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Integrated Use of Social and Behaviour Change Interventions Improved Complementary Feeding Practices and Reduced Stunting in Amhara Region

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Presentation Outline

Program background

- Objectives and overview of interventions

Study methods

- Evaluation design
- Sample size, data collection methods and data analyses

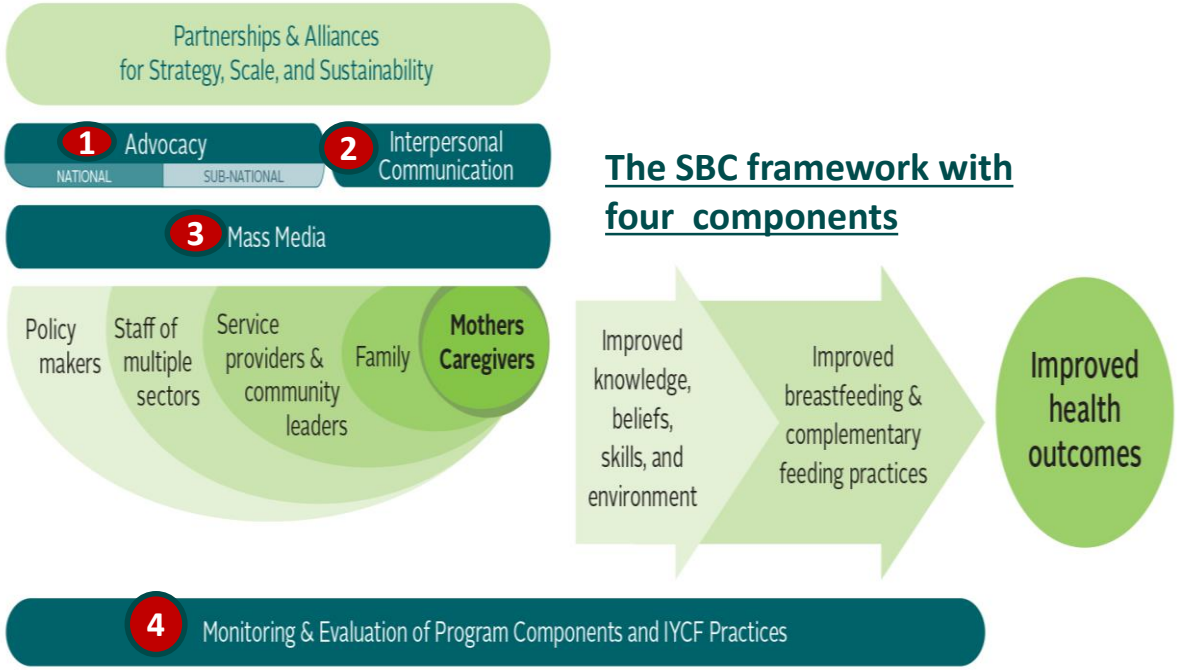
Results

- Sample characteristics
- Infant and young child feeding (IYCF) practices and child growth

Lessons learned & Program Implication

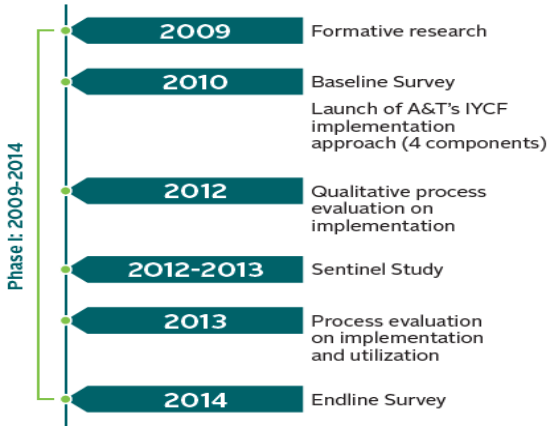
Project Background

- The Project used Social and Behavior Change (SBC) approach to promote appropriate infant and young child feeding (IYCF) in two phases

