

# *Suaahara Nutrition Project*

## Overview of Scalable SBCC Interventions



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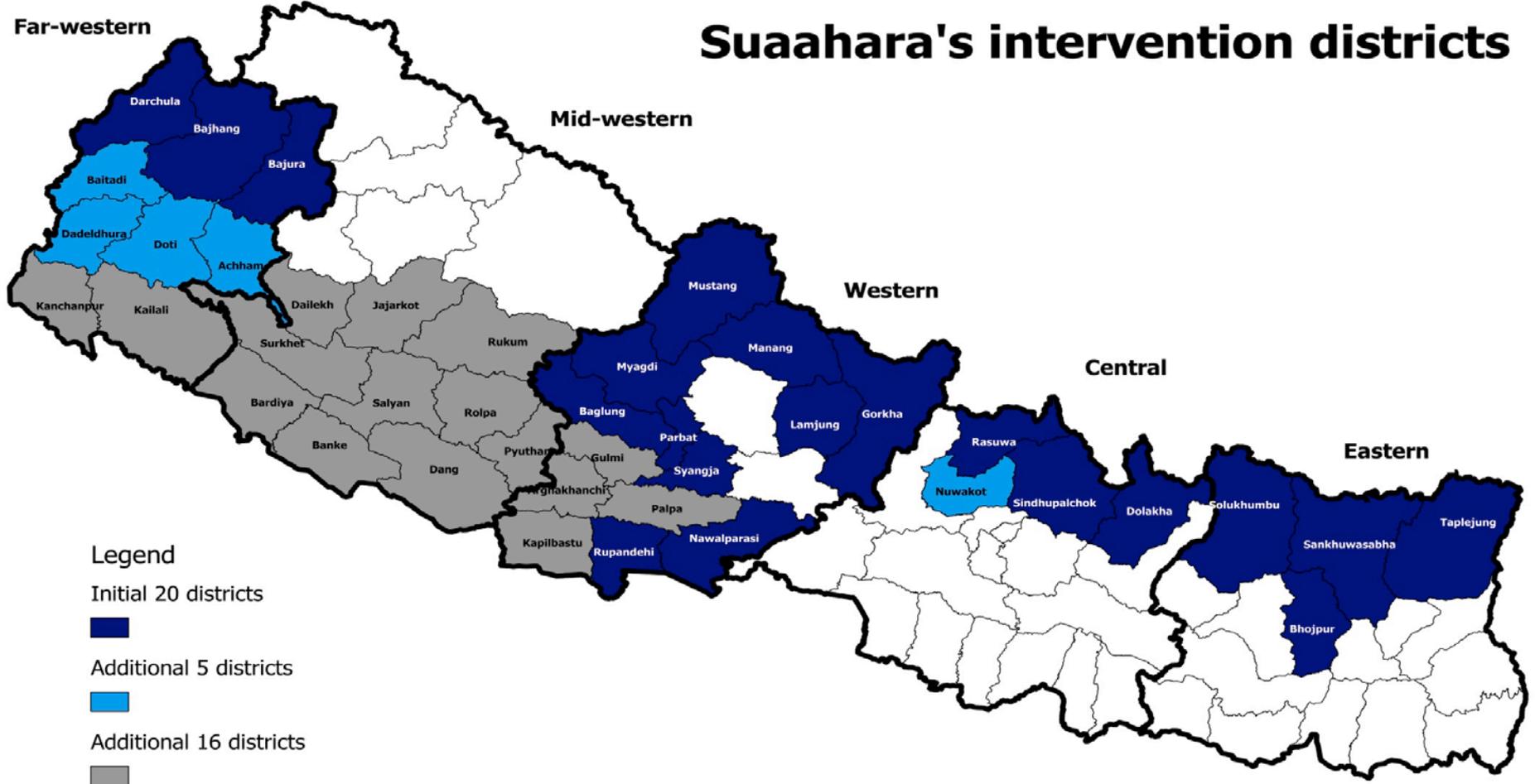
**Bethesda, MD**

