USAID
FROM THE AMERICAN PEOPLE

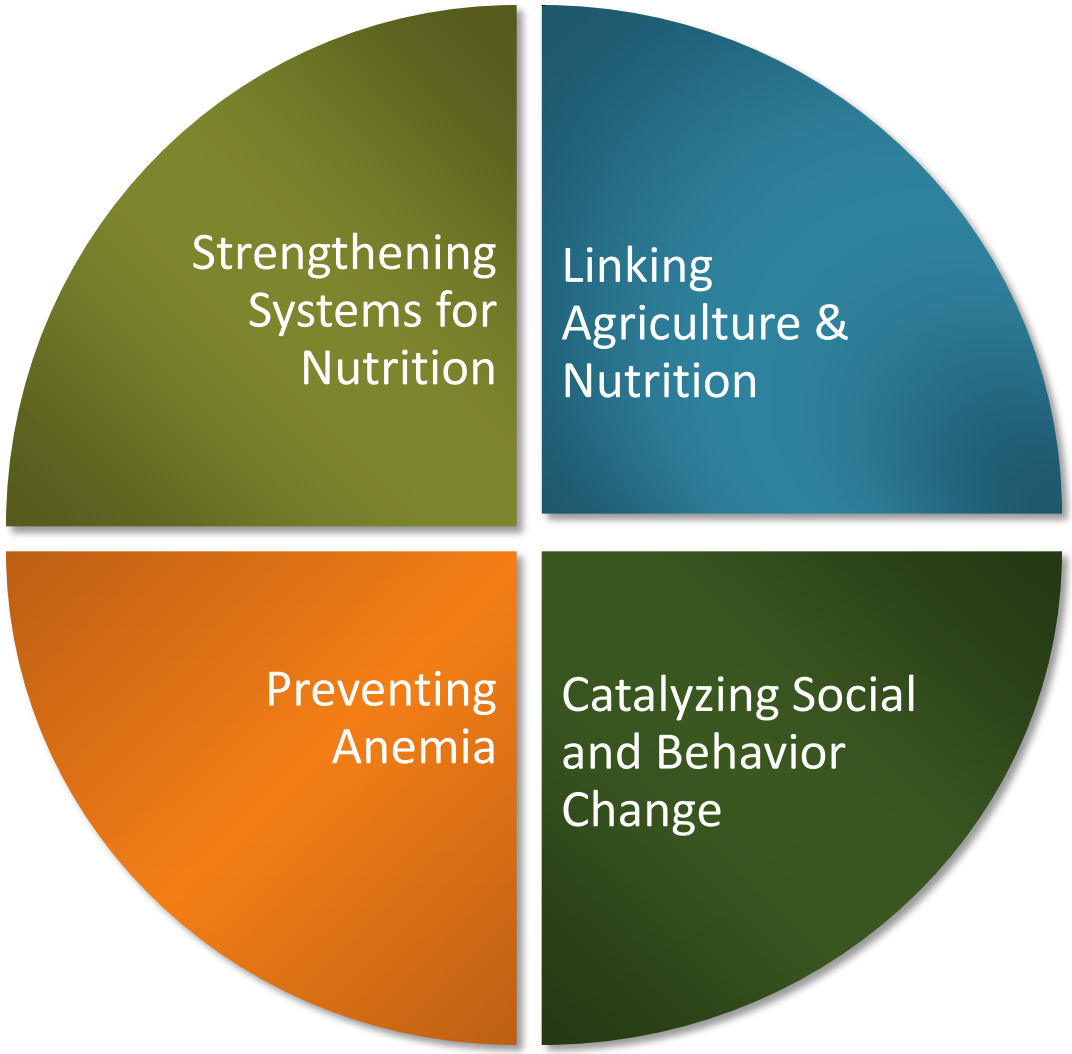
SPRING
Strengthening Partnerships, Results and Innovations in Nutrition Globally

Leveraging agriculture and community agents for health and nutrition:

The use of participatory, community-led videos on mobile pico projectors in rural India