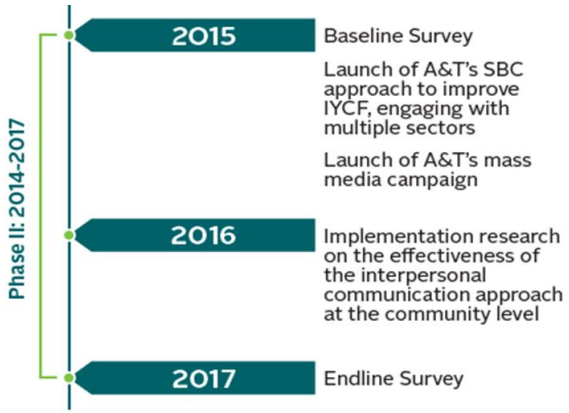


The SBC framework with four components

Phase One: In four regions



Phase Two: One region



Objectives

1. Sustain high rates of exclusive breastfeeding (EBF) among children 0-5.9 months at over 70 percent in A&T program areas.

2. Increase the proportion of children 6-23.9 months who receive a diverse diet (consume at least 4 food groups) by 10 percentage points.

3. Increase the proportion of children 6-23.9 months who receive complementary food at least the minimum number of times per day by 10 pp.

Overview of Project Interventions

1. Timed and age-appropriate messaging (TAAM) about IYCF

- Delivered by health extension workers (HEW) during home visits and health post visits
- Delivered by women's development army team leaders (WDATL) at home visits

2. Nutrition messaging and activities promoted by agricultural workers

- Delivered by agricultural extension workers/development agents (AEW/DA) during any contact with 1000-day households
- Promotion of "baby's chicken"
- Promotion of "baby's vegetable garden"

3. Community mobilization activities

- Monthly food demonstrations
- Enhanced community conversations
- Priests' sermons about child feeding

4. Mass media campaign

- "Sebat Mela" radio drama program

Impact Evaluation Design

Study Location

- 3 zones of Amhara region (Awi, N. Gondor, W. Gojjam), 20 non-PSNP woredas

Study Design

- Cluster-randomized program evaluation with repeated cross-sectional surveys
- Random assignment of 20 woredas, to 10 A&T-intensive (A&T-I) and A&T non-intensive (A&T-NI) woredas

20 woredas in 3 zones

Randomization

10 woredas
A&T-I intervention areas
TAAM + AEW messages+ Commo + mass media

10 woredas
A&T-NI comparison areas
Standard services + mass media

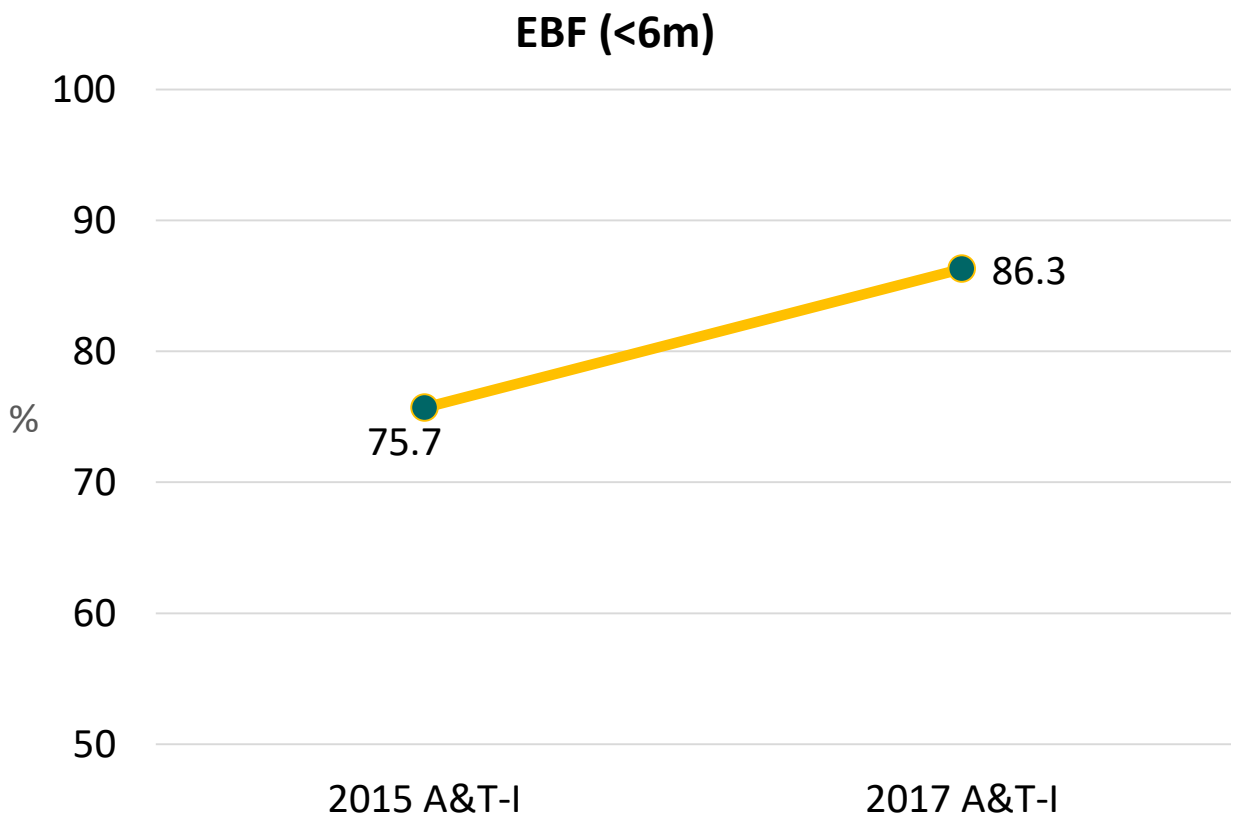
Baseline survey: HH, HEW, WDATL, community (March-April 2015)

