

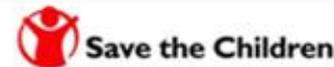
# USAID/ENGINE'S DIETARY DIVERSITY AND "FARM WASH" SBCC KIT FOR AGRICULTURE EXTENSION WORKERS: A Preview

Food Security Network (FSN) TOPS  
Knowledge Sharing Meeting  
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**USAID | ENGINE**  
FROM THE AMERICAN PEOPLE | A Multi-Sector Nutrition Project



# QUICK NOTES ON USAID/ENGINE

**DURATION:** 5 year integrated nutrition Feed the Future program, funded by USAID (2011-2016), working through multi-sector interventions

- Agriculture and livelihoods, nutrition-specific and nutrition-sensitive programming, policy, training for frontliners, and advanced degree programs

## **PARTNERS:**

- Led by Save The Children
- Partners include Land o'Lakes, Tufts University, JHPIEGO, The Manoff Group, Valid International, and local NGOs through sub-grants

**LOCATION:** 116 *woredas* (zones) in the Amhara, Oromia, SNNP, Tigray, and Somali regions of Ethiopia

## **TARGETED BENEFICIARIES:**

- 3.1 million under five children
- half a million pregnant and lactating women
- 3.2 million women of reproductive age

# Quick Background

- 2 out of 5 children in Ethiopia are stunted (chronic undernutrition)
- Low dietary diversity and under nutrition among mothers and children is a significant problem even in food secure areas
- In the regions covered by USAID/ENGINE (food secure areas)
  - Minimum dietary among children ranges from 1.6 – 25%
  - Minimum meal frequency is a bit better, with most areas in a range of 44%-87%, and most achieving 50%
  - 60% of mothers consumed three or less of 9 food groups
  - Low consumption of animal source foods, fruits and vegetables, vitamin A-rich foods
- Income and food security are not the primary determinants of undernutrition
- Agriculture has been promoted primarily as a means for generating income, and less as an opportunity to improve dietary diversity
  - Focus on growing cash crops
  - Less focus on what to do with the income from cash crops
  - Less focus on growing nutrient-rich foods for consumption
  - Limited focus on post-harvest preservation and storage of nutrient-rich foods– which leads to families selling them rather than letting them rot

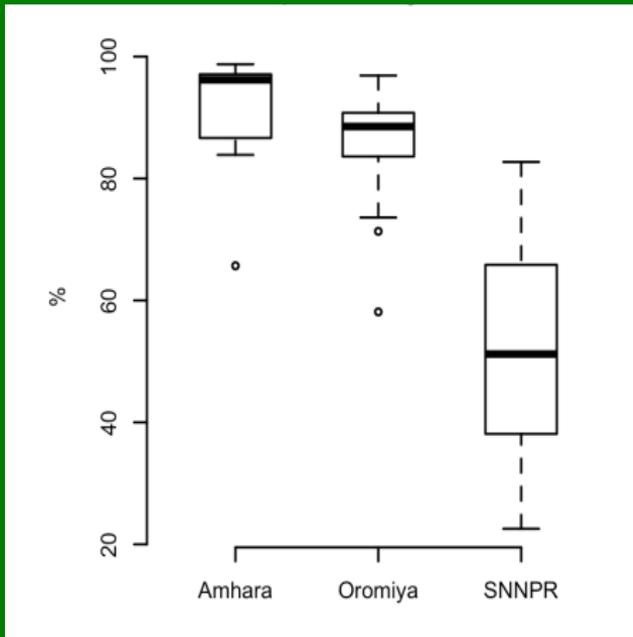
# Low Dietary Diversity

More than 60% of mothers surveyed across all the 42 woreda consumed only three or less of the 9 food groups used in the baseline study:

