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FROM THE AMERICAN PEOPLE

Social and Behavior Change Helps Improve Nutrition

SBC =

FARMER

- Increase sustainable production of nutritious foods
- Safely store food
- Join producer groups or cooperatives to access information, build social cohesion, and collectively bargain for benefits



COMMUNITY LEADER

- Encourage community members to demand quality nutrition services and diverse foods in markets
- Engage the support of community members to limit the availability of highly-processed foods
- Encourage community members to shift traditional practices or community norms that prevent caregivers from obtaining and feeding nutrient-rich foods to children



RETAIL MARKET VENDOR

- Sell safe, diverse, affordable nutrient-rich foods each season
- Promote nutrient-rich foods



TRANSPORTER

- Monitor and forecast stock of food items
- Use food-grade packaging for hygienic transportation



HEALTH WORKER

- Provide accurate and timely counseling on nutrition behaviors to mothers and family members
- Provide treatment for acute malnutrition according to national protocols
- Use data from quarterly district reports to adjust implementation



POLICYMAKER

- Develop and enforce policies to increase access to safe, affordable, diverse foods
- Develop and enforce policies to ensure high-quality nutrition services
- Increase funding for nutrition



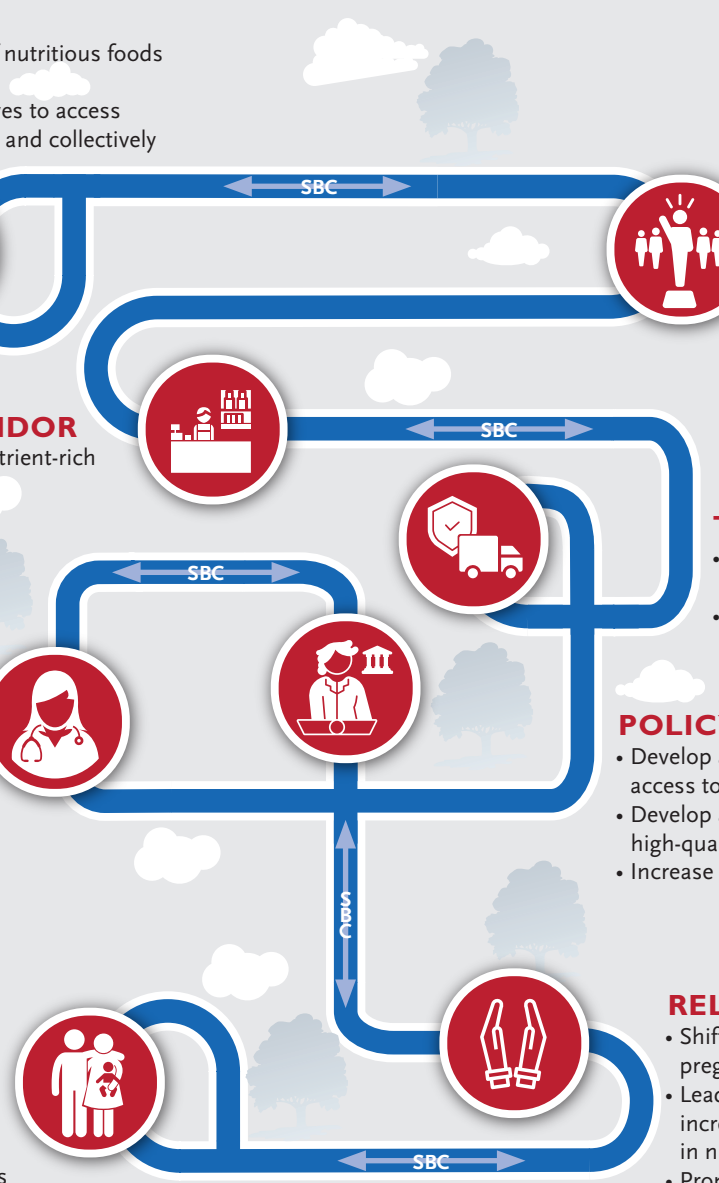
FAMILY MEMBER

- Reflect on gender norms related to household tasks
- Share responsibilities to support caregivers with nutrition-related behaviors
- Attend health services visits and carry out recommended follow-up actions



RELIGIOUS LEADER

- Shift norms around food taboos for pregnant women
- Lead reflection on gender norms to increase positive male engagement in nutrition
- Promote immediate care-seeking for all sick children at health facilities



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