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Reference

Title: Role-Modeling Culturally Appropriate Nurturing Care Practices to Improve Infant and Young Child Nutrition

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Background and Objectives:

The 2016 *Lancet* Early Childhood Development Series highlighted the importance of nurturing care and made the case that improper nutrition and lack of stimulation in the first 1,000 days can lead to irreversible developmental and health outcomes. Mealtimes are an opportunity for nurturing care because they are often when caregivers interact most with their young children. Based on this evidence, SPRING promotes specific nurturing care practices that help improve caloric intake and diversify young children's diets.

Methods:

SPRING promotes nutrition, hygiene, and nurturing care through videos starring early adopters from the community who role-model positive behaviors, including responsive feeding and nurturing caregiving by both men and women. This approach begins with qualitative formative research, which is used to prioritize culturally-specific nurturing care practices to improve maternal, infant, and young child nutrition (MIYCN). Community members are then trained in video production. The videos are screened during community-facilitated discussions. This model was first implemented in India and then adapted for Niger.

SPRING COMMUNITY VIDEO APPROACH

- Conduct formative research to identify behaviors to prioritize
- Provide training
- Create video storyboards with key messages
- Recruit video stars
- Produce and edit video content
- Pretest videos
- Disseminate in community groups
- Conduct home visits
- Collect data and feedback
- Iterate/Scale-up

Results:



A mother in India sits closely encouraging her child to eat.

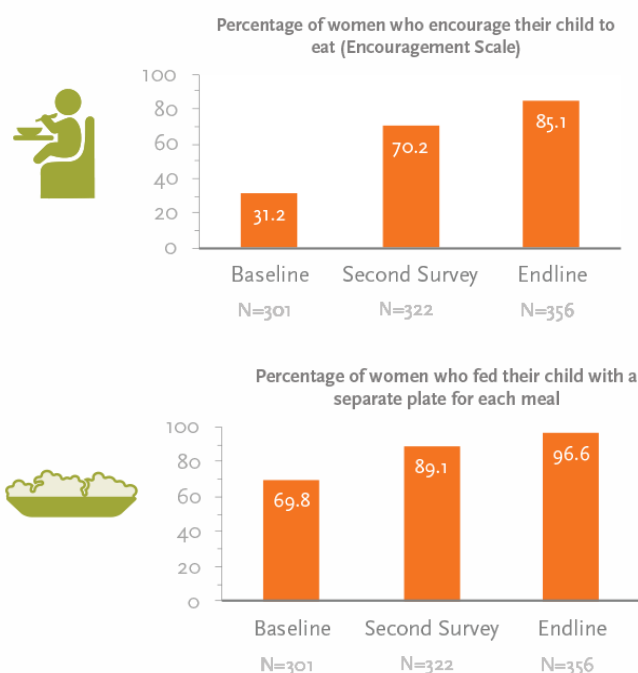
In India, the complementary feeding videos highlighted feeding young children patiently, not force-feeding, and encouraging the child to self-feed with finger foods, along with messages on food consistency and dietary diversity.

In Niger, the videos focused on promoting a responsive feeding style and using a separate plate, because formative research showed children ate from a family plate, with little interaction with a caregiver.



A father in Niger nurtures his child through play and responsive feeding

Monitoring data has shown an increase in nurturing care behaviors in both countries, and qualitative research findings indicate that seeing the practices modeled in the videos encourages caregivers to adopt them.



Conclusions:

Community video is an effective approach for improving responsive feeding behaviors that contribute to improved nutrition. This work provides an opportunity to strengthen linkages between nutrition and early childhood development by highlighting nutrition and care behaviors that can potentially enhance child development and positive parenting skills.

Keywords:

nutrition, IYCF, responsive feeding, SBCC

Conflict of Interest:

The authors certify that they have no conflicts of interest.