Igniting Social and Behavior Change for Improved Nutrition
Tara Kovach, Deborah Ash, Mary Packard
Igniting Social and Behavior Change for Nutrition Session Outline

• Introduction
• Development of Evidence-Based SBC Strategies
• Producing a Feature Film in Tanzania to Communicate Nutrition Messages and Good Practices
• Improving the “C” in NACS: IPS for Nutrition Assessment, Counseling and Support
• Summary and Q&A
Development of Evidence-Based SBC Strategies
Tara Kovach
Facilitating Development of Evidence-Based SBC Strategies

In several countries:

• Gaps in coordination of efforts to improve nutrition

• Commitment existed but no common vision or voice for improving nutrition

• Lack of accountability

As a response:

• FANTA led a collaborative process to develop multisectoral nutrition SBC strategies in Côte d’Ivoire, Mozambique, and Malawi
Shift in Thinking...

• Over the years, there has been a shift in thinking about human behavior
• We know that simply giving correct information – while important – does not change behavior by itself
• People make meaning of information based on the context in which they live
• We also know that only addressing individual behavior is often not enough
Three Facts about Human Behavior

1. Culture, norms, and networks influence people's behavior.

2. People cannot always control the issues that create their behavior.

3. People are not always rational in deciding what is best for their health and well-being.
Characteristics of SBC

1. SBC uses an evidence-based and planned process
2. SBC applies a socio-ecological model for change
3. SBC operates through 3 key elements:
   a) advocacy
   b) social mobilization
   c) behavior change communication
SBC Applies a Socio-Ecological Model

SOURCE: Adapted from McKee, Manoncourt, Chin and Carnegie (2000)
SBC Operates through 3 Key Elements

• Advocacy to increase resources and political/social commitment for change goals

• Social Mobilization for wider participation, collective action, and ownership, including community mobilization

• Behavior Change Communication for changes in knowledge, attitudes, and practices of specific audiences
Theoretical to Practical: FANTA’s Process for SBC Planning

1. Establish an SBC planning working group
2. Review existing nutrition communication documentation
3. Conduct 5-day consultative workshop to draft SBC strategy
Components of an SBC Strategy

Using a 5-day participatory workshop to develop an SBC strategy:

1. Identify the problem and prioritize the needs in country
2. Review existing formative research and communication documentation in country
3. Identify target audiences
4. Determine the desired change for each audience
5. Identify the barriers to achieving that change for each audience and perceived benefits
6. Identify the communication objectives for each audience
7. Additional research needed on each target audience
8. Identify activities, materials, and key content for each audience, when they will be completed, and by whom
9. Identify how change will be measured
In Côte d’Ivoire

• Helped gov’t and partners prioritize 3 thematic areas for biggest impact – MCHN, HIV and nutrition, and overweight/obesity prevention – along with priority audiences:

<table>
<thead>
<tr>
<th>Advocacy</th>
<th>Social Mobilization</th>
<th>Behavior Change Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parliament</td>
<td>Community and religious leaders</td>
<td>Mothers of young children and pregnant &amp; lactating women</td>
</tr>
<tr>
<td>Development partners/donors</td>
<td>Youth associations</td>
<td>Fathers and husbands</td>
</tr>
<tr>
<td>Government</td>
<td>Women’s groups</td>
<td>Grandmothers and other family members</td>
</tr>
<tr>
<td>Media</td>
<td>Health providers and traditional healers</td>
<td>Men, women, and adolescents with HIV</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Women of reproductive age</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adult men</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adolescent girls and boys</td>
</tr>
</tbody>
</table>
In Côte d’Ivoire

- Included implementation plans with evidence-based activities, materials, and key content

<table>
<thead>
<tr>
<th>Media Desired Change (Gatekeepers and journalists)</th>
<th>Increase Media Coverage of Nutrition Issues and Improve the Quality of Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Activities</td>
<td>• Roundtables with media gatekeepers</td>
</tr>
<tr>
<td></td>
<td>• Trainings with journalists</td>
</tr>
<tr>
<td></td>
<td>• Fellowship program (for mentorship opportunities)</td>
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<tr>
<td></td>
<td>• Nutrition journalists’ association with awards</td>
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</tbody>
</table>

| Media Materials                                  | • Fact sheets on specific nutrition-related topics                         |
|                                                   | • Handbook on nutrition reporting                                          |
|                                                   | • Contact lists for media                                                 |
Results

• Being used to coordinate SBC efforts for SUN implementing partners
• Helped ensure partners were speaking in same voice by using same validated messages
• Contributed to creating accountability for nutrition
Results

Countries reported that the process was valuable to help multisectoral stakeholders in-country create a roadmap for SBC by prioritizing needs and practices and harmonizing SBC efforts including research.

“The process of collaborative and participatory strategic planning has helped us coordinate our efforts to improve nutrition in Tanzania and more effectively advocate for resources for nutrition.”

