



Behaviors for *Better* Complementary Feeding: An SBC Workshop Series

Workshop 1: Achieve More with Fewer
Resources! Start with the Outcomes (Behaviors)
and Prioritize

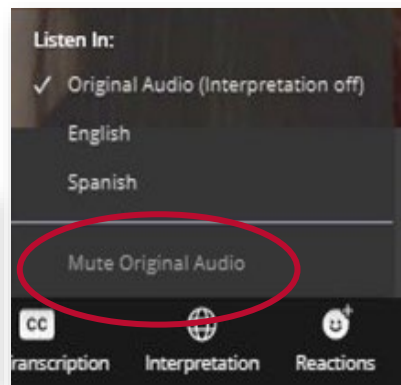
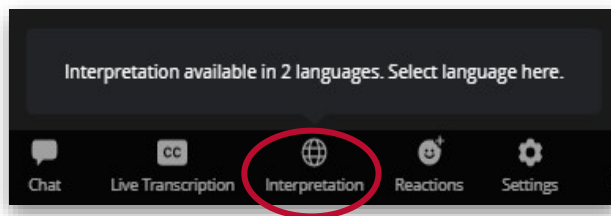
May 18, 2023



Photo: USAID

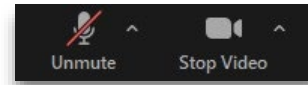
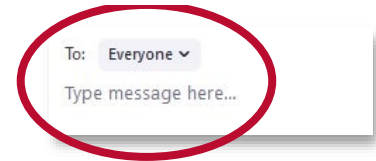
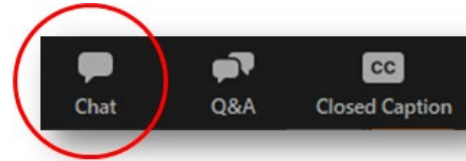
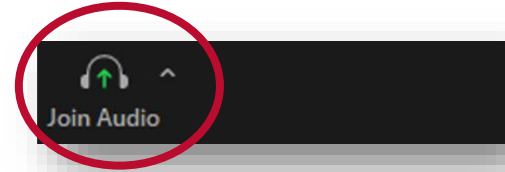
Zoom Meeting: Interpretation

English	<p>Click the Interpretation icon to have the option to hear the meeting in French. To hear the webinar only in French, select Mute Original Audio.</p> <p>If you are listening in English, please make sure to select English from the interpretation channels to hear comments/questions from colleagues when they are interpreted from French to English.</p>
Français	<p>Cliquez sur l'icône intitulée « interprétation » pour avoir la possibilité d'écouter le webinaire en français. Pour écouter le webinaire uniquement en français, vous pouvez désactiver l'audio original.</p>

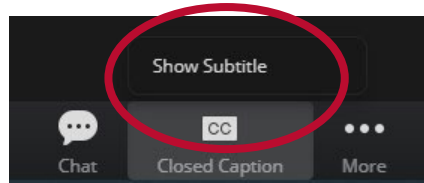


Zoom Meeting: Reminders

- If at any point you are unable to hear the speakers, check to make sure you've connected your audio by clicking on the headphones icon in your Zoom controls.
- We will be using chat box for introductions, general reflections, or technical issues. To access the chat box, click on the icon in your Zoom control bar labeled Chat. Send a message to *Everyone* to introduce yourself, to send in your comments and questions, or ask for tech support.
- You are welcome to turn on your video when speaking, presenting, or engaging with other participants, but please remember to mute yourself when others are speaking or delivering presentations.



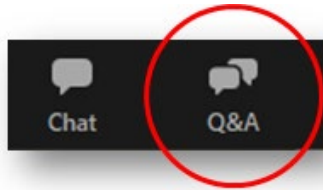
Zoom Meeting: Subtitles



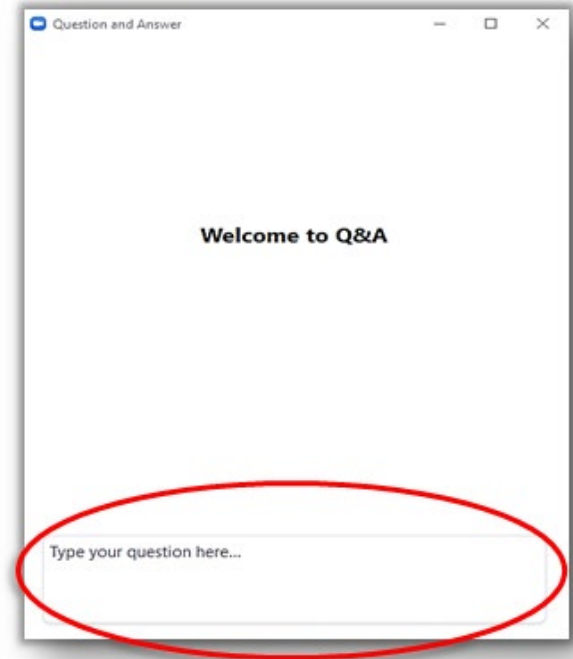
- We have enabled the Zoom closed captioning feature. To start viewing live subtitles on your screen during today's meeting, click the **Closed Caption** icon and select **Show Subtitle**.
- If you're unable to hear the presenters or see the presentation, try leaving the meeting and joining it again using the link sent to you in your registration confirmation email, or call in using a phone number provided in that same registration confirmation email.
- Please note that today's meeting is being recorded, except for the breakout rooms.

Zoom Meeting: Q&A Box

- We will be using the Q&A for questions for speakers during the various sessions
- To access the Q&A box, click on the icon in your Zoom control bar labeled **Q&A**



To submit your question in the Q&A box, type your question in the space provided and press “Enter” on your keyboard

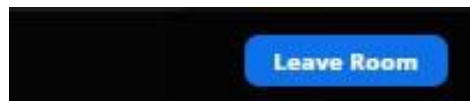


Zoom Meeting: Breakout Rooms

- You should be automatically assigned to your breakout room. If you have any issues joining the breakout room, you can click on the Breakout Rooms icon in your Zoom controls. If you have any issues, put a message in chat for Tech Support.



- If you're in the wrong breakout room, click on the Leave Room button in the bottom right corner of your Zoom Window. You can use this feature if you would like to remain in the group with **French translation in the Main Zoom Room.**



Once upon a time...



Where do we start?

