

## Cost analysis of a nutrition messaging intervention through community-led videos in Odisha

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### OBJECTIVE

To evaluate the cost benefit of implementing a nutrition behavior change communication pilot led by a community-based organization using localized videos

### METHODOLOGY

**Cost data:** Ingredient costing and a variation of activity-based costing method

**Effectiveness data:**

- All prices converted to 2013 prices using GDP deflators
- Knowledge retention survey conducted in Keonjhar among random sample of 306 self-help group members

### PROJECT AREA

Country: India | State: Odisha

District: Keonjhar

Villages: 18 in Patna block and 12 in Ghatagaon block

### RESULTS

**Outputs:**

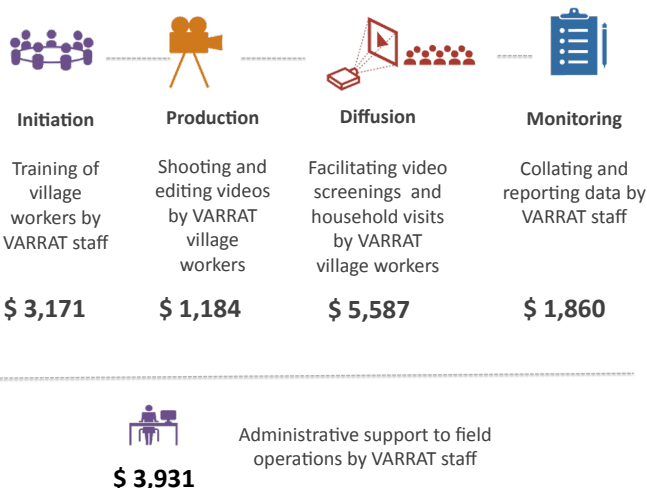
- Trained 27 VARRAT village workers
- Produced 10 local nutrition-related videos
- Conducted 223 mediated video screenings
- Engaged 1,071 women in 109 self-help groups

**Outcome:**

- **49%** of the promoted behaviors were recalled accurately by individuals that were exposed to them

*SPRING and Digital Green trained VARRAT staff on nutrition behaviors and video production and dissemination processes. Upfront costs for initializing the approach were excluded from this analysis.*

### Community-led video-based learning approach



Cost-effectiveness ratio was found to be \$2.47 (95% CI 2.38-2.56) per individual knowledge retention of an improved maternal and child health and nutrition behavior

### NEXT STEPS

- Collect cost data concurrent to program interventions, rather than retrospectively, to improve program efficiency
- Enhance research design by maintaining control sites for cost-effectiveness comparison with other behavior change communication interventions
- Evaluate outcomes, such as behavior change or improved nutrition status
- Identify ways to reduce dependency on self-reported costing data

