

Community video: An adaptable and effective tool for nutrition social and behavior change

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The authors declare no conflict of interest.



COMMUNITY VIDEO

AN ADAPTABLE AND EFFECTIVE TOOL FOR NUTRITION SOCIAL AND BEHAVIOR CHANGE



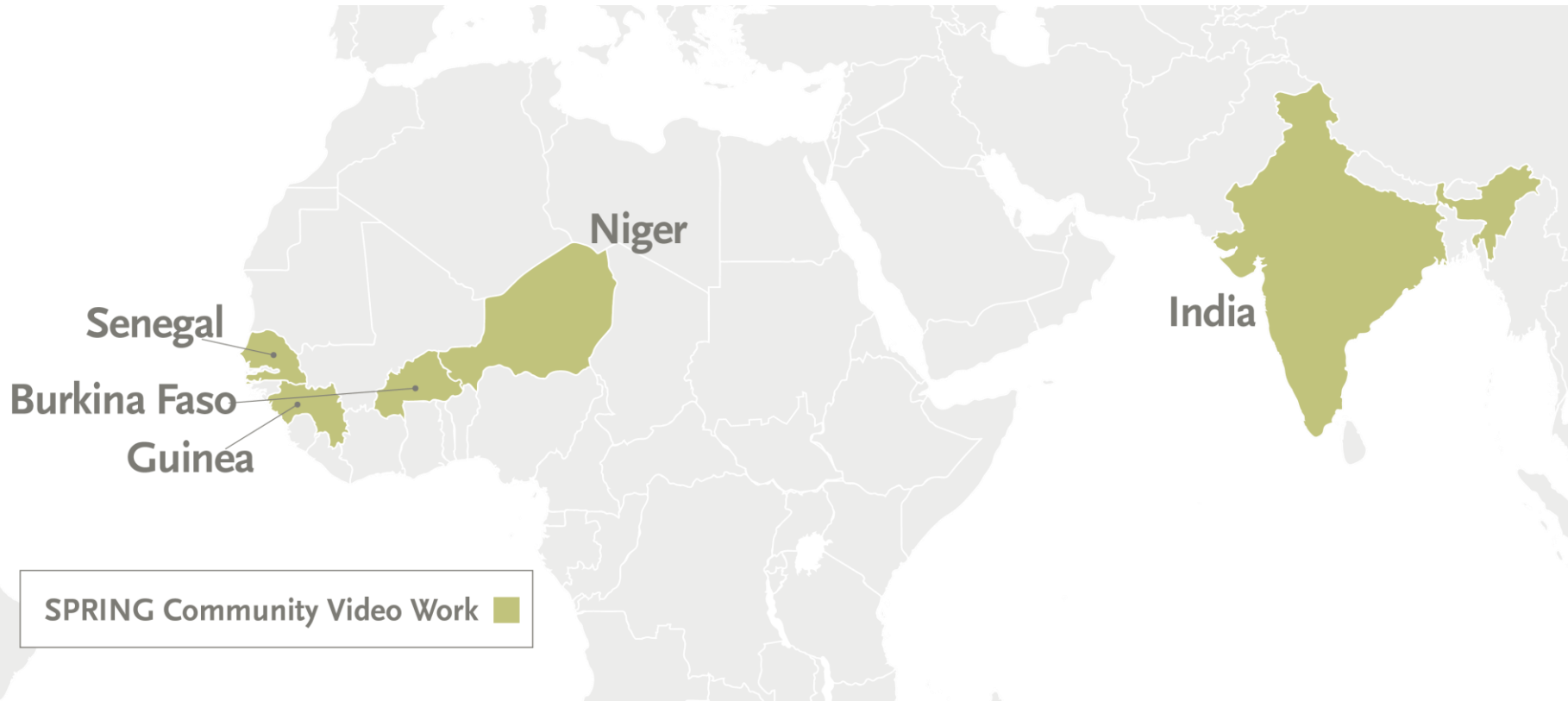
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Community video in a nutshell (V)



