Integrating Community Video

Save the Children’s Development Food Aid Program in Maradi, Niger

Mariam Dodo, Health and Nutrition Coordinator LAHIA
March 28, 2017
### The LAHIA Program in Niger

<table>
<thead>
<tr>
<th>SO 1</th>
<th>SO 2</th>
<th>SO 3</th>
<th>SO 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Improve household food security (income generation, agriculture, functional education etc.)</td>
<td>• Improve the nutritional status of pregnant and lactating women, children 6-23 months and less than 5</td>
<td>• Reinforce resilience of communities (Early Warning System, Preparedness Plan)</td>
<td>• Improved status for women (living conditions, decision taking)</td>
</tr>
<tr>
<td>• Credit groups</td>
<td>• Cooking demonstrations</td>
<td>• Village-based early warning</td>
<td>• Cross-cutting objective in all activities</td>
</tr>
</tbody>
</table>
Activities Augmented with Community Video

1. IYCF Support Groups (ANJE) and Positive Deviance groups (FAN)
2. Credit/savings/income-generation groups (MMD)
3. Husband Schools (EdM)
4. Mixed Groups with members from existing village-level committees (e.g. grievance, WASH, monitoring and development committees)
5. Influencer groups:
   - Selected by beneficiaries
   - Some were composed of village leaders such as religious leaders and village chiefs
Visible Outcomes

• Reinforced social relations between adolescents and adults
• Improved couple dialogue
• Community-level debates emerged on the different themes
• Raised consciousness of the community
• The development of local initiatives (e.g. manufacturing of handwashing stations in the households)
• Behavior change, especially improved food intake by mothers and young children
The Technical Advisory Groups (TAG)

What?
• 20 focal points from partners and government, 10 from each region
• Meet every two months
• Decide on video topics, key messages and final videos

Evolved how?
• Pilot Phase:
  • only implementing partners, Digital Green and SPRING
  • led by SPRING
• Today:
  • includes two government entities
  • led by government and co-led by partners
Picture of TAG Meeting in Maradi
Selected Video Topics

In the past
After the 10 videos produced (MIYCN) after formative research, LAHIA also produced:
1. How to break the cycle of malnutrition?
2. How local foods can feed our future?
3. Healthy children despite a low agricultural output
4. Malnutrition is reversible when we react on time

In the future
• Reduction of women’s workload
• Girls in school
• Gender-based violence
MERCI!
Testimonial Video

By: Hassya Ibrahim
Village: Naki Karfi
Commune: Aguié
Region: Maradi