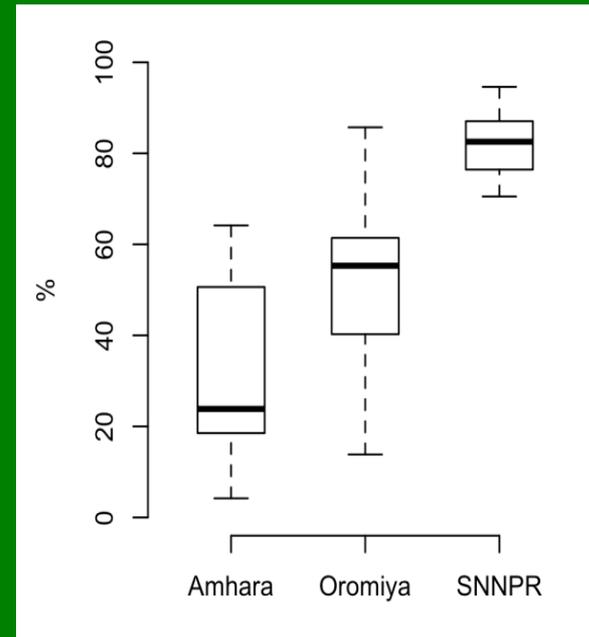
1. Starchy staples
2. Dark green leafy vegetables
3. Other vitamin A-rich fruits and vegetables
4. Other fruits and vegetables
5. Legumes
6. Nuts and seeds
7. Milk and milk products
8. Eggs
9. Organ meat, meat and fish

# % of Mothers reporting consumption of legumes, nuts, seeds and vitamin-A rich foods

## Legumes, nuts & seeds



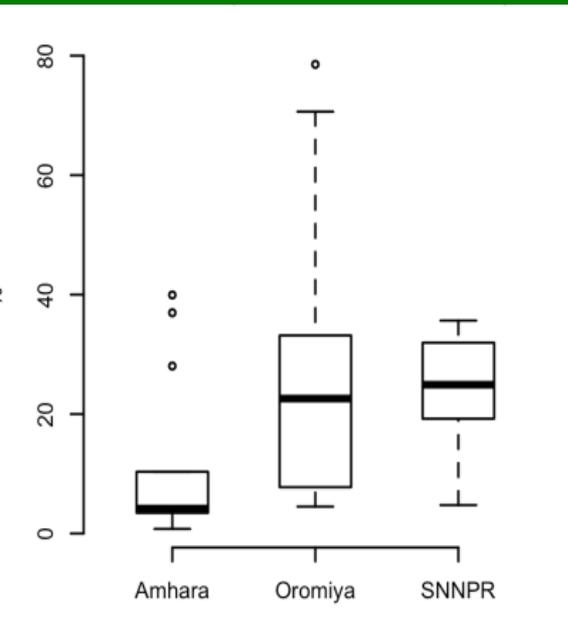
## Vit. A-Rich Foods



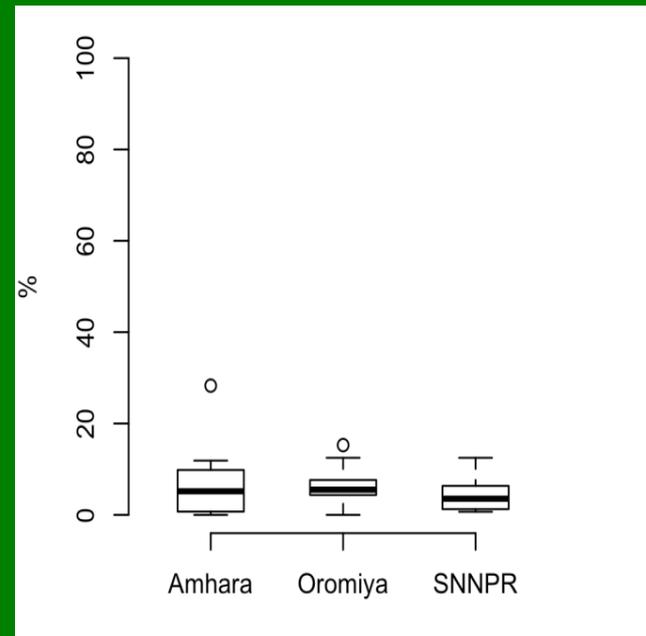
- Starchy staples: most commonly consumed food group.
- Legumes, nuts and seeds: second most commonly consumed food group.
- Leafy green vegetables such as collard greens (vitamin A-rich) are also commonly consumed.