- 1) Feed with age-appropriate frequency, amount, and consistency
- 2) Feed a variety of age-appropriate, safe, nutrient-rich foods
- 3) Prepare food and feed children hygienically
- 4) Feed responsively

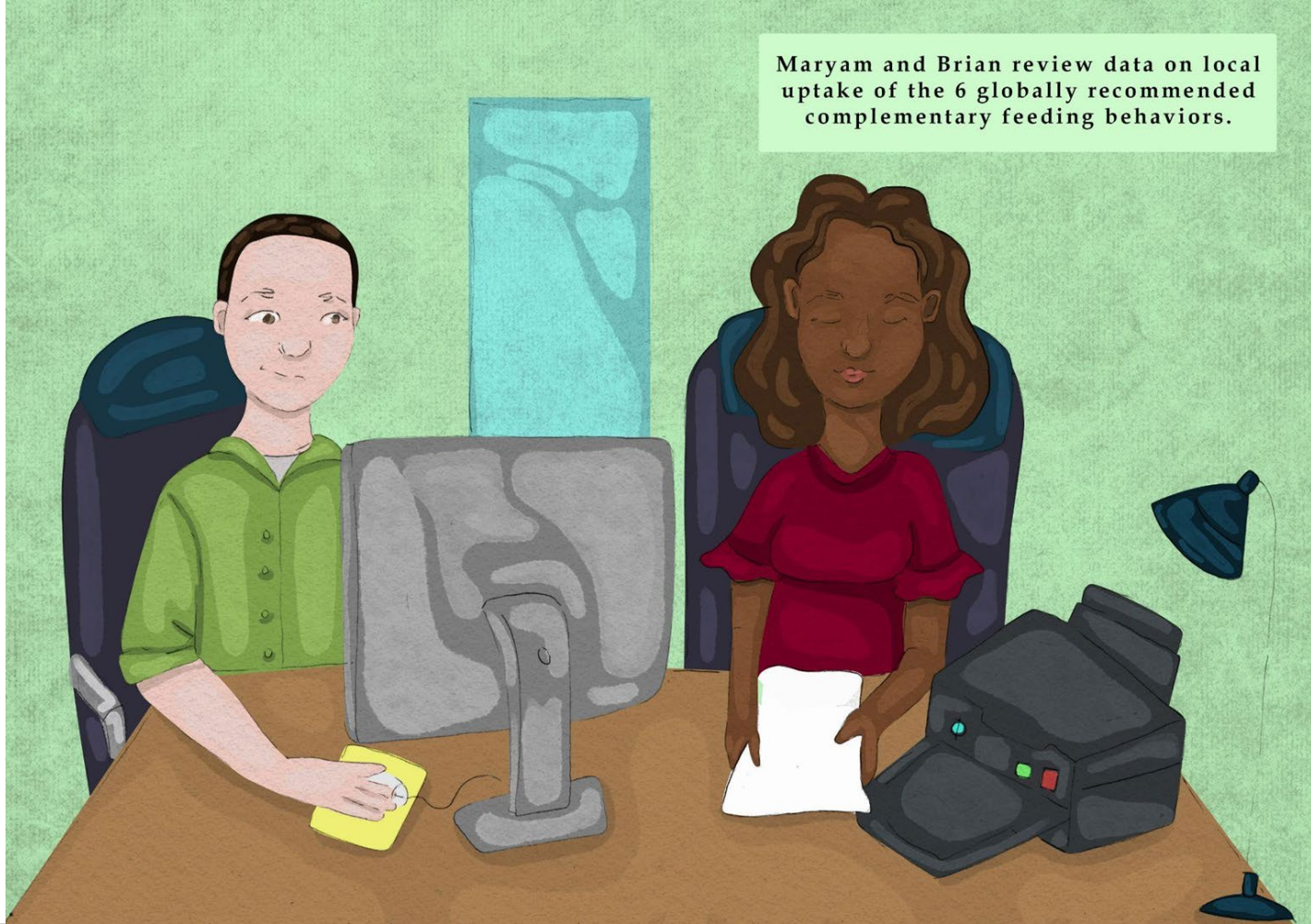




**I just downloaded
this new tool.
Maybe it can help?**

**PRIORITIZING
MULTI-
SECTORAL
NUTRITION
BEHAVIORS
TOOL**

Maryam and Brian review data on local uptake of the 6 globally recommended complementary feeding behaviors.



Based on our research, it looks like these two prioritized complementary feeding behaviors will make the biggest difference on outcomes and are reasonable to change given the current context and resources.



Introductions and Agenda

Introductions



Laura Itzkowitz
Senior Nutrition and
SBC Advisor,
USAID Bureau for
Global Health



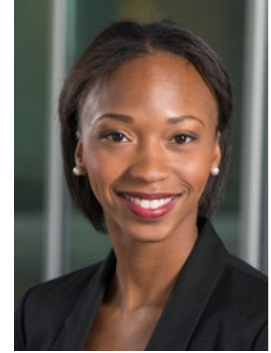
Linda Shaker Barbari
Nutrition Specialist,
Complementary Feeding
UNICEF



Kelsey Torres
Nutrition and SBC
Advisor,
USAID Advancing
Nutrition



Lisa Sherburne
Director of SBC,
USAID Advancing
Nutrition



Shaneka Thurman
Nutrition SBC Advisor,
USAID Advancing
Nutrition

Quality SBC for Improved Diets of Young Children

Workshop I: Prioritize behaviors
TODAY!

Workshop II: Create pathways
to change

Workshop III: Monitor SBC



Quality SBC for Improved Diets of Young Children

Workshop I: Prioritize behaviors

Workshop II: Create pathways to change

Workshop III: Monitor SBC



Quality SBC for Improved Diets of Young Children

Workshop I: Prioritize behaviors

Workshop II: Create pathways to change

Workshop III: Monitor SBC



Agenda

- Improving young children's diets during the complementary feeding period
- SBC for complementary feeding
- Building a better behavior
- *Let's practice!* Writing/narrowing behaviors
- How to prioritize behaviors
- *Let's practice!* Prioritization
- Sharing experiences



Complementary Feeding: Action Framework for Improving Diets of Young Children

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Linda Shaker Berbari, PhD UNICEF HQ, Nutrition Specialist
Behaviors for Better Complementary Feeding: Social and Behavior Change Workshop Series USAID
Advancing Nutrition May 2023

unicef 
for every child

Complementary Feeding



1



2

What

young children eat

When & How

young children are fed

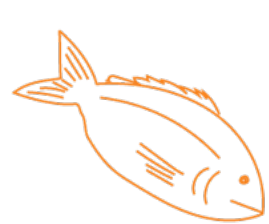
Complementary

Foods



Complementary

Feeding Practices



Complementary Feeding: What?



Breastmilk



**Fortified foods or
vitamins and mineral
supplements**
(as needed)



Diverse & Nutrient-dense foods

To meet the minimum dietary diversity, 5 of 8 food groups are required.



