

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

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Background

- 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



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))

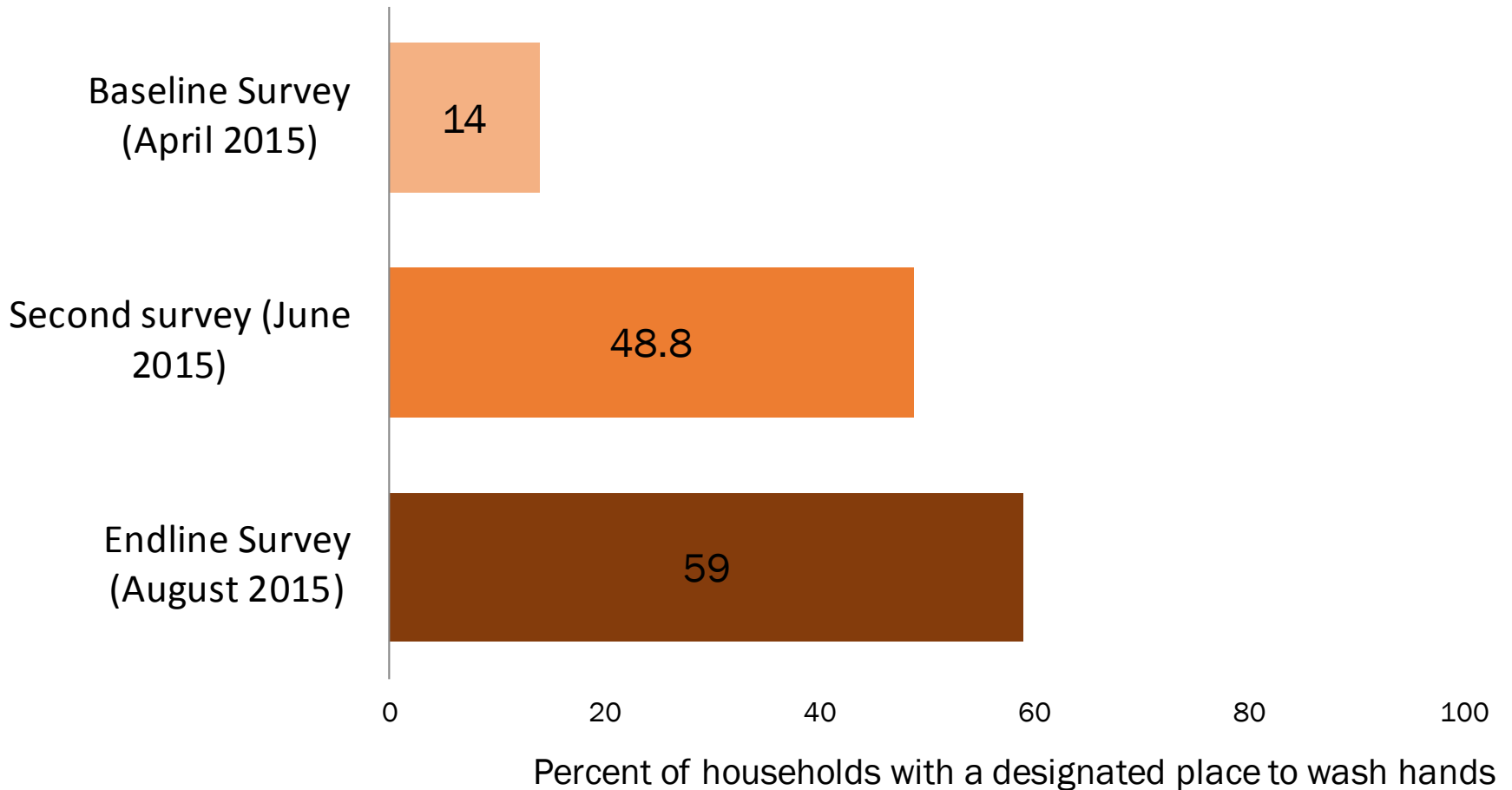
Sample: approximately 300 women with a child between 6-23 months at each data collection point

