

PACKAGE OF PRACTICES

The foundation of community videos

Introduction

The Package of Practices (POP) is the foundation of a community video, because it contains all the key information that will appear in the video. The POP guides the production team through concept development and storyboarding. A POP increases the likelihood that behavior change depicted in the video will be achieved.

The POP illustrates a precise theme. For each video, the selected theme must offer a positive solution to the identified problem. Within this larger theme, we must choose two or three small, doable actions that will allow the audience to achieve the desired result.

The content of the POP is based on a situational analysis, as well as formative research. It is important to have as much information as possible about the factors that influence the target audience of the video (e.g., what do members of your audience do or not do? Why? Who influences this?).

The POP is developed by a team of both technical content and social and behavior change specialists. It takes approximately one day to develop a POP, depending on the information needed for the theme, revision, and required approval. The POP is an outline of the required technical content and production information, which local stakeholder teams use to develop the subsequent storyboard and video.

What Does a Package of Practices Contain?

The POP is a written document that clarifies the content of the video and presents a series of questions and answers on that content to be used for discussion and behavior adoption verifications. The document follows this structure:

- Theme of video.
- Names of production team members.
- Ideal time for shooting (considering seasons, for instance).
- Key messages and supporting messages for the storyboard.
- Preliminary ideas for the storyboard (if desired).
- Questions and answers for the facilitated discussion of the video and the behavior-adoption verification tool for home visits.

Instructions

Work in groups on the following steps:

1. Discuss and identify the theme of the video.
2. Decide on 2–3 small, doable actions that beneficiaries should adopt after viewing the video. For each action, decide on the primary target. A small, doable action is composed of three parts:
 1. The person (the subject, the target).
 2. The verb (what we want this person to do).
 3. The what/how (the expected action and how it must be carried out).
3. Write 3–4 questions to ask during facilitated discussions about each of the desired actions covered in the video. The questions should be designed to provide enough information to guide beneficiaries to the desired response.

EXAMPLES :

1. Infant and young child feeding:

QUESTION: What must the person responsible for cooking do at least once per day to keep a 6–9 month-old baby in good health?

REPNSE: Prepare enriched porridge.

2. Nutrition-sensitive agriculture:

QUESTION: What can a man do to ensure that his family is well-nourished with local food?

REPNSE: Plant moringa and water the seedlings twice a day.

4. Indicate the questions/answers in the template below.
5. Before completing the “key messages and supporting messages for the storyboard,” step, put yourself in the place of someone who knows nothing about the chosen theme. To make a video, the experts or technical specialists need to share their knowledge and experiences related to the theme. Thus, for each key behavior to adopt or change, explain in a simple and complete fashion:
 - a. Who?
 - b. What?
 - c. Why (risks and advantages)?
 - d. When?
 - e. How often?
 - f. How much?
 - g. How?
 - h. The role of other family members/the community?
6. If you have ideas for a scenario, include them in the POP. You can also leave this part to be decided by the local production team.

EXAMPLES :

- Include a meeting with a religious leader.
- Suggest a village or a family that already practices the behavior.
- Show the preparation of at least three recipes.
- Show a father who feeds his child.
- Show a grandmother who washes her hands.

7. After completing the POP, distribute it to various specialists in the field as well as local stakeholders who are unfamiliar with the topic to ensure that the technical content is correct and will be understandable to the target audiences.

Package of Practices Template and Sample

Fill out the template below:

Theme/Topic: ¹
Names of team members:
Ideal place and time for shooting:
Review of small, doable actions for the storyboard and the verification form
FIRST QUESTION
FIRST ANSWER
SECOND QUESTION
SECOND ANSWER
THIRD QUESTION
THIRD ANSWER
Key messages and supporting messages for the storyboard and/or concept evaluation:
Preliminary ideas for the storyboard:

¹ The title will be decided upon after the concept testing and the plot of the story is known.

Theme:¹ Complementary Feeding

Sub-theme: frequency of feeding, examples of healthy snacks, how to ensure the frequency of feeding when the mother and/or both parents are at work

Names of team members:

Ideal place and time for shooting:

Review of small, doable actions for the storyboard and the verification form:

FIRST QUESTION

- How many times a day must a young child eat?

FIRST ANSWER

- At 6 months, an infant learns to eat; 2 small meals (2–3 tablespoons of food) per day suffice.
- Between 7 and 9 months, an infant must eat a more substantial meal 2 times per day.
- Between 9 and 12 months, an infant must eat a meal 3 times per day, plus 1 healthy snack.
- Between 12 and 24 months, a young child must eat a meal 3 times a day, plus 2 healthy snacks.

SECOND QUESTION

- When a mother is working outside the home, how can she make sure that her child is eating sufficiently during the day?

SECOND ANSWER

- Prepare meals and healthy snacks in advance.
- Take the young child to her place of work, or leave the person responsible for caring for the child enough meals and healthy snacks for the young child.

THIRD QUESTION

- Until what age should a mother breastfeed her child?

THIRD ANSWER

- A child should be breastfed until at least 24 months of age.

Key messages and supporting messages for the storyboard and/or concept evaluation:

- The video must show a variety of healthy snacks.
- The video must show a mother who brings her child to the field, as well as a mother who leaves her child at home under the care of another person.
- The video must emphasize the importance of breastfeeding until at least 24 months of age.

PRELIMINARY IDEAS FOR THE STORYBOARD:²

- A woman meets her neighbors while going to the fields (they are carrying their babies into the field on their backs; an older brother cares for the baby while they work). The woman asks what food they are bringing and if they have eaten breakfast. The neighbor explains the importance of frequently feeding young children, and how she has prepared a snack for her son.
- The woman meets with a community health worker (CHW) to ask about the frequency of feeding. While the CHW explains the frequency required by different age groups, the woman asks her to explain what “healthy snacks” are.
- The CHW shows her the snack that she has prepared for her own child, and asks the neighbors to show what they have prepared for their children that day. The CHW lists the ingredients for each snack, and gives the mother a watermelon.
- The woman returns to the home of her mother-in-law, who takes care of the baby while the mother is working. She gives her mother-in-law the watermelon and asks her to give some to the baby later, while keeping it safe from other children, flies, and rats. Before leaving for the fields, she breastfeeds her baby to demonstrate the importance of continued breastfeeding.

¹ The title will be decided upon after the concept evaluation and the plot of the story are known.

² If you have ideas for a scenario, include them here. This rubric does not replace the participation of technical specialists in the storyboard development process or during shooting.