**Animal-source foods,
fruits and vegetables**

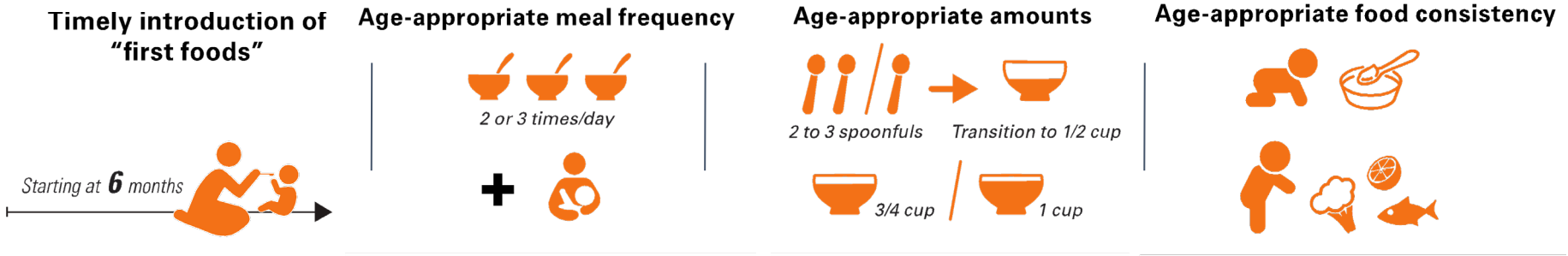


**Avoid adding sugars
to home prepared
foods and beverages**



**Avoid giving drinks
or food with low
nutrient value**

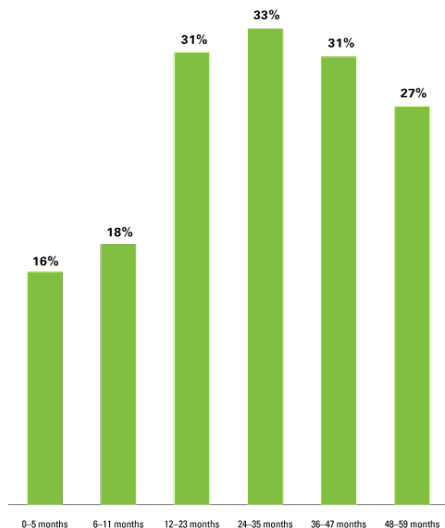
Complementary Feeding: When and How?



The consequences of poor diets and feeding practices in early life are visible in the age distribution of stunting and wasting



Stunting increases rapidly between 6 and 23 months of age



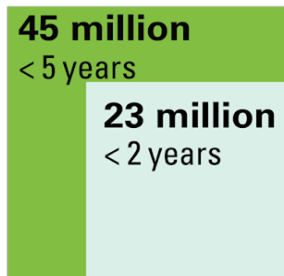
Percentage of children under 5 affected by stunting, by age in months, 2020*

Source: UNICEF/WHO/World Bank Joint Child Malnutrition Estimates Expanded Database: Stunting (Survey Estimates), 2021, New York



More than half of all children with wasting are younger than 2 years of age

45 million children under 5 with wasting in 2020...



...of which 23 million are under 2 years of age

Estimated number of children under 2 affected by wasting out of all affected children under 5 years of age

Source: Based on internal UNICEF estimates, 2021

2022

of children living in food and nutrition **insecurity is rising**

Combined effects of

- **conflict** – including the war in Ukraine,
- **climate-induced drought and environmental degradations**
- **socioeconomic impacts of the pandemic**

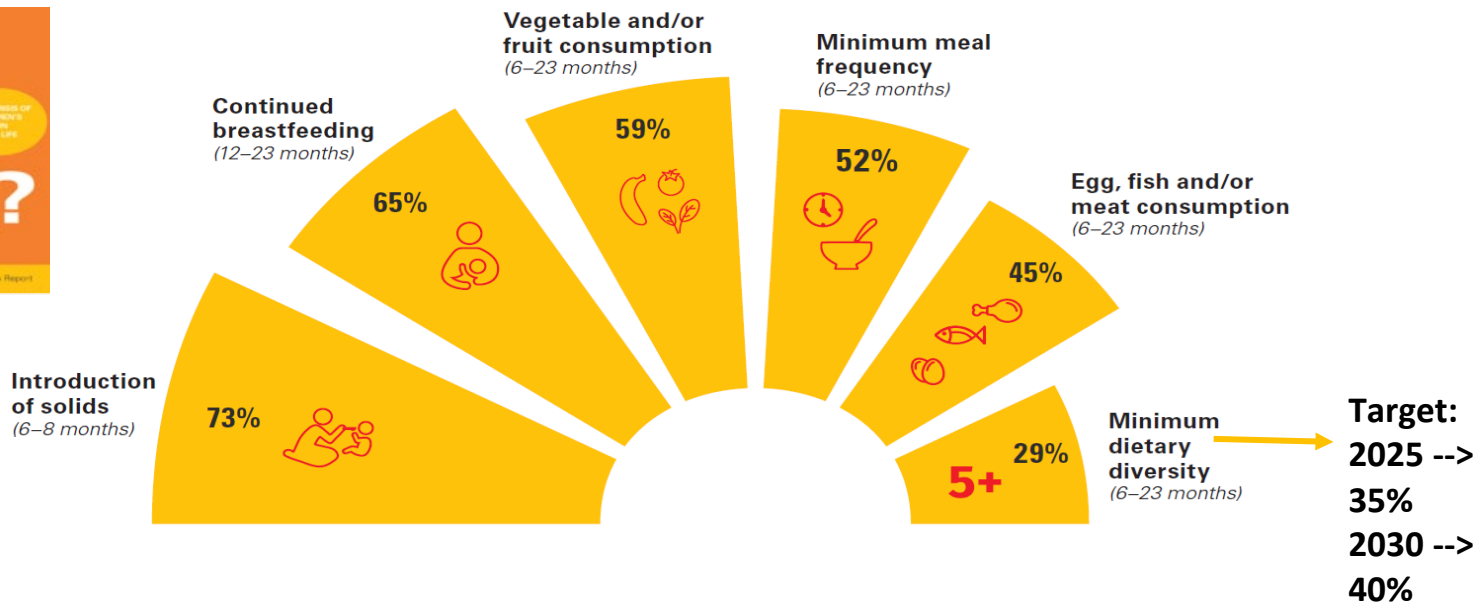
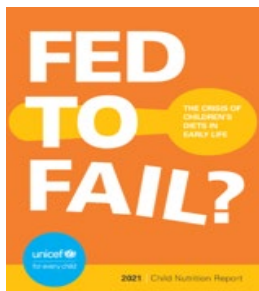
Unprecedented levels of food and nutrition vulnerability.

FED TO FAIL?