# Suaahara Basics

- Integrated nutrition program to improve nutritional status of women and children <2 years
- Suaahara is expected to contribute in reducing national stunting from 41% to 27% in pursuit of the GON's multi-sectoral nutrition plan
- 5-Year Cooperative Agreement (2011 – 2016) Funded by USAID with coverage across 41 districts (including 16 Feed the Future districts)
- Save the Children (SAVE) - *Prime*
- Johns Hopkins Center for Communication Programs (JHU-CCP)
- Helen Keller International (HKI)
- Jhpiego
- Nepali Technical Assistance Group (NTAG)
- Nepal Water for Health (NEWAH)
- Nutrition Promotion and Consultancy Service (NPCS)



# Suaahara's intervention districts



# Suaahara Goal and SBCC Objectives

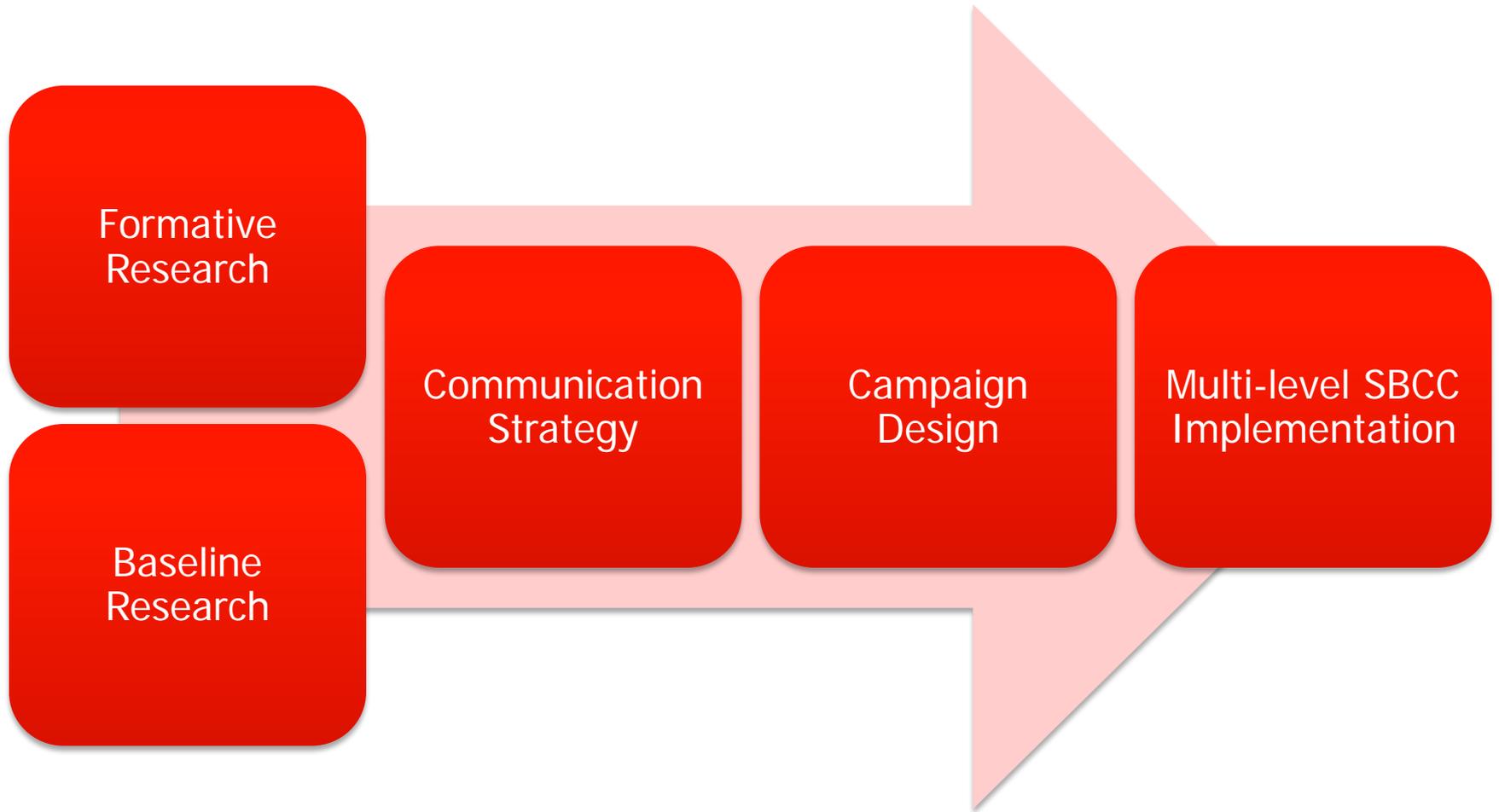
Improve and sustain the health and well-being of Nepalis.