5 countries where SPRING is currently supporting community video programming



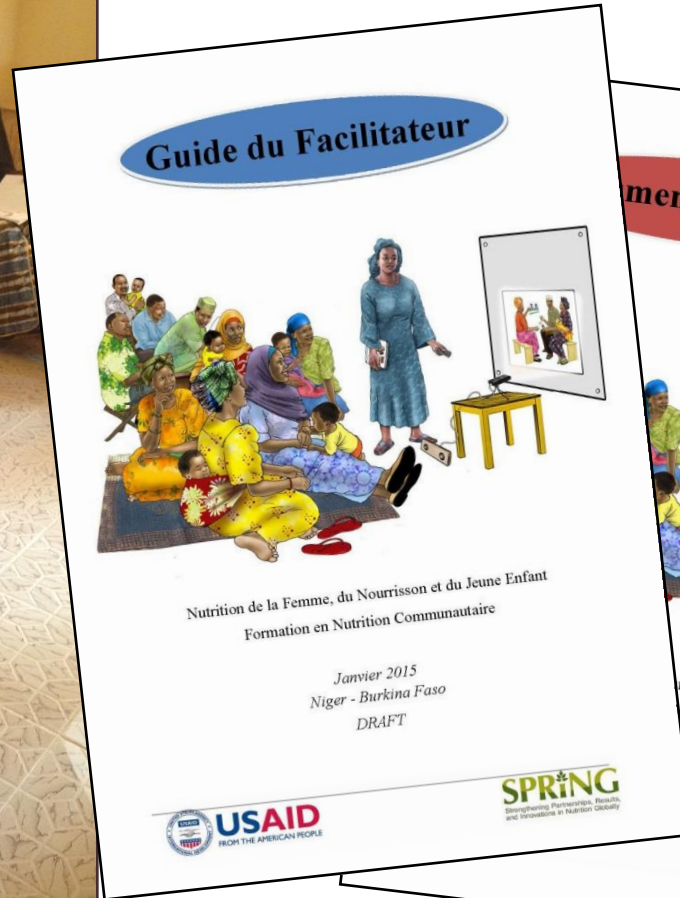
Rapid formative research (Niger) to identify priority behaviors and barriers/facilitators



Video production training (Guinea)



2-day MIYCN training for community agents



Video production: storyboards/shooting /editing



Selection of video content/design of storyboards



Recruitment of community video “stars”



Production of videos by community agents



Communities engage in video production



Dissemination of videos: the equipment



Dissemination of videos in community groups



Monitoring and supportive supervision



SPRING conducted quantitative research on handwashing and responsive feeding in Niger

OBJECTIVE

To measure effectiveness of facilitated videos and home visits, focusing on responsive feeding and handwashing behaviors



Handwashing (V)

