Improving IYCF: Lessons from market-based and hybrid delivery models

Marti van Liere, Global Alliance for Improved Nutrition
Improving IYCF: Supply & Demand

- Affordability
- Availability
- Awareness

Product trial

- Quantity used
- Frequency of use

Effective coverage

NUTRITION IMPACT

multiple SUPPLY channels and partners

multiple DEMAND channels and partners
Comprehensive SBCC Strategy: creating collective impact

Action = Behavior

Awareness & interest
Motivation & product trial
Compliant utilization

Multi-Sectoral Nutrition Strategy Global Learning and Evidence Exchange
East and Southern Africa Regional Meeting
Everyone is a Consumer

“All aspire good health, a better life for their children, and pleasure in life”

“BoP consumers are smart investors looking for convenience to manage time constraints”
Resilience & Economic Growth in Arid Lands - Improving Resilience in Kenya

REGAL-IR NUTRITION KENYA
FORMATIVE RESEARCH

1. Limited dietary diversity: limited animal foods, (except milk), fruits and vegetables.
2. Low feeding frequency
3. Suboptimal hygiene in IYCF.
4. Inadequate resource base NOT a lack of awareness
SBCC focus on men and grandmothers

Strategic BCC inputs

IPC and Community Level BCC
- Home visits
- Focus groups
- Folk media
- Drama groups

Community and Social Mobilization
- Women’s groups and associations
- Religious organizations
- Social workers

Mass Media and Advocacy
- BCC Campaigns
  - IYCF
  - WASH
  - Cooking
  - Food Security
- Male focused campaigns
- Grandmother focused campaigns

Coordination, Collaboration & Partnerships with Development Partners, NGOs and CBOs

Multi-Sectoral Nutrition Strategy Global Learning and Evidence Exchange East and Southern Africa Regional Meeting

Global Alliance for Improved Nutrition
HOME FORTIFICATION
My baby has more appetite, is more active and is growing up well.

**RELEVANT BENEFITS**

**ATTRACTION PACKAGING**

**ON-PACK RECOMMENDATIONS FOR USE**

**REMINDERS & REWARDS**

**IPC AND COOKING DEMONSTRATIONS**

**Mass Media**

**Visibility Materials**

**Awareness & interest**

**Motivation & product trial**

**Compliant utilization**
PUSHTIKONA BANGLADESH: COLLECTIVE IMPACT

In 2016
- Mass-media
- Community activation
- Policy & regulatory
- Enterprise skills

Multiple partners working towards Collective Impact:
BADUTA
INDONESIA
Project BADUTA: multisectoral approach

Nutritious food products

Home Fortification

TV Commercials

Community Activation

Inter Personal communication

Health System Strengthening

WASH

Access and availability of nutritious products

Maternal nutrition

Feeding and care practices

Healthy Environment

Food / nutrient intake

Maternal and child malnutrition

Micronutrient deficiencies

Stunting

Health / infection
Human Motives for behavior

- **vertebrate**
  - Fear
  - Disgust
  - Hunger
  - Comfort
  - Lust
  - Create
  - Curiosity

- **mammal**
  - Fear
  - Disgust
  - Hunger
  - Comfort
  - Lust
  - Affiliates
  - Nurture
  - Attract
  - Love
  - Hoard
  - Play

- **primate**
  - Status
  - Justice

- **human**

adapted from Aunger and Curtis (LSHTM)
Building a Brand

Umbrella Campaign idea
Rumpi Sehat = Healthy Gossip

Key execution principles
- real-life: no jargon
- repeated, recognizable elements
- humor
- visual cues instead of speech
- presenting a social norm
### Behavior Priority Setting

1. **Excl. Breastfeeding no bottle feeding**
2. Colorful plate, not a rice-white plate
3. Healthy snacking, not before mealtime
4. 1 portion of strength foods /day
Mothers know ‘breast is best’ BUT believe ‘bottle makes it perfect’

CONSUMER INSIGHTS

- “I know breast is best – but I do not believe that my body can do it.” (Confidence Gap)
- Formula milk has become the social norm: an essential add-on
- “You cannot afford to NOT bottle-feed your child – only if you really cannot afford it“
- NO ONE says anything bad about formula or its dangers – mothers don’t know formula displaces BF.

EXECUTION in TVC
Snapping the bottle away

EXECUTION in EMO DEMO
Visualizing breastmilk displacement
Snacking: to be seen as ‘Good Mum’

CONSUMER INSIGHTS
• “I want to be seen as a ‘good mum’, and I do not want my baby to cry otherwise my neighbors may think I’m bad.”
• To keep child happy and tear-free, she allows any snack, prior to mealtimes, to pacify it.
• Lack of awareness that snacks fill the stomach too and get in the way of the main meal.

EXECUTION in TVC
Strong gesture to push away crisps

EXECUTION in EMO DEMO
Visualisation of ‘disgust’
Filling baby tummy
Lessons Learned

• Create aspirational campaign identity
• Execute rigorously across multiple channels
• Prioritize and simplify (using visuals)
• Use emotions as motive to change
• Align & broker multiple partners and channels to create collective impact

MEASURE IMPACT-AT-SCALE