



Igniting Social and Behavior Change for Improved Nutrition

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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

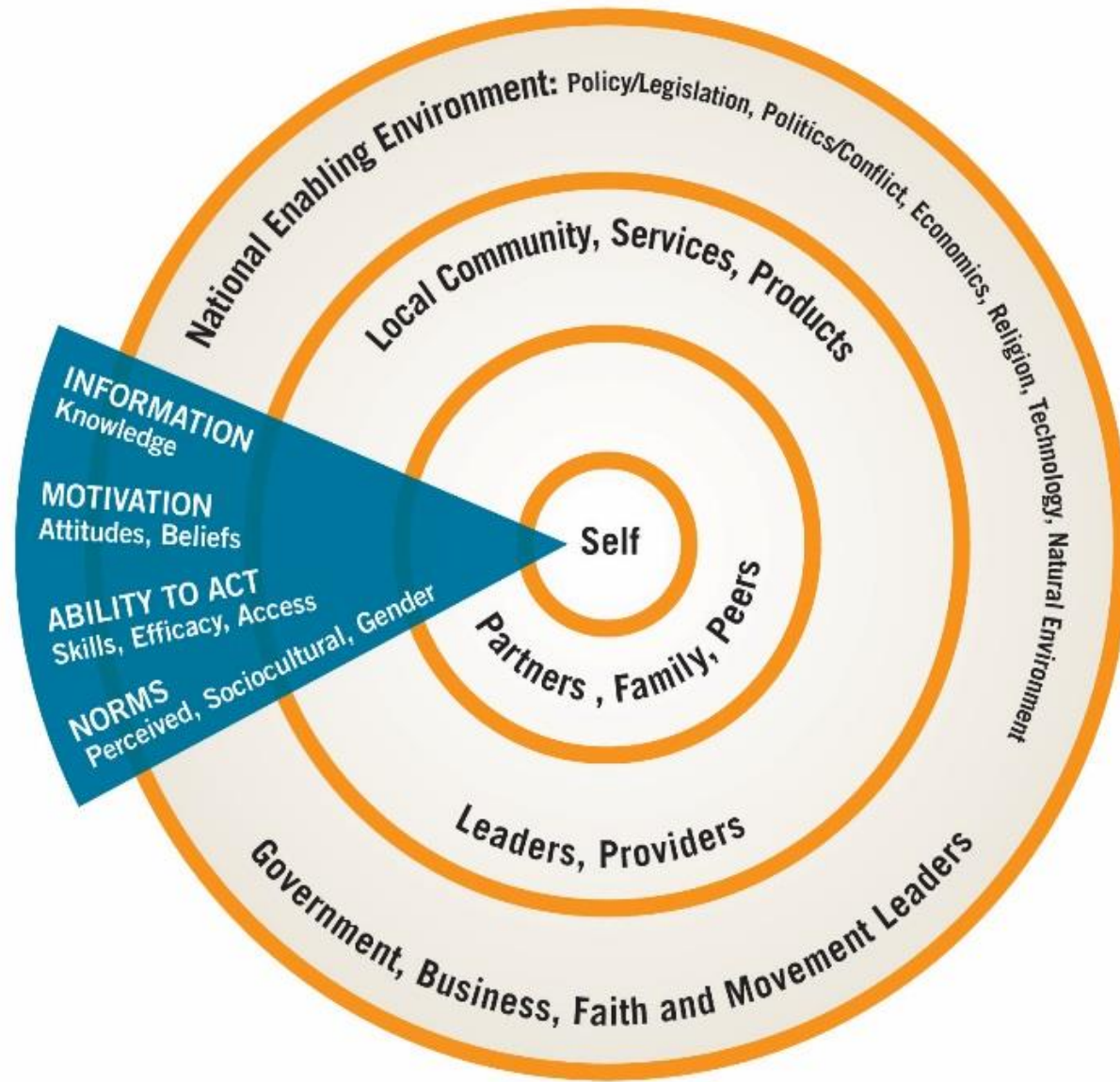
3

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



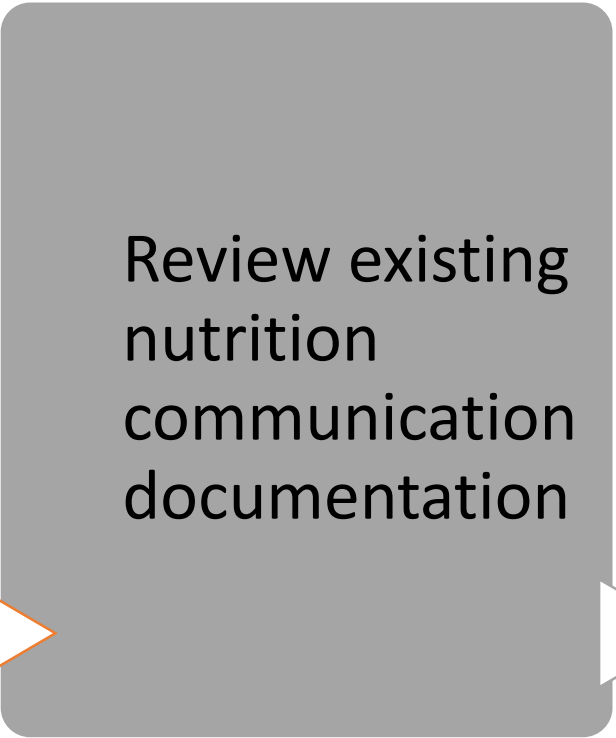
SOURCE: Adapted from McKee, N. Social Mobilization and Social Marketing in Developing Communities (1992)