Rapid implementation study in 3 A&T-I Woredas (May 2016)

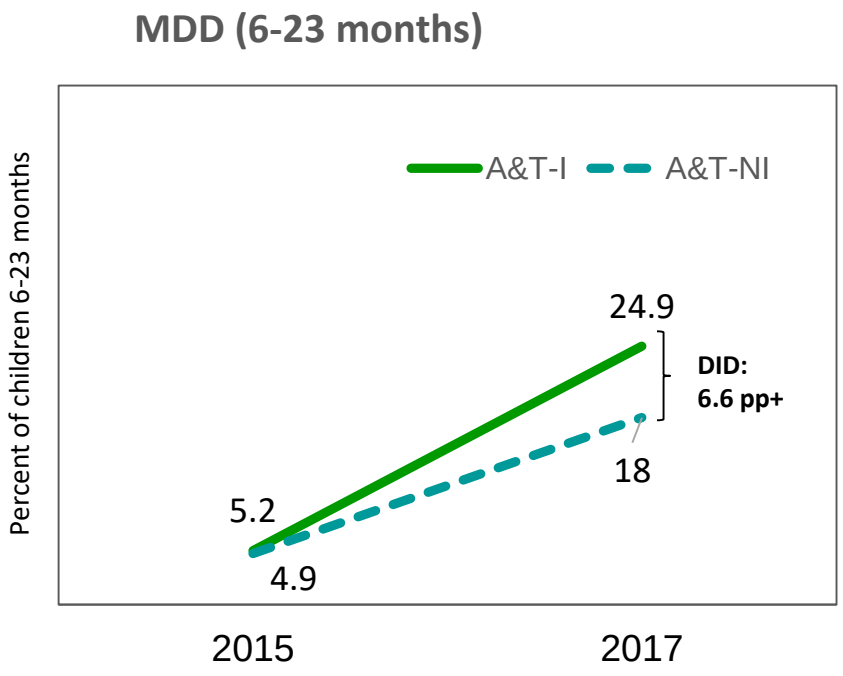
Endline survey: HH, HEW, WDATL, AEW, community (March-April 2017)