# % of Mothers reporting consumption of Animal Source Foods

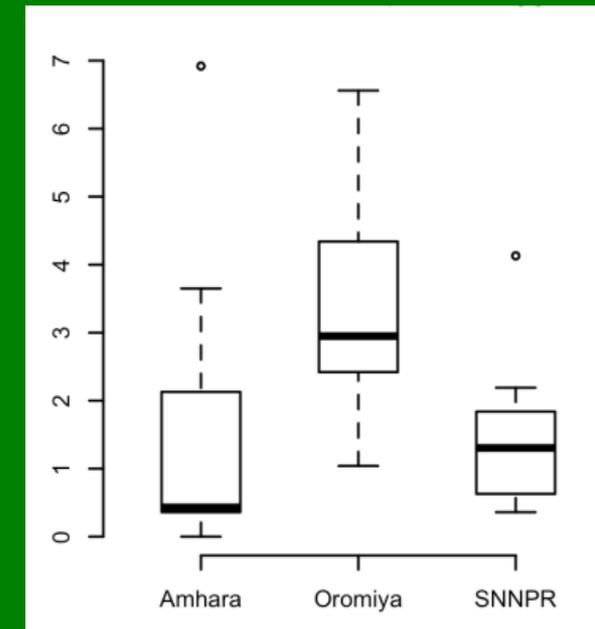
## Milk & milk products



## Organ meat, flesh meat and fish

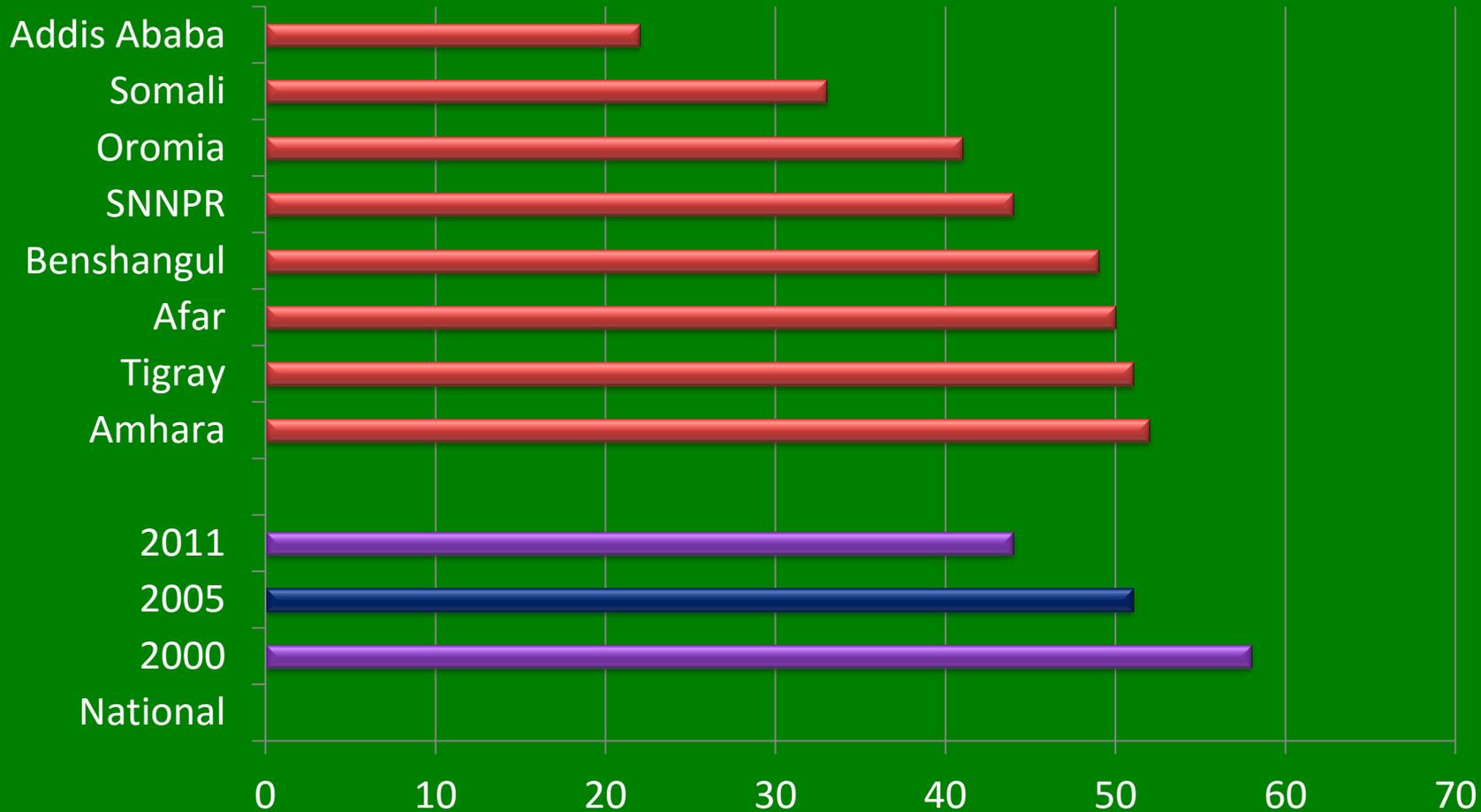


## Eggs



- Milk and milk products: LOW- ranging from ~1% to 38% of mothers.
- Meat and fish:- LOWER– ranging from to 11% of mothers
- Eggs: LOWEST– ranging from ~0.5%-4.5% of mothers

# Child Undernutrition (stunting) in Ethiopia-still a major problem



Source: DHS

# SBC/C Goals & Objectives

- Improve diet diversity for moms and kids 6-24 months
- Grow more nutritious foods for family consumption
- Increase the use of farming income for purchasing nutritious foods that are not produced on the farm, for family consumption
- Promote improved couple communication and family dynamics to facilitate better nutrition and related practices
- Improve WASH practices relevant to farming

# USAID/ENGINE's research supporting the evidence-based design of the SBCC Materials

- Baseline survey
- Formative research on household determinants of maternal nutrition-related practices among mothers, fathers and grandmothers
- Formative research on household determinants of IYCF practices among mothers and fathers
- Gender audit
- Formative research on household determinants of WASH practices
- Creative concept testing
- Pretesting

➤ *Reports from most of these studies are available on the USAID Development Exchange Clearinghouse and the Save The Children Website on the USAID/ENGINE project link!*