- **Empower families** to practice healthy behaviors related to:
  - nutrition,
  - healthy timing and spacing of pregnancies,
  - special care for pregnant and lactating women and for children < 2
- **Increase demand for and use of health and nutrition services**
- **Help families practice small do-able actions through modeling**
- **Advocate for and strengthen coordination at all levels.**

*-Across Care, Health, and Food Dimensions-*



# SBCC Approach



# Sample Activities

## Structural Level:

- National Coordination of SBCC
- Capacity Building of NHEICC
- Dissemination of messages and campaign w/in GON structure

## Community Level:

- Women's group meetings
- Community-led total sanitation for open defecation free zones;
- Homestead gardens, poultry production, village model farms
- Participatory community theater and local folk media activities
- Cooking demonstrations for nutritious complementary foods

## Household Level:

- Home visits to 1,000 day mothers
- Celebration of key life events to link behaviors to aspirations;
- Homestead food production
- Peer education

## Overarching:

- Localized radio programs:
  - The *Bhanchin Aama* serial drama
  - The *Hello! Bhanchin Aama* phone-in program

# SBCC Program Reach So Far...

- **26** Phase I and II episodes of *Bhanchin Aama* and *Hello! Bhanchin Aama* aired in **20** districts
- Over **1,700** DAG members reached through *Bhanchhin Aama* radio listening sessions at Citizen Awareness Centers (CAC)
- **32%** of women have listened to the *Bhanchin Aama* radio programs five or more times
- **82%** of women took action after listening to the *Bhanchin Aama* radio program
- **53%** of women discussed the *Bhanchin Aama* radio program with family and friends

# Deep Dive Session

# *Suaahara Nutrition Project*

**Focus on SBCC Radio  
Intervention as  
Scalable and Impactful  
Initiative**

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# Guiding Themes to Support SBCC

- Evidence-based SBCC approaches with theoretical underpinning
- Ensure harmonized and integrated SBCC Strategy in close coordination with key government, donor, and INGO partners
- Big Tent campaign branding and creative approach
- Localized entertainment education



