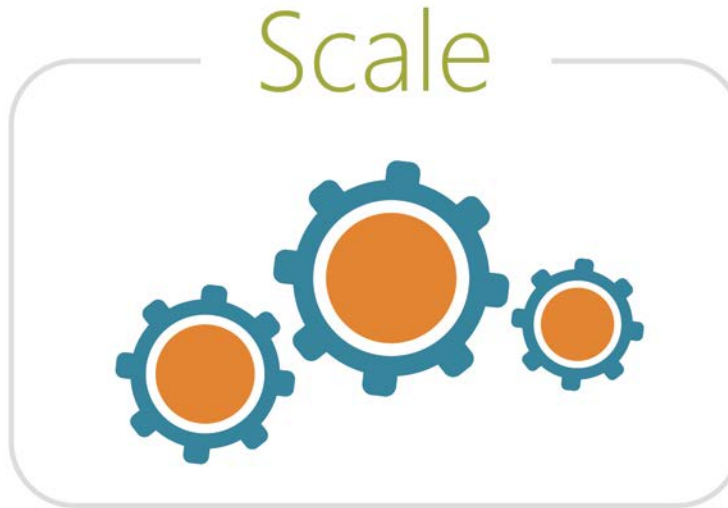


20 villages, 1 region,
3 implementing partners

- Formative research to inform 10 MIYCN/hygiene videos
- 1 video production hub



PHASE II



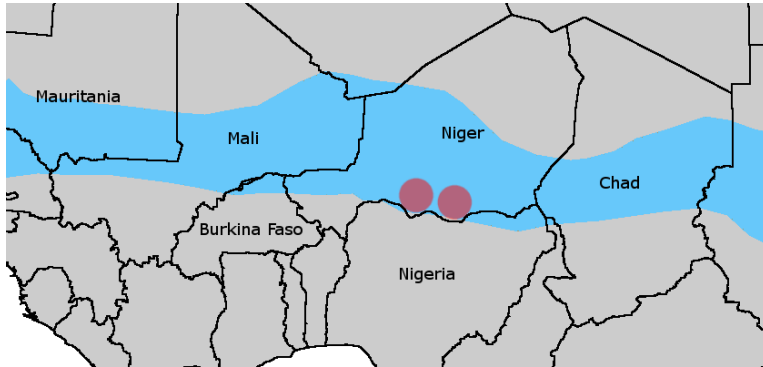
Transformation from pilot to practice

- ▶ Collaboration and coordination
- ▶ Data use and intervention refined
- ▶ Transfer capacity

Benefits Demonstrated



Phase II: Scale-up and Capacity Building



115 villages, 2 regions,
5 implementing partners

- Technical Advisory Groups (TAGs) decide on resiliency-related themes
- Concept testing to inform 10 videos
- Trainings of trainers and cascade trainings
- 4 video production hubs selected by partners
- Supervision by partners

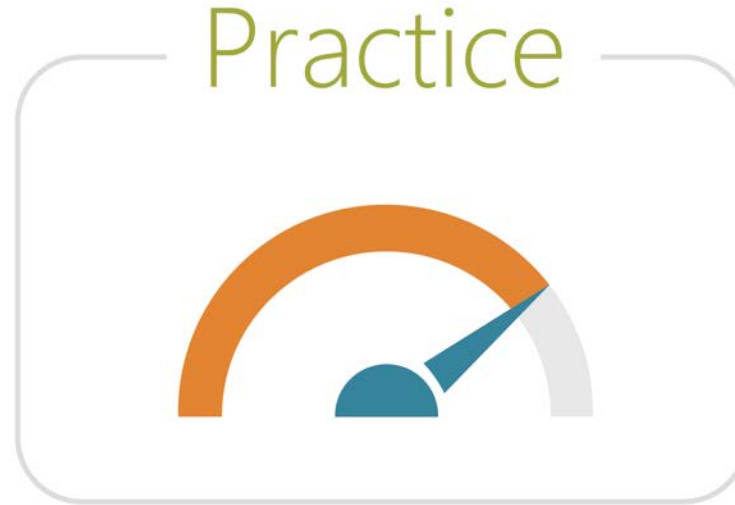


10 Prioritized Video Topics in Niger

- Importance of hand washing with soap
- Importance of the first 1000 days
- Active (responsive) feeding
- Importance of exclusive breastfeeding (EBF)
- EBF for on demand feeding and working mothers
- Introduction of complementary food for the baby after 6 months
- Age appropriate complementary feeding for babies 6 to 24 months
- Maternal and adolescent girls diet
- Animal and human contamination, diarrhea and management
- Dietary diversity & resilience



