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For additional presentations and related event materials, visit: http://spring-nutrition.org/nglee-africa
What we know about behavior change in agriculture and health/nutrition

Moving into the 21st century with SBCC in Agriculture and Nutrition

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Behaviour change is central ... a lens on how you see the world
What we know about human behavior

1. People interpret and make meaning of information based on their own context
2. Culture, norms and networks influence people’s behavior
3. People can’t always control the issues that create their behavior and
4. People are not always rational in deciding what is best for their health and well-being

Where have we been ... where are we going?

1800s-1960’s: Nutrition Education
Agric Extension

1970s-80s: IEC

1980s-90s

2000-
Social and Behavior Change Communication (SBCC)

1. SBCC is an interactive and planned process
2. SBCC applies a socio-ecological model to find a tipping point for change
3. SBCC operates through the key strategies
   a) Advocacy
   b) Social mobilization and
   c) Behavior change communication
Barrier Analysis – Seven Steps

1. Define the Goal, Behavior and Target Group
2. Develop the Behavior Questions
3. Develop Questions about Determinants
4. Organize the Analysis Sessions
5. Collect Field Data Results
6. Tabulate and Organize the Results
7. Use the Results

Doer/ Non Doer Survey (subset of BA)
3 Important Determinants to Explore

- **Perceived Self-efficacy/Skills (control beliefs):** Individual's belief that s/he can do a particular behavior given their current knowledge and skills. Includes *what makes it easier* and *what makes it more difficult*.

- **Perceived Social Norms:** Perception that people important to an individual think that s/he should do the behavior. Includes *who approves/disapproves*.

- **Perceived Positive or Negative Consequences:** What a person thinks will happen, either positive or negative, as a result of performing a behavior. *Includes advantages /disadvantages of the behavior.*
What doesn’t work

Fear

Facts

Force

(ref: Change or Die - Alan Deutschman)
This Session ...

• Presentations from two projects (Ethiopia and Tanzania) who have been tackling SBCC from design to implementation

• Round table discussions
  – Use the 2 projects as the springboard for discussion .... but talk about what you are doing!
Let’s get started ....

• What does SBCC look like in a combined agric-nutrition project?

• Formative research for agriculture - who has done it? And what does this look like? What does SBCC look like for agric?

• How can we bring our SBCC work into the 21st century? New technologies?

• What are your challenges? What has not worked so well? Maybe someone can help you ....
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