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.

For additional presentations and related event materials, visit: [http://spring-nutrition.org/nglee-africa](http://spring-nutrition.org/nglee-africa)
ENGINE:
Empowering the New Generation to Improve Nutrition and Economic opportunities
SBCC gaps and lessons learned
N-GLEE
Kampala, Uganda, Dec 10-12
ENGINE Overview

- 5-year technical assistance program (Oct 2011- Sept 2016)
- Part of the Global Health and Feed the Future Initiatives
- Implemented under the framework of the National Nutrition Program (NNP)
- Links nutrition, livelihoods and Agricultural Growth Program (AGP)
- Targets: 100 districts, of which 83 are Productive districts (four big regions)
  - Women and children especially first 1,000 days
ENGINE Framework

Support GOE in Building Capacity in Multi-Sectoral Approaches to Improving undernutrition/Reducing Stunting

- Institutional Development and Policy Environment Strengthening
- Human Resource Development and Strengthening
- Partnership and Multi-Sectoral Coordination
- Scale up Direct Nutrition interventions, and nutrition sensitive livelihood/Economic opportunity
- Operational Research and M&E
- Social and Behavior Change Support

Greater Capacity of organizations, institutions and communities to prevent stunting
**Key Interventions**

- NNP review, National fortification, and Multi-sectorality
- Capacity Building: Agriculture and health program managers
- SBCC Strategy
- Policy research
- Partnership

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**Level**

- Federal
- Regional & District
- Health Facility
- Community
- HHs/Individual

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**Policy Makers, program Managers, Media, Academia, Partners**

- **Health workers**
  - Extension workers and Health posts
  - Community leaders, Informal groups
  - women’s groups, schools,

- Women, Under 2 years children, Fathers, Other Caregivers

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**Health workers**

- Capacity building
- Counselling and support at all relevant health contacts
- Provision of nutrition services

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**Extension workers and Health posts**

- Capacity building of Extension workers
- MIYCN counselling; mother support groups
- BCC materials and Job Aids;
- Social Mobilization/community conversation
- Technical support and input for nutrition sensitive livelihood

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**Community leaders, Informal groups**

- Practice of appropriate MYICN and care behaviours
- Received nutrition Services
- create supportive environment
- Implement livelihood interventions,
  - increase income and Translate income into nutrition

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**Women, Under 2 years children, Fathers, Other Caregivers**

- Received nutrition Services
- create supportive environment
- Implement livelihood interventions,
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**Save the Children**
What we did for SBCC

- Use existing materials
- Mapping assessment of existing BCC materials
- SBCC strategy development consultation
- Message harmonization workshop
- Rapid economic analysis of expenditure, saving, and local markets
- Formative Research- for in-depth understanding of barriers and facilitators of desired behaviours- on process
Mapping Assessment

• Explore existing SBCC materials- more than 23 BCC materials have been reviewed

• Identify their strengths, gaps and future needs
  – Content
  – Ease of use
  – Level of participation
  – Graphic design

• Audiences
  – Health workers
  – Health extension workers
  – Agricultural extension workers (AEWs)
  – Community
# Materials and target audiences

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<thead>
<tr>
<th>Target Audience</th>
<th>Type of material review</th>
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<td>Health extension workers</td>
<td>Training guide</td>
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<td>Family health card</td>
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<td>Counseling card</td>
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<td>Poster</td>
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<td>Agricultural extension workers</td>
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<td>Discussion card</td>
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Some of the BCC materials
Gaps

General

- No material with comprehensive message
- Few BCC materials for AEWs and for maternal and adolescent nutrition
  - The available ones are not based on formative research
- No materials how to translate income into nutrition
- BCC materials not in line with the scope of work of AEWs
- Graphics – some use sketch, some use real pictures
... Gaps

- **Messages**
  - Too many messages or long sentences per counselling card
  - Different partners writing the same message in different words, not standardized
  - No standard messages for agriculture; most are health biased
  - Relate the messages of the nutrition sensitive agricultural interventions to focus on the first 1,000 days
  - Need for formative research
Lesson Learned

- Formative research time table doesn’t go with project scale up
- Identify and build on existing materials and messages
- Separate materials for AEWs and HEWs but harmonize messages on the same desired behaviour
  
  Example: diversified diet

- Balance the BCC materials with the expected work of AEWs

- BCC materials for home gardening should include cooking demonstration and messages on dietary diversification

- Approach for formative research, different models resulting different SBCC strategy and materials
Outstanding issues

• SBCC for Agriculture: What- Should the BCC material for AEWs focus on:
  – what nutrient-dense food to produce
  – dietary diversification
  – Food preparation and cooking demonstration
  – Reduction of post-harvest losses and long-term storage to maintain nutrient content
  – Translating income into nutrition
Outstanding issues

- Need for formative research to understand the desired behaviours, barriers and facilitators of:
  - diversified diet,
  - nutrition sensitive agriculture, and
  - translating income to nutrition

- Agree on the formative research model

- Comprehensive BCC materials for HEWs and AEWs Vs separate

- Gender should be embraced in BCC

- Water and sanitation should be integrated
THANK YOU