Community video:
An adaptable and effective tool for nutrition social and behavior change

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COMMUNITY VIDEO
AN ADAPTABLE AND EFFECTIVE TOOL FOR NUTRITION SOCIAL AND BEHAVIOR CHANGE

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Community video in a nutshell (V)
5 countries where SPRING is currently supporting community video programming

- Senegal
- Burkina Faso
- Guinea
- Niger
- India
Rapid formative research (Niger) to identify priority behaviors and barriers/facilitators
Video production training (Guinea)
2-day MIYCN training for community agents
2-day nutrition-sensitive agriculture training

Day 1: How can agriculture better work for nutrition?

Day 2: How can individual agricultural practices support nutrition?
Video production: storyboards/shooting/editing
Selection of video content/design of storyboards
Recruitment of community video “stars”
Production of videos by community agents
Communities engage in video production
Dissemination of videos: the equipment
Dissemination of videos in community groups
Monitoring and supportive supervision
SPRING conducted quantitative research on handwashing and responsive feeding in Niger

OBJECTIVE
To measure effectiveness of facilitated videos and home visits, focusing on responsive feeding and handwashing behaviors
Handwashing (V)

C’est comme ça que tu te mouilles les mains
Handwashing Behavior

Having a designated place to wash hands increased from 14% to 59% after exposure to the video.

- Baseline Survey (April 2015): 14%
- Second survey (June 2015): 48.8%
- Endline Survey (August 2015): 59%

Percent of households
Among households with a handwashing station, the percent having soap and water increased from 73.8% at baseline to 96.2% at endline.
Responsive Feeding (V)
Responsive Feeding
Responsive Feeding Behavior

Responsive feeding practices increased after exposure to the video.

- **Percent of women who said child a responsible person helped the child at the last meal**
  - Baseline (April 2015): 87.7%
  - Second survey (June 2015): 94.7%
  - Endline (August 2015): 92.7%

- **Percent of women who have a separate plate for their child**
  - Baseline (April 2015): 69.8%
  - Second survey (June 2015): 89.1%
  - Endline (August 2015): 96.6%

- **Percent of women who said child was less than an arms length from a responsible person at last meal**
  - Baseline (April 2015): 64.5%
  - Second survey (June 2015): 76.7%
  - Endline (August 2015): 79.5%
Costing

**SCENARIO 1**
- 250 people
- Cost: $277,169
- Cost per person reached: $3.73

**SCENARIO 2**
- 250 people
- Cost: $304,887
- Cost per person reached: $4.13

**PROOF OF CONCEPT**
- 250 people
- Cost: $242,804
- Cost per person reached: $16.19
Videos encouraging male involvement
Community video was shown to encourage male involvement for better nutrition and hygiene behaviors in Niger.
Conclusions

• The participatory community video approach is effective in producing lasting improvements in MIYCN, hygiene, and nutrition-sensitive agriculture practices and in male involvement.

• Community video is an innovative tool worth the investment as part of comprehensive behavior change interventions.
SPRING community video resources:

Community Video for Nutrition Guide
www.spring-nutrition.org/Publications/series/community-video-nutrition-guide

Seeing is Believing
www.spring-nutrition.org/Publication/Reports/Seeing-Believing

Community Media for Social and Behavior Change
www.spring-nutrition.org/Publications/series/community-Media-for-SBC
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www.spring-nutrition.org/community-video