# AEWs are already doing some promotion of nutrition-sensitive agriculture

- Technical support visits to farmers in their fields and in their homes
- Farmer training centers (FTCs)
- Education and technical advice for farmers in their offices
- Demonstration gardens



# More about AEWs

- USAID/ENGINE works directly with more than 650 AEWs in the project areas
  - The majority are men
- Nutrition-sensitive agriculture training package
  - Reference manual on nutrition-sensitive agriculture
- Limited job aids for AEWs
  - No SBCC materials to facilitate effective communication



# Agriculture Extension Workers' Dietary Diversity SBCC Kit: Materials & Contents

- Orientation Guide for AEWs
- Flip chart
- Cell Phone Videos
- mNutrition Helpline
- Office Posters
- Take-Homes for Farmers:
  - Posters
  - Leaflets
  - Songs

## ULTIMATE GOAL:

More women of childbearing age and children under five are eating *diverse and quality foods*, including animal-source foods, vegetables and fruits

# Conceptual Framework for Agriculture Sector to Improve during the First 1000 Days of Maternal & Child Nutrition

## 5 Action Areas for Smallholder Farming Households to improve dietary diversity



1. Raise and Grow



2. Earn and Buy

3. Prepare, Process and Store



4. Rest, Share and Eat/Feed



5. Relate, Communicate and Decide

# “STAR Foods”: A creative concept to promote nutrient-rich foods



Change this photos

DAs Can Help You Get More  
**STAR Foods** in your Family's Meals!

