BADUTA
Behaviour-Centred Design
An integrated program to reduce child and maternal malnutrition in East-Java, Indonesia
STRONG EMPHASIS ON BEHAVIOUR CHANGE COMMUNICATION

Target population reach

5 Mio
- Product availability & access through market and government distribution

2 Mio
- Behaviour change through mass media and community platforms

660,000
- Strengthened nutrition services (and access to safe water)

Food and nutrient intake
- Care practices
- Health and hygiene

Improved nutritional status
- Improved Micronutrient status
- Stunting prevention

www.gainhealth.org
Intensive collaboration of multi-disciplinary team with expertise in behaviour change, nutrition, communication & creative design, Indonesian policy & strategy priorities, programmatic design, partnership brokering.

to execute the FR, translate the insights into a concept brief, develop the campaign ‘Big Idea’, develop creative story boards, and design compelling interventions
**Behaviour Centred Design** (Curtis & Aunger)
Has its roots in evolutionary biology and ecological psychology.
Based on the inference that behaviour is produced by brains evolved to provide adaptive responses to rapidly changing or complex environmental conditions.

**Innovation in FR methods:**
- Day-long video ethnographies
- Motives exercise
- Physical infrastructure survey
SOME FORMATIVE RESEARCH INSIGHTS

THE CONFIDENCE GAP

New mothers lack confidence in their own breastfeeding capacity, which they cannot see nor measure. Formula topping-up breastmilk re-assures them, makes it perfect. Mothers are unaware that formula does not supplement, but displaces breast feeding.

HAPPY CHILD & MUM’S CONVENIENCE

Mum’s goal is to get her child into a routine and eating from the family plate asap – for social, economic and practical reasons. Short-term drive for feeding is a happy and easy child, so she can go about her other activities. Snacks and bottle deliver this

SOCIAL SANCTION

The mother is / feels being judged by her social environment, including mothers-in-law, mid-wives and “nosy” neighbors. She wants to please them and be seen as a good mother.
COMPELLING INTERVENTIONS, MULTIPLE TOUCH POINTS

TV COMMERCIALS

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SOCIAL MEDIA

STREET WALKS

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WHAT IS NEW IN THIS APPROACH:

- Holistic theory
- Full cycle process (theory of change)
- Commercial creative process (with multiple reverts)
- Focus on behaviour not knowledge - eg emotions
- New FR techniques - not FGDs

Less is more:
prioritising 3 key behaviours:
1 per TV ad