



SAVING
LIVES
CHANGING
LIVES

The Change Within

Advocating Better Nutrition Outcomes
through Social Behaviour Change
Communication (SBCC) Interventions

April 2021

Introduction

WHAT IS SBCC*

Social and Behaviour Change Communication (SBCC) refers to a set of communication approaches, activities, and tools that are used to positively influence behaviours. There are a broad range of activities that come under SBCC. However, these constitute three broad categories: Interpersonal communication, media outreach, and community mobilisation. There is strong evidence indicating that the SBCC strategy improves health and nutrition outcomes, making it essential for interventions where a change in behaviours is needed for improving nutrition.

IMPORTANCE OF SBCC IN NUTRITION PROGRAMMING*

Improving nutrition almost always requires some level of behaviour change. SBCC may help in changing existing patterns and mindsets, such as making better food choices or adopting better Infant and Young Child Feeding (IYCF) practices. Apart from modifying, SBCC may also be used for promoting new behaviours, for instance, supporting a household to add micronutrient powders to complementary foods during home fortification.

WFP'S NUTRITION PROGRAMMING: THE SBCC APPROACH

WFP's India Country Strategic Plan (CSP) 2019-2023 is focused on facilitating India's progress in sustainably reducing malnutrition, particularly stunting and undernutrition by 2023. Out of the three strategic outcomes outlined in the CSP, the Strategic Outcome 2 strives to ensure "people benefiting from safety nets receive targeted and gender-transformative SBCC aimed at improving their consumption of nutritious foods and their feeding and health practices and promoting the equitable sharing of responsibilities among men and women." Thus, SBCC forms an integral part of WFP India's nutrition work.

WFP IN INDIA FOLLOWS THESE SBCC PRINCIPLES:

- The SBCC interventions follow a **whole-of-society approach and socio-ecological model** in which the individual is not the only target group, but various levels of influences like the family, peers, and the larger community is also targeted for desirable nutrition behaviours.
- WFP believes that a comprehensive, context-specific SBCC strategy with well-defined activities planned for specific audience groups goes a long way in promoting the desirable health-seeking behaviours. Thus, the SBCC strategy developed by WFP India uses multiple SBCC approaches.
- WFP follows a wide-ranging view of SBCC and though the project interventions may be limited, for example, integration of fortified rice in the mid-day meal, the SBCC approach is always far-reaching and focusses on supplementation, dietary diversification, appropriate WASH practices among others.
- WFP India uses every possible opportunity and platform to increase awareness and promote desirable nutrition behaviours. For example, to increase the acceptability of fortified rice among the consumers, WFP India ensured that information on cooking methods, storage details, and nutritional value of fortified rice are printed on the cloth label and rice bags.



¹ <https://in.one.un.org/un-priority-areas-in-india/nutrition-and-food-security/>

² <https://in.one.un.org/page/sustainable-development-goals/sdg-2/>

* WFP SBCC Strategy

National SBCC Interventions

IEC PACKAGE ON THE BENEFITS OF FORTIFIED RICE

WFP is providing technical support in the roll-out and implementation of the Government's **Centrally Sponsored Pilot Scheme on fortified rice and its distribution under the Public Distribution System (PDS) scheme** in Uttarakhand, Uttar Pradesh, Kerala, Chhattisgarh, and Odisha. As part of the support, WFP developed an IEC package that includes indoor panels for fair price shop owners, danglers, and posters for community members.

The IEC package has a distinctive branding with a mascot and tagline, targeting communities to create awareness of the availability of fortified rice at the PDS, inform them of the benefits and nutritional value of regularly consuming fortified rice. The Hindi language version has been approved by the Department of Food & Public Distribution (DFPD), Ministry of Consumer Affairs, Food & Public Distribution. WFP is currently adapting the package for the 15 states that are implementing the scheme.

Link: <https://rb.gy/n6ncdp>



AWARENESS VIDEOS ON COVID-19

As part of WFP's COVID-19 response, WFP developed animated videos in Hindi, Odia, and Malayalam on the following themes:

- Key preventions against COVID-19.
- Maintaining health and nutrition for all including pregnant women during the COVID-19 crisis.
- Maintaining gender balance in household chores
- Addressing domestic violence and stigma against COVID-19 warriors.

The Odia version of the videos was launched virtually by Mr. P.K Mohapatra, Additional Chief Secretary, Health, Government of Odisha on 27 May 2020. The Hindi versions of the videos were launched during a Twitter campaign around Food Safety Day in June 2020.

Link: <https://rb.gy/ujsldq>

The videos have gained **1.5k+ views** on YouTube; **25k+ views** on Facebook (*Facebook pages of WCD and NNM, Kerala*), reaching **0.11 Million people** in Odisha and Kerala.

