Social and Behavior Change Helps Improve Nutrition

**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

**RETAIL MARKET VENDOR**
- Sell safe, diverse, affordable nutrient-rich foods each season
- Promote nutrient-rich foods

**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

**RETAIL MARKET VENDOR**
- Sell safe, diverse, affordable nutrient-rich foods each season
- Promote nutrient-rich foods

**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

**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

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

**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

**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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