Seeing is Believing
Innovation with community-led videos for behavior change

Notes from USAID’s SPRING project

Andrew Cunningham, SBC Specialist
USAID Advancing Nutrition
Community media: Any form of technology-enabled media that, to varying degrees, is developed in the community, about the community, and with the community.

- USAID’s SPRING Project
How does community video differ?

<table>
<thead>
<tr>
<th>Mass Media</th>
<th>Community Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical (top-down) approach to programming</td>
<td>Horizontal programming</td>
</tr>
<tr>
<td>Message to persuade/outcome-focused</td>
<td>Process-oriented problem-solving and engagement</td>
</tr>
<tr>
<td>Focus on individual behavior</td>
<td>Socio-ecological approach</td>
</tr>
<tr>
<td>Unilateral structure</td>
<td>Dialogic, bidirectional process</td>
</tr>
<tr>
<td>Passive design: targets audiences</td>
<td>Active design: interactive with communities and stakeholders</td>
</tr>
<tr>
<td>View of culture as an obstacle to behavior change</td>
<td>Collaboration with culture to enable behavior change</td>
</tr>
</tbody>
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Adapted from Singhal 2001
Principles of Community Media

Community Engagement
Contextualization
Capacity Building
Sustainability
Principles of Community Media

**Community Engagement**
- Participants are involved in many aspects of the design, production, and dissemination.

**Capacity Building**
- Individual, community, and institutional capacity and transfer of ownership to local organizations, entrepreneurs, and individuals.

**Contextualization**
- Content and format is understandable, acceptable, and relevant to the intended population.
- Community can identify with the environment/characters and are more likely to trust information and to try new behaviors.

**Sustainability**
- Institutional partnerships and support for self-directed community media.
Community Video Development

- Situational Analysis
- Capacity Building
- Content Development
- Pre-Production
- Production Shooting
- Editing
- Dissemination
- Monitoring and Evaluation
Community Video Evidence
Niger

1: KNOWLEDGE

Percentage of women who know they should encourage their child to eat

<table>
<thead>
<tr>
<th></th>
<th>Baseline</th>
<th>August-15</th>
<th>May-17</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N=301</td>
<td>N=356</td>
<td>N=92</td>
</tr>
<tr>
<td>45.5</td>
<td>71.9</td>
<td>84.8</td>
<td></td>
</tr>
</tbody>
</table>

2: ATTITUDE

Percentage of women who agree that they have time to encourage their child to eat

<table>
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<th>May-17</th>
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<tr>
<td></td>
<td>N=301</td>
<td>N=356</td>
<td>N=92</td>
</tr>
<tr>
<td>92.4</td>
<td>90.2</td>
<td>93.5</td>
<td></td>
</tr>
</tbody>
</table>

3: SELF-EFFICACY

Percentage of women who intend to provide encouragement to their child the next time he or she eats

<table>
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<td>N=356</td>
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</tr>
<tr>
<td>76.4</td>
<td>92.4</td>
<td>96.7</td>
<td></td>
</tr>
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</table>

4: BEHAVIOR

Percentage of women who actively encouraged their child to eat

<table>
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<tr>
<td>31.2</td>
<td>85.1</td>
<td>76.2</td>
<td></td>
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</tbody>
</table>
Nutrition Sensitive Agriculture
Senegal and Guinea

- Senegal
  - Combining nutrition-specific and nutrition sensitive topics in video library
  - Engaging community health workers and agriculture extension workers as disseminators

- Guinea
  - Partnership with agricultural projects to promote improved technologies for nutrition-sensitive agriculture.
Resources

www.spring-nutrition.org/CommunityVideo
USAID Advancing Nutrition

• USAID's flagship multi-sectoral nutrition project
• Includes technical expertise to work with USAID Missions to develop country-specific SBC strategies that may leverage community media where appropriate.
• Prepared to build capacity and collaborate with local implementing partners
• If you'd like more information on how to engage with our project, please grab a handout before you go.
Acknowledgments

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Visit SPRING’s website for more information: www.spring-nutrition.org/communityvideo


Contact me at andrew_cunningham@jsi.com
USAID Advancing Nutrition is the Agency’s flagship multi-sectoral nutrition project, addressing the root causes of malnutrition to save lives and enhance long-term health and development.

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