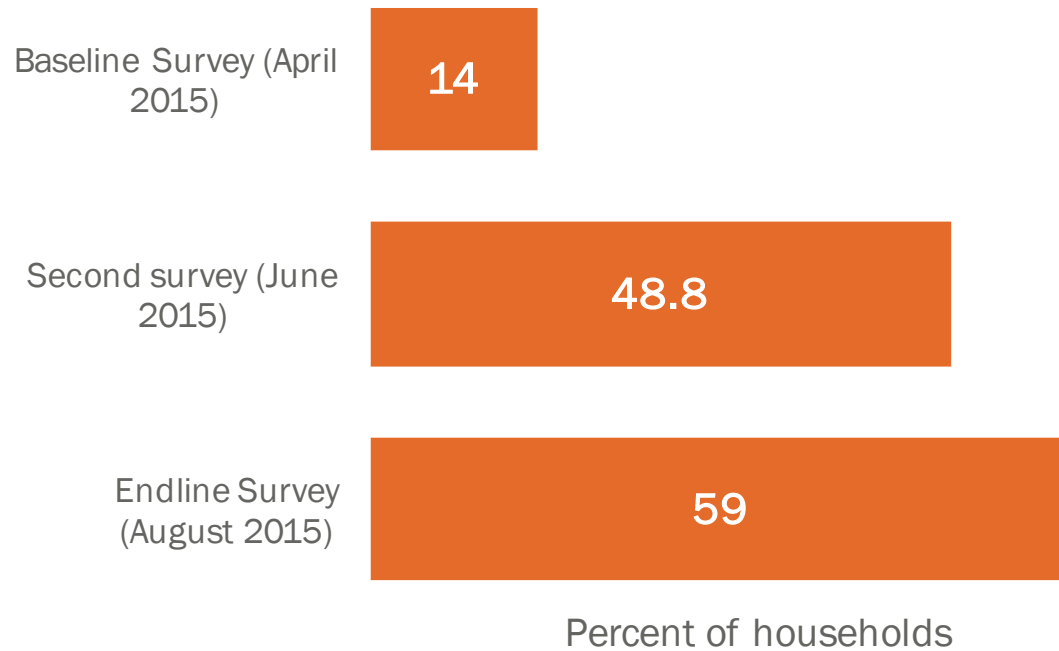


C'est comme ça que tu te mouilles les mains



Handwashing Behavior

Having a designated place to wash **hands increased from 14% to 59%** after exposure to the video.



Handwashing Behavior

Among households with a handwashing station, the percent having soap and water **increased from 73.8** at baseline to **96.2%** at endline.



Responsive Feeding (V)