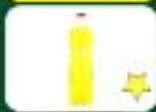


Change this photos

DAs Can Help You Get More  
STAR Foods for your Family!



Add at least  
one 1-star food  
to each meal



Add at least one  
2-star food to  
each meal



DAs Can Help You Get More  
STAR Foods for your Family!  
It's Our Job/DAs Can Help  
You Get More  
STAR Foods for your Family!  
It's Our Job!

DAs Can Help You Get More  
STAR Foods for your Family!  
It's Our Job/DAs Can Help  
You Get More  
STAR Foods for your Family!  
It's Our Job!

DAs Can Help You Get More  
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It's Our Job/DAs Can Help  
You Get More  
STAR Foods for your Family!  
It's Our Job!

# 1. Raise & Grow

## Relevant practices for AEWs to promote:



- Raise animal source foods for consumption**
  - Improved breeds
  - Improved feeds to increase milk & egg production
  - Improved techniques and technologies for raising livestock & poultry
- Grow nutrient-rich fruits & vegetables for consumption**
  - Improved seed varieties
  - Improved soil preparation
  - Appropriate soil fertilization and irrigation technologies and techniques
  - Improved harvesting technologies & techniques
- Integrate WASH into farming activities (“Farm WASH”)**
  - Hand washing after farming
  - Keeping livestock, poultry and their feces, and farm tools away from places where infants and young children sleep, play or eat

- Improve household dynamics and family support to help make these practices “doable”**

# “Raise & Grow” Take-Home Leaflets for Farmers

- Accordion-style format for easy folding
- Pocket-size
- Limited text
- Emphasis on photos that show specific actions and steps in a process
- Always link agricultural practices to the goal of improving dietary diversity of mothers and children 6-24 months



# “Raise & Grow” Take-Home Posters for Farmers



- Reminder materials that reinforce key information or prompt specific practices
- STAR Foods poster emphasizes priority nutrient-rich foods
- 5 Actions poster summarizes the 5 priority action areas for farming households to improve dietary diversity of mothers and young children during the first 1000 days
- WASH Poster- HW at critical times including farm-relevant times and hygiene actions

## 2. Earn & Buy

### Relevant practices for AEWs to promote:

- Women participate in more agriculture income-generating activities
- Women have more control of income
- Men and women improve their household budgeting and planning to include nutritious foods and WASH products
- Families use some of their farming income to purchase “STAR” foods, soap and other WASH commodities (e.g. water treatment tablets, water filtration supplies)
- Improved household dynamics and family support to help make these practices “doable”



# The Earn & Buy Game

The game board includes the following sections:

- Top Row:** 7 cards with icons and Amharic labels like 'ገቢ' (Income), 'ገቢ' (Income), 'ገቢ' (Income), 'ገቢ' (Income), 'ገቢ' (Income), 'ገቢ' (Income), 'ገቢ' (Income).
- Right Side:** A vertical column of 10 cards with icons and Amharic labels like 'ገቢ' (Income), 'ገቢ' (Income).
- Bottom Row:** 4 cards with icons and Amharic labels like 'ገቢ' (Income), 'ገቢ' (Income), 'ገቢ' (Income), 'ገቢ' (Income).
- Bottom Grid:** A 2x7 grid of cards with icons and Amharic labels like 'ገቢ' (Income), 'ገቢ' (Income), 'ገቢ' (Income), 'ገቢ' (Income), 'ገቢ' (Income), 'ገቢ' (Income), 'ገቢ' (Income).
- Central Board:** A circular board with Amharic text: 'መግዛት' (Market) and 'ግግናት' (Exchange). It contains a 2x4 grid of icons and a 2x3 grid of icons.