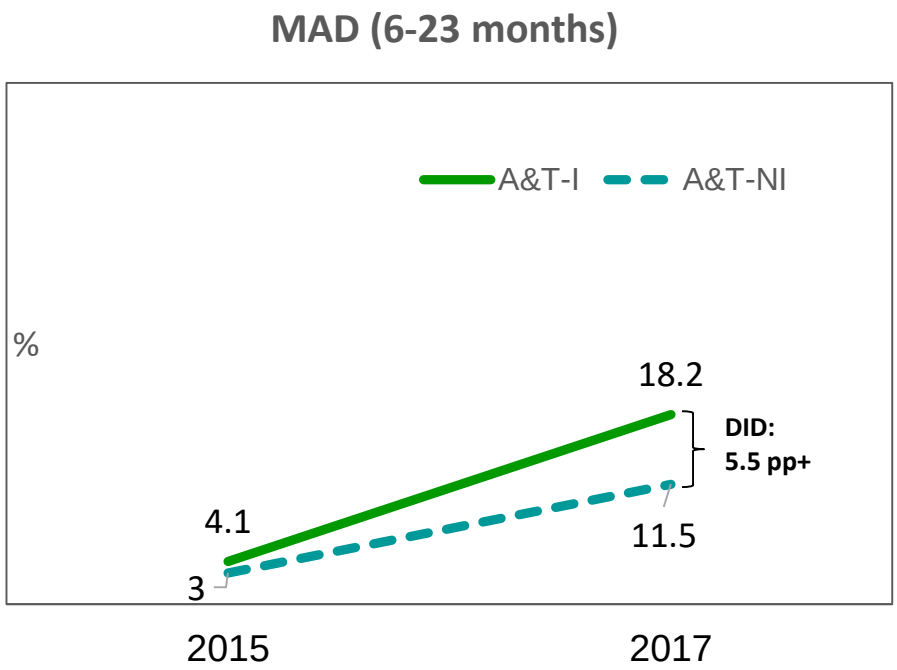
Results
Impact on IYCF and Child Growth

Objective of maintaining high rates of EBF was achieved



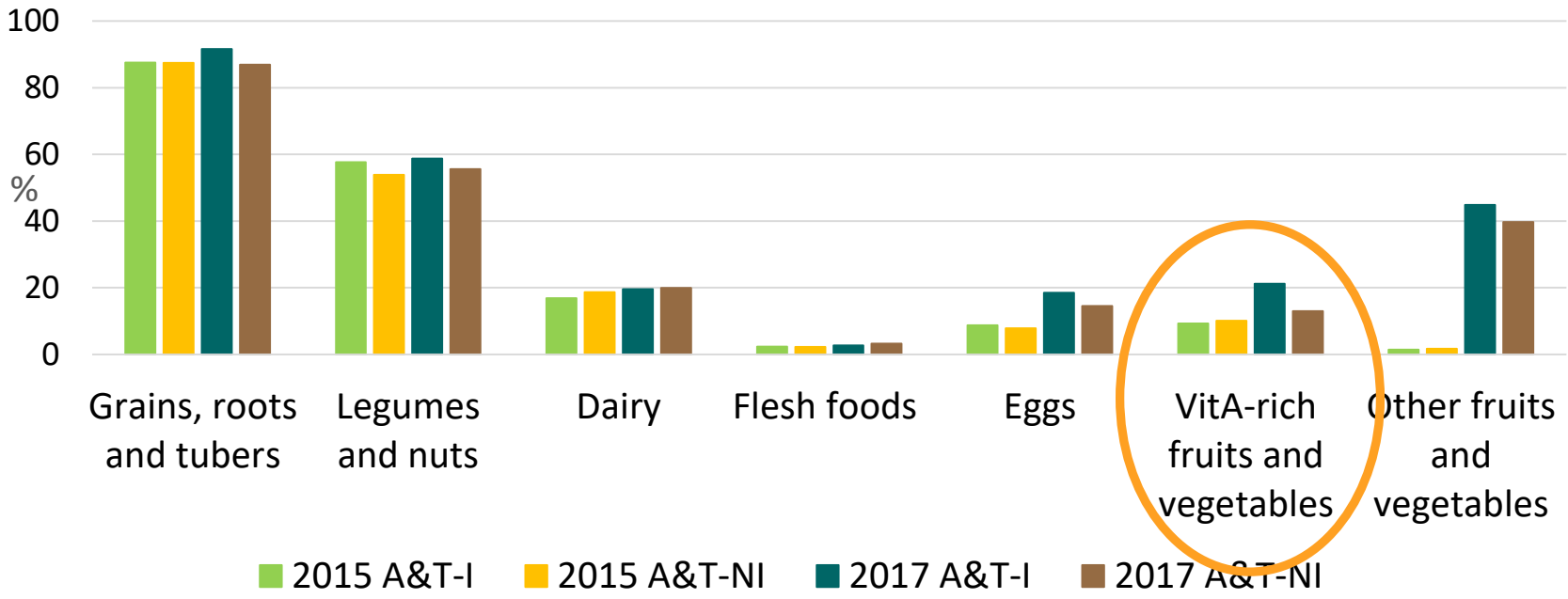
Minimum dietary diversity (MDD) and minimum acceptable diet (MAD) increased, with significant differential impact





