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Aquaculture: increasing income, diversifying diets, and empowering women in Bangladesh

Rapid Assessment of SBCC material

Shaima Arzuman Shahin, Nutrition Specialist

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Background

Communication plays a powerful role in addressing obstructions and shaping demand for and adoption of preventive and promotive practices related to health and nutrition. The individual behavior is influenced by socio-cultural and gender norms, the need to mobilize communities in support of recommended behaviors is overbearing along with integrating advocacy to influence policy and structural issues, leading to increasingly holistic approaches to health and nutrition communication. In Bangladesh, communication has played a critical role in advancing health and development goals. Increased immunization rates, contraception prevalence, and HIV-preventive behaviors are strong evidence to the power of communication.

Social and Behavior Change Communication (SBCC) is a framework that uses the strategies of advocacy, behavior change communication (BCC) and community mobilization to influence both individual and societal change. It uses a 360 degree approach that is focused not just on mass media but integrates mid-media and interpersonal communication. It systematically addresses the complex processes integral to planning, designing, implementing, monitoring and evaluating health communication.

The Aquaculture: increasing income, diversifying diets, and empowering women in Bangladesh project seeks to provide effective Nutrition counselling to the rural population, especially disadvantaged groups; including women and children from vulnerable communities, by improving their behavior change on consumption of diversified diet to improve nutrition outcomes.

Introduction to SBCC

Social and behaviour change communication (SBCC), is a collection of communications approaches, activities, and tools used to positively influence behaviours. It is an evidence-based strategy to help improve health and nutrition outcomes (Lamstein, et al., 2014; Manoff Group, n.d.). SBCC is an important component in interventions where behaviour change is needed for improving nutrition. SBCC activities are numerous, yet typically characterized into three broad categories: interpersonal, media, and community mobilization

Photo 1: Group nutrition education session with mothers of under two children



To motivate behaviour change, SBCC approaches often aim to pass knowledge and induce emotions at the individual and household levels, as well as positively change social attitudes, norms and mobilize whole communities.

SBCC in nutrition programmes

Improving nutrition nearly always requires some level of behaviour change. SBCC may help with the modification of current behaviours, such as pushing a person to make more nutritious food choices at the market or to adopt improved infant and young child feeding (IYCF) practices. It may also be used to promote the adoption of new behaviours, for instance, supporting a household to add micronutrient powders to complementary foods during home fortification.

SBCC is not only about beneficiary behaviours

Nutrition programmes may also aim to change the behaviours of front-line workers who help deliver programme services. For example, SBCC may be used with the community health workers conveying breastfeeding messages, as well as beneficiaries who receive them

SBCC to improve nutrition behaviours

Although human behaviour is complex and highly contextual, evidence-based SBCC can effectively improve nutrition. A systematic review of 91 studies from low- and middle-income countries (LMICs) found that SBCC improved dietary practices among pregnant and lactating women, enhanced breastfeeding practices, and positively influenced a wide range of complementary feeding practices (Lamstein, et al., 2014).

SBCC may also increase beneficiary knowledge of nutrition to be sustained for years after an intervention ends (Hoddinott, et al., 2017a). There is also a positive spill over effect from SBCC: improved nutrition knowledge and behaviours among the neighbours of beneficiary households may also be observed (Hoddinot, et al., 2017b). Given the evidence and potential for impact, SBCC is now globally recognized as one of the essential actions to improve nutrition.

Objective of the assessment

To find out the experience of SBCC materials that different projects of different organizations are using and to identify which materials are more effective in case of community workers and for beneficiary

Methodology:

The methodology of this assessment has followed below steps,

1. Inception meeting with project lead; select and detail the approach and tools for collecting the information
2. Designing the tool and indicate the rationale and expected results.
3. Literature review: SBCC and nutrition materials, nutrition projects, impact of SBCC materials in nutrition projects, and other relevant documents available internally and externally
4. Data collection : gather information from different nutrition specific and sensitive projects
5. Analyzing the information
6. Customization and finalization of the report

Data collection:

The assessment was carried out during April 2020 to June 2020. Ten participants (annex-1) participate in this study. They were selected based on their experiences and role in nutrition projects or on research organizations. Sample inclusion criteria was- who has at least 7 years of experience in implementation or responsibility on training. Participants are from different national and international NGOs-BRAC, TMSS, Save the Children; and from different research organizations- IRRI and WorldFish. They shared their experiences of ten distinct successful projects. Due to covid 19 situation in Bangladesh it was difficult to take interview face to face, so all the participants shared their views through email. A rapid assessment matrix was shared with all of them to keep control in answers.