Interactive  
 Experiential Learning  
 Works well with  
 farming communities  
 and low-literacy  
 groups



# The Earn & Buy Game



- Reinforces prior learning about nutritious foods
- Group members help each another discuss true-life situations related to household financial management
- Highlights gender-specific issues that arise during household budgeting and expenditures
- Encourages decision-making about what to buy with money earned through agriculture
- Encourages strategizing about foods families can produce at home vs. foods families can buy at the market

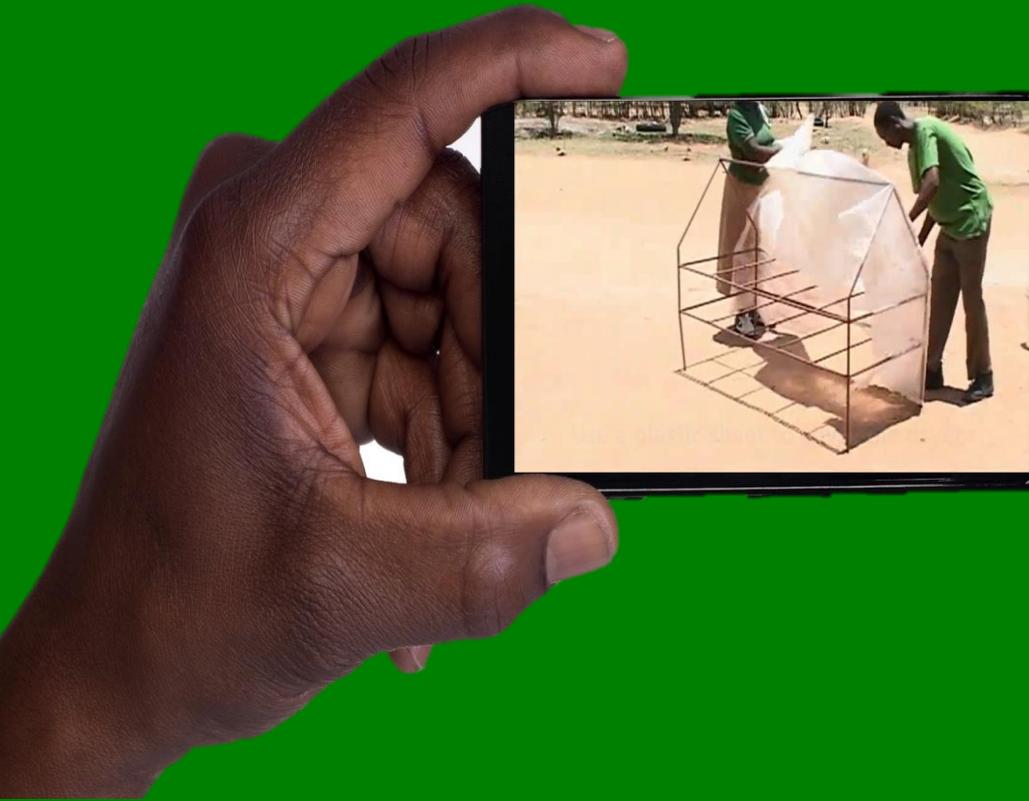
# 3. Prepare, Preserve & Store



## Relevant practices for AEWs to promote:

- Improved cooking stoves
- Appropriate food preservation technologies, such as solar drying and fermentation
- Appropriate storage technologies
- Hand washing with soap/ash before preparing food
- Additional “Farm WASH” practices relevant to food preservation and storage
- Improved household dynamics and family support to help make these practices “doable”

# Cell Phone Demonstration Videos



➤ **This video promotes preserving leafy green vegetables through blanching and solar drying**

***HANDS area: Prepare, Preserve & Store***

- ✓ Be clear about your objectives and the skills or behaviors you are promoting
- ✓ Search and select video footage from youtube or other resources
- ✓ Edit, add music, voice over and text
- ✓ Keep the video short and concise (max 3 minutes)
- ✓ Be careful to observe copyrights and to acknowledgement others' work!