PHASE III



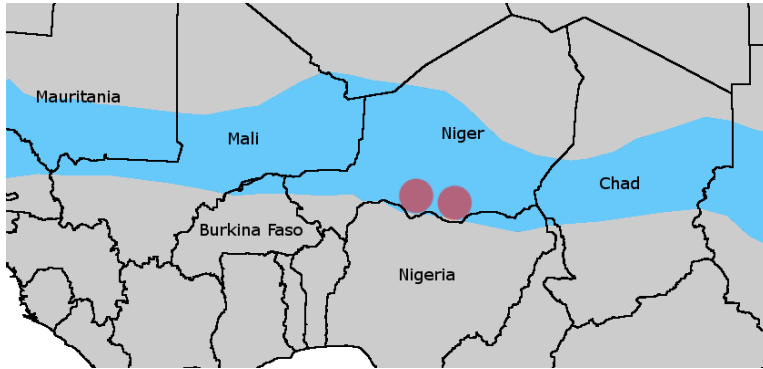
Progress toward sustainability

- ▶ Multi-stakeholder management
- ▶ Data use institutionalized
- ▶ Technical expertise

Benefits Continued



Phase III: Sustainability



248 villages, 2 regions,
7 implementing partners

- Further scale-up
- TAGs led by government
- Supervision and monitoring by partners
- Training of national-level trainers
- Capacity building of hubs
- Local purchase and equipment maintenance
- Building networks of video production hubs, mediators and local entities



Adapting Community Video for the Sahel:

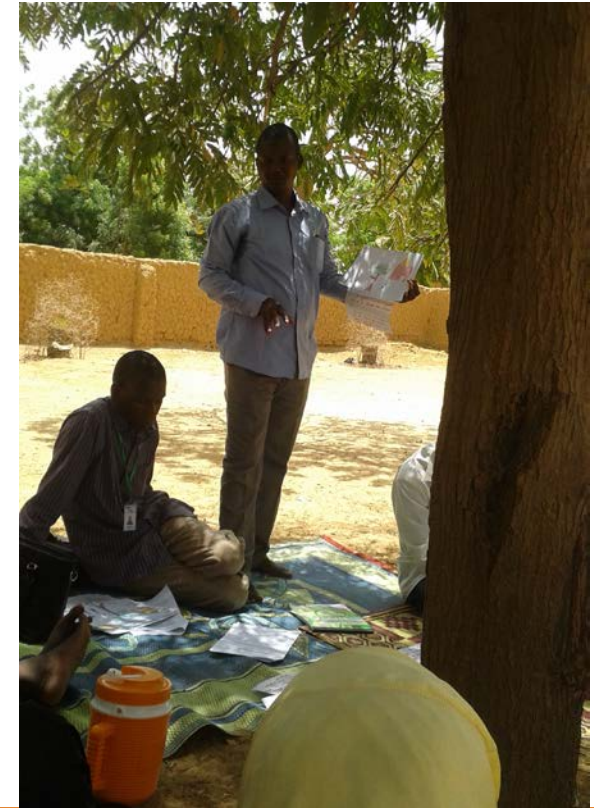
1) Focus on MIYCN/hygiene and broader resilience themes



2) Independent video production hubs



3) Concept testing



Video Production Hubs

- Consist of three entrepreneurs, at least one woman
- Create employment opportunities
- Provide business opportunities
- Partner with development projects



Concept Testing

Package of Practices (POP)

1^{ère} QUESTION/REPONSE

Quand la récolte est faible, qu'est-ce que les agriculteurs peuvent faire avec le peu qu'ils ont, pour avoir des enfants intelligents ?

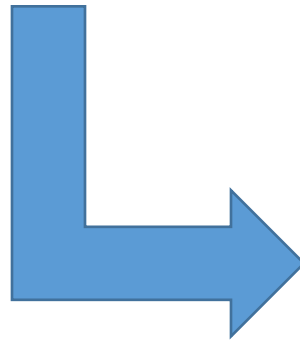
- Limiter la vente et privilégier la consommation au sein du ménage
- Réduire le gaspillage de la récolte lors des cérémonies

2^{mè} QUESTION/REPONSE

Quand la récolte est faible, qu'est-ce que les agriculteurs peuvent faire pour avoir accès à l'alimentation pour les femmes et les enfants ?

- Planter tout de suite des cultures irriguées/jardins de case
- Vendre une partie du bétail pour acheter des aliments nutritifs
- Conserver/stocker les produits du maraichage

3^{mè} QUESTION/REPONSE



Concept Testing

- What do you understand & remember?
- What storyline do you prefer?
- How can this story be improved?



Challenges

- Existing projects and M&E systems
- Coordinating many partners
- Competing interests of partners
- Import of equipment
- Government ownership
- No electricity, heat, dust, light
- Distances between villages
- Language barrier
- Internet connectivity
- Maintenance of equipment
- Replacement of equipment



Successes

- Collaboration with 7 partners
- Total of 619 people trained
- Pool of 35 trainers
- Translated documents (tools, training manuals)
- 20 videos in local languages
- 2 Technical Advisory Groups
- 4 video production hubs
- 248 villages
- 33,913 messages





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