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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)

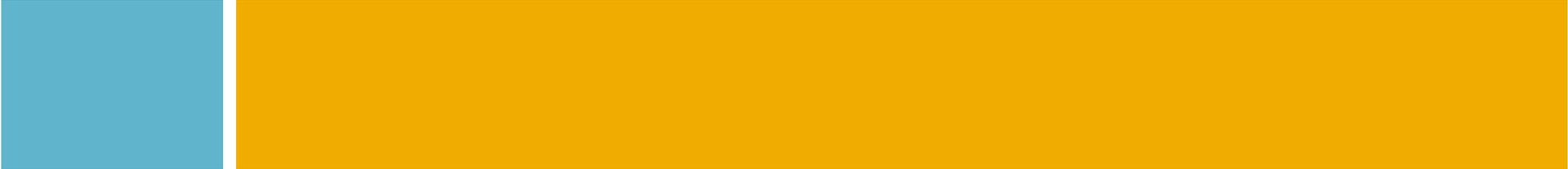
held in Kampala, Uganda from December 10-12, 2012.

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Strengthening Partnerships, Results
and Innovations in Nutrition Globally



The Five Household Action Clusters: A New Ag-Nu SBCC Framework to Promote Increased Access to Diverse and Quality Foods

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N-GLEE Meeting

December 2012



A Behavioral Influence Analysis Helps Nutrition Programs...

- Address biggest barriers
- Select appropriate motivators
- Develop meaningful BCC content and messages
- Promote doable behaviors through a holistic approach



Behavioral Analysis

1. Segment your audiences
2. Gather the evidence base to describe their current behaviors

Formative research may be necessary to understand the “why?” behind the statistical information, and to understand the barriers and motivators for behaviors

3. Identify ideal behaviors for each primary or secondary audience

Behavioral Analysis (cont)

Ideal Behavior	Current Behaviors	Expected Improved Behaviors	Major Barriers	Major Supports & Motivations
Men and women take decisions together	Men lead HH decision making	Men discuss with female partners and families about how they can help them get their daily nutritional requirements when pregnant	Women feel men are not interested Social norms about discussing 'women's' issues'	Women respect their husbands' authority and role as supporter, advisor Women value their roles as dutiful wives and good mothers

5 Household Ag-Nu Actions that Increase Access to Diverse & Quality Foods

1. Discuss and Decide Together

2. Earn and Buy

3. Raise and Grow

4. Prepare, Process and Store

5. Rest, Share and Eat

1. Discuss and Decide Together

- Men talk with partners about how they can get more meat, vegetables and fruits in their diets when they are pregnant/breastfeeding
- Couples discuss allocating some of their household income to purchase nutrient-rich foods for mothers and young children



2. Earn and Buy

- Men use more of the money they earn from agriculture to buy animal-source protein foods, and fortified flours/oils to improve the diets of their pregnant or breastfeeding partners and young children.
- Women have increased access to income-generating agriculture activities, and earn and manage more of their own money.



3. Raise and Grow

- Families maintain home gardens with leafy green vegetables, carrots and orange-fleshed sweet potatoes and also practice inter-cropping with legumes, pulses and fruit trees to improve and diversify their diets
- Families keep small animals, poultry, or fish to help pregnant or breastfeeding women, and children 6 months up to 2 years old and get more iron-rich animal source foods into their diets
- Good agriculture practices (GAP)

4. Prepare, Process and Store

- Families use local technologies such as fermentation to increase the shelf life of milk and the nutritional value of porridge
- Families process cereals and legumes through germination and blend flours to increase their nutritional value
- Women use safe cooking habits like using potable water, hand washing with soap before handling food and respecting recommended cooking times for fortified and blended foods

4. Prepare, Process and Store

- Families practice good post-harvest handling (PHH) and storage to keep food safe and protected from spoiling
- Families store and preserve horticultural crops using improved drying techniques, making fruit and vegetable purees to increase the availability and diversity of nutritious food for pregnant or lactating women and young children in their households

5. Rest, Share and Eat

- Men and other family members share more of women's farm chores to give women time to exclusively breastfeed their infants on demand, at least 10 times a day, during their children's first 6 months of life
- Women's husbands, mothers-in-law, sisters-in-law encourage them to rest more frequently and eat more food while they are pregnant or breastfeeding
- Families allocate more nutrient-rich complementary foods for children 6 months up to 2 years to eat during meals and snacks

Next Steps

- Work with Ag partners to:
 - ▣ Continue formative research Develop content
 - ▣ Create messages
 - ▣ Design and pretest materials for segmented audiences
 - ▣ Develop a holistic approach that eliminates or reduces barriers and builds on motivation

Thank you!