Theoretical to Practical: FANTA's Process for SBC Planning


Establish an
SBC planning
working
group



Review existing
nutrition
communication
documentation

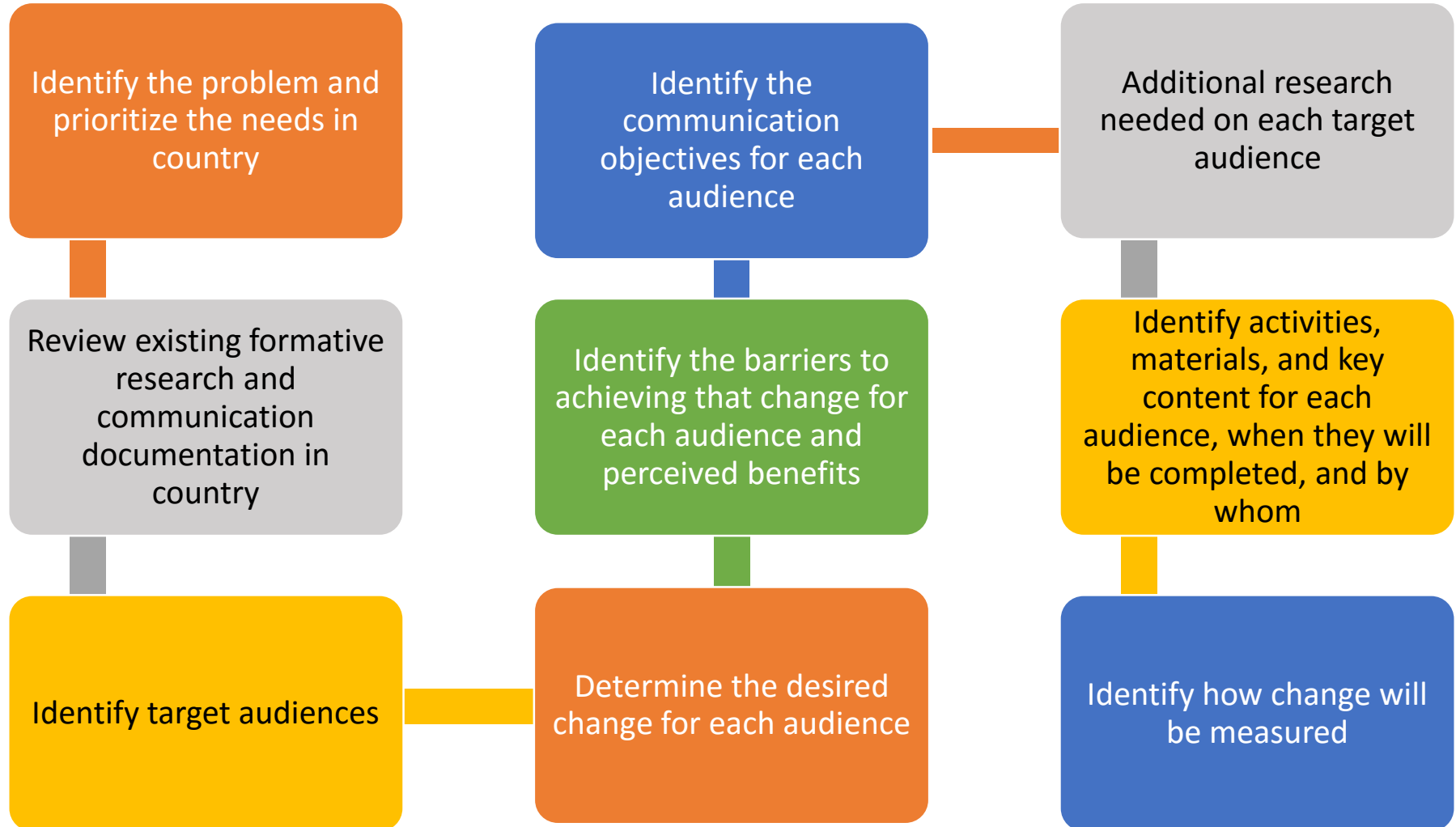


Conduct 5-day
consultative
workshop to
draft SBC
strategy



Components of an SBC Strategy

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



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:

Advocacy	Social Mobilization	Behavior Change Communication
Parliament	Community and religious leaders	Mothers of young children and pregnant & lactating women
Development partners/donors	Youth associations	Fathers and husbands
Government	Women's groups	Grandmothers and other family members
Media	Health providers and traditional healers	Men, women, and adolescents with HIV
		Women of reproductive age
		Adult men
		Adolescent girls and boys

In Côte d'Ivoire

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

Media Desired Change (Gatekeepers and journalists)	Increase Media Coverage of Nutrition Issues and Improve the Quality of Coverage
Media Activities	<ul style="list-style-type: none">• Roundtables with media gatekeepers• Trainings with journalists• Fellowship program (for mentorship opportunities)• Nutrition journalists' association with awards
Media Materials	<ul style="list-style-type: none">• 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

