



TRANSCRIPT FOR "Basanti's Story"

<https://vimeo.com/111463777> -

[On screen]: Building off an existing agriculture extension model developed by Digital Green, in collaboration with SPRING, villages in Odisha, India began testing an innovative approach to improve nutrition-related behaviors through community-led videos.

[On screen]: Local women and community health workers star in videos as role models demonstrating a specific maternal and child nutrition practice, and why it should be adopted. For many villagers, seeing is believing.

Basanti Mahji: My name is Basanti Mahji. I do agricultural work and I'm also the secretary of my Self Help Group. We have two Self Help Group Meetings a month. There we watch and discuss videos. The first video I saw was on the benefits of hand washing. I realized that if we don't wash our hands, then we are prone to disease and infections. When we don't understand we can ask the person who shows the video.

BM: We pause, discuss in a group for clarification and solutions. We saw the videos and then I adopted the practices. The actors in the videos are from our village. Because I have a small child and I work in the field, I was chosen to act in a video about working mothers who breastfeed. I always say, when a mother is home they should feed the child properly, or someone can take the child to the field to breastfeed. I enjoyed acting and it gave me an opportunity to learn. I have seen the video myself and it is also disseminated in nearby villages.

BM: These videos are improving the community. Now people know about child nutrition and things like food diversity. If these videos can have more information about children, if more awareness can be raised, if the videos are shown in all the villages, then we will all learn and benefit.

This document is made possible by the generous support of the American people through the United States Agency for International Development (USAID) under the terms of the Cooperative Agreement AID-OAA-A-11-00031 (SPRING), managed by JSI Research & Training Institute, Inc. (JSI) with partners Helen Keller International, the Manoff Group, Save the Children, and the International Food Policy Research Institute. The contents are the responsibility of JSI, and do not necessarily reflect the views of USAID or the United States Government.

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