Peggy Koniz-Booher
SAFANSI Meeting
November 10, 2014

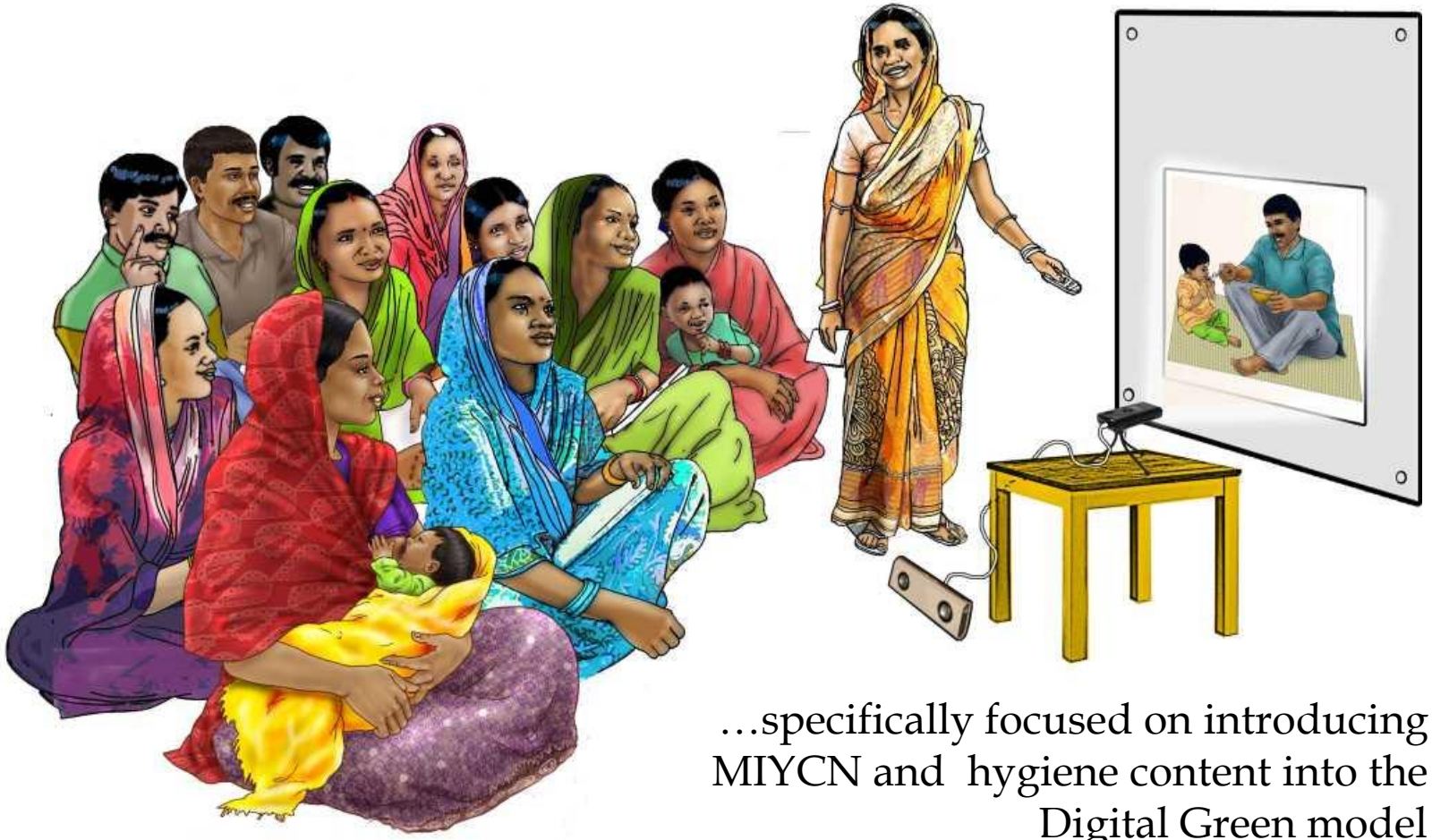
SPRING is a 5-year USAID-funded global nutrition project focused on:



USAID
FROM THE AMERICAN PEOPLE

SPRING
Strengthening Partnerships, Results and Innovations in Nutrition Globally

Results of a one year collaboration & feasibility study with Digital Green



…specifically focused on introducing MIYCN and hygiene content into the Digital Green model

USAID FROM THE AMERICAN PEOPLE

SPRING
Strengthening Partnerships, Results and Innovations in Nutrition Globally

Objectives of collaboration

To **adapt** the Digital Green community video model, initially used to promote new or improved agricultural practices, for the promotion of essential nutrition and hygiene behaviors.