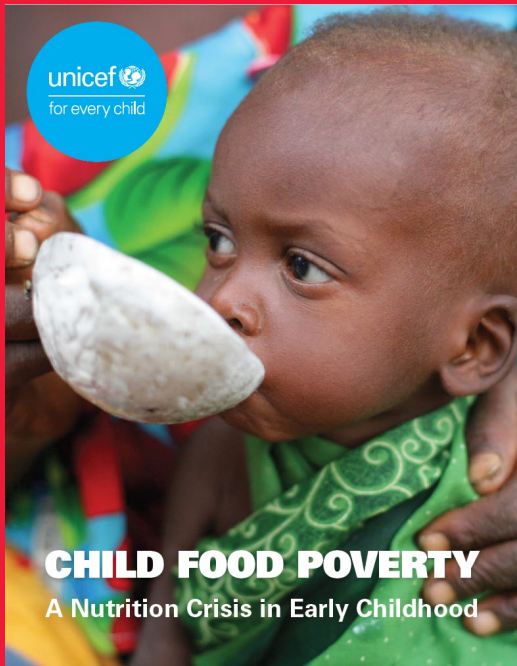
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Findings

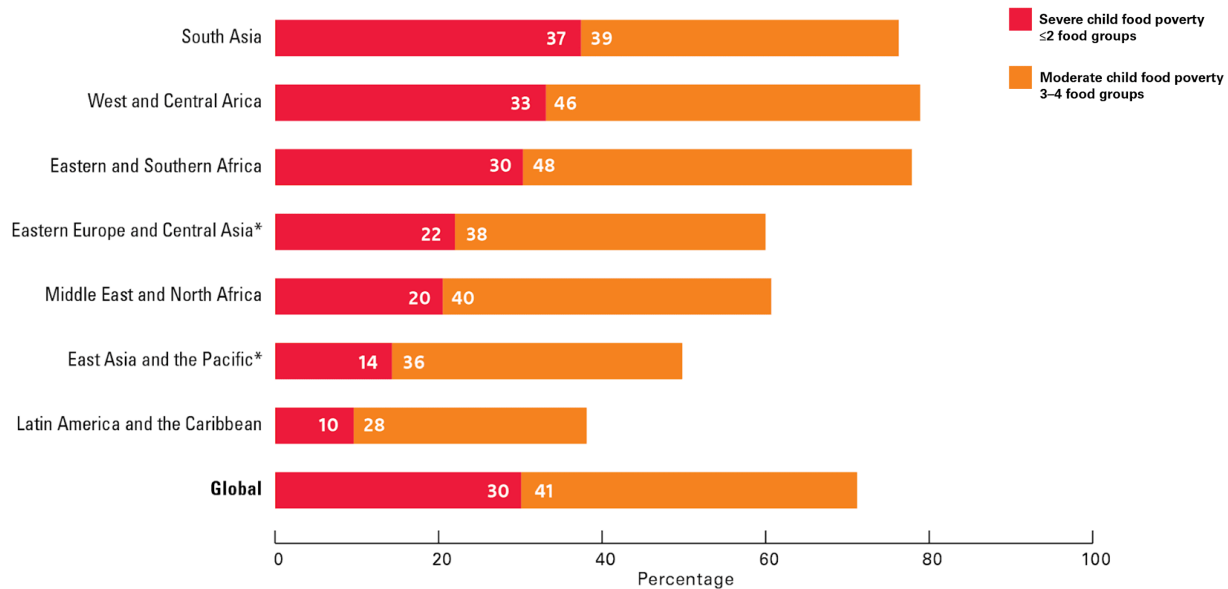
1. Children are **not fed** enough of the right foods at the right time



2. Children's diets have seen little or no improvement in the last decade



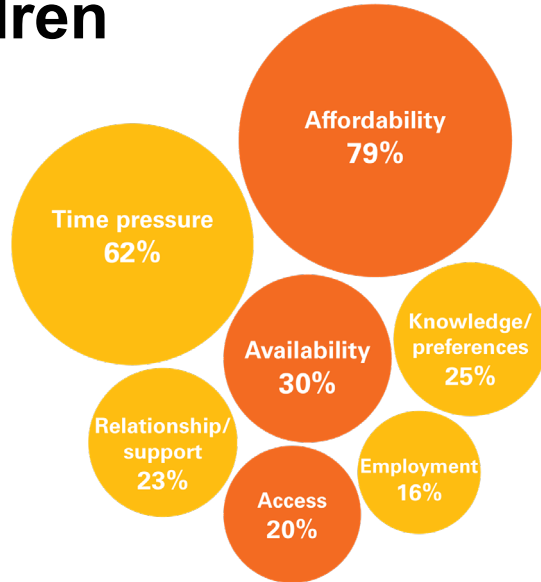
1 in 3 children under five lives in severe food poverty



Percentage of children living in severe food poverty and moderate food poverty, by region, 2021

Source: UNICEF Global databases, 2022. *To meet adequate population coverage in each region, East Asia and the Pacific does not include China, and Eastern Europe and Central Asia does not include Russian Federation.

3. Families struggle to find and afford nutritious foods for their children



Percentage of mothers of young children reporting barriers to a healthy diet in 18 countries

Source: Schmied, V. et al. (2020). Food and nutrition: Mothers' perceptions and experiences. WSU & UNICEF.

- Availability and physical access barriers persist due to shortages in national supplies, seasonal scarcities, poor roads infrastructure, climatic shocks and conflict.
- Poor urban communities do not attract or demand shops that sell nutritious food.
- Poor families cannot afford nutritious foods for their young children.
- COVID-19 pandemic has exacerbated the difficulties that poor families face in affording nutritious foods.

FED TO FAIL?

8

Findings

4. Poor diets are **not affecting all children equally** across and within regions

5. **Disparities** in children's diets persist within countries **have not narrowed**

6. Children's diets are constrained by **social, cultural and gender barriers**

7. **Unhealthy processed foods** and drinks are widely accessible and heavily marketed

8. **Policies and programmes** to improve young children's diets are not prioritized

