Behaviour-Centred Design
BADUTA – Indonesia
PROJECT BADUTA GOAL

To contribute to the reduction of anemia and stunting in children in East-Java, Indonesia among middle majority (C&D) urban and peri-urban households via a set of sustainable and scalable nutrition intervention focused on the first year of life.

Objective BCI

Curb the introduction and use of industrial milks and ensure baduta’s first foods are high-quality semi-solid complementary foods, not adult foods or snacks.
THEORETICAL FRAMEWORK
BCD is a process

**BCD** is a new, holistic approach to changing behaviour based in evolutionary theory and commercial marketing practice.

**BCD** employs science *and* creativity because behaviour only changes in response to what is new, challenging, surprising or exciting.
HUMAN MOTIVES

(Aunger and Curtis, 2013)
FORMATIVE RESEARCH TOOLS
Observed behaviour is more truthful than reported behaviour

Local girls videoed care-givers of *baduta* for 8 hours, between 5am-8pm

16 households in total
‘MASTERCHEF’ EVENT

Tasting session of different types of porridge prepared and tried with *baduta*
allows discussion on food attributes that are important to mothers:
MOTIVES TOOL

Cartoon strip of a target behaviour, followed by feedback characteristic of a particular motive (e.g., a high-ranking person says ‘well-done’ to represent status).

Informants then rank the various motives.
FORMATIVE RESEARCH INSIGHTS TRANSLATED INTO CREATIVE DESIGN
THE CONFIDENCE GAP

New mothers lack confidence in their own breastfeeding capacity, which they cannot see nor measure. Formula topping-up breastmilk re-assures them, makes it perfect. Mothers are unaware that formula does not supplement, but displaces breast feeding.

SOME FORMATIVE RESEARCH INSIGHTS

HAPPY CHILD & MUM’S CONVENIENCE

Mum’s goal is to get her child into a routine and eating from the family plate asap – for social, economic and practical reasons. Short-term drive for feeding is a happy and easy child, so she can go about her other activities. Snacks and bottle deliver this

SOCIAL SANCTION

The mother is / feels being judged by her social environment, including mothers-in-law, mid-wives and “nosy” neighbors. She wants to please them and be seen as a good mother.

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12
3 Core Communication Objectives

1. Bottle gets in the way of breast
2. Dietary diversity = colorful plate
3. Snacking hinders mealtime feeding
CONSUMER INSIGHTS

• All mothers know breast is best – but they do not believe their body can do it. (Confidence Gap)

• Formula milk has become the social norm: an essential add-on

• “You cannot afford to NOT bottle-feed your child – only if you really cannot afford it“

• NO ONE says anything bad about formula or its dangers – mothers don’t know formula displaces BF.

• Well-intended advice is mis-interpreted by mothers and re-enforcing formula use

TRANSLATION IN DESIGN

• Communication objective: Bottle gets in the way of Breast

• Executional parameters:
  • Highlight negatives of bottle-feeding
  • Strong visual on snapping the bottle away
  • New social norm established which is endorsed by mother-in-law

4 is Healthy,
5 is Perfect
Milk has been promoted as the perfect food from the 50’s till 90’s
**TV commercial**

...it's not good for breast milk.

**Emo Demo**

Comparing exclusive breastfeeding (glass filled with milk) with mixed feeding (glass filled with oil and milk)

Child receives the same quantity, but the mother will only reproduce the amount taken as breast milk. Feeding infant formula reduces breast milk production.
INSIGHTS

• A culture of frugality and saving, leading to basic diet, minimum diversity, and rice-heavy

• Perception that adding ‘color’ or more diversity, is a luxury one should not habituate its child to

• Mothers know the dietary diversity message, but given quantities are minor.

• Children meals are smaller portions, but in adult proportions leading to white – rice heavy plates

TRANSLATION IN DESIGN

• Communication objective: Increase proportions of nutritious foods in infant’s diets

• Executional parameters:
  • Dietary diversity = colorful plate
  • Analogy with colorful children’s games
  • Endorsed by mid-wife as trusted source of info
INSIGHTS

• Mothers want to be seen as a ‘good mum’, and want to avoid her child cries as this would signal that she isn’t.

• To keep child happy and tear-free, she allows it any type of snack, just prior to mealtimes, to pacify it.

• Snacks are ubiquitous, cheap and often unhealthy

• As anyone gives food/snacks to children in the street – the mother often does not control what the child eats

TRANSLATION IN DESIGN

Communication objectives:
• Unhealthy snacking hinder appetite for healthy meals

Execution parameters:
• Mother-in-law halts neighbour feeding child
• Strong gesture to push away crisps
• Healthy alternative for light snack
SNACKING - EXECUTION EXAMPLES

**TV commercial**

**Emo Demo**

**What we do:**
- Dissolve coloured puffed fatty snacks in a glass of water.
- Stir and wait a bit to observe the colours and oils separate.

**Why we do it:**
- To disgust mothers about the unhealthy snacks
- Though the kids like the taste, they are full of baddies: colouring, preservatives, and lots of oil,
MULTIPLY TOUCHPOINTS

Street visits

Qu’ran recital meetings

Social media
CONCLUSIONS
HOLISTIC THEORY

Assess + Build

Create

Setting

Environment

social

biological

physical

Brain

executive

motivated

reactive

behaviour

health

intervene

Deliver

Evaluate

www.gainhealth.org
Intensive collaboration of multi-disciplinary team with expertise in behaviour change, nutrition, communication & creative design, Indonesian policy & strategy priorities, programmatic design, partnership brokering.

to execute the FR, translate the insights into a concept brief, develop the campaign ‘Big Idea’, develop creative story boards, and design compelling interventions
BEHAVIOUR-CENTRED DESIGN

- Evolutionary Psychology  →  Tap into unconscious motives
- Social context focus  →  Establish new social norms
- Multiple touchpoints  →  Repetition = recognition
- Commercial marketing aspects  →  Make it compelling & aspirational
- Neuroscience  →  Use visual demonstration of behaviour rather than speech

BEHAVIOUR ≠ KNOWLEDGE !!
THANK YOU