To **test the feasibility** of the adapted model, to document results, and to make recommendations on how to extend and scale in other contexts.

Where SPRING and Digital Green are working together in India:

State – Odisha

District – Keonjhar

Blocks - Patna & Ghatagaon

Villages – 30
(18 in Patna &
12 in Ghatagaon)

USAID
FROM THE AMERICAN PEOPLE

SPRING
Strengthening Partnerships, Results and Innovations in Nutrition Globally

Who we are working with: Local NGO VARRAT and SHGs

USAID FROM THE AMERICAN PEOPLE

SPRING
Strengthening Partnerships, Results and Innovations in Nutrition Globally

Why SPRING is convinced this is game changer for nutrition?

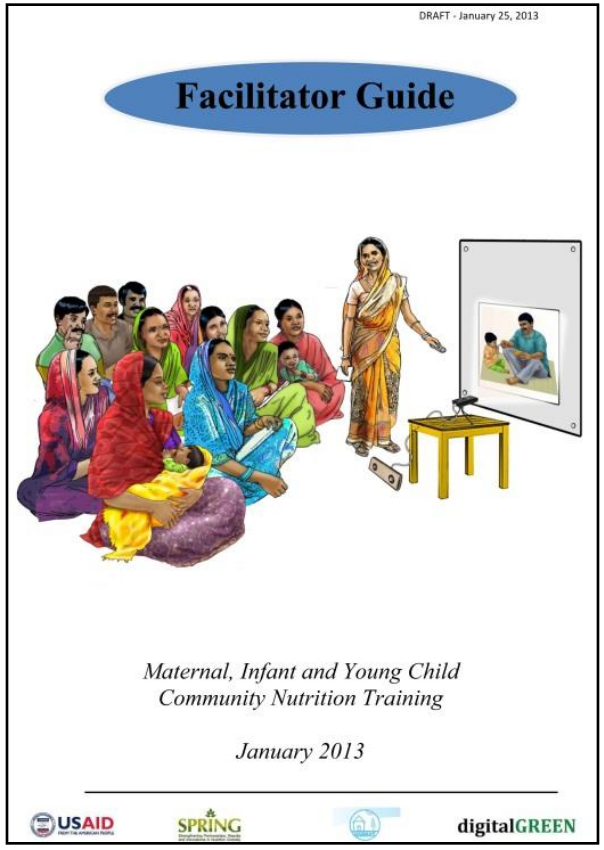
USAID
FROM THE AMERICAN PEOPLE

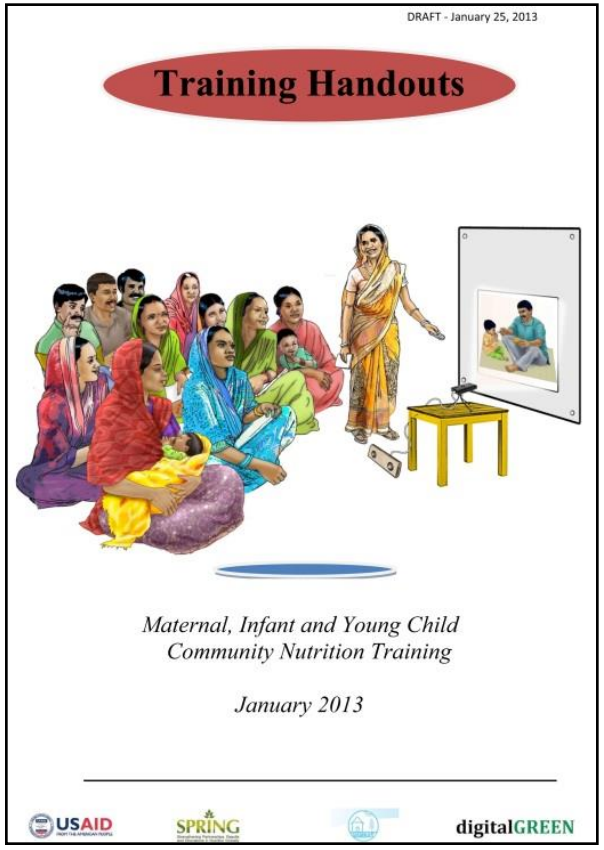
SPRING
Strengthening Partnerships, Results and Innovations in Nutrition Globally

