From Pilot to Practice

Marjolein Moreaux
Community Video with Four Types of Groups

- **Women of reproductive age**
- **Men**
- **Adolescent girls**
- **Key influencers**
From Pilot to Practice

Pilot

The foundation for scale
- Stakeholder consultation
- Data driven intervention design
- Capacity building

Benefits Tested

Scale

Transformation from pilot to practice
- Collaboration and coordination
- Data use and intervention refined
- Transfer capacity

Benefits Demonstrated

Practice

Progress towards sustainability
- Multi-stakeholder management
- Data use institutionalized
- Technical expertise

Benefits Continued
PHASE I

Pilot

The foundation for scale

- Stakeholder consultation
- Data driven intervention design
- Capacity building

Benefits Tested
Phase I: Feasible and Efficient?

- Formative research to inform 10 MIYCN/hygiene videos
- 1 video production hub

20 villages, 1 region, 3 implementing partners
PHASE II

Transformation from pilot to practice

- Collaboration and coordination
- Data use and intervention refined
- Transfer capacity

Benefits Demonstrated
Phase II: Scale-up and Capacity Building

- Technical Advisory Groups (TAGs) decide on resiliency-related themes
- Concept testing to inform 10 videos
- Trainings of trainers and cascade trainings
- 4 video production hubs selected by partners
- Supervision by partners

115 villages, 2 regions, 5 implementing partners
10 Prioritized Video Topics in Niger

- Importance of hand washing with soap
- Importance of the first 1000 days
- Active (responsive) feeding
- Importance of exclusive breastfeeding (EBF)
- EBF for on demand feeding and working mothers
- Introduction of complementary food for the baby after 6 months
- Age appropriate complementary feeding for babies 6 to 24 months
- Maternal and adolescent girls diet
- Animal and human contamination, diarrhea and management
- Dietary diversity & resilience
PHASE III

Progress toward sustainability

- Multi-stakeholder management
- Data use institutionalized
- Technical expertise

Benefits Continued
Phase III: Sustainability

- Further scale-up
- TAGs led by government
- Supervision and monitoring by partners
- Training of national-level trainers

- Capacity building of hubs
- Local purchase and equipment maintenance
- Building networks of video production hubs, mediators and local entities

248 villages, 2 regions, 7 implementing partners
Adapting Community Video for the Sahel:

1) Focus on MIYCN/hygiene and broader resilience themes

2) Independent video production hubs

3) Concept testing
Video Production Hubs

- Consist of three entrepreneurs, at least one woman
- Create employment opportunities
- Provide business opportunities
- Partner with development projects
Concept Testing

Package of Practices (POP)

1ère QUESTION/REPONSE
Quand la récolte est faible, qu'est-ce que les agriculteurs peuvent faire avec le peu qu'ils ont, pour avoir des enfants intelligents?
- Limiter la vente et privilégier la consommation au sein du ménage
- Réduire le gaspillage de la récolte lors des cérémonies

2ème QUESTION/REPONSE
Quand la récolte est faible, qu'est-ce que les agriculteurs peuvent faire pour avoir accès à l'alimentation pour les femmes et les enfants?
- Planter tout de suite des cultures irriguées:jardins de case
- Vendre une partie du bétail pour acheter des aliments nutritifs
- Conserver/stocker les produits du maraîchage

3ème QUESTION/REPONSE
Concept Testing

• What do you understand & remember?
• What storyline do you prefer?
• How can this story be improved?
Challenges

- Existing projects and M&E systems
- Coordinating many partners
- Competing interests of partners
- Import of equipment
- Government ownership
- No electricity, heat, dust, light

- Distances between villages
- Language barrier
- Internet connectivity
- Maintenance of equipment
- Replacement of equipment
Successes

- Collaboration with 7 partners
- Total of 619 people trained
- Pool of 35 trainers
- Translated documents (tools, training manuals)
- 20 videos in local languages
- 2 Technical Advisory Groups
- 4 video production hubs
- 248 villages
- 33,913 messages
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