Integrated Use of Social and Behaviour Change Interventions
Improved Complementary Feeding Practices and Reduced Stunting in Amhara Region
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**
The Project used Social and Behavior Change (SBC) approach to promote appropriate infant and young child feeding (IYCF) in two phases:

- **Phase One: In four regions**
  - 2009: Formative research
  - 2010: Baseline Survey
  - Launch of A&T's IYCF implementation approach (4 components)
  - 2012: Qualitative process evaluation on implementation
  - 2012-2013: Sentinel Study
  - 2013: Process evaluation on implementation and utilization
  - 2014: Endline Survey

- **Phase Two: One region**
  - 2015: Baseline Survey
  - Launch of A&T's SBC approach to improve IYCF, engaging with multiple sectors
  - 2016: Implementation research on the effectiveness of the interpersonal communication approach at the community level
  - 2017: Endline Survey

The SBC framework with four components:

1. Advocacy
2. Interpersonal Communication
3. Mass Media
4. Monitoring & Evaluation of Program Components and IYCF Practices

**Improved outcomes**:
- Improved knowledge, beliefs, skills, and environment
- Improved breastfeeding & complementary feeding practices
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
Study Location

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

Impact Evaluation Design

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

Randomization

20 woredas in 3 zones

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

10 woredas
A&T-NI comparison areas
Standard services + mass media
Results
Impact on IYCF and Child Growth
Objective of maintaining high rates of EBF was achieved

EBF (<6m)

2015 A&T-I: 75.7%
2017 A&T-I: 86.3%
Minimum dietary diversity (MDD) and minimum acceptable diet (MAD) increased, with significant differential impact.

- **MDD (6-23 months)**
  - 2015: 5.2%
  - 2017: 24.9%
  - DID: 6.6 pp+

- **MAD (6-23 months)**
  - 2015: 4.1%
  - 2017: 18.2%
  - DID: 5.5 pp+

+p<0.1, *p<0.05, **p<0.01
Significant Improvement In Consumption of Vitamin A rich Fruits & Vegetables as well as Eggs

Adjusted for clustering effect at woreda level

+p<0.1, *p<0.05, **p<0.01, ***p<0.001

Alive & Thrive
Stunting among children 6-23 months 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

![Bar graph showing the relationship between the number of A&T activities and percent egg consumption.](image-url)

- 0% A&T activities: 9%
- 1 A&T activity: 16%
- 2 A&T activities: 23%
- 3 A&T activities: 23%
- 4 A&T activities: 34%
- 5+ A&T activities: 50%
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.
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Thank you