



# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

This presentation is part of the

## **Agriculture and Nutrition Global Learning and Evidence Exchange (N-GLEE)**

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For additional presentations and related event materials, visit: <http://spring-nutrition.org/nglee-africa>



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Strengthening Partnerships, Results  
and Innovations in Nutrition Globally



# What we know about behavior change in agriculture and health/nutrition

Moving into the 21<sup>st</sup> century with  
SBCC in Agriculture and Nutrition

Anna-Marie Ball

HarvestPlus



# Behaviour change is central ...

a lens on how you see the world



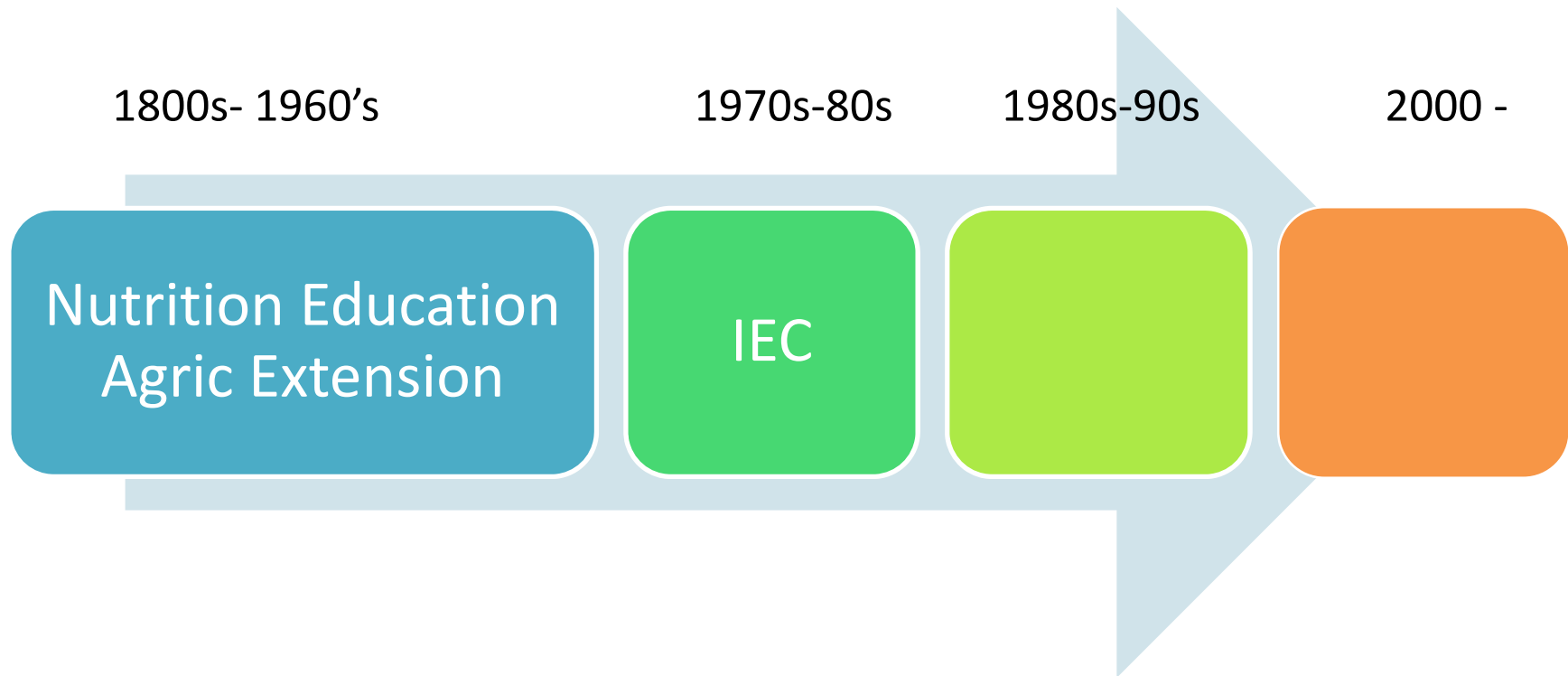


# What we know about human behavior

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?

