SBCC TO IMPROVE DIETARY DIVERSITY

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FOCUSBING ON HOUSEHOLD-LEVEL SBCC
How are we promoting behavior change for dietary diversity at the household level?

Three Examples...

• Farmer Nutrition Schools in Bangladesh encourage poultry and fish production and kitchen gardens coupled with nutrition education

• Community video approach in Niger highlights active/responsive feeding – focus not just on getting diversity on the child’s own plate but practices for encouraging feeding a diverse diet.

• Counseling in Trujillo, Peru successfully focused on 3 simple messages for complementary feeding
Farmer Nutrition Schools approach in Bangladesh
Promoting dietary diversity through enhanced household agriculture practices
Goal: To improve the nutritional status of pregnant and lactating women and children under two years of age in the Feed the Future Zone of Influence (40 upazilas).

Objectives:
- Increased access to diverse and quality foods year-round
- Improved consumption of diverse foods
- Improved practices on ENA/EHA and agriculture for improved household health

Approach:
- 18 sessions over a 9-month period; each session 2-3 hours
- Message saturation, repeated messaging
- Whole family (mothers in law, husbands, etc.)
Farmer Nutrition Schools

Vegetable production
Pregnant and lactating women learn by doing

Improved methods for poultry rearing
Egg production from indigenous chickens can be significantly increased

Nutrient-dense small indigenous fish
Poor households raise fish to meet the demand for animal protein

Everything built around and anchored in nutrition and hygiene
Learning by Doing
Peer to Peer Support
## Improved dietary diversity for PLW

<table>
<thead>
<tr>
<th>Category</th>
<th>Phase 1 (n=440)</th>
<th>Phase 2 (n=410)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organ meat</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>ROY vegetables</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>ROY fruits</td>
<td>5%</td>
<td>47%</td>
</tr>
<tr>
<td>Small fish</td>
<td>37%</td>
<td>39%</td>
</tr>
<tr>
<td>Flesh food and small animal protein</td>
<td>12%</td>
<td>43%</td>
</tr>
<tr>
<td>Dairy</td>
<td>17%</td>
<td>50%</td>
</tr>
<tr>
<td>Eggs</td>
<td>28%</td>
<td>62%</td>
</tr>
<tr>
<td>Other vegetables or fruits</td>
<td>25%</td>
<td>64%</td>
</tr>
<tr>
<td>Legumes and nuts</td>
<td>35%</td>
<td>68%</td>
</tr>
<tr>
<td>Vitamin C rich fruits</td>
<td>15%</td>
<td>86%</td>
</tr>
<tr>
<td>DGLV</td>
<td>61%</td>
<td>79%</td>
</tr>
</tbody>
</table>
Large increase in children with minimum dietary diversity (6-23 months)

- **Overall**
  - Phase 1 (n=109): 23%
  - Phase 2 (n=98): 76%

- **Barisal**
  - Phase 1 (n=59): 19%
  - Phase 2 (n=68): 85%

- **Khulna**
  - Phase 1 (n=50): 28%
  - Phase 2 (n=30): 53%
Using community video to promote high impact MIYCN and hygiene practices in Niger
Promoting dietary diversity by encouraging responsive feeding & using a separate plate
SPRING/Digital Green Program in Niger

The collaboration was established between SPRING/Digital Green and 3 USAID/Niger programs - REGIS-ER (NCBA CLUSA), LAHIA (Save the Children) & Sawki (Mercy Corps)

Involved 80 established Hausa-speaking community groups, in 20 villages in the Maradi Region

Focused on the development and dissemination of 10 videos by community facilitators working with 4 distinct groups in each participating village
Production of community videos
Dissemination of videos in communities
10 Prioritized video topics in Niger:

1. Importance of hand washing with soap
2. Importance of the first 1000 days
3. **Responsive feeding**
4. Importance of exclusive breastfeeding (EBF)
5. EBF for on demand feeding and working mothers
6. Introduction of complementary food for the baby after 6 months
7. Age appropriate complementary feeding for babies 6 to 24 months
8. Maternal and adolescent girls diet
9. Animal and human contamination, diarrhea and management
10. Dietary diversity & resilience
Why responsive feeding to improve dietary diversity?

- WHO 2001 Complementary Feeding Guidelines
- Only guideline that doesn’t have widely accepted associated indicators
- Not often monitored/evaluated.
Quantitative Study looked at Responsive Feeding
Responsive feeding practices increased after exposure to the video.

- Percent of women who said child a responsible person helped the child at the last meal:
  - Baseline (April 2015): 87.7
  - Second survey (June 2015): 94.7
  - Endline (August 2015): 92.7

- Percent of women who have a separate plate for their child:
  - Baseline (April 2015): 69.8
  - Second survey (June 2015): 89.1
  - Endline (August 2015): 96.6

- Percent of women who said child was less than an arms length from a responsible person at last meal:
  - Baseline (April 2015): 64.5
  - Second survey (June 2015): 76.7
  - Endline (August 2015): 79.5
Responsive feeding behavior increased after exposure to the video.

- Percent of women who said child a responsible person helped the child at the last meal:
  - Baseline (April 2015): 87.7%
  - Second survey (June 2015): 94.7%
  - Endline (August 2015): 92.7%

- Percent of women who have a separate plate for their child:
  - Baseline (April 2015): 69.8%
  - Second survey (June 2015): 89.1%
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- Percent of women who said child was less than an arm's length from a responsible person at last meal:
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  - Second survey (June 2015): 76.7%
  - Endline (August 2015): 79.5%
Focusing on 3 simple messages for complementary feeding in Trujillo, Peru (IIN)
At each meal, give the baby enriched (diverse) porridge, because it nourishes more!
Add something special to each plate for your baby
Teach your baby how to eat with love, patience and humor
Thank you!

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