# 4. Rest, Share & Eat/Feed



## Relevant practices for AEWs to promote:

- Women reduce their workloads during first 1000 days, and avoid heavy lifting during pregnancy
- Family members share women's chores to give them more time to rest, eat and feed children during the first 1000 days
- Women increase quantity and diversity of the foods they consume, with family support
- Caretakers feed children 6-24 months increased quantity and diversity of foods grown or purchased
- Hand washing at critical times, including after farming, before eating, before feeding baby
- Keep livestock, poultry and their feces away from areas where infants and young children rest, play or eat
- Keep infants and young children on back, lap or a clean mat
- Improved household dynamics and family support to help make these practices "doable"

# Cell Phone Demonstration Videos



- ❑ Short and sweet:
  - ✓ 1-2 minutes; little to no text or voice over; catchy first 1000 days nutrition song.
- ❑ Easy and appropriate:
  - ✓ Most AEWs have cell phones and can easily integrate these videos into their work.
- ❑ This video promotes:
  - ✓ Handwashing at critical time
  - ✓ Using “STAR” foods to enrich thick porridge
  - ✓ Responsive feeding
  - ✓ Meal quantity: up to 1 coffee cup

***HANDS clusters: Prepare, Preserve & Store;  
and Rest, Share & Eat/Feed***

# 5. Relate, Communicate & Decide

Relevant practices for AEWs to promote:



- Improve safe and effective couple communication about improving dietary diversity of pregnant or breastfeeding mothers and children 6-24 months
- Improve family dynamics and relationships to create a more supportive household environment for SBC
- Enhance positive gender roles:
  - Husbands household budget and financial management more pro-nutrition
  - Husbands more supportive
  - Women have greater self-efficacy



**\*This cluster is cross-cutting in that it supports the other four clusters!**

# How Do We Discuss Maternal Nutrition with our Family?

## “Discuss & Decide Together” Gender Role Plays

- Facilitate more— and safe —family dialogue & couple communication about agriculture and nutrition by:
  - ✓ Practicing communication and decision-making skills
  - ✓ Trying new behaviors
  - ✓ Discussing family dynamics
- Designed for use in a safe environment with facilitated peer groups in Enhanced Community Conversations (ECCs)



# Cross-Cutting: Farm WASH

## Hand washing at critical times:

- After cleaning baby's bottom when he or she defecates
- After using the latrine or disposing of feces
- Before preparing food and handling pots and pans
- Before eating, serving food or feeding a young child
- **After handling the dried cow dung used as cooking fuel**
- **After farming or tending poultry or livestock**



## Animal-human separation:

- Keep livestock and poultry away from places where infants and young children play, eat or rest
- Build chicken coops
- Put babies on a clean mat or keep them on our backs or laps
- Monitor objects that go into babies' mouths- offer them hygienic alternatives (simple toys, washed with soap and water)



እጃችንን በውሃና በሳሙና በእነዚህ ቁልፍ ጊዜያት እንታጠባለን

የጤናማና ብድህ ህፃናት ቤተሰቦች

# “Farm WASH” Poster



ልጆቻችንን ምግብ ከመመገባችን በፊት



እንስሳትን ከነካን ከተንከባከብን በኋላ



መጻፍጃ ቤት ከተጠቀምን በኋላ



ህጻናትን መቀመጫቸውን ካጠብንና አይን ምድራቸውን ካሰወገድን በኋላ



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ምግብ ከግዘጋጅታችንና ከመላታችን በፊት



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ህጻናትን በንጹህ ምንጣፍ ላይ እናስቀምጣለን

# mNutrition Service for AEWs

- 242 AEWs receive weekly mNutrition SMS providing priority information and tips to help them promote diet diversity during the first 1000 days
- SMS “triggers” AEWs to call in to the IVR service
- The average duration of the calls into the IVR system was 1 minute and 48 seconds.



Sample SMS: *“Please tell farmers to use solar drying to preserve vegetables so mothers + children 6-24 months can eat them each day. Call 0935988282 or 0935409184 for info!”*



# Flipchart



AEWs are already familiar with the use of flipcharts

The agriculture- nutrition flipchart will cover key practices in each of the 5 areas of the HANDS framework

Farm WASH is integrated in each of the 5 clusters

# Office Posters

- AEWs are accustomed to using posters to facilitate education at the office

**DAs Can Help You Get More STAR Foods in your Family's Meals!**

Change this photos

DAs Can Help You Get More STAR Foods for your Family!