UNICEF
PROGRAMMING
GUIDANCE

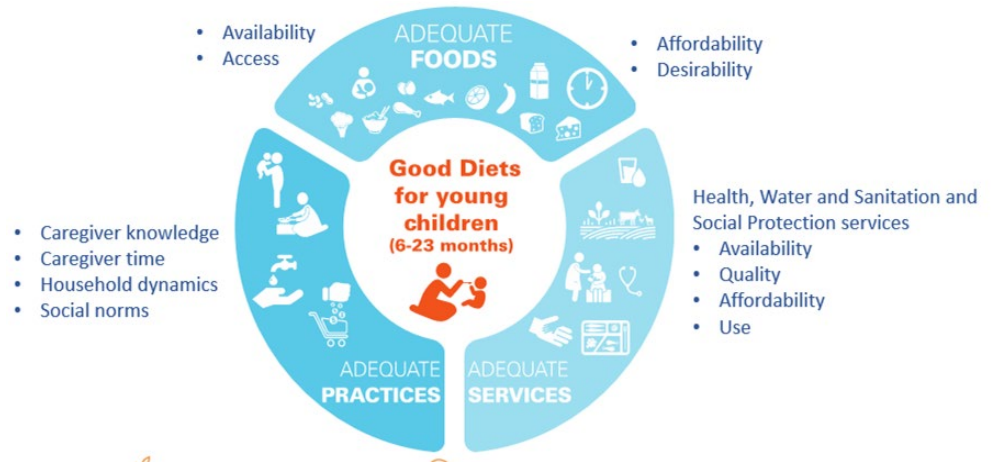
Improving Young Children's Diets During the Complementary Feeding Period



NUTRITION GUIDANCE SERIES

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for every child

UNICEF's global narrative for protecting and promoting **diets, services** and **practices** that support optimal nutrition, growth and development **for young children**





Complementary feeding interv

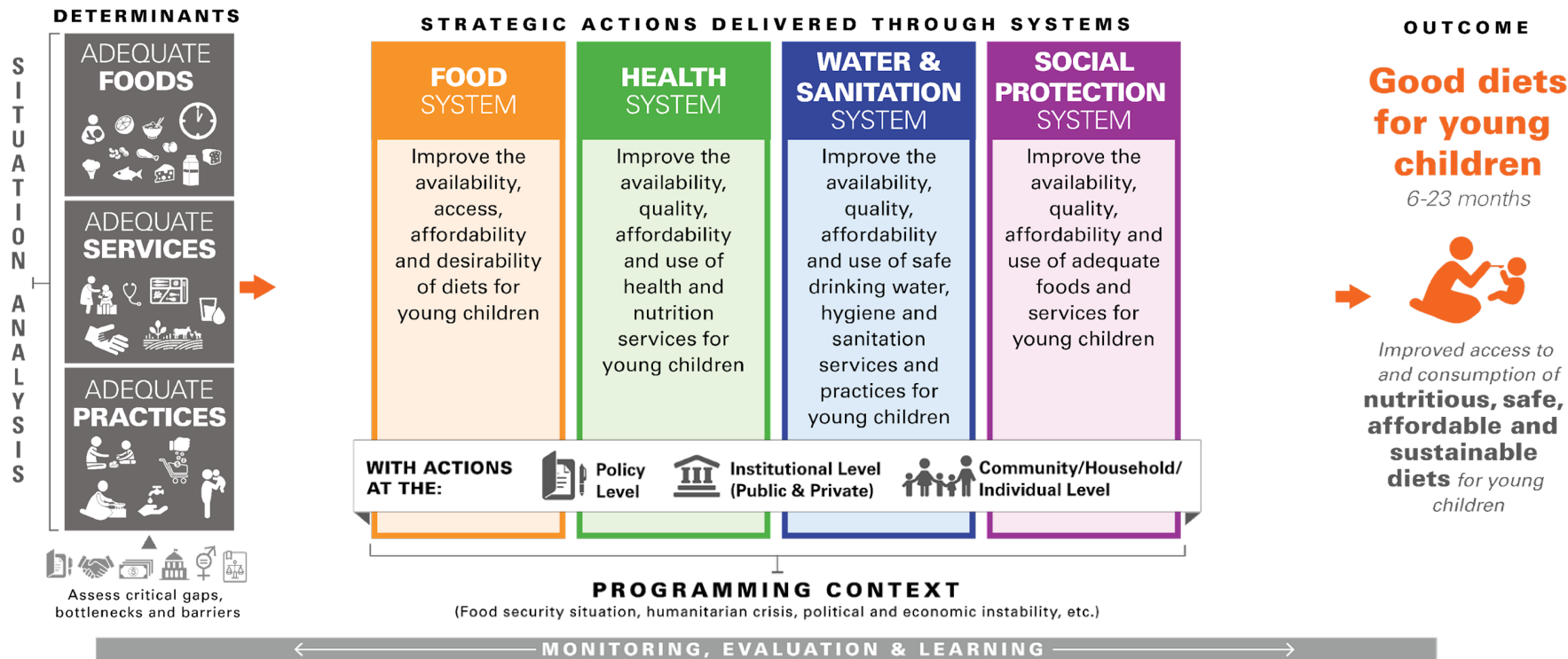


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- Nutrition counselling and social and behaviour change
- Counselling and education on responsive feeding and stimulation
- Use of vitamin and mineral supplements in settings where nutrient-poor diets prevail
- Access to diverse and nutritious complementary foods at household level
- Access to fortified foods as needed, aligned with global and national standards
- Promote improved accessibility and use of safe complementary food, water and clean household environment
- Access to affordable and nutritious foods through social protection programmes and counselling services



Action Framework to Improve the Diets of Young Children During the Complementary Feeding Period



Delivering Through the Food System

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FOOD SUPPLY CHAIN



FOOD ENVIRONMENT



BEHAVIOURS OF CAREGIVERS



Assess critical gaps,
bottlenecks & barriers

STRATEGIC ACTIONS

(in collaboration with the government, UN and other partners)



Policy



Institutional (Public & Private)



Community/Household/Individual

Improve availability, access, and affordability of
young children's diets

Healthy food and water- public sector policies and programmes
Food marketing – policies
Food labelling – legislations

Counselling and communication
Large-scale multi-channel social and behaviour change
communication
Hygiene and care practices

PROGRAMMING CONTEXT

(Food security situation, humanitarian crisis, political and economic instability, etc.)

OUTCOME

Improved access to
and consumption
of nutritious, safe,
affordable and
sustainable diets
for young children

(6–23 months)



Availability, access,
affordability and
desirability of diets
for young children

MONITORING, EVALUATION & LEARNING

Delivering Through the Health System

SITUATION ANALYSIS

HEALTH AND NUTRITION SERVICES



- Strengthen national policies, legislation, strategies, plans and budgets for inclusion and coherence of essential actions to improve young children's diets;
- Strengthen the integration of actions to improve young children's diets in the package for community health workers, and within universal health care and non-communicable disease plans;
- Strengthen accountability mechanisms at national level for delivering actions to improve young children's diets.

BEHAVIOURS OF CAREGIVERS



- Support formative research and align national policies and plans to improve sub-optimal feeding behaviours and promote positive social norms
- Review and strengthen national SBCC and child feeding strategies, plans and budgets to include tested context-specific messages, delivery platforms and channels for improving young children's diets.
- Map and prioritize counselling service contact points and communication delivery platforms;
- Facilitate the integration of SBCC to improve young children's diets in capacity building, counselling tools and other resources for frontline workers and caregivers;
- Facilitate alignment of SBCC within the health sector with other sectors, including agriculture, social protection and WASH.