# Theories Behind the Approach

## Stages of Change

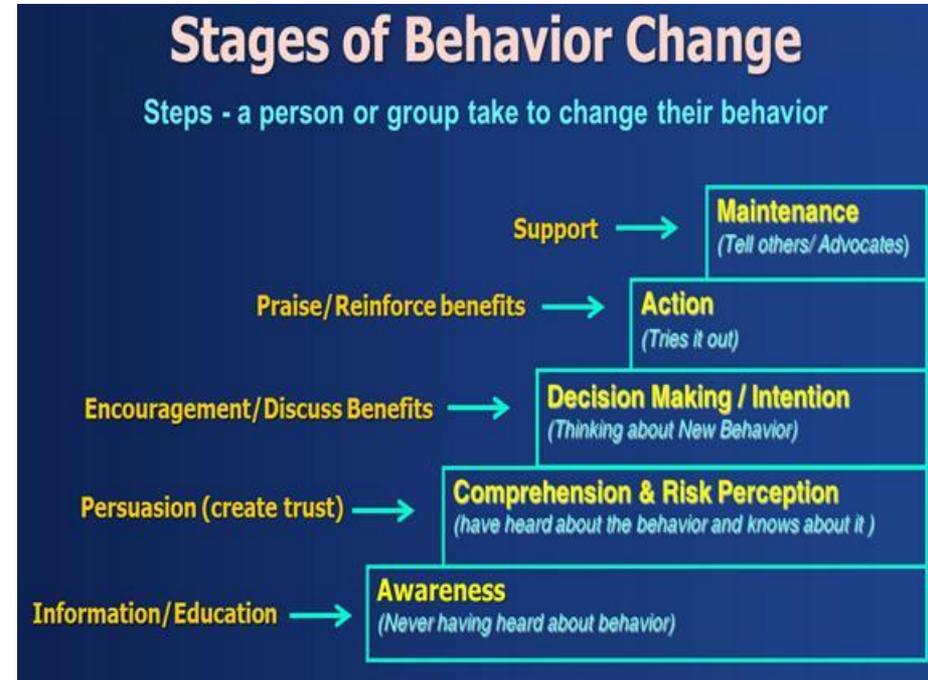
- People make **decisions in stages** from pre-contemplation to adoption and maintenance.
- SBCC strategies must correspond to the stage of change people are at

## Theory of Reasoned Action

- People make change based on what the benefits will be to themselves
- People consider **what others will think of them** making the change

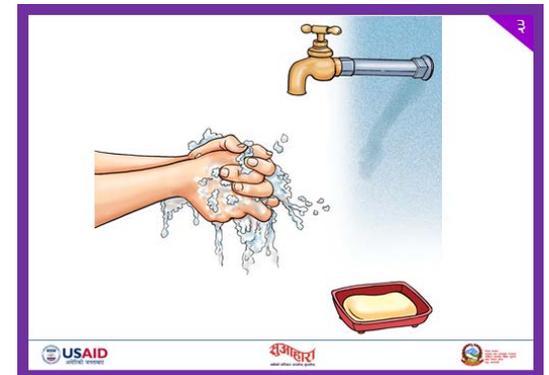
## Diffusion of Innovation

- Influence spread via the innovation itself, channels, time, and a social system
- Innovation **must be widely adopted** to self-sustain (critical mass)



# Formative Research Objectives

- **Describe:**
  - infant & young child feeding practices, hygiene behaviors, caregiving practices, and families' aspirations for children
- **Identify** behavioral **determinants**
- Inform decisions on how **to appeal to families** on adoption of behaviors
- **Recommend** evidence-based **strategies** for *Suaahara*
- Focus strategies on **facilitators and barriers** to engaging in practices



# Formative Research: What Motivates Households for Change?

- Importance of education in increasing a child's opportunities
- Belief that life can be a little better – openness to change

## Underlying Factors:

- Fathers are not very involved in the day-to-day lives of their children.
- Mother-in-laws welcomed social changes\*

# Concept Testing–*Bhanchin Aama*

## Mothers-in-law

- Play an important role in 1,000 days household decision-making
- Can be the catalyst to act as the tipping point source to change social norms on 1,000 days women and child care



- Aama illustration, logo, slogan and messaging style consistent
  - Pre-tested (November 2013)
- One look of materials, color coded, font use, and style so that emphasis can be tailored to district needs

# Bhanchin Aama Implementation

- Promoted through the radio program and used in all Suaahara activities
- Coordinated print/outdoor media (hoarding board) launch with Bhanchin Aama radio program
- Gradual refinement of print materials
- Street dramas, cooking classes, Radio Discussion Groups, and other events



# *Bhanchin Aama* Radio Magazine and Phone-In

- *Bhanchin Aama* radio magazine includes
  - Drama
  - Vox pop (on the street brief interviews)
  - Testimonials
  - Music
  - Suaahara campaign spot
  - Quiz
- *Hello! Bhanchin Aama Phone In* includes:
  - Questions/comments reviewed, analyzed and then answered by the host (*Bhanchin Aama*, herself) or other technical people