USAID ENGINE

Save the Children

This poster is a grid of food items categorized by their 'STAR' rating. The top row shows a 1-star category (yellow background) with items like beans and lentils. The middle row shows 2-star categories (green background) with items like tomatoes, leafy greens, pumpkins, and various fruits. The bottom row shows 3-star categories (red background) with items like eggs, fish, meat, and dairy. Each item is accompanied by a small image and a star icon. Text boxes provide instructions such as 'Add at least one 1-star food to each meal' or 'Add at least 3-star foods each day'. The poster also includes the USAID ENGINE and Save the Children logos.

**5 Actions for Families to Help Mothers and Children have more Diversity in their Diets with STAR Foods!**

**RAISE & GROW**

**EARN & BUY**

**RELATE, COMMUNICATE & DECIDE**

**PREPARE PRESERVE & STORE**

**REST, SHARE, EAT & FEED**

USAID ENGINE

Save the Children

This poster outlines five key actions for families to improve their diets. 1. 'RAISE & GROW' features a woman in a blue headscarf and a man in a field. 2. 'EARN & BUY' shows hands counting money. 3. 'RELATE, COMMUNICATE & DECIDE' shows a family of four. 4. 'PREPARE PRESERVE & STORE' shows a woman in a red headscarf. 5. 'REST, SHARE, EAT & FEED' shows a man with a stack of firewood. Each action is accompanied by a small photo and a brief description. The bottom of the poster features a row of STAR food icons and the USAID ENGINE and Save the Children logos.

**አገራችን በውጥና በሰሜናዊና በሰሜን ቀላልና ህይወት እንክብካቤ**

**የሰሜን ቀላልና ህይወት ስጦታ**

አገራችን በውጥና በሰሜናዊና በሰሜን ቀላልና ህይወት እንክብካቤ

USAID ENGINE

Save the Children

This poster is in Amharic and features a central image of two hands holding a globe. Surrounding the globe are several circular icons, each with a small image and text in Amharic. The icons represent different food items and actions related to dietary diversity. The top of the poster has the title 'አገራችን በውጥና በሰሜናዊና በሰሜን ቀላልና ህይወት እንክብካቤ' and 'የሰሜን ቀላልና ህይወት ስጦታ'. The bottom of the poster includes the USAID ENGINE and Save the Children logos.

# Vetting

- SBCC materials that have already been pretested and in use through other mechanisms are “vetted” with AEWs to allow an opportunity to fine-tune them
- For example, the vetting process revealed that the Earn & Buy game would benefit from adding an image on the game mat for “savings”, since many farmers’ associations have credit, loan and savings activities



# Implementation:

## Next Steps, Opportunities and Challenges

### Next steps:

- Design and development of agriculture-nutrition SBCC materials are underway
- Distribution of selected materials (e.g. posters, leaflets, cell phone videos, earn & buy game) has already begun through other mechanisms (Enhanced Community Conversations)
- Plans underway to disseminate the materials during short orientation for AEWs

### Challenge:

- Time constraints: final year of project implementation.

### Opportunities:

- Ethiopia's Ministry of Agriculture has recently prioritized nutrition and has an excellent relationship with USAID/ENGINE. This could hasten the project's ability to fast-track dissemination and use of the materials through AEWs.
- Sets the stage for other projects to rapidly reproduce and use the materials.

# Acknowledgements

The Agriculture-Nutrition SBCC materials were tested and developed jointly by USAID/ENGINE's SBCC Teams at Save The Children and The Manoff Group, and by Zelalem Productions.

The 5 areas for smallholder farming household actions to promote dietary diversity are based on the “Household Agriculture-Nutrition Doable Actions” (HANDS) Framework; L. Clemmons, The Manoff Group (2012). The STAR foods creative concept was developed by M. Griffiths, The Manoff Group in other countries and adapted for use in Ethiopia.

The solar drying video on slide #7 is a derivative of a video produced by Practical Action and can be found in its entirety at <http://www.practicalaction.org>

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