Result

The name of the SBCC materials that different projects had used for training are- poster, audio, video, job aid, leaflet, festoon, different app, flip chart, GMP card, plate, bowl, doll, toy and demonstration session etc. Each of the project had specific training module for the training to full fill the need of the project and rest of the materials are selected to train the work force on that specific intervention. But among them poster, flipchart, job aid(counseling card) are mostly used. In training, demonstration play a vital role, so different demonstration equipment's like- dietary diversity plate, IYCF bowl, toy; and audio video(out of ten five projects) recordings are most popular.

For house hold level counselling they used-Job aid (counselling card), sticker, leaflet, hand book, flip chart, flash card, app, festoon, dietary diversity plate, IYCF bowl, calendar, poster, brochure etc. After arranging these based on the use, the sequence is like- leaflet (among 10 projects 5 used), job aid(among 10 projects 4 used) , sticker (among 10 projects 4 used), flip chart (among 10 projects 2 used),Hand book (among 10 projects 2 used), IYCF bowl(among 10 projects 2 used), and app, festoon, dietary diversity plate, calendar, poster, toy etc. Different respondent mentioned the name of the material which they felt most effective and they also indicate why, the list is given below-

Sl	Material	Use
1	Leaf let	Recall message, visualization, easy to show in group meeting
2	Hand book	Recall message, visualization
3	Job aid	Help in counselling session, visualization of specific message
4	App	Interactive counselling
5	Dietary diversity plate. bowl	Help to provide practical idea
6	Flip chart	Visualization, one to one counselling
7	Poster	Easy to show messages in group meeting
8	Festoon	Easy to display in group meeting
9	Compliance calendrer	Help to maintain compliance
10	Toy	Easy to demonstrate

To do the nutrition counselling projects main focus was to demonstrate the HHs the actual practices. Projects tried to change the behavior of the community in case of quality, quantity and dietary diversity of food, so they use mainly bowl, plate like materials.

Possible communication channel

SBCC Approaches	Types of Activities	Specific Example	Materials
Interpersonal	<ul style="list-style-type: none"> • Counselling • Education • Support group • Demonstration 	<ul style="list-style-type: none"> ➤ One to one counselling ➤ Group education 	<ul style="list-style-type: none"> ➤ Print media for front line health workers-Job-aid, counselling card,poster, plate, bowl,leaf let, flash card ➤ Print media for beneficiary-identification book or registration book, guide book, brochure,poster
Media	<ul style="list-style-type: none"> • Mass media • Social media • Mobile technology • Traditional media • Print media 	<ul style="list-style-type: none"> ➤ National TV ➤ Local TV channel ➤ Poster, flyer, sticker ➤ Folk theater, song ➤ Facebook, you tube, twitter, Instagram ➤ Mobile calls/ voice mail, SMS, push advertisement/videos 	<ul style="list-style-type: none"> ➤ Advertisement ➤ Apps ➤ Short video ➤ Drama show

Community mobilization	<ul style="list-style-type: none"> • Campaign 	<ul style="list-style-type: none"> ➤ World fish day ➤ Nutrition day ➤ Road show 	<ul style="list-style-type: none"> ➤ Print media- Job-aid, counselling card, poster, plate, bowl, leaf let, brochure ➤ Traditional media- folk theater, folk song
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Proper use of materials are important to reduce misuse. Main barriers in use the materials in field are misuse, difficulty to carry in field, do not get enough time to disseminate the messages..

In use of SBCC materials there was some similarity among the projects-

First, projects use multiple SBCC approaches together, they felt it is important. For instance, using both interpersonal (e.g. one to one and group counselling) and media (e.g. social media) approaches is more effective than using either approach alone

Second, projects use context specific SBCC materials, using a combination of specific communications activities and channels designed to resonate with audience.