**भन्छिन् आमा**  
शुरुवात सफल भविष्यको

# *Bhanchin Aama* Radio Magazine and Phone-In Objectives

- Improve listeners' knowledge of maternal and child health and ideal nutrition behaviors
- Generate discussion of maternal and child health and nutrition at the household and community levels to facilitate and sustain behavior changes

# Sample Audience Feedback

## Barrier: Lack of knowledge and informed decision making

- I like this show very much and I never miss it. Earlier I didn't know many things about how to bring up children, but after listening to this program, I have started being conscious about it. This show has really become fruitful to me in bringing up my little daughter.
- After listening to this program, I got to know what food should be given to a 1000 days mother. I also ask my neighbours to listen to this show.



# Case Study – Sarala and Anil

## Barrier: Husband Involvement and Heavy Work Load

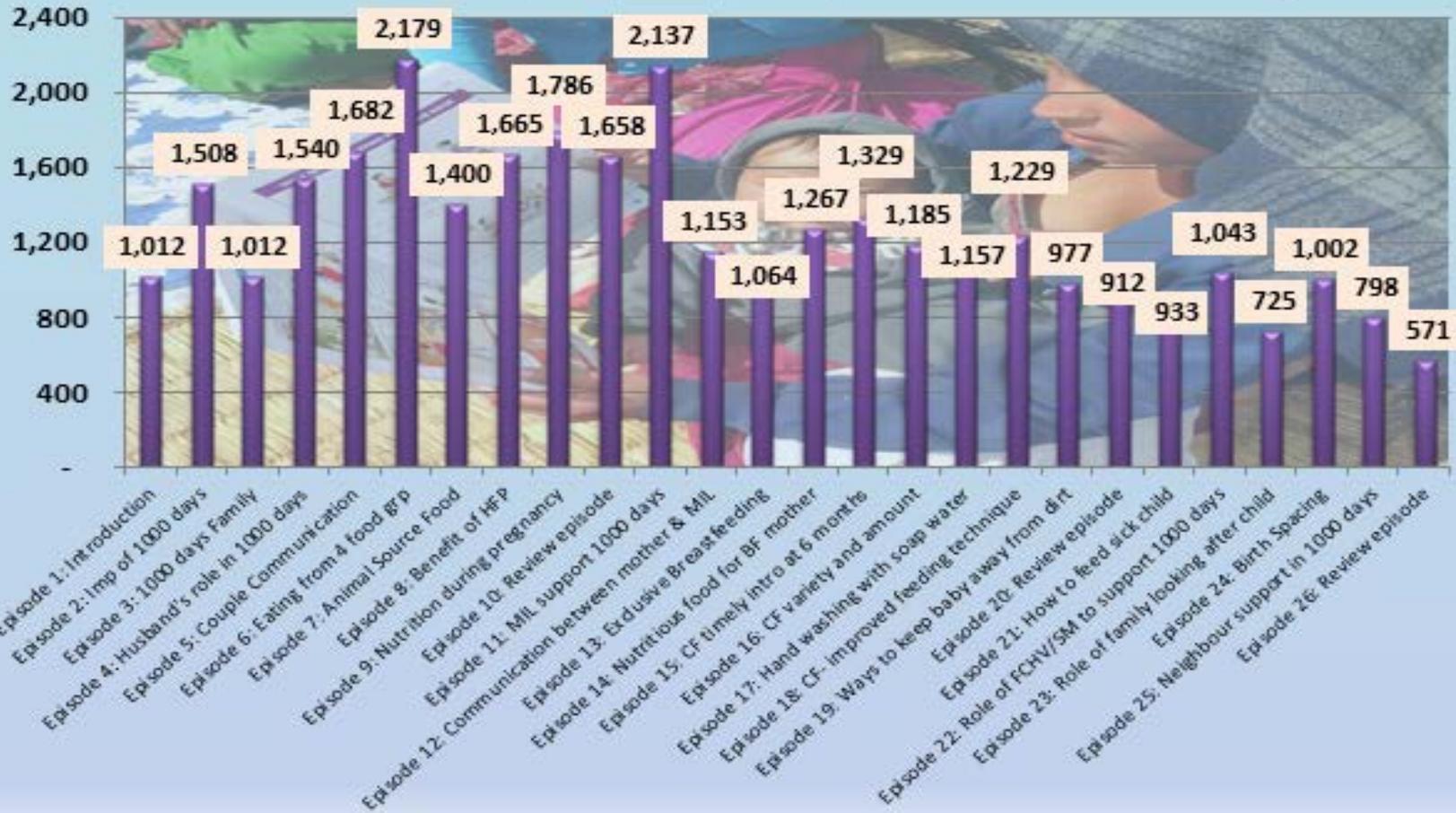
- The radio programs have inspired Anil to be a more supportive husband and father. Anil learned not only how to take better care of his daughter, **but how to take better care of his wife.**
- The radio programs emphasized the importance of **adequate rest during pregnancy** and breastfeeding babies as needed, advice that Anil immediately put into practice.
- During her pregnancy, Anil made sure his wife had enough time off from running their shop to rest, and continues to make sure his wife has enough time away from the shop to **spend time with their daughter.**