Assess critical gaps, bottlenecks & barriers

STRATEGIC ACTIONS

(in collaboration with the government, UN and other partners)



Policy



Institutional (Public & Private)



Community/Household/Individual

OUTCOME

Improved access to and consumption of nutritious, safe, affordable and sustainable diets for young children

(6–23 months)



Availability, quality, affordability and use of health and nutrition services for young children

PROGRAMMING CONTEXT

(Food security situation, humanitarian crisis, political and economic instability, etc.)

MONITORING, EVALUATION & LEARNING

Delivering Through the Water and Sanitation System

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STRATEGIC ACTIONS

(in collaboration with the government, UN and other partners)



Policy



Institutional (Public & Private)



Community/Household/Individual

WASH SUPPLY AND SERVICES



- Strengthen the coherence of WASH, nutrition, health and social protection policies, strategies and plans to ensure strong linkages for better outcomes;
- Strengthen policies on the treatment of infectious diseases to ensure they include actions on feeding during illness and availability of zinc and oral rehydration solution (ORS) for treatment of diarrhoea;
- Integrate environmental hygiene into WASH policies, strategies and plans.

- Prioritize WASH and nutrition services in geographic areas with the highest prevalence of stunting and WASH-related disease;
- Facilitate integration of actions to improve coverage of safe drinking water, hygiene and sanitation services in health, nutrition and WASH plans;
- Strengthen decentralized management capacity for evidence-based analysis, prioritization, planning and monitoring of integrated WASH-nutrition actions to improve young children's diets.

- Engage with local government and partners to facilitate sustained access to essential WASH supplies and services at the community and household level.

BEHAVIOURS OF CAREGIVERS



- Strengthen national SBCC strategies and plans on WASH and nutrition to integrate key behaviors;
- Collaborate with Ministry of Health and the Food and Drug Authority on review and strengthening of national food safety standards.

- Facilitate the integration and alignment of SBCC across sectors in national and sub-national capacity building, counselling tools and resources.
- Strengthen national and sub-national capacity on delivering WASH-nutrition counselling;
- Support the integration of feeding during and after illness, use of ORS and zinc, handwashing and food hygiene into WASH-related institutional plans.

- Leverage partnerships to scale-up integrated nutrition-WASH SBCC at community level and promote recommended behaviors;
- Generate evidence to inform the scale-up of comprehensive approaches linking recommended WASH behaviours (e.g., removing fecal contaminants from the environment) to actions for improved access to safe and nutritious complementary foods at household level (e.g., safe use of faecal waste in agriculture).

OUTCOME

Improved access to and consumption of nutritious, safe, affordable and sustainable diets for young children

(6–23 months)



Availability, quality, affordability and use of safe drinking water, hygiene and sanitation services and practices for young children



Assess critical gaps, bottlenecks & barriers

PROGRAMMING CONTEXT

(Food security situation, humanitarian crisis, political and economic instability, etc.)

MONITORING, EVALUATION & LEARNING

Delivering Through the Social Protection System

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SOCIAL PROTECTION PROGRAMMES AND SERVICES



BEHAVIOURS OF CAREGIVERS



Assess critical gaps, bottlenecks & barriers

STRATEGIC ACTIONS

(in collaboration with the government, UN and other partners)



Policy

- Strengthen social protection policies, strategies, services, delivery platforms and budgets to ensure targeted and supportive actions to increase access to affordable and nutritious food for young children;
- Foster policy and budget coherence among social protection with other sectors (e.g., agriculture, health, WASH and women's empowerment);
- Influence the design and targeting of social protection programmes and services to be responsive to the dietary needs for young children.



Institutional (Public & Private)

- Strengthen the delivery of social protection programmes to improve the availability, quality, affordability and consumption of diets for young children;
- Strengthen national and decentralized capacities of identified delivery platforms (social protection, health/ nutrition, agriculture, WASH) to facilitate integrated service delivery of social protection and nutrition actions;
- Strengthen national and decentralized monitoring systems for integrated social protection and nutrition services.



Community/Household/Individual

- Strengthen capacity of community platforms and families to demand, access and use integrated social protection and nutrition services
- Leverage partnerships and generate evidence to scale-up innovative approaches to social protection programmes with integrated SBCC, improved access to diverse foods, and interventions to strengthen women's decision making.

- Support formative research to align national social protection policies and programmes with knowledge gaps and feeding behaviours limiting young children's diets;
- Strengthen linkages between national SBCC strategies and programmes on improving young children's diets with social protection services and delivery platforms.

- Assess and prioritize service delivery platforms and contact points for social protection to deliver key messages;
- Support the design and integration of SBCC in social protection capacity building and counselling tools and resources;
- Facilitate the alignment of SBCC interventions to improve child diets in social protection with other sectors (health/nutrition, WASH, agriculture etc.).

- Empower women through programmes that foster decision-making in purchasing and feeding nutritious complementary foods;
- Generate evidence to inform the scale-up of integrated social protection and SBCC interventions to address knowledge gaps around food purchasing, feeding practices and use of resources for feeding young children.

OUTCOME

Improved access to and consumption of nutritious, safe, affordable and sustainable diets for young children

(6–23 months)



Availability, quality, affordability and use of adequate foods and services for young children

PROGRAMMING CONTEXT

(Food security situation, humanitarian crisis, political and economic instability, etc.)

MONITORING, EVALUATION & LEARNING

Ongoing activities

- Update of the C-IYCF package
- Engaging in innovations for behavior change (Bowl and spoon)
- With WHO, working on the development of implementation guidance for complementary feeding programming



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Thank you



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SBC for Complementary Feeding Programming

The *Complementary Feeding* period matters—A LOT!



What, how much, how often, and with what help a child should eat must evolve to meet his or her changing needs.

Complementary feeding is *not* just one behavior!



Appropriate complementary feeding
requires many behaviors.