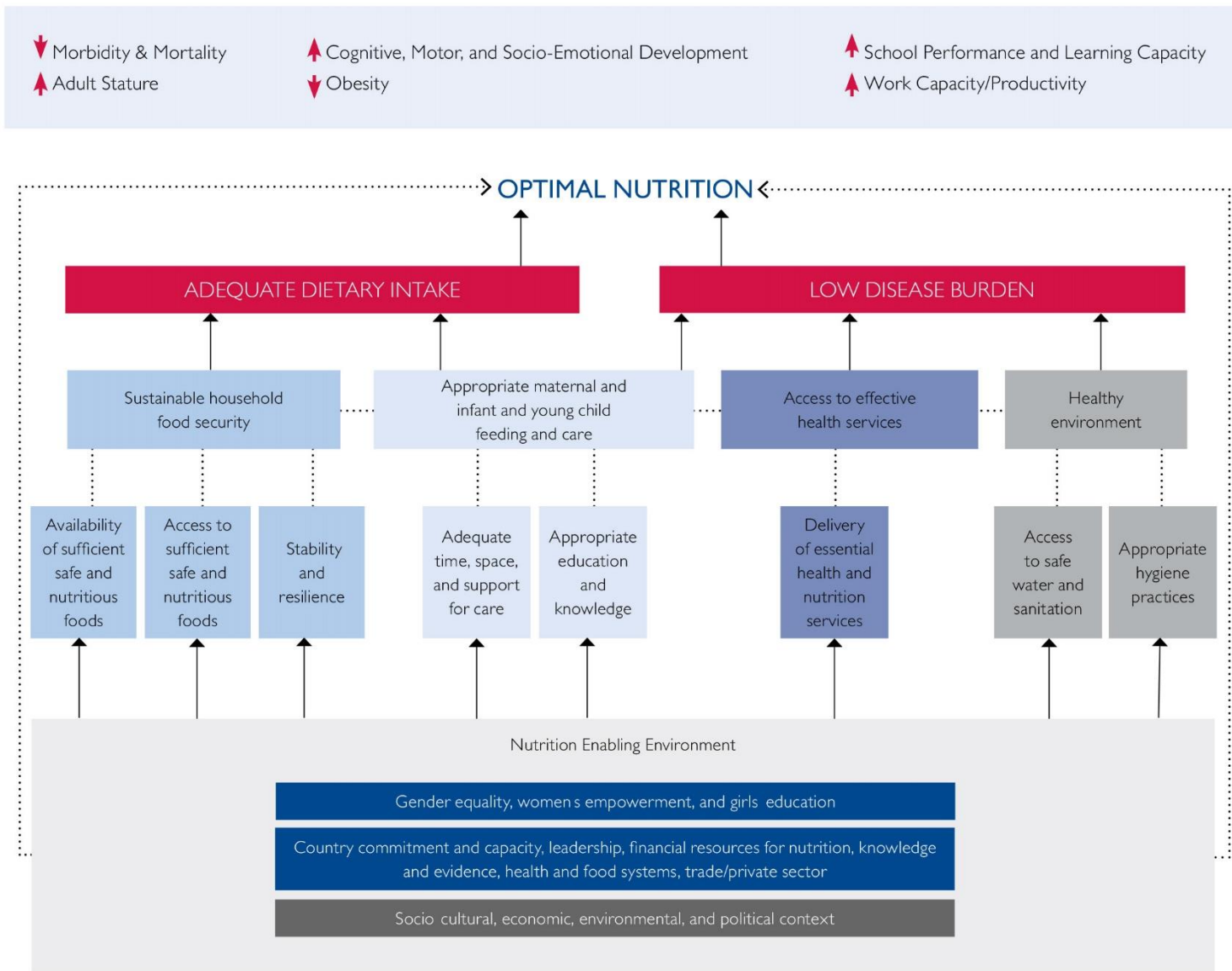
Development of the Tanzania National Nutrition Advocacy Plan

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

- **Advocacy**
- **Social mobilization**
- **Behavior change communication**

FIGURE 1: USAID MULTI-SECTORAL NUTRITION CONCEPTUAL FRAMEWORK

Adapted from UNICEF, 2013¹⁵ and Black et al., 2013²



ILLUSTRATIVE EXAMPLES

- Agriculture Production/Income Generation for Dietary Diversity
- Food Processing
- Postharvest Storage
- Food Fortification
- Targeted Livelihood Activities
- Risk Mitigation Interventions
- Social Protection and Safety Nets
- Biofortification

- Early, Exclusive, and Continued Breastfeeding
- Appropriate Complementary Feeding
- Feeding During Illness
- Dietary Diversity for Pregnant and Lactating Women and Children
- Maternal Supplementation
- Caregiver Support and Protection
- Early Child Care and Development

- Treatment of Acute Malnutrition
- Micronutrient Supplementation or Fortification
- Nutrition Management of Diseases
- Prevention and Treatment of Infectious Diseases
- Family Planning and Reproductive Health Services
- Deworming in Children
- Nutrition Assessment and Counseling

- Safe Water Sources
- Sanitation Facilities
- Hand Washing with Soap
- Clean Family Living Environment
- Safe Food Handling

- Nutrition Advocacy
- Nutrition Resources Mobilization
- Multi-sectoral Coordination
- Human Resources for Nutrition
- Gender Sensitive Interventions
- Accountable Policies that Enable Participation and Transparency
- Systems: Quality Improvement/ Quality Assurance, Management, Financial, Logistics, Monitoring and Evaluation, Nutrition Surveillance

National Nutrition Advocacy Plan: Target Audiences - Media



SOURCE: Adapted from McKee, N. Social Mobilization and Social Marketing in Developing Communities (1992)

“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

NACS

contextualized

communication

COUNSELING

community

connections

**client-
centered**

It's a

CHALLENGE!