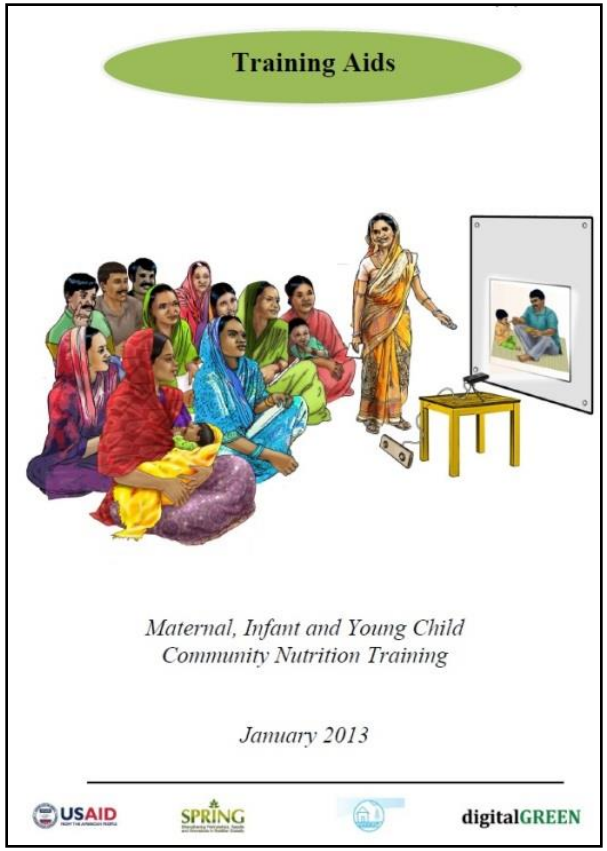
Quick review of key elements:

Formative research to identify practices/barriers/facilitators

Design of simple 2-day training package for extension agents







USAID
FROM THE AMERICAN PEOPLE

SPRING
Strengthening Partnerships, Results and Innovations in Nutrition Globally

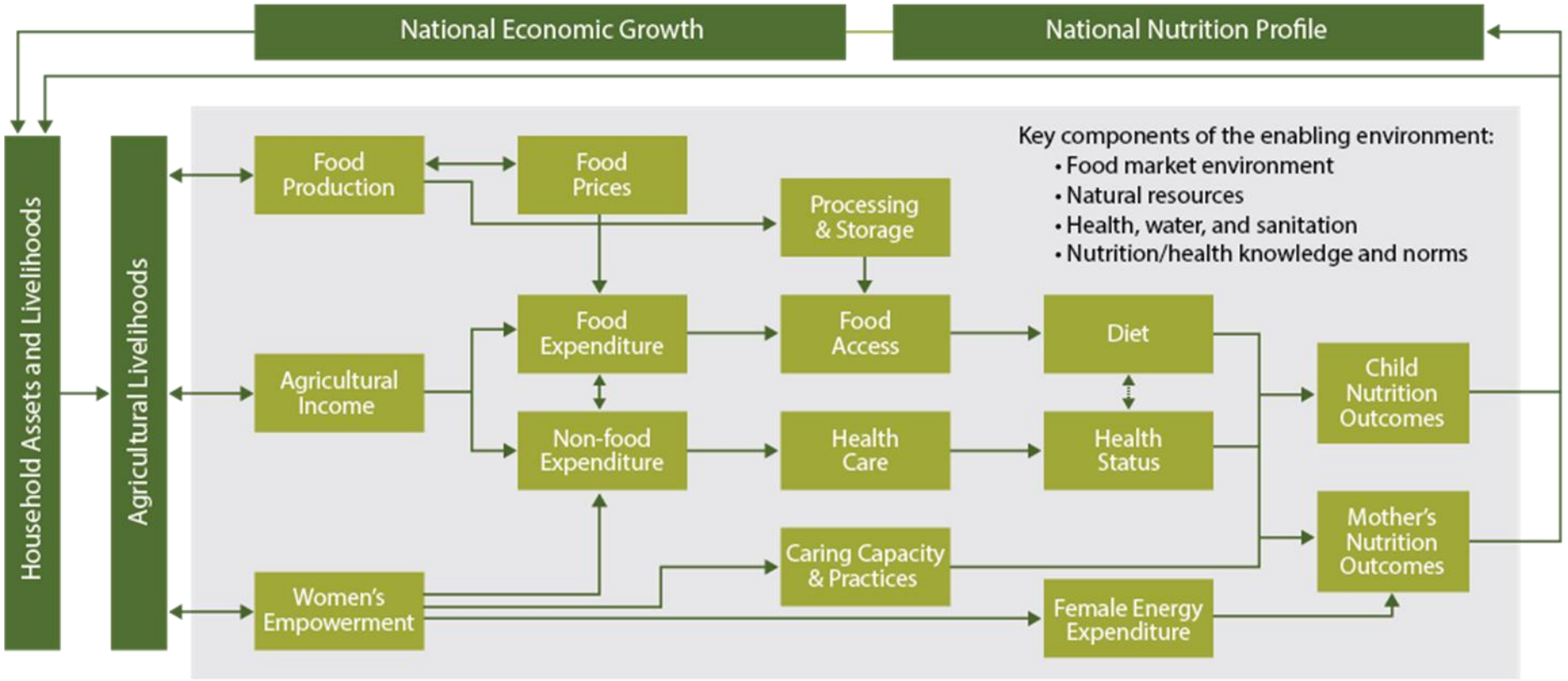
Prioritization of initial video content and design/execution of storyboards

