Using Research to Strengthen and Test the Community Video Approach to Improve MIYCN Behaviors

Leanne Dougherty
• Social behavior change and communication in rural areas presents unique challenges due to poor access to mass media

• Limited evidence on using community video approach for maternal, infant, young child nutrition and hygiene behaviors
SPRING Pilot to Practice Learning Approach

• Understand the target audience needs and context prior to initiating the intervention

• Use a theory of change approach to assess how the pilot evolves along the proposed pathways

• Assess costs and pilot impact to inform scale-up of activities
Presentation Objectives

- Share evidence from qualitative research that informs implementation
- Present findings on the cost and effectiveness of the pilot approach in Niger that can be used for scale-up
SPRING
Community Video Theory of Change

1. Caregivers and influencers view and discuss videos

2. Participants relate to and understand video content

3. Participants gain information and knowledge of key practices

4. Participants are motivated to promote or adopt key practices

5a. Participants intend to promote practices

5b. Participants intend to adopt practices

6. Participants have the skills, efficacy, and access to promote or adopt key practices

7a. Participants promote practices

7b. Participants adopt practices

8. Perceived socio-cultural and gender norms support key practices

OUTCOMES

- Improved care
- Improved diet
- Improved nutrition
- Improved health
Mixed Method Evaluation Results
Study Objectives

• To assess the acceptability and feasibility of introducing the community video approach
• To determine the effectiveness of the approach in the Niger context
• To determine the costs for scale-up and sustainability
Quantitative Methods

Objective: to measure the effectiveness of the facilitated videos and home visits focusing on responsive feeding and hygiene behaviors

Methods: Three rounds of data collection (Baseline (April 2015), Second survey (June 2015), Endline (August 2015))

Sample: approximately 300 women with a child between 6-23 months at each data collection point

Analysis: Bivariate analysis
Handwashing Behavior

Having a designated place to wash hands increased from 14% to 59% after exposure to the video.

Baseline Survey (April 2015) 14

Second survey (June 2015) 48.8

Endline Survey (August 2015) 59

Percent of households with a designated place to wash hands
Handwashing Behavior

Among households with a handwashing station, the percent having soap and water increased from 73.8 at baseline to 96.2% at endline.

Baseline Survey (April 2015) 73.8
Second survey (June 2015) 95.5
Endline Survey (August 2015) 96.2
Handwashing Behavior

In households with handwashing stations, more were found next to the kitchen & latrine after the video.

Next to entrance of compound
- Baseline (April 2015): 7
- Second survey (June 2015): 2.9
- Endline survey (August 2015): 43.9

Next to latrine
- Baseline (April 2015): 19.5
- Second survey (June 2015): 44.2
- Endline survey (August 2015): 36.6

Next to kitchen
- Baseline (April 2015): 52.9
- Second survey (June 2015): 65.6
- Endline survey (August 2015): 65.6
Responsive feeding practices increased after exposure to the video.

<table>
<thead>
<tr>
<th>Percent of women who said child a responsible person helped the child at the last meal</th>
<th>Baseline (April 2015)</th>
<th>Second survey (June 2015)</th>
<th>Endline (August 2015)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>87.7</td>
<td>94.7</td>
<td>92.7</td>
</tr>
<tr>
<td>Percent of women who have a separate plate for their child</td>
<td>69.8</td>
<td>89.1</td>
<td>96.6</td>
</tr>
<tr>
<td>Percent of women who said child was less than an arms length from a responsible person at last meal</td>
<td>64.5</td>
<td>76.7</td>
<td>79.5</td>
</tr>
</tbody>
</table>

Responsive Feeding Behavior

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## Costs for scale-up

<table>
<thead>
<tr>
<th>Costs</th>
<th>Proof of Concept</th>
<th>Scenario 1</th>
<th>Scenario 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost per person reached</td>
<td>1,500</td>
<td>$16.19</td>
<td>7,500</td>
</tr>
<tr>
<td>Number of households at endline that have one place designated to wash hands</td>
<td>840</td>
<td>$28.91</td>
<td>4,200</td>
</tr>
<tr>
<td>Number of households at endline with handwashing station with soap and water</td>
<td>501</td>
<td>$48.46</td>
<td>2,505</td>
</tr>
<tr>
<td>Number of new women who have a separate plate for their child at endline</td>
<td>670</td>
<td>$36.24</td>
<td>3,350</td>
</tr>
<tr>
<td>Number of new women who actively encourage their child to eat</td>
<td>624</td>
<td>$38.91</td>
<td>3,120</td>
</tr>
</tbody>
</table>
Exploring How Community Video Can Encourage Male Involvement in MIYCN Behaviors in Niger
Qualitative Methods

**Objective:** To understand how the community video approach can be used to strengthen spousal communication and improve male involvement in MIYCN behaviors.

**Methods:** In depth Interviews (IDIs) & Focus Group Discussions (FGDs) with program beneficiaries and mediators during visits to 5 villages in August 2016 & January 2017

**Sample:** program beneficiaries (20 men, 20 women and 10 mothers in law) & 10 FGDs with community influencers

**Analysis:** Thematic analysis techniques:
How do Community Videos Influence Couples’ Dialogue and Husbands’ Involvement for MIYCN Behaviors

• Men learn about MIYCN messages through community video meetings and conversations with their wives.

• The videos provide a visual example that enables them to mimic behaviors.

• Conversations most frequently centered around the purchase of food and feeding the child.

"I think it's a good thing if people understand these advices. They come to you and are told about these innovations for your good and your family [...] It [advice] must be copied in order to improve our living conditions." - husband, seen video
How do Community Members Perceive Changes in Spousal Communication and Husbands’ Support for MIYCN Behavior

• Community felt the videos helped to enable conversations between mothers and fathers about child nutrition and that these conversations had not occurred previously

• Fathers also began providing a greater level of support to the mothers in caring for the child

"The support I give to my wife has evolved in the sense that I buy her cosmetics (soaps, perfume, oil). Before this project, I did not do it. I also bring her moringa leaves to improve and enrich her diet, and I do all the other domestic chores namely (transporting water, wood chore).” - husband, not seen video
Conclusion

• Qualitative & quantitative data suggest the intervention is generating community discussion and behavior change
• There is evidence that men are becoming increasingly involved in behavior adoption
• There is interest in expanding the videos to new audiences, considering new video themes, and increasing the number of mediators.
• Behavior change appears to be sustained past the initial exposure
Thank you!
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www.spring-nutrition.org/CommunityVideo