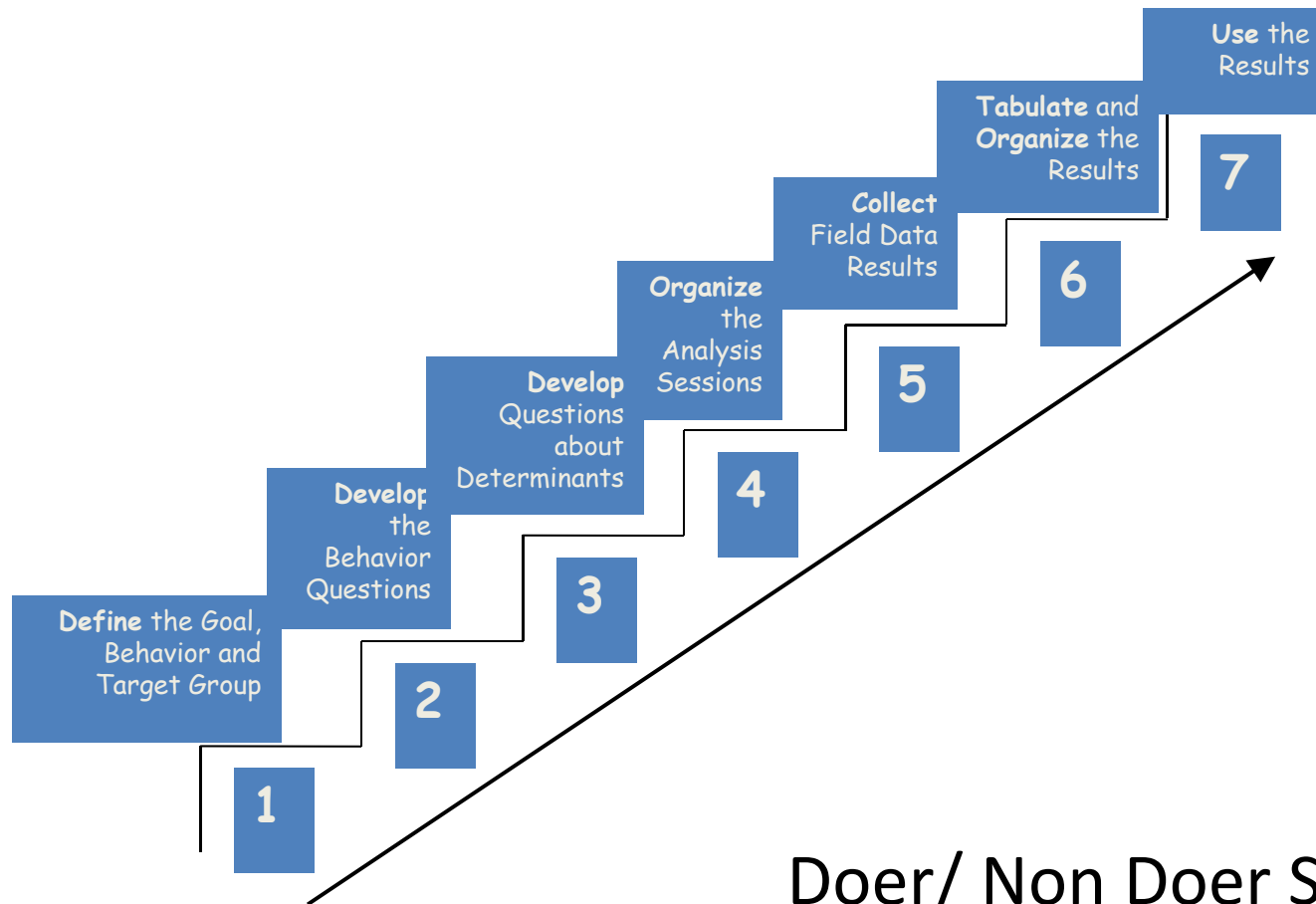




# Social and Behavior Change Communication (SBCC)

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



Doer/ Non Doer Survey  
(subset of BA)



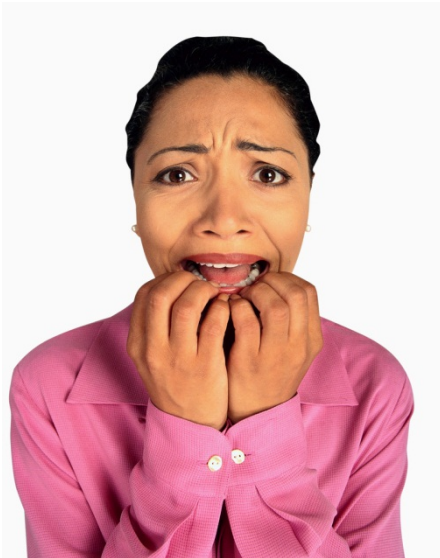
## 3 Important Determinants to Explore

- **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 agriculture-nutrition project?
- Formative research for agriculture - who has done it? And what does this look like? What does SBCC look like for agriculture?
- How can we bring our SBCC work into the 21<sup>st</sup> century? New technologies?
- What are your challenges? What has not worked so well? Maybe someone can help you ....



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