How to Strengthen Program Implementation at Scale: EVIDENCE FROM NIGERIA

September 2017

The UNICEF Community Infant and Young Child Feeding (C-IYCF) Counselling Package was first released in 2010.

Since then, it has been used in more than 50 countries. (UNICEF 2017)

Nigeria adapted and adopted the UNICEF Community Infant and Young Child Feeding (C-IYCF) Counselling Package, starting in 2011, and it has since been rolled out in many states across the country.

Many groups have been involved in rolling it out across the country.

The Nigerian Federal Ministry of Health (FMOH) partnered with SPRING and UNICEF to assess four domains related to implementation the package.

Using mixed methods, this team has evaluated at-scale implementation in Kajuru Local Government Area (LGA).
To improve program implementation, we need to dig into the data further. One way to do so, is to use a Program Impact Pathway (PIP) (see below). Comparing program data to a PIP can tell you a lot about program weaknesses and strengths, and can provide insights into opportunities to strengthen future implementation.

29.3% of women surveyed at endline reported attending at least 1 support group meeting where C-IYCF images were used.

Out of 238 recruited volunteers, 15 dropped out in the program’s 18 months of implementation.

When asked about challenges to implementing the C-IYCF program, 21.7% of community leaders reported inadequate training.

Among pregnant women, respondents’ reported ability to make decisions, either alone or jointly with another person, about the following subjects.

- 67%: How to use the money the respondent earns
- 36%: The respondent’s health care
- 25%: Major household purchases
- 20%: When to stop breastfeeding
- 11%: Lack of time
- 7%: Lack of funding
- 6%: Other

66% of women surveyed at endline reported attending at least 1 support group meeting where C-IYCF images were used.

Pre-Training
Post-Training
Endline

Community volunteers’ breastfeeding knowledge before training, immediately after training, and at endline.

- Knows that breastfeeding should be initiated immediately after birth:
  - Pre-Training: 53%
  - Post-Training: 95%
  - Endline: 98%
- Knows to exclusively breastfeed for 6 months:
  - Pre-Training: 81%
  - Post-Training: 99%
  - Endline: 95%
- Knows that breastfed infants under 6 mos should not be given water even if the weather is hot:
  - Pre-Training: 31%
  - Post-Training: 72%
  - Endline: 55%
- Knows the correct timing for complementary feeding (6 months):
  - Pre-Training: 32%
  - Post-Training: 48%
  - Endline: 37%

Challenges to implementing the C-IYCF program, as stated by health workers at endline.

- 72%: Community members expecting or wanting incentives
- 36%: Unclear role and responsibilities
- 25%: Lack of time
- 67%: Lack of funding