1. Hand washing with soap
2. The First 1000 Days
3. Iron folic acid supplements during adolescence and pregnancy
4. Maternal diet and food taboos
5. Maternal workload during pregnancy

Prioritization of initial video content and design/execution of storyboards

6. Exclusive breastfeeding
7. Managing breastfeeding by working mother
8. Introduction of complementary food for the baby after six
9. Age appropriate complementary feeding for babies 6 to 24 months
10. Dietary diversity

Agriculture to Nutrition Pathways



USAID FROM THE AMERICAN PEOPLE

SPRING
Strengthening Partnerships, Results and Innovations in Nutrition Globally

Video Pretesting

Monitoring and data collection

Snapshot of IFPRI/LSHTM Feasibility Study: objectives & results

USAID FROM THE AMERICAN PEOPLE

SPRING Strengthening Partnerships, Results and Innovations in Nutrition Globally

Feasibility Study Objectives:

Process-related objectives:

- Capacity of the VARRAT CSPs to produce and deliver nutrition and hygiene messages
- Explore key factors that enable and limit the model
  - Transition in content
  - Presentation style
  - Time and workload
  - Technical challenges
  - M&E of adoption verification

USAID
FROM THE AMERICAN PEOPLE

Feasibility Study Objectives:

Uptake-related objectives:

- Explore the retention and comprehension of new content
- Assess the reception and acceptability of new topics
- Report on SHG member experiences with trials and motivations for experimenting with new behaviors
- Understand intra-community diffusion of nutrition messages.

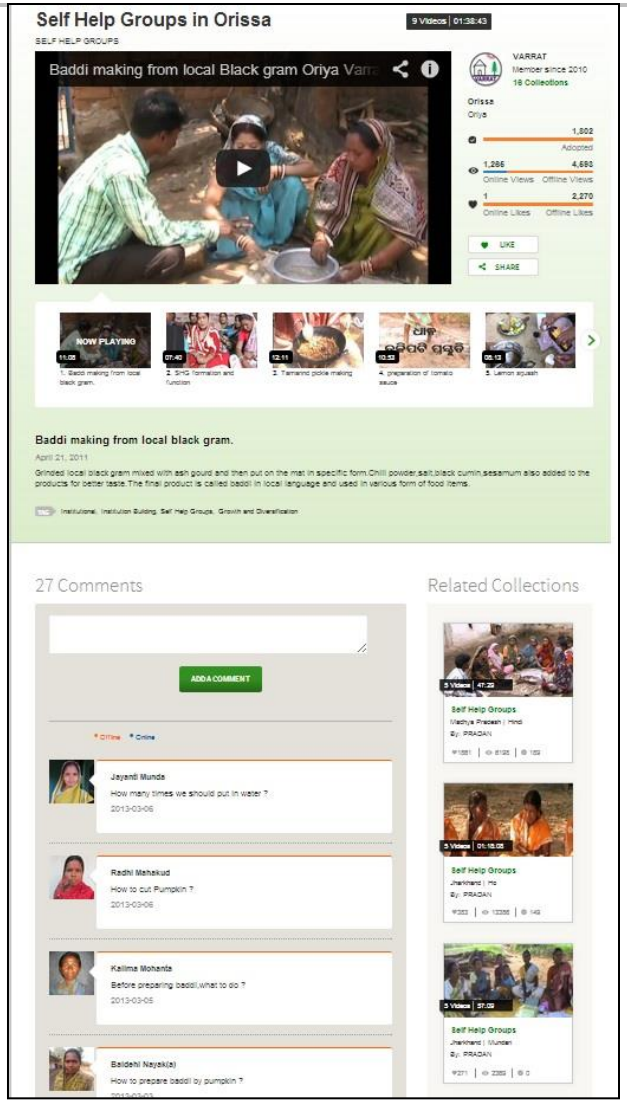
SPRING
Strengthening Partnerships, Results and Innovations in Nutrition Globally