Introducing
food at the
right age



Feeding
a variety
of foods



Feeding the
right quantity
and consistency
of food



Feeding the right
number of times per
day based on the
child's age and health

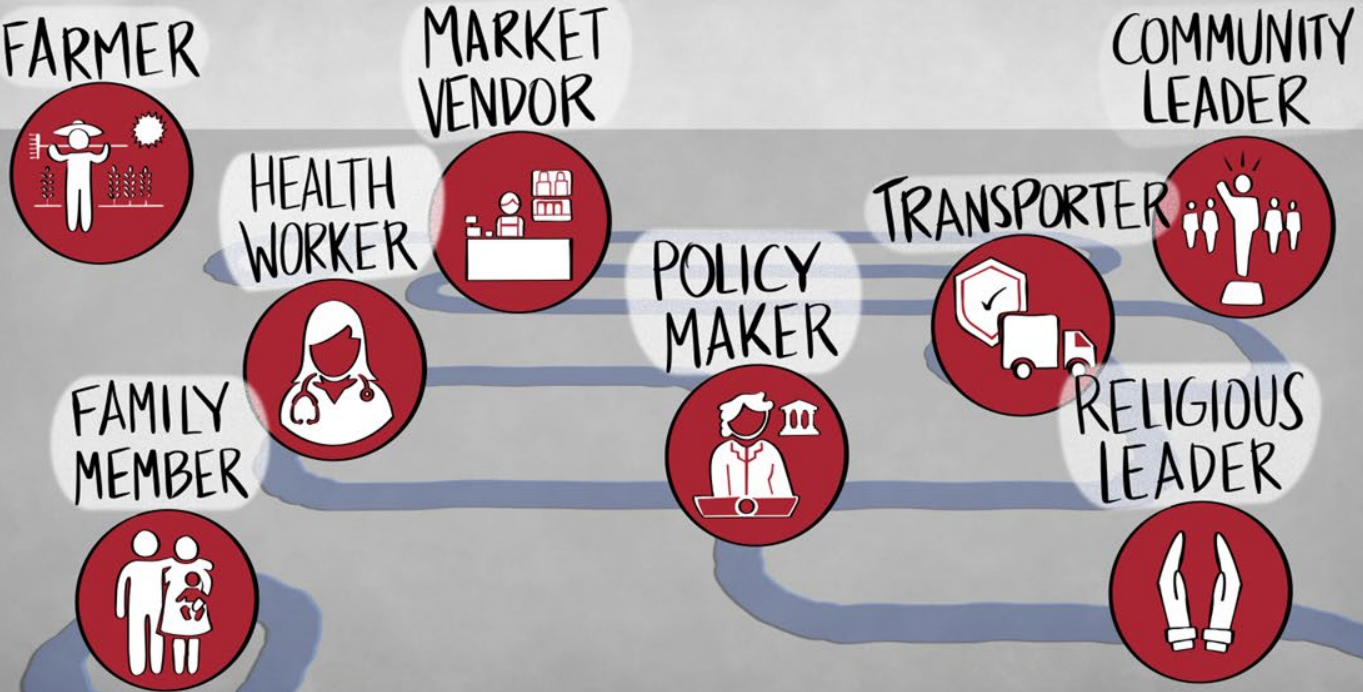


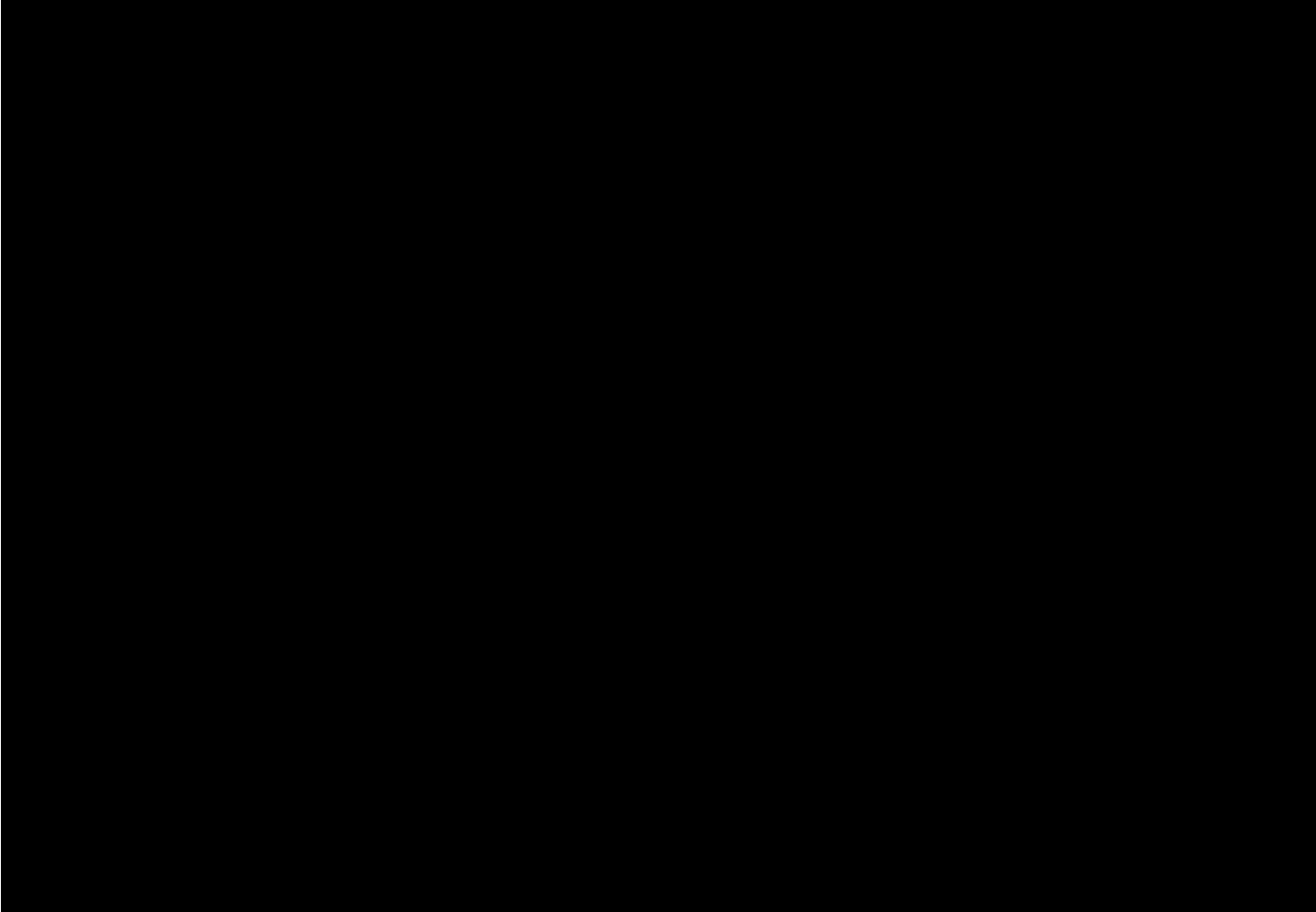
All of these need to be done
responsively at each feeding.

Why begin with behaviors?

BEHAVIOR (what people do) is the outcome closest to the ultimate goal of the program - improved nutrition outcomes.

Behaviors Are the *Roots* of Complementary Feeding – and Any Nutrition Program





Building a better behavior...

What IS a behavior?

