



# digitalGREEN

## Notes from Workshop on Nutrition for RMNCH+A and SBCC Strategy Study for Digital Green

April 19, 2016

Jaypee Vasant Continental, Vasant Vihar, New Delhi

### Welcome, Vinay Kumar, Digital Green

Vinay Kumar, Digital Green's Chief Operating Officer, opened the workshop on behalf of Digital Green. Vinay gave background on Digital Green and its decision to extend its video-based approach to health and nutrition based on evidence generated by Digital Green's pilot work and third-party research. The current grant from USAID supports Digital Green's first full programmatic attempt to apply its approach in nutrition and RMNCH+A. Digital Green engaged consulting firm Dalberg to develop a strategy to take forward its approach in health and nutrition and identify organizations with whom it should collaborate.

### Findings & Recommendations, Pritha Venkatachalama & Kanishka Bhattacharya, Dalberg

#### *Workshop agenda*

- Background on DG and its work in RMNCH+A nutrition
- Share findings and insights from study
- Discuss key questions and learn from perspectives/experience in room
- Uncover/discuss opportunities for future collaboration and partnership

The *purpose of the study* was to understand Digital Green's current operations, how its approach of peer-to-peer localized videos can be updated and customized to be effective in health and nutrition, which service delivery approach is optimal, geographic targets for implementation, and prospective partnerships. Dalberg organized thinking around Digital Green's approach based on four **key functions**:

- *Knowledge* – emphasis on research; some leveraged partnerships are in place, including London School of Health and Tropical Medicine (LSHTM) on a four-year randomized control trial (RCT) in Odisha. Challenge that nutrition topics are complex and behavior may be reinforced in social/cultural factors.
- *SBCC approach* – feature video and other complementary ICT channels. Important to understand drivers of behaviors and select appropriate target audiences.
- *Dissemination* – relies on implementation capacity of partners, including NRLM in Bihar and Jharkland and NGOs at state level. Digital Green has an opportunity to build off of credibility gained in agriculture work, but also needs to build front line health worker capacity.
- *Data* – leverage Digital Green's existing COCO system; stress open source platform. Need to define appropriate measure/indicator of adoption.

Dalberg mapped out stakeholder networks in nutrition, noting the absence of private sector (for funding or distribution channels), to identify in which states implementation can begin quickly; where the project can dovetail with existing work; and other organizations to whom the project should reach out to explore partnerships. For SBCC, Dalberg recommended using a layered service approach to deliver messaging over time, leveraging mobile-based content and reminders; and using IPC and group counselling.

In response to questions, Dalberg confirmed that they used mostly secondary research, supplemented with local interviews; recommendations do not touch on linkages between agriculture and nutrition though messaging will; and the project's focus is on the first 1,000 days but includes indicators across life stages.

### 3. Group Discussions and Presentations

Break out groups came up with solutions to the following three questions, respectively:

**Group 1.** What are some important challenges that are specific to SBCC for RMNCH+A nutrition within the context of rural India? What lessons and best practices may be learned from SBCC/ICT based approaches in RMNCH+A nutrition in India or globally?

Group members focused on nutrition and IYCF. Incorrect or insufficient knowledge is a bigger challenge than food availability (though individual accessibility may still be a significant challenge). Examples: Does exclusive breastfeeding include water or not? What does diversity mean? Practical issues also create challenges. Examples: Is the mother always available to exclusively breastfeed? Do mothers have time to cook and feed nutritious meals to their infant every meal? Secondary care givers may not have the same level of information. Mothers' perception of decreased milk production once they start complementary feed. Mothers who breastfeed and do not start complementary feeding in time. The family pot itself is not diverse, so would need resources to create a diverse diet. Possible solutions include:

- Create self-efficacy, e.g. budgeting, time management, planning of meals
- Leverage local solutions, e.g. culture of preserving food in India
- Reach out to adolescents (future homemakers) and create diversity for whole families
- Sequencing of messaging – start a few months before the message becomes relevant
- Measuring – measure at 3-6mos and 6-9mos because of common malnutrition spikes
- Role for experts and standardized communication
- Practical messaging

**Group 2.** What are perspectives on an effective SBCC approach for RMNCH+A nutrition in India? How can Digital Green's video-based approach be best leveraged in conjunction with other methods/strategies? What might be ways to define and measure results/impact of such approaches?

SBCC should include:

- Inter-personal counseling (IPC)/Group counseling + mix of media and ICT platforms
- Harmonize content and activities across organizations
- Predict constraints for some behaviors and feed into IPC/group counseling
- Create linkages with services and product providers on supply side
- Harmonize group composition
- Add and address beneficiary perspective in messaging
- Build knowledge level of FLWs and video makers
- Use knowledge recall/retention as a proxy, but do not call an adoption
- Target certain behaviors that can be measured more easily to count an adoption

**Group 3.** Which networks/platforms, funding channels, donors may be leveraged for SBCC in India?

- *Funding agencies* (also knowledge partners): UNFPA, UNICEF, UNDP, CIFF, Azeem Premji Philanthropic Initiative, and corporations such as TATAs, Johnson & Johnson, and Aditya Birla. Need to establish value add/positioning for the corporate's business interest or branding.
- *Facilitating networks*: Jharkhand SCR Council, DASRA, SAMHITA
- *Tech partners*: Network operators, closed user network groups, existing or new helplines
- *Dissemination stakeholders*: PHED, VHNSC, COB networks

#### **4. Closing Remarks, Charu Chopra, Digital Green**

Charu acknowledged participants for providing food for thought and raising important issues for Digital Green and the project to consider, and extended Digital Green's thanks to all who participated. Vinay requested participants to think of how we can collaborate together, and noted that Digital Green will be seeking partner organizations' participation in the project's forthcoming technical advisory committee.

Annex 1

**Workshop on Nutrition for RMNCH+A and SBCC Strategy Study for Digital Green**

**List of participants**

Organization	Participants
BBC Media Action	Jai Mendiratta
	Malika Malhotra
Alive & Thrive	Dr. Sebanti Ghosh
	Dr Anupam Shrivastava
	Mona Sinha
	Nagendra Varada
IPE Global	Geeta Verma
	Ashok Raisingani
Dimagi	Rishabh Rath
IFPRI	Purnima Menon
PCI	Kaniz Fatima Muneeza
Gram Vani	Rohit Singh
Howard Delafield International	Siddhartha Swarup
USAID	Dr. Sharmila Neogi
Gain Heath	Deepti Gulati
Awazdee	Sonali Mehta-Rao
The Communication Hub	Roshni Subhash
Consultant	Dr. Anchita Patil
	Dr. Deepali Hariprasad
Digital Green	Pawan Ojha
	Praveen Sriramshetty
	Dr Namita Singh
	Rishi Raj Shukla
	Swati Gaur
	Sudha Jha
	Vinay Kumar
	Divish Gupta
	Susan Thomas
	Amy Wiedemann
	Ritika Pandey