Sharing results – Key take-aways

- "The approach is highly promising and offers and excellent opportunity to respond to key human development needs in nutrition and agriculture."
- "The videos are shown to be one of the key sources of nutrition-related information within the communities."
- "The demand for videos is high and acceptability of the intervention by SHG member and their families as well as the frontline health workers is strong."

Results – Key take-aways

- "Despite the fact that the intervention is nascent and this study was not deigned to measure behavior change, there are distinct indications of trial of behaviors promoted…and sharing of video messages with non-viewers."



USAID FROM THE AMERICAN PEOPLE

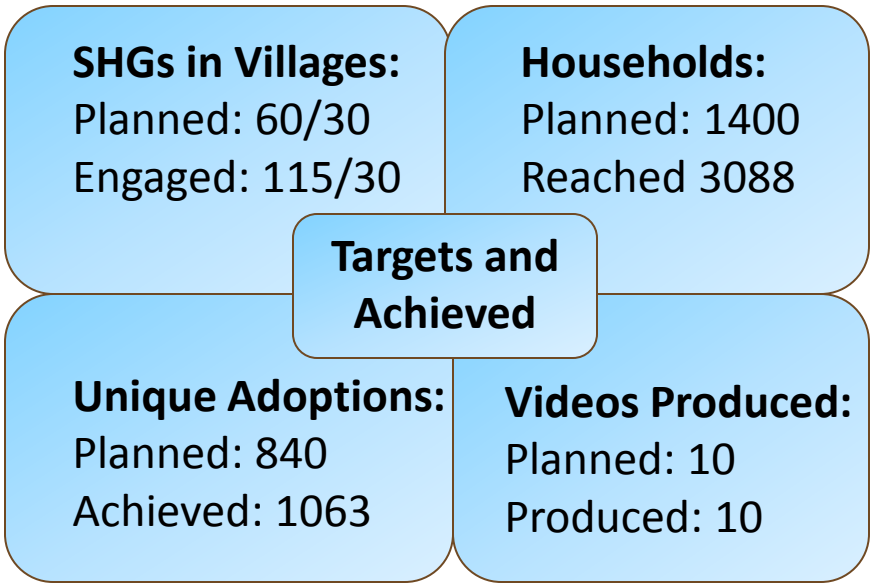
SPRING Strengthening Partnerships, Results and Innovations in Nutrition Globally

Results - Demand

- **Village leaders requested more** and received additional disseminations for nutrition videos in the 30 villages
  - Target: 60 SHGs
  - Achieved:115 SHGs in the 30 villages.

- **Attendance for MIYCN screenings was higher than attendance for agriculture** screenings at the same time the previous year, suggesting a high degree of interest.

Project Targets and Achieved Numbers:



Results - Demand

- Audience and local agents appreciated content and requested more.
- Respondents suggested the videos could be (normally 10 min. max) longer, underscoring the demand/acceptability of the nutrition videos.

Results-Acceptability

- Local agriculture extension agents were accepted by the communities as trusted sources of nutrition information.
- AWWs and ASHAs were supportive of the process and having health messages reinforced through the videos by the local agents.
- AWWs and ASHAs valued both the training and local agents as additional resources.
- ***Strategy to pro-actively engage frontline workers has had significant influence on acceptance and credibility of the pilot intervention.***

Results-Behavior Change

- High degree of knowledge retention for all videos.
- AWWs report an upsurge in demand for IFA tablets, specifically for adolescent girls.
- AWWs noted increased uptake and awareness of the *Mamata* government scheme.
- Handwashing and IFA supplementation had the most reported adoptions.

Results-Diffusion of Practices

- Almost all participants reported sharing information from videos with others outside of SHGs.

