Formative research for nutrition-sensitive agriculture

Asking the right questions using the right methods

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How does agriculture affect nutrition?

**Food consumed**
- calories
- protein
- micronutrients
- safety

**Farm income invested in...**
- diverse diet and nutrient-rich foods
- health and WASH services and products

**Gender in agriculture**
- maximizing women’s control of assets and income
- managing demands of women’s time and energy

www.spring-nutrition.org
1. What agriculture practices are most likely to contribute to nutrition of priority groups in a given context?

2. How can we apply behavioral science to improve uptake of those practices?
What do common behavioral models mean for effectively promoting behavior change?

• Promote practices in local terms—for example what do respondents value in food?
• Link improved practices to short term risks and benefits
• Messages should grab the heart and gut as well as the mind
• Social identities and gender roles can enable or constrain acting on messages
• Enabling environments move us to action
Formative research to inform the design of a nutrition-sensitive agriculture project
Know Your Context

A User Guide to Context Assessment Tools for Linking Agriculture and Nutrition

Agriculture and Nutrition Context Assessment Tool Locator
Domains of inquiry based on secondary data review and UPAVAN theory of change

- Household and community environment, markets, resources, and services
- Community priorities related to agriculture, livelihoods, and nutrition
- WASH practices, attitudes, and beliefs
- Gender roles, household relationships, and decision-making
- Gender roles, division of labor and labor sharing
- Attitudes and beliefs related to commonly produced and/or purchased foods
- Farming practices, attitudes, and beliefs
- Seasonal challenges related to food security, income and expenditure, labor demands, and health issues
Data collection methods

Domains of Inquiry

- Open-ended discussion
- Food ranking
- Daily activity chart
- Seasonal calendar
- Transect walk
## Identifying methods and tools to fit the domains

<table>
<thead>
<tr>
<th>Method/Tool</th>
<th>Domains</th>
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</thead>
<tbody>
<tr>
<td>Transect walk (adapted from SPHERE assessment)</td>
<td>-Household and community environment, markets, resources, and services</td>
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<tr>
<td></td>
<td>-WASH practices and beliefs</td>
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<tr>
<td></td>
<td>-Farming practices and beliefs</td>
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<tr>
<td>Seasonal calendar (adapted from CARE’s FR Manual)</td>
<td>-Seasonal challenges related to food security, income and expenditure,</td>
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<tr>
<td></td>
<td>labor demands, and health issues</td>
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<td></td>
<td>-Division of labor and labor sharing</td>
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<td></td>
<td>-Community priorities related to agriculture, livelihoods, and nutrition</td>
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<td>Participatory food ranking (adapted from Gretel</td>
<td>-Community priorities related to agriculture, livelihoods, and nutrition</td>
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<td>Pelto’s focused-ethnography)</td>
<td>-Attitudes and beliefs related to commonly produced and/or purchased</td>
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<td></td>
<td>foods</td>
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### Identifying methods and tools to fit the domains cont’d

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<tr>
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</table>
| **Participatory daily activity charts (adapted from CARE FR Manual)** | - Community priorities related to agriculture, livelihoods, and nutrition  
- Household relationships and decision-making  
- Division of labor and labor sharing |
| **Open ended focus group questions (adapted from CARE FR manual and The Grandmother Project Cultural Assessment manual)** | - Community priorities related to agriculture, livelihoods, and nutrition  
- WASH practices and beliefs  
- Household relationships and decision-making  
- Division of labor and labor sharing  
- Attitudes and beliefs related to commonly produced and/or purchased foods  
- Farming practices and beliefs  
- Seasonal challenges related to food security, income and expenditure, labor demands, and health issues |
# Data Collection Schedule

<table>
<thead>
<tr>
<th>Team</th>
<th>Village</th>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
<th>Week 2</th>
<th>Day 6</th>
<th>Day 7</th>
<th>Day 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team 1</td>
<td>Village A</td>
<td>2 FGD</td>
<td>1 Trans. Walk</td>
<td>Village A</td>
<td>2 FGD</td>
<td>Village D</td>
<td>2 FGD</td>
<td>Village G</td>
<td>2 FGD</td>
</tr>
<tr>
<td>Team 2</td>
<td>Village B</td>
<td>2 FGD</td>
<td>1 Trans. Walk</td>
<td>Village B</td>
<td>2 FGD</td>
<td>Village E</td>
<td>2 FGD</td>
<td>Village H</td>
<td>2 FGD</td>
</tr>
<tr>
<td>Team 3</td>
<td>Village C</td>
<td>2 FGD</td>
<td>1 Trans. Walk</td>
<td>Village C</td>
<td>2 FGD</td>
<td>Village F</td>
<td>2 FGD</td>
<td>Village H</td>
<td>2 FGD</td>
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<tr>
<td></td>
<td>Team Daily</td>
<td>Debrief/</td>
<td>Summary</td>
<td>Team Daily</td>
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Ensuring quality in data collection and analysis
Data Collection Area
Translating formative research findings into program recommendations
Prioritizing nutrition-sensitive agriculture practices with partners

- Data processed by overarching domains/themes
- Process products: lists of priority crops and foods; and specific recommended practices matrix
- Interpretation of findings and recommended practices refined with partners, sequenced into a seasonal implementation calendar
- Some recommended practices integrated into community-level training materials
Getting to practices and messages: joint decision-making for improved chicken and egg production

- Community-produced videos show a local family:
  - discussing risks and benefits together
  - sharing tasks to improve practices
  - deciding together when to consume the meat/eggs at home, when to sell the meat/eggs, and how to use the income
Coming Soon: Accelerating Behavior Change in Nutrition-Sensitive Agriculture