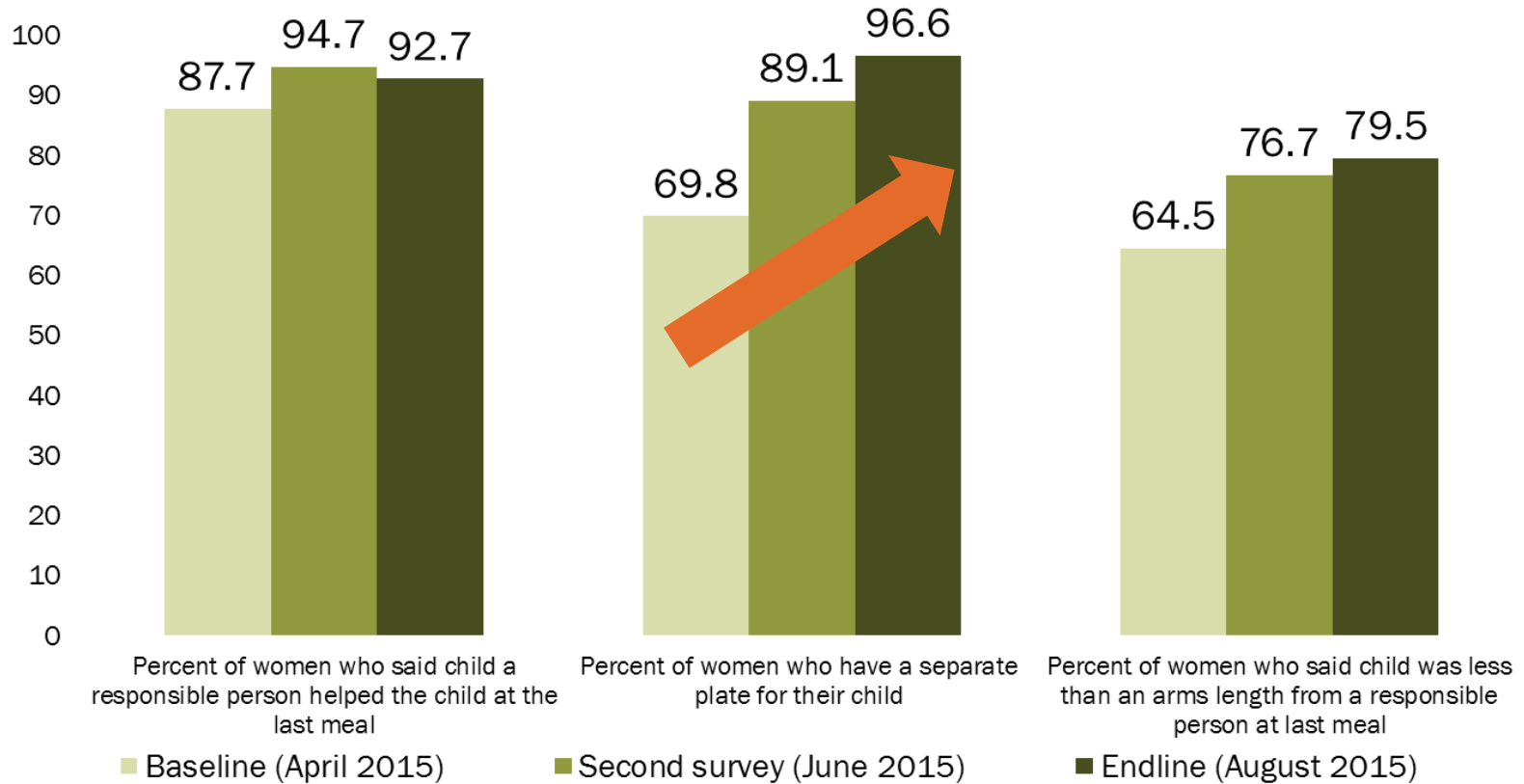


Responsive Feeding

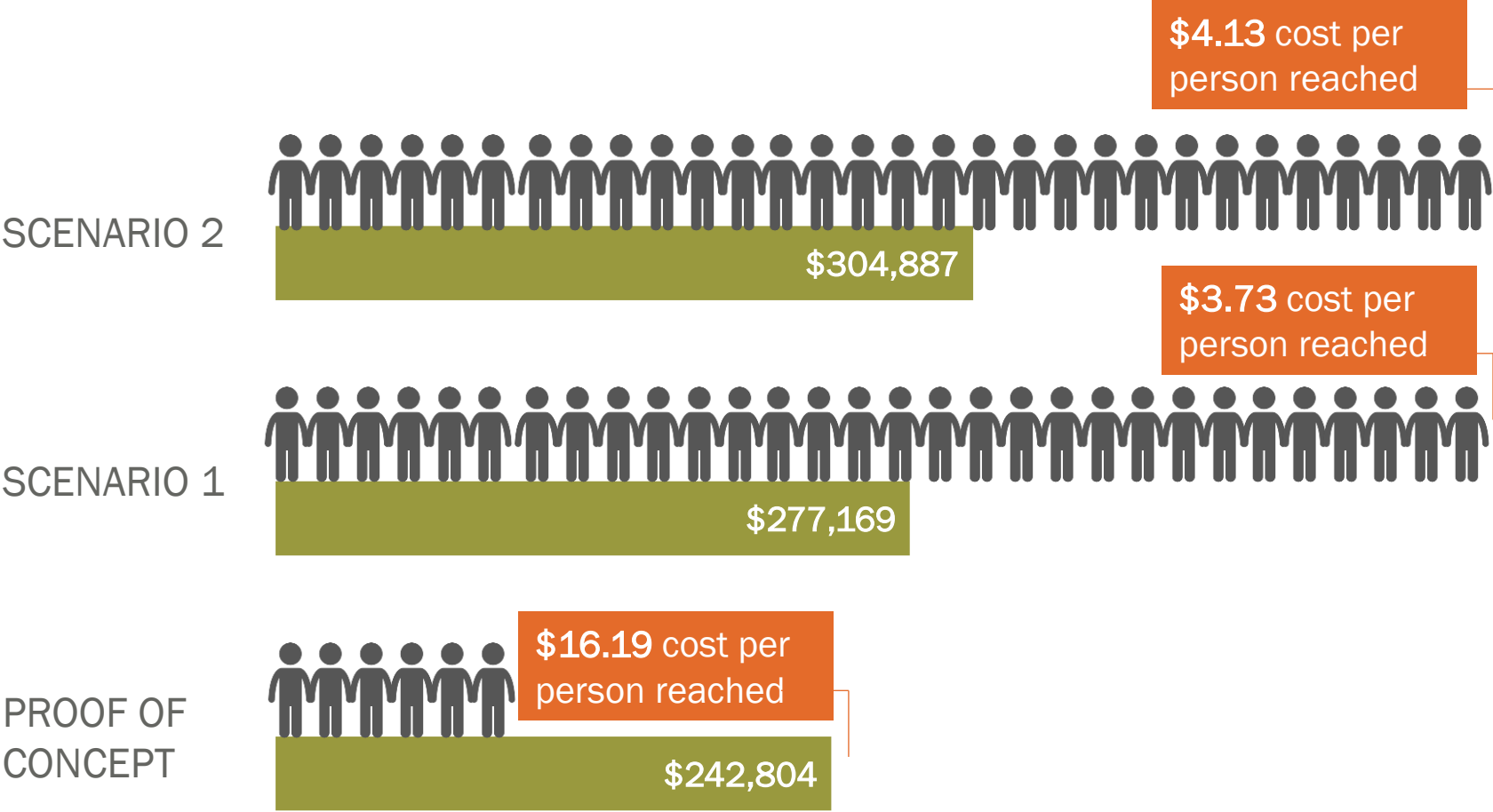



Responsive Feeding Behavior

Responsive feeding practices increased after exposure to the video.



