Using Community Video to Improve Nutrition in the African Sahel

https://www.spring-nutrition.org/media/videos/using-community-led-video-improve-nutrition-african-sahel

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| **Introduction (narrator)**  Located in the Sahel, Niger is characterized by harsh climate conditions that contribute to structural food crises and high rates of severe acute malnutrition among children.  The people of Niger have experienced frequent shocks such as conflict, drought, and food shortages, which will likely worsen as a result of climate change and a growing population. It is for such context that the SPRING project was created.  SPRING is a five-year project committed to reducing anemia and stunting among women and young children through the expansion of effective social and behavior change communication (SBCC) and nutrition-sensitive programs at scale.  In Niger, SPRING's main intervention tool is community media, a production and dissemination approach of radio spots and videos by the community and for the community. |
| **Marjolein Moreaux, SBCC and Nutrition Advisor, SPRING/Niger**  This approach incorporates media and has a great potential for scale, while still keep the aspect of group discussion and interactive communication. |
| **Narrator**  These videos use community members as actors and are filmed in SPRING’s intervention areas. |
| **Tamo A. Ado, Gender Specialist, Save the Children International**  It is common to see the reaction: “Oh, that’s this person! That’s that person!” if it’s shown in the village where the video was made.  Then, the videos are disseminated and discussed by mediators during community group meetings. |
| **Siradji Issa, Mediator, Gabi, Niger**  I was first chosen by the villagers. We received training in Abandé. |
| **Narrator**  During monthly meetings,community mediators and the SPRING team view and discuss new films prior to their wider dissemination in villages. |
| **Siradji Issa, Mediator, Gabi, Niger**  Thesessions are always held in the same place after the women have finished their household duties.  We present the theme of the day before the start of the screening.  After the screening, we ask if there are questions. We insist that people do not hesitate to ask questions so that we can provide all the necessary information because we are there for them. |
| **Marjolein Moreaux, SBCC and Nutrition Advisor, SPRING/Niger**  Our beneficiary groups act like drops of oil on water. They go home. They speak with their neighbors, with their husbands, their wives, their sisters [trails off]. In fact, just by having four to eight dissemination events per month, we can spread and reach the whole village. |
| **Narrator**  In the Sahel, SPRING has implemented adaptations of the community video model to promote improved behaviors related to nutrition, hygiene, and nutrition-sensitive agriculture.  SPRING’s work in the Sahel is being completed in three phases, beginning with the pilot phase, which consists of developing trial approaches for community media and establishing an evidence base for interventions. |
| **Aichatou Moussa, Health and Nutrition Program Manager, REGIS-ER/Niger**  SPRING and Digital Green have put experts at our disposal who traveled to Niger and trained us. |
| **Mariam Dodo Idé, Health and Nutrition Coordinator, Save the Children International/Niger**  This partnership has allowed us to better plan our behavior change strategy. |
| **Marjolein Moreaux, SBCC/Nutrition Advisor, SPRING, Niger**  In community video production, we always start by gaining an understanding of the context. |
| **Tamo A Ado, Gender Specialist, Save the Children International**  In formative research, we start by identifying a number of challenges that impede the promotion or the achievement of a number of things. |
| **Narrator**  In addition to the positive feedback reported by the mediators, an evaluation study showed that the approach was welcomed with great enthusiasm.  The research from the Pilot Phase helped us make informed decisions when designing the following phases of the project in Niger and Burkina Faso. |
| **Marjolein Moreaux, SBCC and Nutrition Advisor, SPRING/Niger**  In Phase II, instead of training villagers ourselves, we built capacity of partners who then trained mediators in their villages. |
| **Narrator**  In each area, based on the challenges identified, different “packages of practice” are developed by a technical advisory group composed of technical experts from partners and the government. This group oversees the production of the videos.  In Niger, SPRING also trained community members in video production and set up four production hubs: 2 in Maradi and 2 in Zinder.  These hubs also exist in Burkina Faso. |
| **Gaoussou Nabaloum, Activity Coordinator, SPRING/Burkina Faso**  In Phase II, the community video approach was introduced in Burkina Faso  Our support is directed toward partners such as REGIS-ER, as well as the Burkina Faso program through village groups already in place. The support actually relies on those in the field, who facilitate implementation. |
| **Narrator**  In Burkina Faso, Phase III has seen an expansion of SPRING’s support to two other partners: the Victory Against Malnutrition program (VIM) and the Department of Nutrition for scaling and sustainability of the community video approach. |
| **Gaoussou Nabaloum, Activity Coordinator, SPRING/Burkina Faso**  Here in Phase III, we are focused on scaling. In Burkina Faso, we were in 25 villages in eastern Burkina, now we will be in 90 villages, including northern and central Burkina's Sahel region, where we will work with the Department of Nutrition in the interest of sustaining the activities carried out by the SPRING project. |
| **Narrator**  In Niger, in Phase III, SPRING expanded from 115 villages to 246 villages, with a total of seven partners including the Regional Departments of Public Health of Maradi and Zinder. |
| **Marjolein Moreaux, Nutrition Advisor, SPRING/Niger**  In Phase III we will go even further. To start, the government will take the lead in TAG meetings and will be responsible for the choice of themes and the quality control of videos. |
| **Dr. Ousmane Nassirou, Director of Nutrition, Government of Niger**  I would like to ask SPRING to help us to scale this approach, which is innovative and allows us to reach behavior change at the community level.  The Nigerien government is beginning to implement this approach with those we have as technicians, human resources, and logistics, from the State of Niger. |
| **Marjolein Moreaux, SBCC and Nutrition Advisor, SPRING/Niger**  I see that it is truly an innovative approach that can go a long way, so I believe in this for the future of Niger, I believe in it for the future of other countries. |

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