– Dr. Joyceline Kaganda
Tanzania Food and Nutrition Centre
Key Takeaways

Applying a systematic and collaborative step-by-step process to develop multisectoral nutrition, SBC strategies with stakeholders in-country can:

- Serve as coordination mechanism and means to promote accountability for nutrition at national level.
- Help stakeholders reach consensus on evidence-based actions.
- Harmonize messages and promote consistency of messages across partners and at various levels.
- Increase accountability for nutrition.
- Be used at various levels and by programs.
Producing a Feature Film in Tanzania to Communicate Nutrition Messages and Good Practices

Deborah Ash
Development of the Tanzania National Nutrition Advocacy Plan

To ignite change to improve nutrition at all levels, Tanzania developed a National Advocacy Framework and implementation plan:

- Advocacy
- Social mobilization
- Behavior change communication
National Nutrition Advocacy Plan: Target Audiences - Media

“Increased number of journalists, editors, and other media gatekeepers, media owners, social media, and film producers with adequate knowledge and skills to produce accurate and increased coverage of nutrition issues and entertainment education focusing on nutrition.”
Developing a Nutrition Feature Film Using Education Entertainment Techniques

**Collaboration**
- FANTA Cooperative Agreement Partner – MFDI
- TFNC
- TACAIDS/Head of BCC
- Minister of Health
- World-renowned mentors
- Award-winning Tanzania film industry talent – Swahiliwood writers, directors, producers

**Creative Process**
- Creative brief
- Concept development
  - Evidenced-based practices
- Treatments
- Script development
- Mentors help with embedding messages, transformative moments, behavior change
Nutrition Feature Film
Ngoma ya Roho/Dance of the Soul
Film Discussion Guide

Ngoma ya Roho (Dance of the Soul)
DISCUSSION GUIDE
Key Takeaways

• The Honorable Minister of Health, Community Development, Gender, Children and the Elderly provided a testimonial calling for use of the film to spark change in social norms driving poor nutrition outcomes.

• 11,000 DVDs and discussion guides are being distributed to USAID IPs and all regional and district nutrition officers for use during community programming, social mobilization, and with farmer groups in all six FTF ZOI in Tanzania.

• The film will reach 2 million viewers with an entertaining story that provides voice and visibility in pursuit of improved nutrition.
Improving the “C” in NACS: IPC for Nutrition Assessment, Counseling, and Support

Mary Packard
The “C” in NACS

COUNSELING

contextualized
communication
connections
community
client-centered
It’s a CHALLENGE!
Weaknesses Identified

- Too much information
- Not enough asking and listening
- Neglect of barriers and benefits most salient for client
- Weak use of visual aids, lack of training with them
- Weak or absent supportive supervision and coaching

*Fundamental problem: assuming that counseling = delivering messages/“telling”*
A Guiding Principle

- Distinguish between the content of counseling vs. the delivery ("what" vs. "how")
FANTA’s Counseling Model: the “how”

1. How have you been feeling?
2. What have you been eating?
3. How is your treatment going?
4. What do you understand?
5. What makes it hard to do _____?
6. What/who can support you to do _____?

GREET the client

SHOW kindness and respect

ASK open questions and LISTEN to the client

PRIORITIZE the client’s most important problems

EXPLAIN with client TEACH BACK

SUGGEST and DISCUSS what the client can do

PLAN and AGREE on action steps
FANTA’s Competency-Based Training

AIM: Master top priority skills

METHOD:
• Practice in role play triads, repeating and building upon skills with each round
• Have actual clients come into workshop for practice
• Follow up with coaching and mentoring

TOOLS: Checklists to focus on key skills and structure feedback
Sample Checklist for Session 1 on “asking & listening”

<table>
<thead>
<tr>
<th>During the counseling session...</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 How many open-ended questions did the counselor ask?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did the counselor...</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>2 Ask about diet?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Ask about medication?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Ask about symptoms?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Ask clarifying questions?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Use reflective listening (reformulate what client said)?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
How to Put the Brakes on “telling”?
How to Train for “teach back”?

Role Play Demonstration
FANTA’s Core Needs Tool: the “what”

Live Well!

- You can live long and well with HIV or TB if you take your medicine every day.
- If you skip doses, the medicine may stop working and you can get sick.
- Your health care provider can help you manage side effects of medicines.

- Living with infection means your body needs regular care to stay well.
- Do not miss your regular checkups.
- Go to the clinic whenever you feel sick.
- Ask health care providers to connect you with other helpful services and support.

- A nutritious diet is powerful support for good health.
- Different foods help you in different ways, so eat a variety from all the food groups.
- Do not eat “junk” foods, which do not help your body in any way.
- Eating well means eating enough, eating a variety of foods, and avoiding junk food.

- Germs are too small to see, but they can make you sick with diarrhea and other illness.
- You can stop germs from getting into your body and making you sick.
- Drink only boiled or treated water.
- Do not defecate in the open. Use a latrine.
- Wash hands with flowing water and soap or ash after passing stool and before eating or cooking.
- Keep food covered and cooking tools clean.
Results

Zambia – Evaluation findings show that an initiative to improve interpersonal communication has been associated with improved ART patient outcomes.

Nigeria – Demonstrated value of even limited counseling with visual aids.

Côte d’Ivoire – Full, enthusiastic adoption of the 3-day counseling training package by government.

Malawi – Adopted, adapted, and expanded the 3-day counseling training, with a focus on using a new flipchart.
Key Takeaways

• Counseling may seem easy – but it’s not!
• Quality counseling benefits clients’ lives, so it’s worth investing in improvement!
• Key strategies for improvement:
  1. SIMPLIFY & PRIORITIZE the content
  2. Make the process more INTERACTIVE
     → Apply to both counseling and to training
• People appreciate practical!
Summary and Q&A
Session Summary

- Effective SBC strategies are evidence-based, apply the socio-ecological model and address advocacy, social mobilization and behavior change communication.
- Having a comprehensive SBC strategy is crucial to coordinating efforts of multiple partners.
- Feature films can reach audiences that would not necessarily be reached through other channels.
- Producing discussion guides can reinforce messages and practices shown in the film.
- Effective counseling involve not only communicating correct information but also tailoring information according to each client’s context and needs.
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