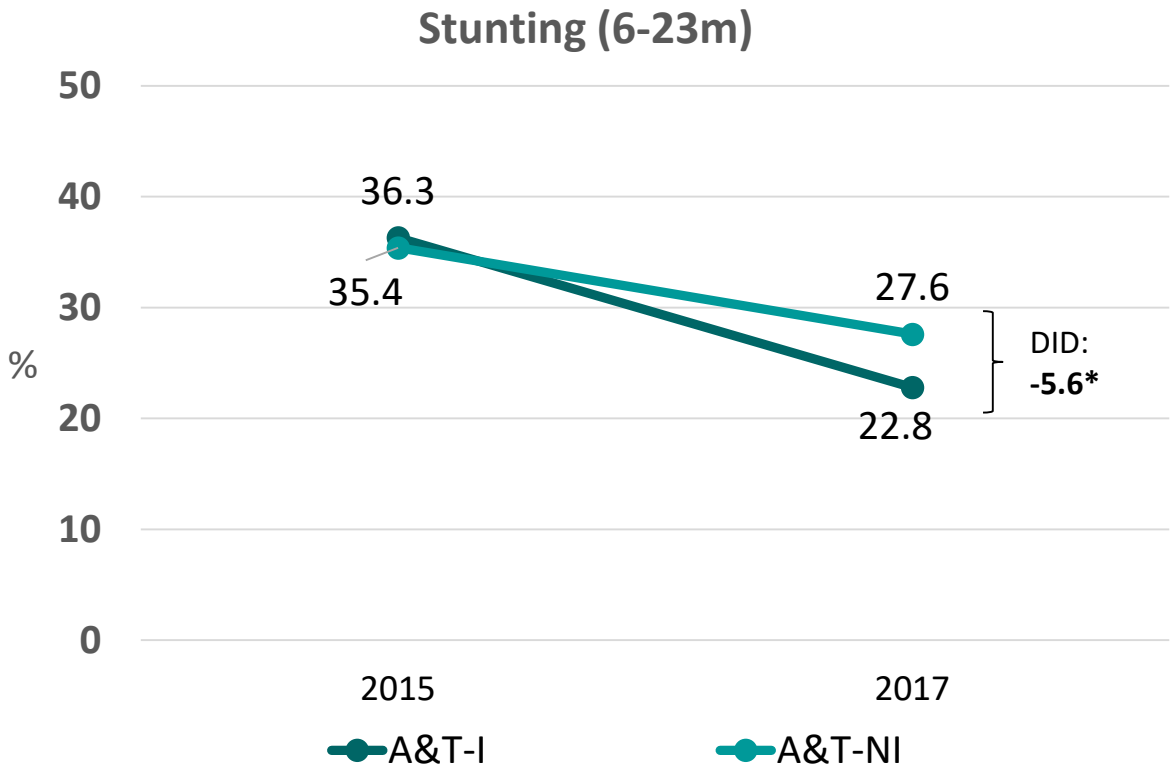
+p<0.1, *p<0.05, **p<0.01

Significant Improvement In Consumption of Vitamin A rich Fruits & Vegetables as well as Eggs



