MULTI-SECTORAL NUTRITION STRATEGY
Global Learning and Evidence Exchange
East and Southern Africa Regional Meeting

Giving Participants a Voice in Program Design
TIPS in the Amalima Project
Melissa Antal, The Manoff Group
SO 1: Household access to, and availability of food improved.

SO 2: Community resilience to shocks improved.

SO 3: Nutrition & health among PLW and under 2s improved.
Formative Research

Epidemiology/Science
What will make a difference?

Behaviors
What are people willing and able to do in their context?

Program Strategy & Actions

What frequently happens

• Poor understanding of behaviors
• Default to what is ideal
• Research is shelved
Formative Research

**Epidemiology/Science**
What will make a difference?

**Behaviors**
What are people willing and able to do in their context?

**Program Strategy & Actions**

**What should happen:**
- Understand what is feasible
  - Sub-behaviors
- Understand determinants of new behavior
- Test it out and get feedback
- Learnings flow into design

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What did Amalima do?

Epidemiology/Science
What will make a difference?

Behaviors
What are people willing and able to do in their context?

Program Strategy & Actions

Consultative
Trials of Improved Practices
• Infant and young child feeding
• Water, sanitation and hygiene

Exploratory
Focus Groups and In-depth Interviews
• Conservation agriculture
• Commercial sale of livestock
• Voucher redemption for productive assets
• Village savings and loan group investment and entrepreneurship
• Disaster risk reduction and community resiliency
Process

Solicit research issues & desk review on identified issues

Develop and modify list of research issues, topics and approach

Final vetting by Amalima leadership & USAID

Development of information collection tools

Information collection, analysis

Research findings reports

SBC Strategy Workshop

SBC Strategy

Design & Implementation
Is it worth it?
Trials of Improved Practices

Borrowed from marketing: trials of improved products

Learn from users:

• What works?
• What definitely doesn’t work?
• What would you change?
• How would you market it?

Instead of products—give users new practices to try
How does TIPs work?

1st visit
- Interview, observe and understand the context and current practices.
- Tailor recommendations from the menu to context and current practices.
- Negotiate 1-2 new practices that the participant is willing to try.

Create a menu of behavioral options
Based on science and initial research findings

2nd visit
- Understand what participant was and was not able to do.
- Learn from the participant about the most important barriers, supports and perceived benefits.
- Solicit suggestions from the participant about how to modify, how to promote, etc.
What does it take?
TIPs: Duration of BF Session

Current practice

Problem: Mothers were not breastfeeding for long enough—often less than 5 minutes a feed

Negotiate a recommendation

Breastfeed for 20 minutes or more
Breastfeed until one breast is empty

What happened?

Mothers were not able to “time” breastfeeding sessions.

All who agreed to try emptying one breast and offer the other before stopping were successful.
Result

- **Benefits:** babies cried less, slept more;
- “*more time between breastfeeding to do my chores*”
- **Barriers:** worry that husband will be angry about “laziness”
- **Facilitator:** husbands and grandmothers who support
- “*I no longer harass my wife while she is breastfeeding*”
- **Key promotional finding:** mothers were crazy about hindmilk, and want their babies to get it
# TIPs: Disposal of Feces

<table>
<thead>
<tr>
<th>Current practice</th>
<th>Negotiate a recommendation</th>
<th>What happened?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Many households lack latrines</td>
<td>Carry a hoe to bury the business</td>
<td>Mothers were too embarrassed to carry a hoe</td>
</tr>
<tr>
<td>Almost none have own water source</td>
<td></td>
<td>Modifications: Keep a hoe in the bush</td>
</tr>
<tr>
<td>Problem: Inappropriate feces disposal contributing to diarrhea</td>
<td></td>
<td>Carry a suitable stick</td>
</tr>
</tbody>
</table>
Result

- **Benefits**: Prevent flies and spread of disease
- **Barriers**: Embarrassment ("neighbors would know why they were in the bush")
- **Facilitators**: Hidden hoe, strategic stick
# TIPs: Feeding Eggs

<table>
<thead>
<tr>
<th>Current practice</th>
<th>Negotiate a recommendation</th>
<th>What happened?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eggs are not fed to children because:</td>
<td>Feed egg at least one in a week</td>
<td>6 mothers agreed to give eggs (none giving currently)</td>
</tr>
<tr>
<td>1. Too expensive</td>
<td></td>
<td>4 were successful</td>
</tr>
<tr>
<td>2. Taboo</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Result

• **Benefits:** Babies like eggs; mother pleased that baby eats different foods and getting “nutrients”

• **Barriers:**
  - “Eggs have value—they turn into chickens.”
  - Eggs not always available
  - Expensive

• **Facilitators:**
  - Grandmothers
  - Eggs are easy to prepare
## What next?

<table>
<thead>
<tr>
<th>Behavioral Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ideal Behaviors</td>
</tr>
<tr>
<td>Current Behaviors</td>
</tr>
<tr>
<td>Feasible Improved Behaviors</td>
</tr>
<tr>
<td>Barriers</td>
</tr>
<tr>
<td>Motivators</td>
</tr>
</tbody>
</table>
What next?

### Behavior Change Strategy

<table>
<thead>
<tr>
<th>Comm</th>
<th>Products</th>
<th>Training</th>
<th>Norms</th>
<th>Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Community</td>
<td></td>
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</tr>
</tbody>
</table>

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Behavior Change Strategy

- Recommendations for program operations, training, communications
  - Prioritize behaviors
- Behavioral Goals
- Key messages
- Communication Objectives
- Strategic Themes
- Platforms
- Cross cutting synergies
- M&E
Translation to Program: Counseling

- **Breastfeeding duration**
  - Empty one breast, offering other at each session
  - Promote benefits of “less crying” and more sleeping

- **Feces disposal**
  - Bury the business (for those without latrine)
  - Keep a hidden hoe
  - If concerned about theft/loss keep a special stick

- **Feeding eggs**
  - Feed eggs 2-3 times per week
  - Seek help from grandmothers and husbands
THANK YOU