Conclusion

Promotion is designed to have cognitive, emotional, and social effects, which in turn influence a person's intent to practice a certain behavior and to follow through in doing so. At the same time behavior change of people is a difficult task. To motivate people some easy messaging and use of visual pictures can play a vital role. It helps the front line community workers to get a brief of the messages to recall and also the beneficiaries to easily understand the communications. The use of SBCC materials can change in individual level, community level and social level. Considering the issue of mass population and convenience of front line workers easy materials like job-aid counselling card or demonstration materials are commonly use. Different Intervention use multiple communication materials and different sector or media to influence the community people towards the changes.

Recommendation

All of the projects has used printed materials for implementation of the activities. Among them those who are using the digital platform for nutritional messaging are in trial basis or mostly for record keeping. To change the nutrition behavior of the community more use of this sector can be a cost effective approach.

References

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Lamstein, S., et al. 2014. *Evidence of effective approaches to social and behaviour change communication for preventing and reducing stunting and anaemia: report from a systematic review*. USAID/Strengthening Partnerships, Results, and Innovations in Nutrition Globally. SPRING Project: Arlington, VA.

Manoff Group. (n.d). *Defining Social and Behaviour Change Communication (SBCC) and other essential health communication terms: Technical Brief*. The Manoff Group: Washington, D.C.

Annex-1

Organization name	Project name	Name of person	Designation	Name of SBCC materials used	Name of the SBCC materials used for training	Name of the SBCC materials used for HH counselling	Name of most effective material (can be two)	How did it work	No of pages or duration	Used for whom (Audience)	Channels (Media, one-on-one, etc)	Impact on nutrition KAP (if any)	Impact on dietary diversity and food consumption (if any)	Key lessons learned	Barriers	Did you use any App or website for the programme	If yes how it worked
BRAC	Maternal, child health & nutrition servilence Programme	Moksuder Rahman	District Manager	Flip chart,Festoon , Brochure, Handbook,leaflet, sticker, Umbrella	Poster, Audio, video, demonstration	Sticker, leaflet, Handbook	Leaflet	Recall, understandable , visual	1	Beneficiary, SK, PK,GoB personnel	Group,one to one, local cable , miking	N/A	N/A	Materials should be easy	Misuse, weight to carry in field, time bound	Electronic app and also technology - mobile call and SMS	
							Hand book	Recall, understandable , visual	30								
BRAC	Nutrition Intervention	Riffat Ara	Project Manager	Training manual,Flip chart,Festoon , Brochure,job aid,mobile app,food plate, bowl,demonstration	Training manual	flip chart,flash card,Sticker, job aid , app	Job aid	Job aid help for effective counselling	1 page with 6-8 panels	CHW	one to one	N/A	N/A	Materials should be easy	Misuse, weight to carry in field, time bound	Electronic app	
							App	interactive counselling	15 min	mother	one to one / group	N/A	N/A				

							Demonstration with plate and bowl	provide practical idea	15-20 min	mother	one to one	N/A	N/A				
							Flip chart	visible message	6-8 pages	Mother	group	N/A	N/A				
BRAC	Train project	Mamun Miah	Senior Sector Specialist	Training manual, Brochure, job aid, food plate, bowl, demonstration, sticker	Jobaid, Audio, video, demonstration, manual	Sticker, leaflet, Handbook	jobaid	specific visual messages	1 page with 5-7 pannel	Beneficiary, SK, PK, GoB personnel	one to one	N/A	N/A	Materials should be easy	Proper use	N/A	N/A
							Demonstration with plate and bowl	provide practical idea	15-20 min		one to one	N/A	N/A				
TMSS	NNS	Md. Abdur Razzak	Project coordinator	Training manual, leaflet, poster, festoon, manual, app	Leaflet, poster, festoon, manual, app	Festoon, leaflet	Leflet	Easy to show in group meeting	1	Beneficiary	Group meeting	N/A	N/A				
							Poster	Easy to show in group meeting	1			N/A	N/A				
World Fish BD		Israt zahura	Training specialist														
World Fish BD	Bangladesh Aquaculture and Nutrition Activity (BANA)	Md. Hassan	Nutrition Specialist	1. Festoon 2. Leaflet 3. Brochure 4. Display board	1. Festoon 2. Flipchart 3. training module	Brochure, leaflet (partner)	Festoon	To display key messages to the participants	10-12 festoons;	Training participants, the fish farmers	group training	The participants able to know about the essential nutrition actions (ENA) and essential hygiene actions	The participants learnt on dietary diversity through the display of food items in the festoon. However,	1. The participants can easily understand and remember the displayed messages comparatively longer period. 2. The trainers also find	1. Carrying the festoons to different training locations. 2. Effectively hanging the festoons in the courtyard venue.		Kobo platform for real time training monitoring etc.

