Accelerating Behavior Change in Nutrition-Sensitive Agriculture

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The ABC training has five steps to help participants

• Understand how agriculture and nutrition are linked
• Learn to incorporate behavior change concepts into design and implementation of nutrition-sensitive agriculture projects
• Learn how to select, prioritize, and improve nutrition-sensitive agriculture practices
• Use formative research to identify barriers to and enablers for change
• Learn how to develop and monitor a behavior change strategy for nutrition-sensitive agriculture
Training audience

- Agriculture project designers and implementers, including those working in
  - food security
  - livelihoods
  - value chains
  - market systems
The ABC training helps participants to answer questions such as

• What are nutrition-sensitive agriculture practices?

• How do we tailor and prioritize those practices for our context and target populations?

• How do we apply behavioral science to increase the use of priority practices?
Nutrition-Sensitive Interventions

• address underlying and systemic/basic causes of malnutrition, and incorporate specific nutrition goals and actions (USAID 2014)

• Nutrition-sensitive agriculture addresses some of these underlying causes by
  – Decreasing demands on women’s time and labor
  – Increasing women’s participation in decision-making, including about income use
  – Increasing access to and resources for food, health, WASH and care
Course deliverables

- Understand agriculture’s role in improving nutrition
- Know how to use behavior change methods to prioritize and promote nutrition-sensitive agriculture practices
- Establish a commitment to developing a behavior change strategy for current and future agriculture projects
Step 1 Overview

Session 1: Explore how agriculture can be nutrition-sensitive

Session 2: Examine the agriculture-to-nutrition pathways to consider interventions’ potential impact

Session 3: Consider the market systems framework and agriculture actors within it so as to better target behavior change interventions

Session 4: Reflect on an example of how an intentional approach to behavior change can make a difference
In 2016:

Out of 667 million children under age 5 worldwide,

- 159 million are too short for their age (stunted)
- 50 million do not weigh enough for their height (wasted)
- 41 million are overweight

159 million children

FANTA training and instructions

Click on each arrow to view the videos
Leveraging Economic Opportunities (LEO)

- Competitive
- Inclusive
- Resilient

Economic, political, natural, or other types of shock
Results

It never occurred to us ... to figure out the barriers or what makes people want to change. We wasted so much time and energy repeating the benefits over and over ...because no one adopted the new practices.
Step 2 Overview

- Session 1: Understand how behavior changes, including in the context of nutrition-sensitive agriculture
- Session 2: Explore three behavior change models
- Session 3: Consider whose behavior to change and who can influence it
What is Behavior Change?

Behavior change is an approach to programming that uses insights about why people behave the way they do, and how behaviors change in order to affect positive outcomes for and by specific groups of people.
Step 2 Session 2

1. COM-B Model

- Capability
- Motivation
- Opportunity

Behavior
COM-B model example video

1. COM-B Model

Click to watch Video

www.spring-nutrition.org
Consider whose behavior to change and who can influence it

- Input suppliers
- Service providers
- Producers
- Middle-market aggregators
- Processors
- Wholesalers
- Distributors
- Retailers
- Marketers
- Consumers
- Nongovernmental organization staff
- Governmental or regulatory agency staff
Step 3 Overview

Identify, prioritize and improve nutrition-sensitive agriculture practices

Tools to determine whether an agricultural practice is nutrition sensitive and also whether it’s appropriate to your project and the context
SPRING’s guiding questions

- Select practices
- Guide thinking
- Build a balanced team
  - Social and behavior change
- Gender
- Nutrition
- Agriculture
- Monitoring and evaluation
Step 3 Session 2

Helpful criteria to prioritize practices
Step 4 Overview

Session 1: Understand what formative research is and why it is important
Session 2: Explore some formative research tools
Step 4 Session 1

Formative research helps identify:

- Target groups to encourage to adopt and maintain the practices
- Influencers in the target groups
- Relationships between agriculture market system actors
- Actors’ vulnerability to social, environmental, market, and political risks
- Practices most likely to contribute to nutrition-sensitive outcomes
- Barriers and enablers of those practices
- How actual practices differ from ideal practices
- How gender issues factor into decision-making
Step 4 Session 2

Formative research tools

1. Participatory Seasonal Calendars
2. Cost of Diet
3. Daily Activity Chart
4. Gendered-resource Mapping
5. Barrier Analysis
6. Trials of Improved Practices
Planning for Formative Research

- What needs to happen
- Who will take the lead and who will support the process
- What external partners, support, and resources are available
- When the steps in the process will happen
- Financial, logistical, and human resources needed for different steps in the process
- Technical assistance needed for different steps in the process

Formative Research: Variation in time, cost

Method used, total number of behaviors, target and influencing groups

Relevant data in the project context is already available
Step 5 Overview

- Learn to develop a behavior change strategy
- Explore the elements of a communication plan
- Learn to develop a monitoring plan
Step 5 Session 1

Strategy outline and example

- Priority practices
- Priority groups for the practices
- Estimated adoption of the priority practices
- Presumed influencing groups
- Presumed barriers
- Presumed enablers
- Non-communication activities and services
- Communication channels
- Media and materials used

Open Strategy Template

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Step 5 Session 1 cont’d

ICT for Agriculture

- Reaching the right groups
- Address key barriers and enablers
- Integrated with non-communication activities to reduce barriers
### Example communications plan

**Communications will promote this Priority Practice:** Collective marketing

<table>
<thead>
<tr>
<th>Primary Audience</th>
<th>Influencing Audience(s)</th>
<th>Message</th>
<th>Barriers</th>
<th>Channels, Media and Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smallholder Coffee Farmers</td>
<td>Agricultural extension agents, other farmers, service providers</td>
<td>Call to Action: Collectively market coffee and earn more money per kilo for your coffee</td>
<td>Motivation/Incentive: Increased income, increased reliability of income, increased safety net via increased network, serving as model for community</td>
<td>Barriers: Resources (inputs, technologies), beliefs, habits, practices of other farmers</td>
</tr>
</tbody>
</table>
Function of a behavior change monitoring plan

- Feedback loop to see whether changes are happening as expected
- An iterative, adaptive strategy process, responsive to context and needs of stakeholders
Function of a behavior change monitoring plan

Verifies the inputs and outputs so that the activity has evidence of its contribution to the behavior change outcomes and impacts
Wrap up and next steps

Strategy and Plans

- Develop a behavior change strategy
- Develop a communication plan and a monitoring plan
Certificate of Completion

awarded to

_________________________
Insert your name

for completing the Accelerating Behavior Change in Nutrition-Sensitive Agriculture training on ___________ Insert date ___________,

and has committed to applying the learning from this training through the following actions:

1. Insert Action Step 1
2. Insert Action Step 2
3. Insert Action Step 3
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Well done!