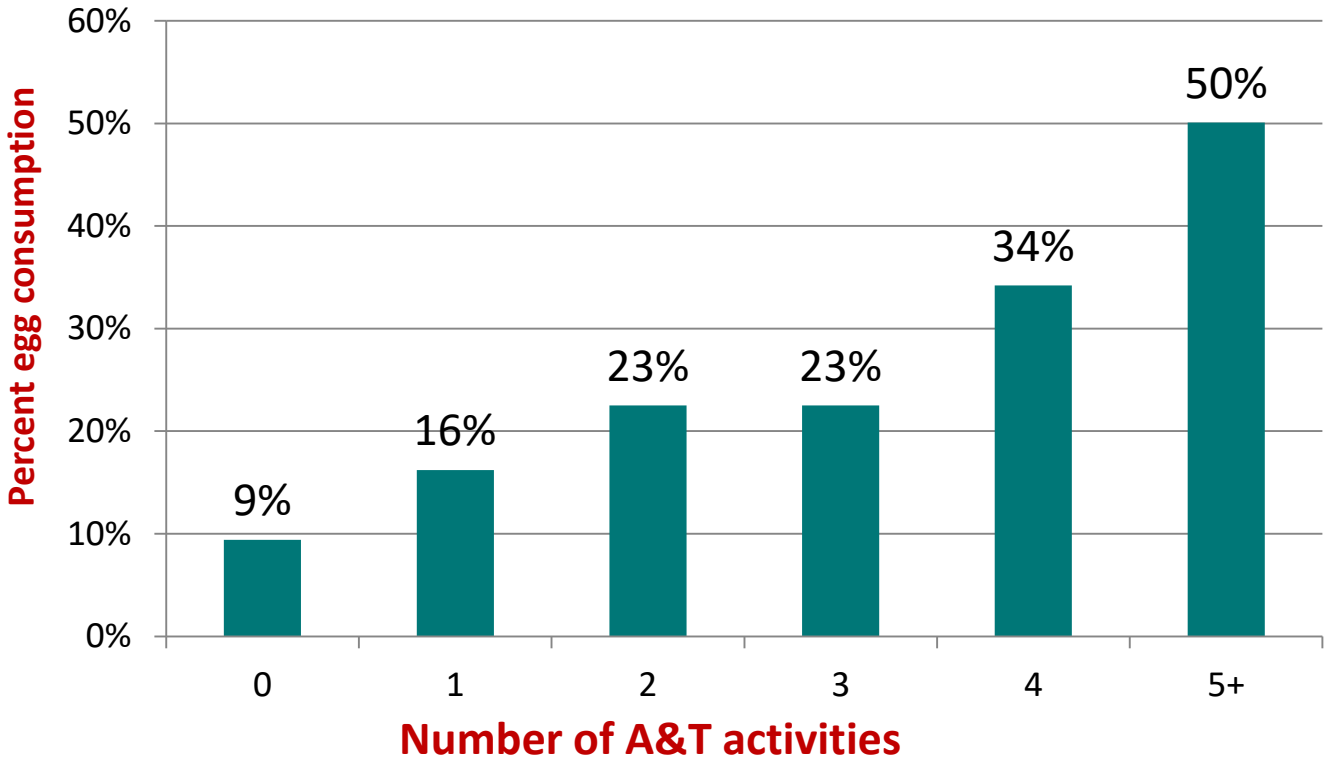
+p<0.1, *p<0.05, **p<0.01, ***p<0.001
Adjusted for clustering effect at woreda level

Stunting among children 6-23months reduced significantly particularly among older children (18-23m)



- DHS showed a decline in stunting from 52 to 46 percent among children <5 years in Amhara, 2011-2016

Saturation Effect: Intensity of activities matter to adopt a behavior



Lessons Learned & Program Implication

1. Changing child feeding behaviors remains difficult , but this study results showed that improving MDD and MAD is possible through behavior change interventions even within a short 2-year period.
2. Intensity of exposure to interventions and appropriate messages are key.
3. Efforts to stunting reduction demands accelerated, high coverage and quality of services with adequate follow up!

Program Implication

This evidence and tools will have significant contribution for the national flagship program of stunting reduction if scaled up through system strengthening.

Acknowledgements

- Health staff, HEWs, WDATLs, AEW/DAs
- Respondent mothers and their communities

- Funding was provided by Bill & Melinda Gates Foundation and CGIAR Research Program on Agriculture for Nutrition and Health (A4NH)

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