Weaknesses Identified

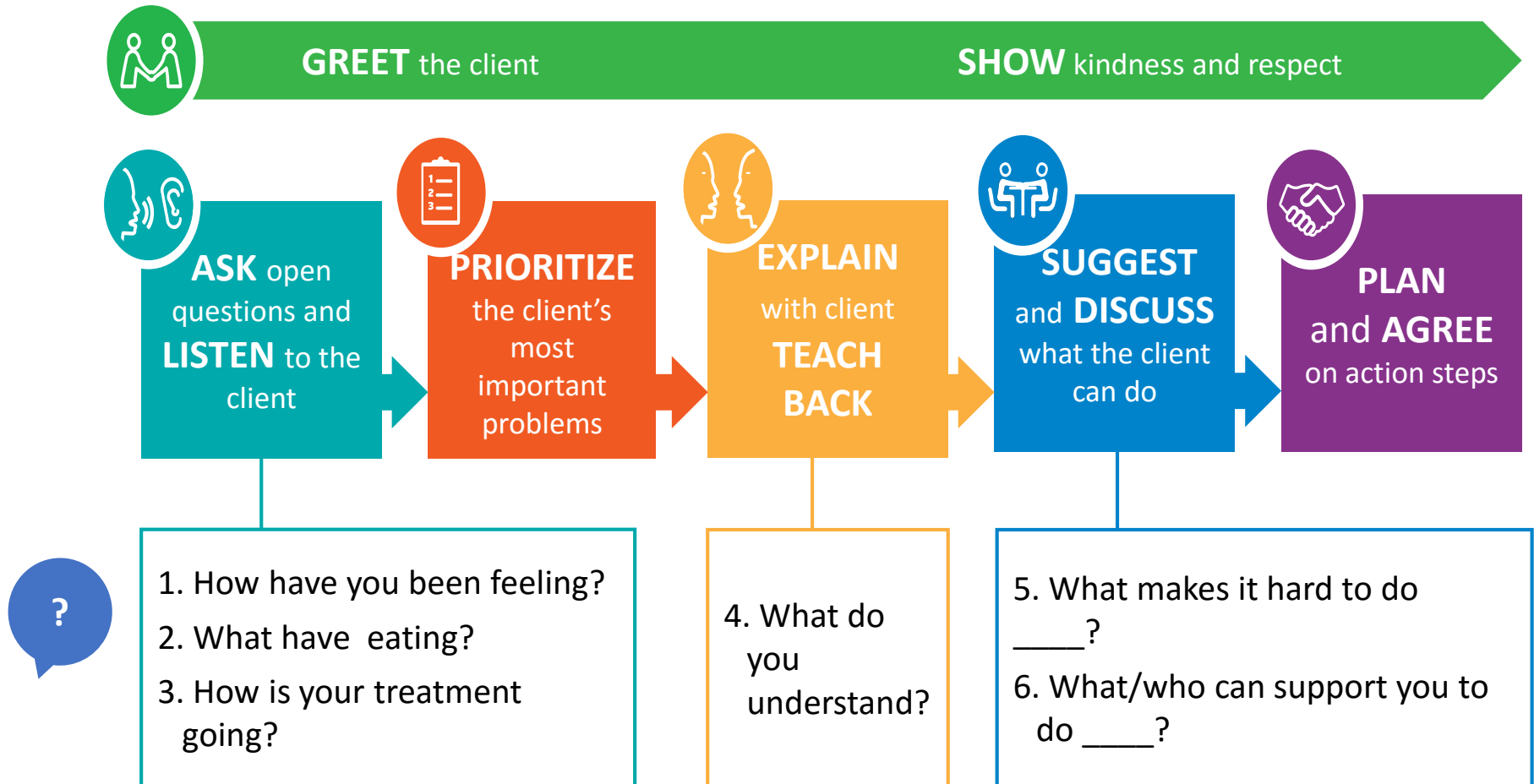
- Too much information
- Not enough asking and listening
- Neglect of barriers and benefits most salient for client
- Weak use of visual aids, lack of training with them
- Weak or absent supportive supervision and coaching

