TRANSCRIPT FOR "Improving Nutrition through Community Video in Guinea"

<https://www.spring-nutrition.org/media/videos/improving-nutrition-through-community-video-guinea>

**Narrator:** USAID/Guinea and the Bureau for Food Security invited the SPRING-nutrition project to conduct an assessment; and then to test promising social and behavior change approaches to improve nutrition and agriculture.

Community video was one of the behavior change innovations that SPRING introduced in Guinea, in collaboration with Digital Green and local partner, Winrock International. This approach uses short videos produced in local languages, developed for the community, and actively engaging community members in the production process. These videos are normally disseminated during community meetings on a small portable, battery operated pico projector.

Based on SPRING’s initial assessment, poor dietary diversity among mothers and children under two emerged as a top priority.

In launching community video in Guinea, SPRING consulted with its partner, Winrock International, and experts at Guinea’s Higher Institute of Agriculture and Veterinary Sciences. Together, they identified specific nutrition and agriculture practices needed to improve dietary diversity to promote through video.

**Namory Bérété, Research Professor, Higher Institute of Agriculture and Veterinary Sciences (ISAV):** The importance of videos, for example, is that the observers see what is being done, they hear what is being said, they adopt what is being practiced in the video

**Narrator:** Starting in 2016, SPRING and Digital Green initially trained a small Guinean team from Faranah in video production. SPRING simultaneously recruited volunteers from surrounding communities and trained them in basic nutrition and hygiene, small group facilitation, and video dissemination. Volunteers also learned to conduct home visits to encourage and monitor behavior change.

To develop each video, partners select specific behaviors or practices to promote, and then develop a description of the technical content and key messages for each video. The production team then uses this technical content as a guide, to develop the storyboard and recruit local actors.

During production, the team coaches the actors, and shoots the raw video. Once edited, the video is reviewed and approved by technical specialists. The video can then be disseminated during community or group meetings with a facilitated discussion around the key practices. The impact of seeing these practices, demonstrated by other community members of similar means, speaking their same language IS powerful.

**Interviewee:** I changed my diet because of the video. The importance of watching this video is very big. If they tell you about things, usually you won’t believe, but if you see it for yourself, you will believe it.

**Interviewee:** The video showed me the importance of sweet potato leaves. We can sell some and the proceeds will be used to cover the kids’ expenses. I will call my friends to come with me when I go to watch the video. It’s better to see it for yourself than to be told about it.

**Narrator:** This initial work supported by SPRING in Faranah has provided an opportunity to test the community video approach in Guinea, and helped to identify the key elements needed for further adaptation and scale-up. SPRING also supported USAID’s Guinea Agriculture Services project, funded by Feed the Future, to introduce and promote a range of new agricultural technologies through community video. Using additional platforms for video dissemination - including tablets and smart phones - farmers will be encouraged to adopt improved agricultural practices all along the value chain.

**Andrew Kovarik, Chief of Party, Winrock International, Guinea:** Community video allows us to have a very precise message that the community members can absorb, and that message can be disseminated in a very large area, to multiple communities at a very low cost.

**Namory Bérété, Research Professor, Higher Institute of Agriculture and Veterinary Sciences (ISAV):** Wherever these videos were shared, they were very popular. Even during weekly markets, women talk about these videos.

**Narrator:** A second video production team was recently trained in Mamou. With the support of Winrock International, Cultivating New Frontiers in Agriculture, and private sector partners, both the Faranah and Mamou video teams are developing multiple videos for use by young entrepreneurs to promote the adoption of new agriculture technologies.

**Dr. Mamadou Alpha Balde, Research Professor, ISAV Guinea:** The added value of the community videos approach is like the creation of a demonstration plot in every village. Our hope is that, by using the community videos, small land holder will improve their yield, increase their revenue and be able to meet the school and health needs of their family members, above all of their children.

Community members in Guinea have enthusiastically embraced community video. Program data shows positive changes in knowledge, attitudes and behaviors related to the improved nutrition and agriculture practices.

Partners working with SPRING on nutrition and agriculture-related community videos are now the champions of this approach in Guinea.

**Andrew Kovarik:** there is interest in using community video to promote agricultural techniques and best practices and even inputs in technologies by input suppliers in Conakry … we could use community video to promote storage and processing technologies, to promote specific production practices that will increase yields, to promote the use of specific input and technologies, almost as user manuals for the use of a specific technology.

**Narrator:** By strategically staging the introduction of community video for behavior change, first at the community level, and now through USAID’s Guinea Agriculture Services project, SPRING has laid a foundation to enhance the impact of agriculture and nutrition projects throughout the country.

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