



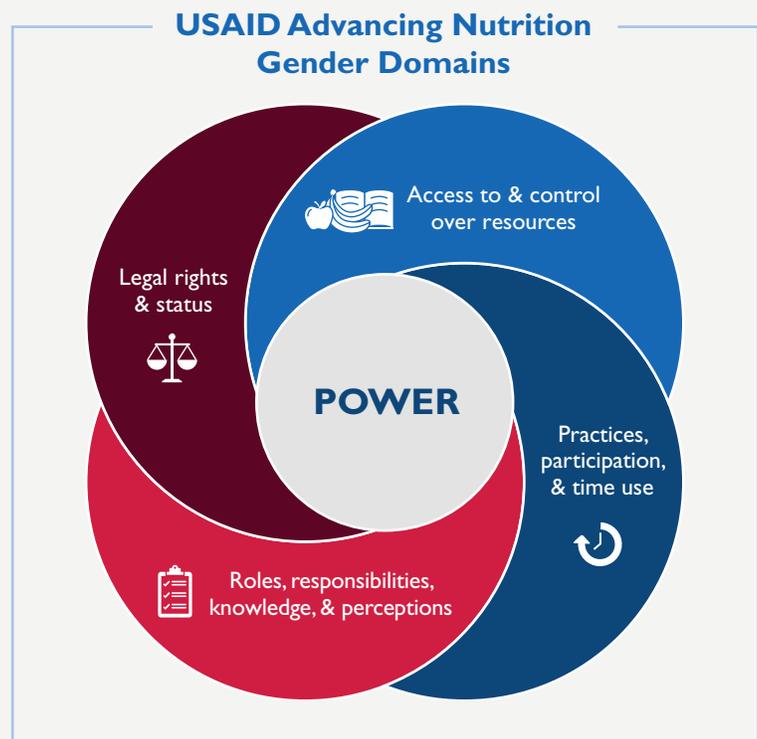
USAID ADVANCING NUTRITION

Strengthening Nutrition Activities through Gender Integration

Gender equality and good nutrition go hand-in-hand, as women’s nutritional status affects not only their own health but also the health and well-being of their families. As a result, increasing women’s empowerment and working towards gender equality improves nutrition. USAID Advancing Nutrition, the agency’s multi-sectoral nutrition project, considers how gender impacts agricultural outputs, healthy diets, and nutritional status. A key aspect of our social and behavior change approach includes unpacking and responding to the social and gender norms that influence nutrition.

USAID Advancing Nutrition supports gender integration across all of the project’s technical teams. We encourage activity leads to begin design with a gender analysis and to periodically reflect on progress. A gender analysis framework provides a structured way to think through differences in opportunities, roles, and responsibilities between men, women, boys and girls, and how these differences may affect multi-sectoral nutrition activities.

From 2020-2021, all eight technical teams on the project conducted gender analyses for 19 activities. Below, explore examples of how USAID Advancing Nutrition strengthened nutrition activities through gender integration. Keep an eye out for staff learnings throughout, shown in red.





Kamal Deen Djabaku

Effective Marketing of Healthy Diets

Guiding gender integration in demand generation efforts

Efforts to strengthen food systems include working to increase demand for healthy diets among low-income consumers. We surveyed practitioners and interviewed selected programmers to inform the development of a guide. A gender analysis informed the survey and interview design, guiding discussions around how gender roles and inequities affect what foods women, men, girls, and boys can buy, prepare, and consume. Addressing identified gaps and recommendations would better support programmers completing formative research, design marketing plans, and monitoring change. We are preparing a guide for implementing partners to apply marketing techniques in promoting healthy diets among low-income consumers. Further, we hope this guide will encourage and support practitioners in gradually shifting gender inequities related to how healthy diets are marketed in different contexts.

Timely Use of Nutrition Services

Examining how to strengthen nutrition in health service through a gender lens

Growth monitoring and promotion (GMP) is a standard practice during infancy and early childhood; governments throughout the world use GMP as a platform for improving child care, health, and development. USAID Advancing Nutrition conducted a two-country case study (in Northern Ghana and Nepal) to understand implementation in facility and community settings, highlight opportunities to strengthen GMP, and identify good practices for sharing globally. The case study design was informed by a gender analysis aimed at understanding how gender differences may affect service use and experiences. We incorporated these insights into interviews with health workers and caregivers, including both men and women when possible. Interviews explored gender roles and dynamics related to attending GMP and implementing agreed upon actions. In Northern Ghana, caregivers expressed a preference for more family support, especially from their husbands, to share tasks when attending GMP, to purchase appropriate foods, and to adopt recommended practices. As a result, one of the recommendations from the case study specifies greater community and family engagement for GMP.



UN Women/Allison Joyce

STAFF LEARNING*



Increase from **52%** to **72%** in number of staff who agree the project has made progress in mainstreaming gender into our operations and programs.

* Staff learnings based on two surveys of project staff, conducted in November 2020 (29 responses) and June 2021 (32 responses).



Nena Terrell/USAID Ethiopia

Supplementary Feeding in Humanitarian Contexts

Considering gender in young child food supplementation

Preventive lipid-based nutrient supplements (LNS) programs can improve the survival, growth, and development of children 6–24 months of age. To support delivery of high-quality LNS programs, USAID Advancing Nutrition surveyed implementing partners funded by the International Food Relief Partnership (IFRP) on current supplementary feeding programs and documented findings from a gender perspective. Implementing partners operated in the Dominican Republic, Guatemala, Haiti, Honduras, Nicaragua, Burkina Faso, Chad, Ethiopia, Liberia, Niger, Nigeria, Sierra Leone, Somalia, and Syria. The survey findings informed the next stage of in-depth documentation of LNS programming, with the aim of understanding how to improve program quality and impact.

STAFF LEARNING



Increase from **55%** to **63%** in number of staff who reported gender equity concerns influence their everyday work to a significant extent.

STAFF LEARNING



Increase from **76%** to **94%** in number of staff reporting knowing how to and/or conducting a gender analysis for an activity.

Evidence Generation on Social Norms and Nutrition

Understanding the intersection of social and gender norms on quality diets

USAID Advancing Nutrition continues to investigate the role of social norms—unstated rules that govern nutrition behaviors in a society—focusing on women’s and children’s diets. Although social norms are not routinely addressed or measured, the key role of social and behavior change in influencing nutrition and health suggests that nutrition program outcomes could improve by better amplifying supportive norms and shifting harmful ones. We are conducting literature reviews to understand the evidence and intervention approaches. Gender analyses informed the design of research questions, highlighting the need to explore traditional gender roles and responsibilities—which influence who feeds and cares for children, and what food is given to men, women, boys, and girls. For example, women’s disparate access to income and decision-making power may also limit consumption of an adequate and quality diet. As a result, our literature reviews incorporated search terms on gender roles, responsibilities, family roles, and power dynamics. The team will also highlight the influence of gender norms in forthcoming program guidance on shifting social norms for nutrition.



Marie Cousins/NOURISH

USAID Advancing Nutrition is continuously learning about how to best integrate gender into our project activities and adapt when needed.

Visit USAID Advancing Nutrition for more information and to see our gender equality strategy: <https://www.advancingnutrition.org/what-we-do/social-behavior-change-gender/gender-equality-womens-empowerment>