"I consider this as my own responsibility to share these things with others."

- SHG member

- Exchanges between spouses (wife to husband) and between daughter-in-law and mother-in-law were common channels of diffusion.

"My daughter-in-law had gone to see and was telling me. Wash hand before taking food, wash the child's hand and clean it…She was telling all these were shown in the video."

- Mother-in-law

Results-Additional Demand

- ASHA and AWWs viewed the nutrition videos as job aids and have requested copies.
- Health authorities requested that nutrition video be disseminated during Village Health and Nutrition Days.
- CSPs have requested copies of all videos to show on demand.

Lessons Learned

Challenges related to nutrition vs agriculture videos

- Agriculture
  - Demand driven content
  - Tangible topics where people can see crops grow or fail
  - Centered around economic determinants
  - Capacity to support videos already exists
- Nutrition
  - Content identification & storyboarding requires more external technical support
  - Abstract concepts you can't see
  - Centered around socio-cultural determinants *(makes messaging more complex)*
  - More complicated environment for lighting, audio, & voice modulation.
  - More scripted conversations vs simple demonstrations

Need to create/reinforce capacity of local agents:

Research indicated:

- Importance of capacity building and reinforcing basic knowledge of local agents.
- Increased workload for both developing and disseminating nutrition videos.
- Local agents are not technical experts – require more support in answering technical questions.
- Abilities of local agents varied – need to assess capacity and "even out" strengths/ weaknesses.
- Need to ensure technical support and adequate supervision structures are in place.

Need to simplify verification of adoption process

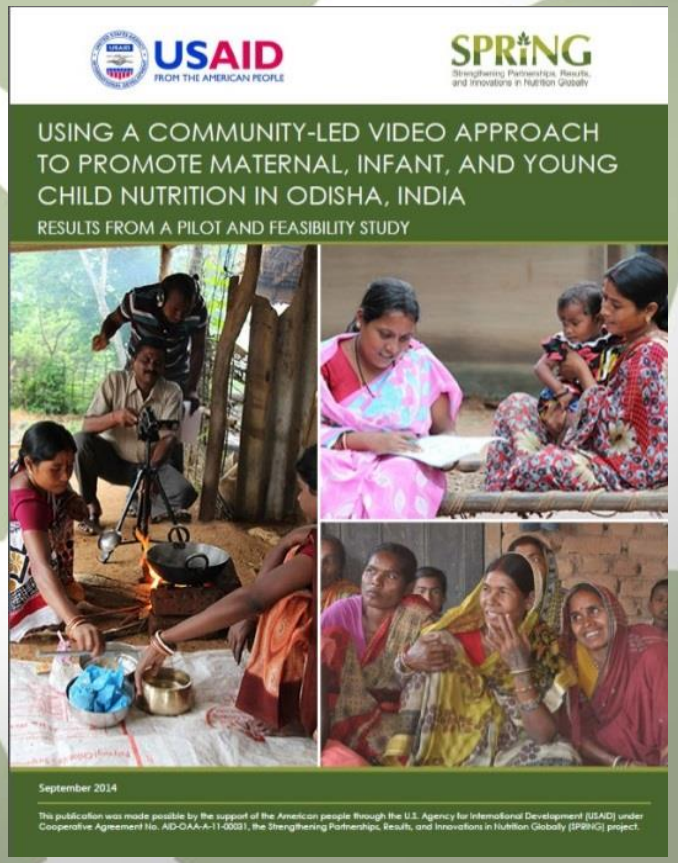
Local agents:

- Reported more difficulty in confirming self-reported nutrition practices in contrast to the ease of conducting visual checks for agricultural practices.
  - Topics that can be observed are easier (e.g. hand washing)
- Some CSPs were skeptical of self-reporting and therefore tried to triangulate by asking other family members or by visiting during mealtimes to observe.
- Some confusion noted between checking for behavioral adoptions versus assessing nutritional outcomes

Learn more at:

www.spring-nutrition.org/CommunityVideo

www.spring-nutrition.org/publications/reports/using-community-led-video-approach-promote-maternal-infant-and-young-child



Thank you from the SPRING/Digital Green/VARRAT team and Keonjhar SHGs

USAID
FROM THE AMERICAN PEOPLE

SPRING
Strengthening Partnerships, Results and Innovations in Nutrition Globally