Costing



 = 250 people



Videos encouraging male involvement



Community video was shown to encourage male involvement for better nutrition and hygiene behaviors in Niger

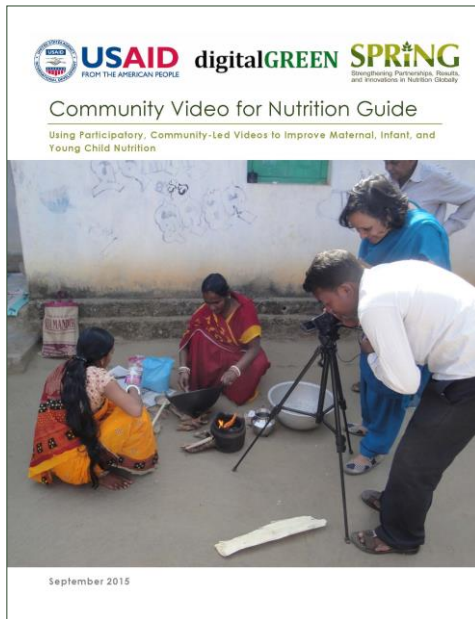


Conclusions

- The participatory community video approach is effective in producing lasting improvements in MIYCN, hygiene, and nutrition-sensitive agriculture practices and in male involvement
- Community video is an innovative tool worth the investment as part of comprehensive behavior change interventions.

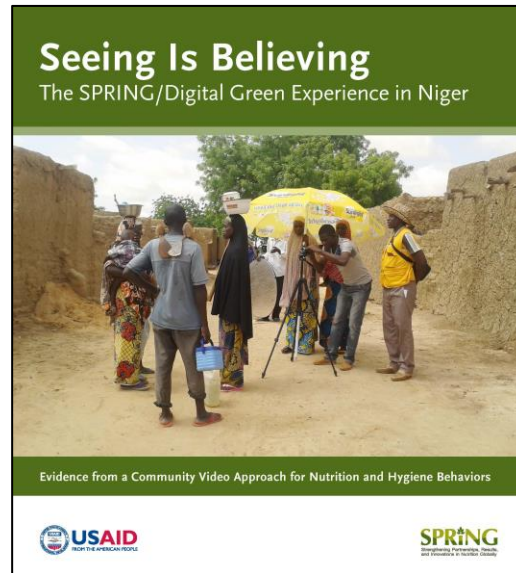


SPRING community video resources:



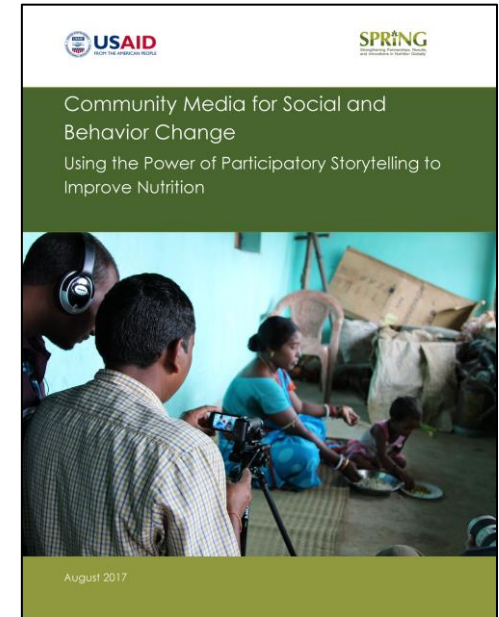
Community Video for Nutrition Guide

www.spring-nutrition.org/Publications/series/community-video-nutrition-guide



Seeing is Believing

www.spring-nutrition.org/Publication/Reports/Seeing-Believing



Community Media for Social and Behavior Change

www.spring-nutrition.org/Publications/series/community-Media-for-SBC



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www.spring-nutrition.org/community-video



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