Analysis: Bivariate analysis



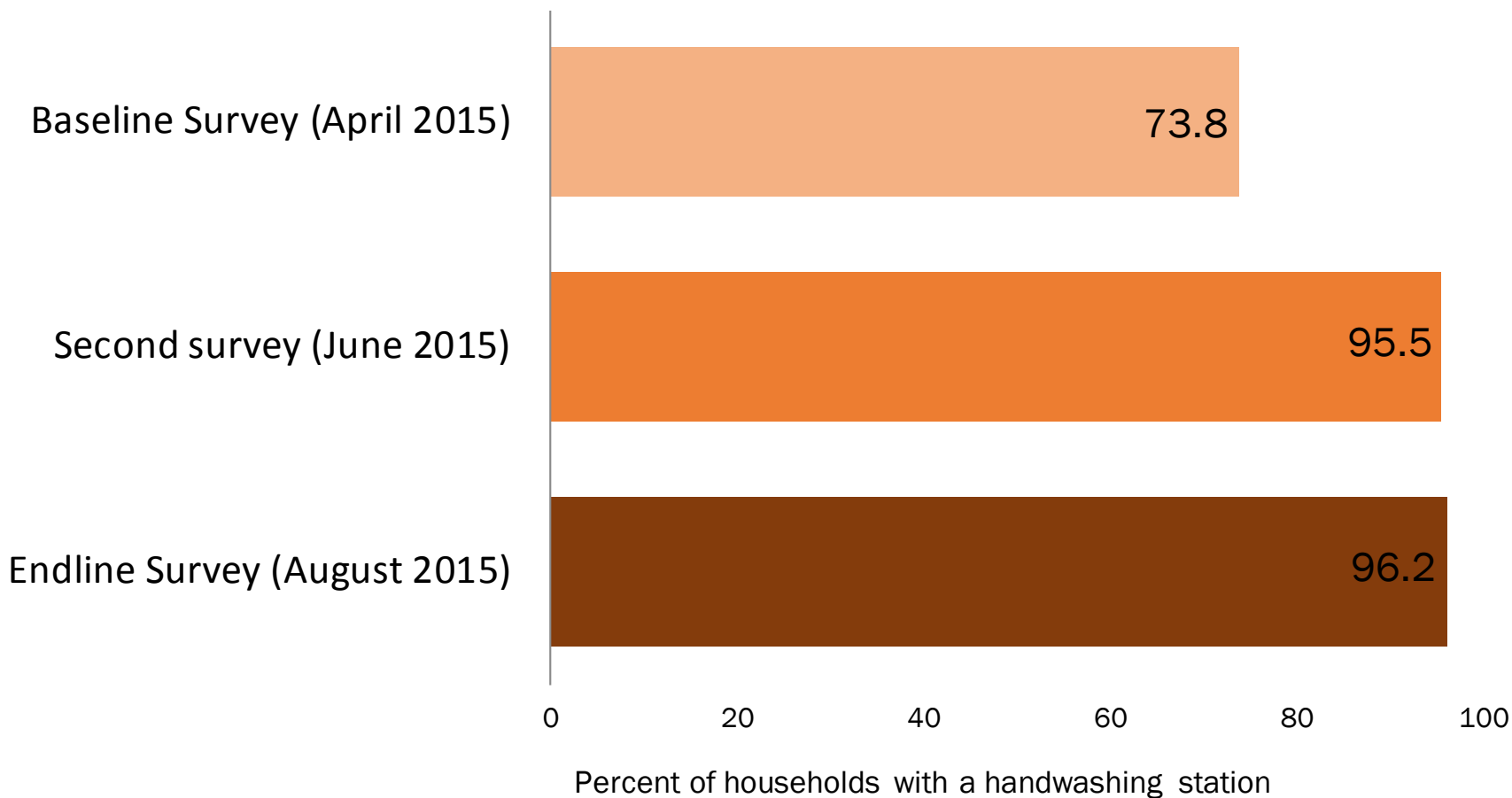
Handwashing Behavior

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



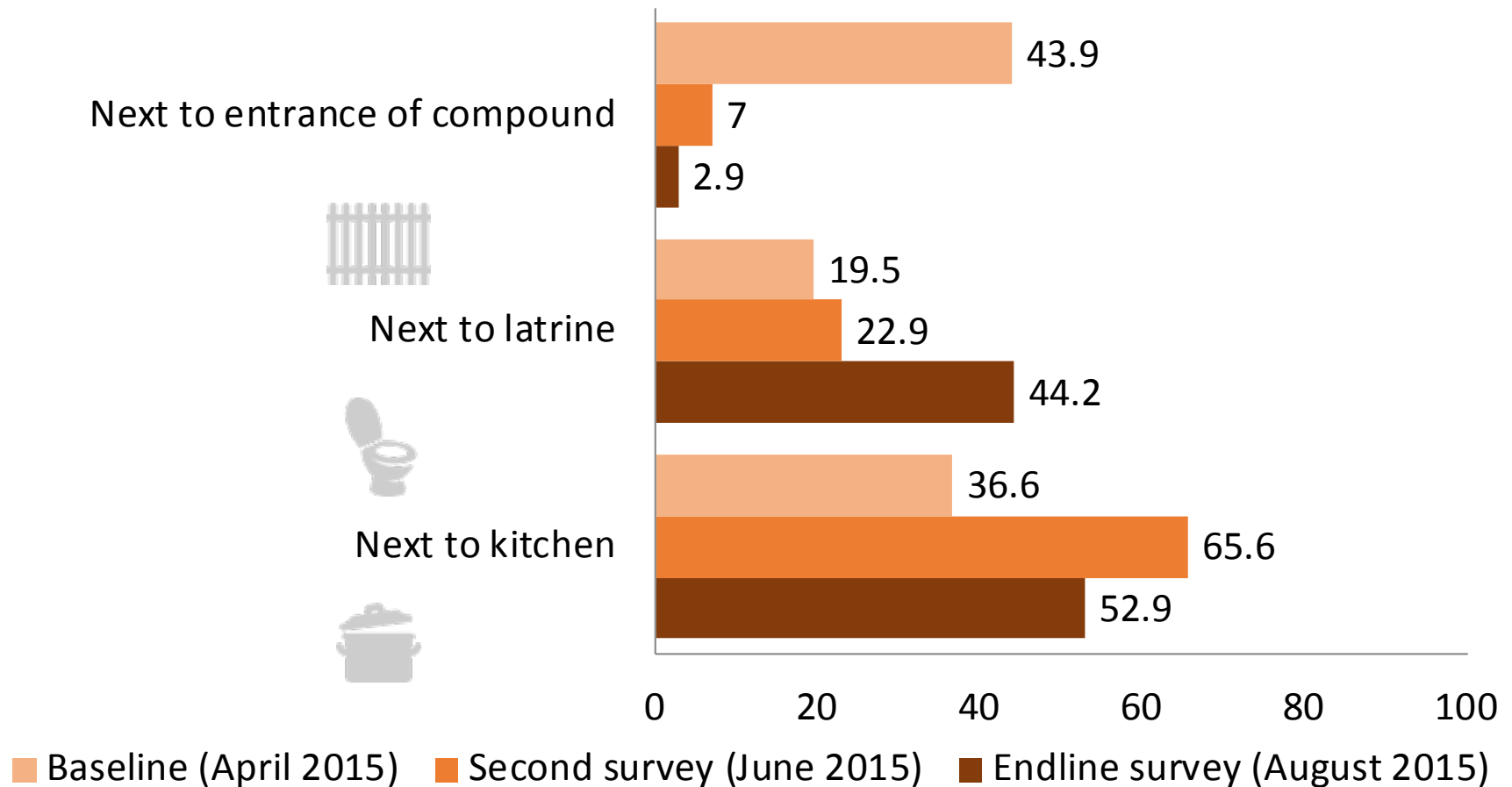
Handwashing Behavior

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



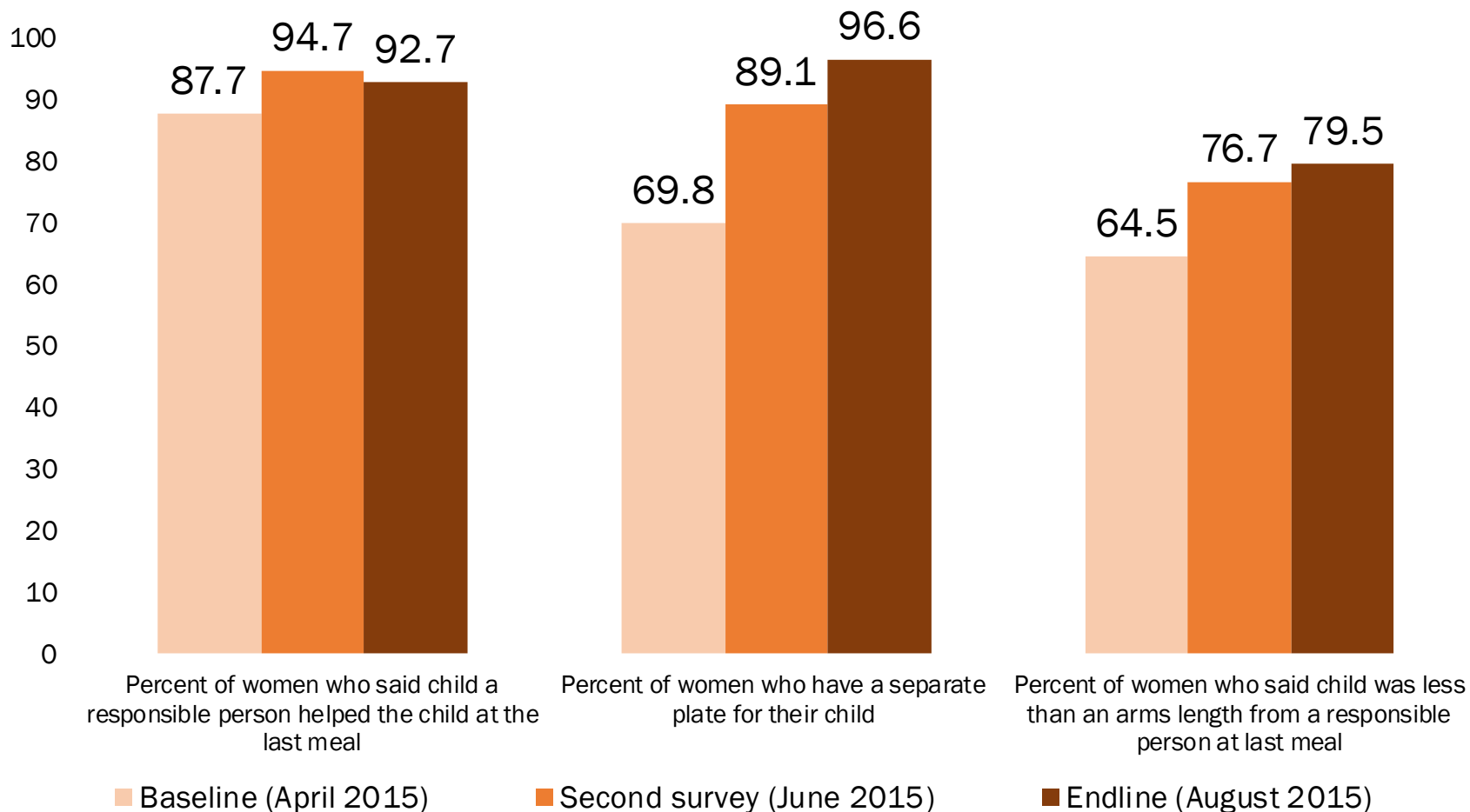
Handwashing Behavior

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



Responsive Feeding Behavior

Responsive feeding practices increased after exposure to the video.



Costs for scale-up

	Proof of Concept		Scenario 1		Scenario 2	
	N	US\$242,804	N	US\$277,169	N	US\$304,887
Cost per person reached	1,500	\$16.19	7,500	\$3.73	7,500	\$4.13
Number of households at endline that have one place designated to wash hands	840	\$28.91	4,200	\$6.60	4,200	\$7.26
Number of households at endline with handwashing station with soap and water	501	\$48.46	2,505	\$11.06	2,505	\$12.17
Number of new women who have a separate plate for their child at endline	670	\$36.24	3,350	\$8.27	3,350	\$9.10
Number of new women who actively encourage their child to eat	624	\$38.91	3,120	\$8.88	3,120	\$9.77



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



www.spring-nutrition.org/CommunityVideo

Thank you!

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