

# Guinea Community Video

## Know Your Farmer: Multi-Channel Communication in Hard to Reach Places

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### Know your context: Overview of SPRING/Guinea's community video activities

In 2015, the Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING) project completed a [nutrition assessment](#) in the region of Faranah, Guinea.<sup>1</sup> Results showed that key challenges to good nutrition were access to and consumption of a diverse diet, especially for pregnant and lactating women and children under two.

After the assessment, we consulted with our partner, Winrock International, and with experts at Guinea's *Institut Supérieur Agricole et Vétérinaire de Faranah* (ISAV) to identify nutrient-rich crops that could help improve the diet of the target population. We teamed up with researchers from ISAV to ask community members in Faranah to identify the variables that make it hard or easy for them to ensure good nutrition in their communities. We used these community members' responses to inform the creation of local community videos to promote practices that increase dietary diversity. We then contracted Digital Green to introduce the community video approach.

Initially, SPRING focused its community video work on maternal, infant, and young child nutrition (MIYCN) practices at the household level, along with household-level nutrition-sensitive agriculture practices. We worked with Winrock International and ISAV to train local staff in video production and dissemination. Key to the community video



*Community video production in Faranah, Guinea  
(Photo credit: SPRING/Guinea)*

approach, all videos were filmed locally and feature community members as "actors". During dissemination, staff use rechargeable pico projectors to project the videos. SPRING staff recruited and trained volunteers from surrounding communities to moderate discussions during the video showings. The videos are created with pauses at strategic moments to initiate discussion around specific practices related to nutrition. Community members have responded enthusiastically to the videos and we are beginning to see positive changes from mothers and families.

<sup>1</sup> SPRING. 2015. Guinea Nutrition Assessment. Arlington, VA: Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING) project.

## Reaching farmers

Currently, we are expanding this community video approach to support market-led agriculture activities. Working with Feed the Future partners Winrock International and Cultivating New Frontiers in Agriculture (CNFA), we are leveraging community videos to promote the adoption and use of improved agriculture practices and key technologies.

SPRING/Guinea's community video development approach will support trained entrepreneurial agents who will be placed to work with agricultural organizations, such as producers' cooperatives, input suppliers, and agricultural service providers. These agents will support the uptake and proper use of appropriate technologies selected by Winrock International. These technologies will be focused on increasing food security and dietary diversity, especially for women and children under two, through improving agricultural productivity, reducing the time and work burden on pregnant and lactating women to allow time and energy for self-care and proper care and feeding of children under two, and increasing agricultural income while reinforcing the use of this income for the purchase of nutritious foods, health care, or investments in hygiene.

Agents will use videos for four principal purposes:

1. Assisting input suppliers to raise awareness of a specific technology or practice;
2. Identifying farmers or agricultural organizations interested in obtaining specific agricultural technologies;

3. Determining if a specific technology or practice is relevant to an interested farmer or agricultural organization; and
4. Supporting farmers or organizations in the proper use of the newly purchased technology.

To support and continue local community video development, SPRING has established two video production hubs. SPRING trained video hub staff and each hub has developed community videos to promote key nutrition behaviors and nutrition-sensitive agriculture practices.

To guide the development of the videos for each technology, SPRING has developed key criteria for the videos. An example of the criteria for one of the nutrition-sensitive agriculture videos is outlined below (Table 1). To ensure the technical quality of each video, production staff prepare a document outlining the key scenes and messages of the video. This document is also known as a package of practices (POP). Video production staff then review this document, or POP, with mentors or technical experts. After this document is finalized, staff create the video. After initial production, the videos are reviewed by relevant experts for technical accuracy and aesthetic quality. Then, these finalized videos are disseminated in targeted communities. The key messages outlined in the POP are shown through the video and spark discussion among the viewers. These conversations are facilitated by a trained community agent and are designed to initiate the beginning stages of community member behavior change.

Table1

Forced Air Dryer	
Contents	Overview of the video
<b>1.1. How to operate a dryer for drying vegetables</b>	<ul style="list-style-type: none"> <li>• Benefits of using a dryer over sun drying and its impact on nutritional outcomes</li> <li>• "Selling point:" the nutritional benefits to producers and customers of having dried fruits and vegetables available to both consume and sell during the lean season</li> </ul>
<b>1.2. How to operate a dryer for drying fruit</b>	<ul style="list-style-type: none"> <li>• How to operate a dryer, care and maintenance</li> <li>• Energy requirement/consumption per unit quantity of drying vegetables and fruits</li> <li>• Role of women in managing a dryer and, especially, opportunities for pregnant and lactating mothers</li> </ul>
<b>1.3. Cost implications of using a dryer</b>	<ul style="list-style-type: none"> <li>• Cost of buying a dryer; potential credit opportunities</li> <li>• Sources of availability</li> <li>• Cost benefit ratio of drying fruits and vegetables in a dryer</li> <li>• Food hygiene (protecting products from sources of contamination)</li> </ul>

## Opportunities for multi-channel communication

The probability that an individual will adopt a new behavior increases if they receive the same message through more than one channel. To increase the reach and depth of messages promoting relevant nutrition-sensitive agriculture practices, SPRING works with community radio stations. Complementary radio broadcasts raise awareness about specific technologies or services that further reinforce key video messages. SPRING also works with local staff on supporting tablet content and smartphone messages. This content facilitates conversations with curious farmers on details of specific practices. To further the sustainability of these programs, these approaches are incorporated into programs of Feed the Future partners Winrock International and Cultivating New Frontiers in Agriculture (CNFA).

## Challenges to multi-channel communication

As a market-led project, video production and dissemination will need to be financed by entities that have a market incentive to sell key agriculture technologies and services. As with many market-led activities, there may be a strong short-term market incentive to focus on the sale of a specific technology or service (such as a forced-air vegetable dryer) but little motivation to encourage customers to adopt improved practices after sale (especially nutrition and hygiene practices). This could prove challenging to the prolonged uptake of a specific practice promoted through a community video if that practice is not linked to the sale of a product.

## Group discussion question

*How can we convince private companies to finance the development and dissemination of community videos?*



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