												(EHA) . However, no impact study has been measured yet.	no impact study has been measured yet.	this festoon as a conducive tool in conducting the training session.			
IRRI	Healthier Rice program	Munia Haque	Nutrition Specialist	Poster, Flip chart, Video, Job Aid, Street Drama	Poster, Flip Chart	Job Aid, Flip Chart	Flip Chart	one to one counselling	Page number will depend on the content and single page may take upto 15-20 min	Pregnant, Lactating mothers, caregivers of under 5 years children	Front line health/nutrition worker	NA	NA	More concentration from the participants	Time Constraint	No	NA
							Poster	group or training sessions	May take upto 30-45 min along with discussion	Mothers, caregiver, female adolescents	Front line health/nutrition worker	NA	NA	Interactive, Brain storming	most of the time its in yard and people keep going on and off	No	NA

World Fish BD	Suchana	Ashoke Kumar Sarker	Project Manager	IYCF job folder, 250 ml food measuring bowl, food plate, doll, dummy breast , Flip chart , Poster , panaflex, Video on complementary feeding and breast feeding, Audio on IYCF and MCHN message, GMP card	IYCF job folder, 250 ml food measuring bowl, food plate, doll, dummy breast , Flip chart , Poster , panaflex, GMP card, Video and audio clips	IYCF Job Folder, Food measuring bowl, food plate ,	Food plate, 250 ML food measuring bowl, Flipchart	Demonstrations, Group discussion, Individual discussion, Cooking and feeding demonstrations	Courtyard session - 01 hour , HH counselling for 30-40 minutes, GMP session for 3-4 Hours	Courtyard meeting with Pregnant and Lactating women, HH counselling with Pregnant , Lactating and mother of laws, GMP session , Day observance, Cooking demonstration	Group approach, individual counselling, family counselling, mass gathering)	BHHS especially pregnant and lactating women have increased knowledge on IYCF and Maternal Child health and Nutrition, Increased knowledge on Mola fish and 98% HH well known about the importance of Mola fish as well as animal protein	Increased consumption on diversified food for children and women, increased knowledge and practice, increased consumption of Mola fish and 98% HH well known about the importance of Mola fish as well as animal protein	Practical demonstrations with SBCC materials is more effective for the BHHS for increase their knowledge as well as practice,	Nutritious food purchase due to low income, Social norms /culture, poor educational background	Yes, Suchana Web based MIS	Monitoring , reporting
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												food , hand washi ng practi ces					
GAIN	MIYCN- Home Fortifica tion Program me	Mohammad Omor Faruque	Technical Officer (Nutrition)	Counselling card,Festoon, Brochure, Handbook,lea flet, sticker, Umbrella, danglar,comp liance calendar,flyer	Poster, Audio, video, demonstratio n bowl for IYCF counselling,co unselling card	Sticker, leaflet, calendar, counsellin g card	counse lling card	Recall, underst andable , visual	total 8 page but in one sess on 1- 2 page -10 min	Benefic iary, SK, PK,GoB person el	Grou p,on e to one	N/A	N/A	Materi als should be easy and visual	Misus e, weight to carry in field, time bound	Local TV add	bette r to use natio nal TV
							compli ance calend ar	compli ance maintai n, underst	2 page								

								andable , visual										
LGRD	Income support project for the poorest	Samira Afroz	Senior Sector Specialist	Poster, toys(100 sets to encourage CNCD), video, Stimulation book for children	Toys, Video, book	Toys, poster, book	Toys	use for demonstration	30 min	Caregiver of the child, PK	Group counselling	N/A	Third party was involved for impact analysis	Easy material	N/A	N/A	N/A	



WorldFish