*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"



FANTA's Competency-Based Training

AIM: Master top priority skills

METHOD:

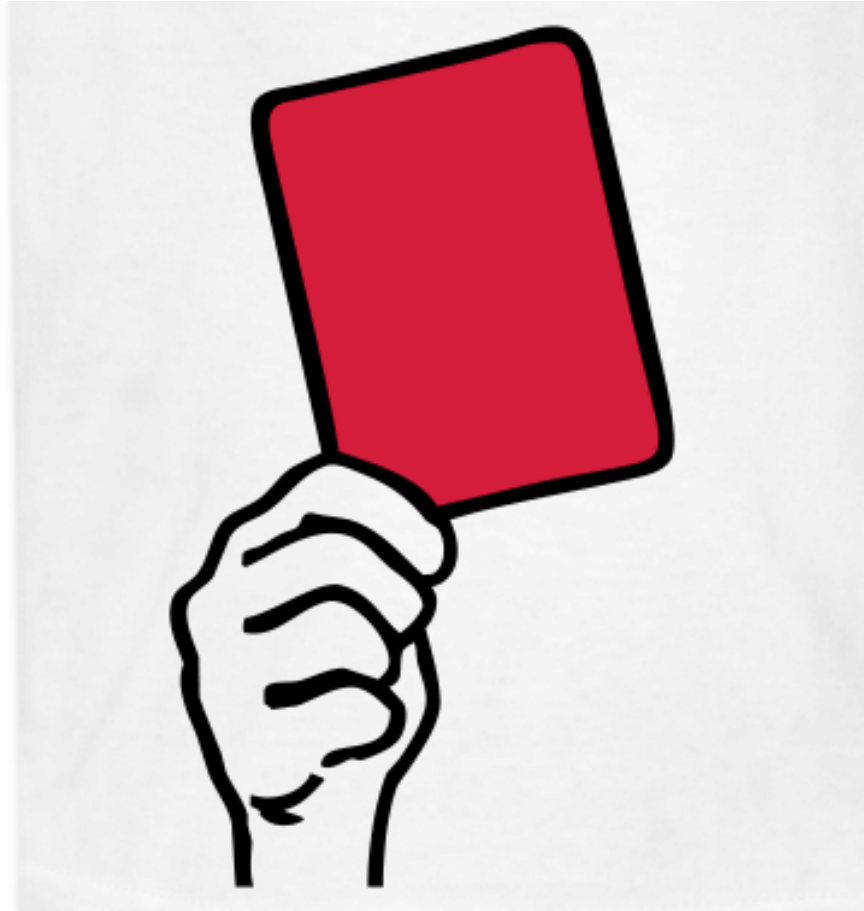
- Practice in role play triads, repeating and building upon skills with each round
- Have actual clients come into workshop for practice
- Follow up with coaching and mentoring

TOOLS: Checklists to focus on key skills and structure feedback

Sample Checklist for Session 1 on “asking & listening”

	During the counseling session...		
1	How many open-ended questions did the counselor ask?		
	Did the counselor...	Y	N
2	Ask about diet?		
3	Ask about medication?		
4	Ask about symptoms?		
5	Ask clarifying questions?		
6	Use reflective listening (reformulate what client said)?		

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.*

WASH AND KEEP CLEAN

- 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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