FOOD SAFETY FOR MID-DAY MEALS APP (FoSafMDM)

The FoSafMDM App is a mobile-based learning platform (m-learning) that aims to fill the knowledge gap of school cooks—cum—helpers (CCHs). This platform has nine modules and allows CCHs to register and learn more about multiple aspects of food safety and hygiene. An additional refresher training feature supports CCHs to undertake the refresher training every six months which is required by Government. The application also has customised and action-oriented dashboards for the headmasters, block, district, state, and national-level officials.

The FoSafMDM App is currently available in three languages and it can be customized in more languages depending on the interest expressed by other states.



POSTERS ON FOOD SAFETY AND HYGIENE IN KITCHENS

WFP has developed a set of three posters on the food safety and hygiene measures for the food handlers in the kitchens for the food safety net programmes like MDM and ICDS and community kitchens. These posters have been developed in Hindi, Odia and Malayalam. The posters focus to assist the food handlers to understand the importance of personal hygiene, maintaining food safety and hygiene in the kitchen to prevent the further spread of COVID-19 and things to keep in mind in terms of food safety and hygiene before, during and after cooking in the kitchen. The posters have been shared with state, district and block-level officials and development partners in Odisha and Kerala for further dissemination.

Link: <https://rb.gy/vwzj9s>

The posters have been shared with more than **2,000 government officials across six departments in Odisha**. In Kerala, the posters have been adapted by DWCD and shared with more than **34,500 ICDS functionaries on WhatsApp**.

State SBCC Interventions

KERALA

CUSTOMISED CLOTH LABEL

For the Rice Fortification under ICDS Scheme in Kannur, Kerala, customized cloth labels for the fortified rice were developed as a quick guidance on cooking and storage procedure. The cloth label contained information like ingredients, minimum level of micronutrients per kg of fortified rice, cooking and storage directions. It was aimed to spread more awareness exclusively on cooking and storage directions of fortified rice.

AGE-APPROPRIATE FLYERS FOR CAREGIVERS

As part of the THR fortification under the ICDS scheme in Kerala intervention, age-appropriate flyers were developed for the caregivers of children in the age groups, 6-8 months, 9-11 months, and 12-23 months. These flyers were given as part of the THRs distributed at the Anganwadi centers to the mothers and caregivers and contained key messages on breastfeeding, complementary feeding, and feeding during illness appropriate to the particular age groups. These flyers aimed to improve infant and young child feeding practices and position THR as an important component for the same.



1.6 million copies of the age-appropriate flyers have been printed and distributed across Kerala by the DWCD, Government of Kerala in 2018.

FOLK MEDIA CAMPAIGN TO PROMOTE FORTIFIED AMRUTHAM NUTRIMIX

A folk media campaign was introduced to spread awareness on the Fortified Amrutham Nutrimix and its use as a complementary food option for children six months to three years. The campaign sessions were conducted at Anganwadi centers and included puppet characters, Appu and Ammu, along with Kitty, the puppet monkey, and a ventriloquist. The campaign witnessed enthusiastic and active participation of children, caregivers, local elected representatives, key influencers among others.



State SBCC Interventions

ODISHA

STREET PLAYS AND PUPPET SHOWS

As part of the MDM Fortification Programme in Dhenkanal, Odisha, puppet shows and street plays were organised in the villages and schools, targeting 6 to 14 year-old children.

Using fortified rice in the MDM, benefits of consuming fortified rice, causes of anemia and malnutrition and its remedial measures, adopting health and hygiene practices, including hand washing, use of toilets, sensitizing community members to discourage school drop-outs, regular consumption of MDM and albendazole tablets were some of the topics covered.

In the second phase of the MDM fortification programme in Dhenkanal, Odisha conducted **140 street plays and 120 puppet shows** across selected villages



DESIGN COMPETITION FOR CHILDREN

The Children's Design Competition is organised by WFP every year across the counties where WFP works school feeding. In 2018 it was organised in Uttar Pradesh and Odisha on the topic of 'Importance of MDMs for us in schools'. The WFP India team also conducted orientation of school children on issues related to nutrition as part of this competition.



UTTAR PRADESH

SNAKE AND LADDER GAME

WFP introduced an improvised version of snake and ladder game popular among school children. The game focused on improving nutrition practices among primary and upper primary students. The students were given key messages on health, nutrition and, hygiene-related practices like anemia, malnutrition, dietary diversity, intake of micro-nutrients, food fortification through the medium of the game.

The game was well-received by both the school children and teachers alike. They found it informative and entertaining at the same time.

The team organised 5,500 snake and ladder game sessions with more than 250,000 schoolchildren.

"The game of snake-ladder is very helpful in developing the intellectual capacity of children. The game is played every month, in which children are informed about nutritional values by asking them nutrition-related questions. I feel that this is the right medium to convey the right information to children in which sessions on protein, vitamins, and hygiene values are included."