*"The radio programs allow us to ask questions and share what we have on our minds. When women in the community are pregnant, we can learn from the radio programs and get new ideas about how to take care of our children."*

# Scaling of *Bhanchin Aama*

Audience Responses as of Episode #26 = Total 32,924



# Common Voice or SMS Questions

- I have two year old daughter who is breastfeeding also eating complementary foods, but why isn't she fat?
- My son is 13 months. I have been feeding different types of meals but he is still underweight. How do I increase my baby's weight?
- My brother's daughter is 13 days old. She is feeding buffalo's milk because the breast milk did not come fast enough. Is this safe?
- My daughter is now 6 months old and she has a problem of vomiting after having animal source foods like eggs.
- I have a 2 month old child. I am suffering breast and nipple is pain during breastfeeding. How do I reduce that problem?

# LQAS Data – Radio Weighted Averages (N=4203)

- 50% of women listen to the radio
- 22% of women listen to the *Bhanchin Aama* radio programs
- 84% of women listen to the *Bhanchin Aama* radio programs at home
- 71% of women listen to the *Bhanchin Aama* radio programs using the radio
- 32% of women have listened to the *Bhanchin Aama* radio programs five or more times
- 82% of women took action after listening to the radio program
- 53% of women discussed the radio program with family and friends

# X-Sectional Survey of Bhanchin Aama Radio Program (preliminary\*)

- Positive association between BA listenership frequency and nutrition practices in DAGs (N=2520)
- Dietary Diversity (of 7 foods) (B:0.29, P:0.01)
- Min Dietary Diversity (4+ foods) (B:0.48, P:0.00)
- Eating Fruits/Veggies (B:0.39, P:0.04)
- Eating animal source proteins (B:0.34, P:0.10)

\*(Cunningham et al, LSHTM and Suaahara abstract for Nutrition Innovation Lab symposium)

# What Makes Suaahara SBCC Unique?

- Evidence-based entertainment-education (EE) approach
- Customizable to meet changing needs of audience
- System for audience engagement and user feedback
- Focuses on *cluster of behaviors vs. individual behaviors* alone
- Flagship of all social mobilization initiatives (national to district)
- Cost-effectiveness of radio production/airing

# How is Bhanchin Aama Sustainable?

- Local capacity building of production agency
- World Bank has expressed interest in supporting USAID with future BA endeavors
- Gateway for additional buy-in from projects
- Evidence of communities leveraging their own resources to sustain nutrition programming (broadly)

# Group Activity



# Thank you

Questions?

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Timely, Healthy Start