SPECIFIC
PRIMARY
ACTOR

+

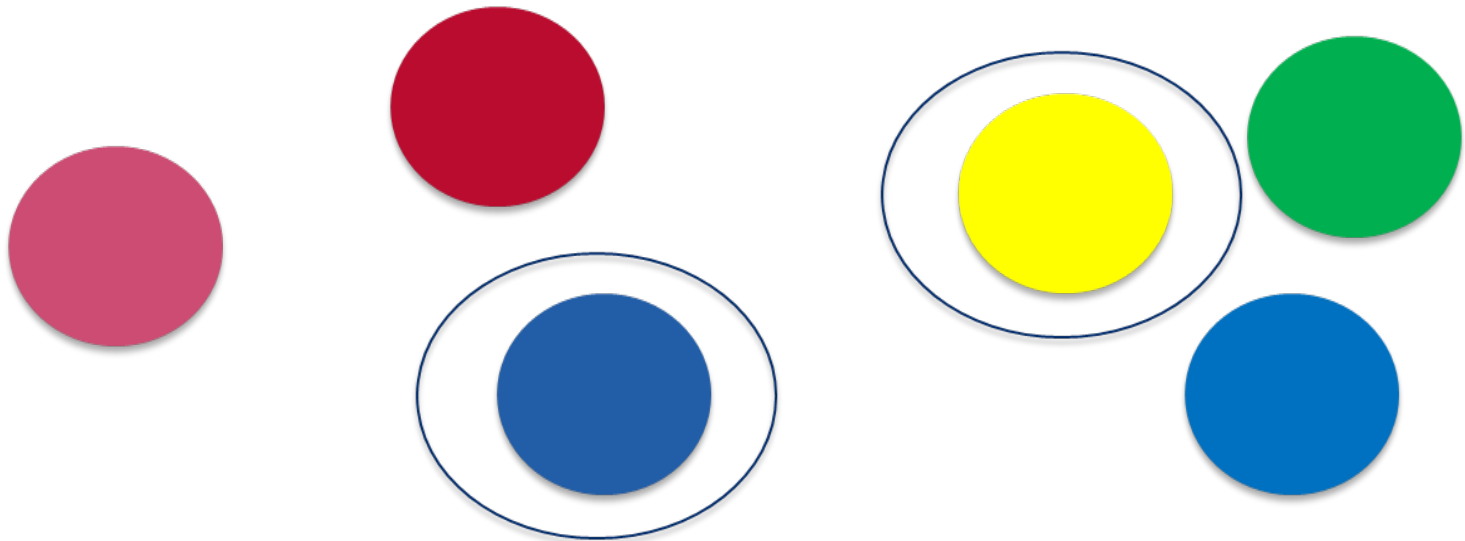
ACTION VERB

+

FREQUENCY, GEOGRAPHY, OR
OTHER SPECIFICS (IF NEEDED)

**CAREGIVERS FEED CHILDREN 6-23 MONTHS A VARIETY OF AGE-APPROPRIATE,
SAFE, DIVERSE FOODS DAILY**

Menti: SPOT the behavior(s)!



Let's practice! Writing and narrowing behaviors

STRETCH BREAK

There is so much to do! So how do we prioritize?

Globally Recommended Complementary Feeding Behaviors



Caregivers feed children with age-appropriate frequency, amount, and consistency while continuing to breastfeed them.



Caregivers use a variety of nutrient-rich foods each day in meals and snacks for children.



Caregivers prepare and feed children hygienically.



Caregivers feed children in a responsive manner.



Caregivers ensure children continue to breast-feed and eat during illness.



Caregivers provide children recuperative feeding for 2 weeks after illness.

Tool: Prioritizing Behaviors



PRIORITIZING MULTI-SECTORAL NUTRITION BEHAVIORS

Social and behavior change (SBC) programmers can use this tool with technical experts and stakeholders to prioritize behaviors during multi-sectoral nutrition program design.

High-quality SBC design requires multiple steps, beginning with behavior prioritization, a step that ensures the efficient use of resources and lasting impact. This tool walks you through the behavior prioritization process, which requires subjective decision-making informed by data. Refer to your theory of change or results framework when making decisions. Use prioritized behaviors to guide formative research and development of the SBC strategy. Use the table at the end of this tool to note the sources of data used to inform each step of the prioritization process. Share tool results with the implementing team and stakeholders and attach them to the SBC strategy.

Using the [attached worksheet](#), follow these steps to prioritize behaviors:

1. Determine nutritional status or note the nutrition-sensitive program outcome.
2. For each of the relevant behaviors, analyze the behavior gap, potential to impact results, and potential ability to change.
3. Narrow the behaviors of interest by determining program and policy fit.
4. Select final prioritized behaviors.



Prioritization Criteria

Behavior Prevalence & Gap

Potential to Impact Results

Potential Ability to Change

Program & Policy Fit



Photo credit: USAID

Output

Preliminary list of priority behaviors

Next Steps

- Use prioritized behaviors to focus your formative research
- Use research findings to update prioritization or further refine behaviors



Photo: SPRING

Tool: Formative Research Decision Tree



SOCIAL AND BEHAVIOR CHANGE FORMATIVE RESEARCH DECISION TREE

Nutrition programmers can use this tool to select one or more research methods when gathering information needed to design any nutrition SBC program or activity.

Research to “form” or shape program activities is called formative research. Formative research answers programmatic questions necessary to achieve quality social and behavior change (SBC) program design, such as: Why do people practice a behavior or not? What are people willing and able to do in their context and how? Who influences them?

After [prioritizing behaviors](#),¹ answer the questions above by reviewing existing information. Fill any information gaps through formative research.

Using the decision tree on page 3 (figure 1), follow these steps to select research methods that answer your research questions:

Step 1. Design research questions.

Step 2. Select methods.

Step 3. Select participant groups and places to include in the research.

Step 1. Design research questions.

This is a critical first step. Ask—

- what people do
- why they do the behavior (what prevents or supports action)
- how to improve practices.

Answering “why” and “how” questions with program participants helps you understand specifically how to refine priority behaviors and the factors preventing or supporting these behaviors. Use the [Factors That Influence Multi-Sectoral Nutrition Behaviors](#) tool² to consider the range of factors to cover in the research questions. Design research questions that are specific to participant groups. Be sure to consider meaningful “segments” or sub-groups of the people who practice priority behaviors and the people who influence them.



Let's practice! Prioritizing behaviors

What do YOU think?

Join us for office hours next week for more sharing and discussion. Send your questions in advance to kelsey_torres@jsi.com or ask them live!

Thursday (5/25) at 8:30am EDT



Photo credit: John Healy/TMG



USAID ADVANCING NUTRITION

IMPLEMENTED BY:

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Internet: advancingnutrition.org

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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