-A Primary School Mahadevpur, Varanasi

POSHAN PRATIGYA

As part of support to 'Poshan Pakhwara 2020' organised across the country during March 2020, a pledge focussing on adopting good nutrition, consumption of IFA tablets, fortified food and balanced nutritious diet, handwashing, food safety, and hygiene practices was taken by the school children and CCHs in the presence of school teachers during the *Poshan Pakhwara*.

The pledge urged them to play an active role in making India malnutrition free by 2022.



AWARENESS CAMPAIGN THROUGH NUTRITION VANS

The awareness campaign around nutrition included a *Poshan Chetna Rath* (Nutrition Van) - a vehicle specially designed to provide key messages on nutrition, health and sanitation at the grassroots level as part of the fortification of mid-day meal intervention in Uttar Pradesh. The vans engaged with the rural community to sensitize them through pre-recorded messages and discussions at public forums. The campaign also witnessed active involvement of key stakeholders such as local elected members and frontline workers like ASHA, ANM, AWW, and CCHs. The community outreach activity through the vans was conducted throughout the *Poshan Maah*.

The vans traversed across the district for 40 days to cover 490 villages during which 210,000 people were sensitized.



POSTERS USING EMPTY BAGS OF FORTIFIED RICE

As part of support to rice fortification efforts in Uttar Pradesh, IPC sessions with school children were organised using empty bag of fortified rice on the importance of balanced diet and encourage them to consume IFA tablets, iodized salt and frequent handwashing.

EAT RIGHT INDIA CAMPAIGN

In collaboration with the District Administration and FSSAI, WFP India supported the Eat Right India Campaign in 2018. Activities including *prabhat pheri*, sensitization workshop, and quiz contests for school students, public lectures, and session on the tasting of products prepared from fortified rice and fortified wheat flour were organised as part of the campaign.

The two-day event in Varanasi drew the participation of more than 1,000 people.

NUTRITION AND HEALTH EDUCATION (NHED) SESSIONS

WFP organised regular nutrition and health education sessions conducted jointly by the **school teachers and implementing agency staff with school children**, focusing on healthy and nutritious diet practices, anaemia, handwashing and importance of regularly consuming fortified mid-day meals in schools.

More than 55,000 school children were sensitized through the NHED sessions.

POSTERS/WALL FLEX FOR SCHOOLS

WFP developed and displayed posters / wall flex to spread awareness on the food fortification programme among the school children and parents in the district. These posters/wall flex focused on the importance of healthy and nutritious diet, consumption of IFA tablets, iodized salt and frequent handwashing. These wall posters / flex were displayed across all schools in prominent areas within / nearby schools.

FLYERS ON AGE APPROPRIATE COMPLEMENTARY FEEDING

As part of support to Department of Women & Child Development, Government (DWCD) of Uttar Pradesh, WFP India developed a set of three flyers on complementary feeding practices for the three age groups of children, i.e. 6-8 months of children, 9-11 months and 12-23 months of children. The flyers were aimed at bridging the existing knowledge gap among the primary caregivers on complementary feeding practices while also highlighting the importance of breastfeeding and dry ration provided to the beneficiaries in the state.





The flyers were disseminated among **896 CDPOs** (Child Development Project Officers), **75 DPOs** (District Project Officers), **3,500 ICDS Supervisors** and close to **0.1 million Anganwadi Workers** across Uttar Pradesh till date through various government platforms.

ANIMATED VIDEOS ON COOKING DEMONSTRATIONS USING THE DRY FOOD RATIONS PROVIDED THROUGH ICDS

Continuing with the support to DWCD, GoUP, UNWFP India developed and disseminated a series of seven short videos on demonstration of recipes using the dry ration, take home rations (wheat/rice, pulses, skimmed milk powder) provided to the beneficiaries at the Anganwadi Centres (AWC) across Uttar Pradesh.

Photo Credits

Cover Photo : WFP/Nilesh Gangaware

The videos aim to encourage the caregivers to use the THR through interesting and nutritious recipes so that complementary feeding practices are improved especially for children 6-24 months of age, their children can have proper growth and development and malnutrition can be prevented. The videos can also be used by the frontline functionaries for counselling of the caregivers. The videos have been disseminated with the government officials and community members through WhatsApp and YouTube.

The videos have amassed more than **11.5k views** on UNWFP India YouTube page.

Link: <https://rb.gy/bl4cib>

DEVELOPMENT OF THE LOGOS FOR THE DRY RATION PACKETS

WFP India developed a logo to represent the Development of Integrated Anganwadi (DIA) programme which brought together the aspects of nutrition, women and children for the DWCD/ICDS portal. The logo was also used on the dry ration packets for the beneficiaries' group at the Anganwadi centres.



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