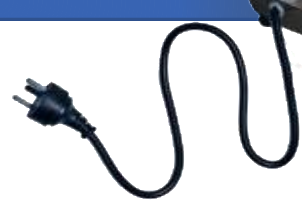


Social and Behaviour Change Communication (SBCC)  
Strategy for the nutrition related activities of  
the Poverty Reduction Fund  
2021-2024



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## List of Acronyms

|      |   |
|------|---|
| MMPL | Multi-media Peer Learning                                   |
| MNCA | Multi-sectoral Nutrition Convergence Approach by World Bank |
| HNG  | Home Nutrition Garden                                       |
| IUGR | Intrauterine Growth Retardation                             |
| FNG  | Farmer Nutrition Group                                      |
| GOL  | Government of a Laos  |
| SHG  | Self-Help-Group   |
| PG   | Production Group  |
| MAF  | Ministry of Agriculture and Forestry                        |
| MOH  | Ministry of Health  |
| PRF  | Poverty Reduction Fund                                      |
| SO   | Strategic Objectives  |
| IYCF | Infant and Young Child Feeding                              |
| YG   | Young Graduates   |

## 1. Introduction

In nutrition, social behavior change communication (SBCC) is a professional field of expertise that reflects the latest state-of-the-art thinking about how to strategically use communication to promote and sustain positive food security, health and nutrition outcomes in the short and longer terms<sup>1</sup>. Evidence indicates that harmonized SBCC delivery covering different behavior clusters have substantial impacts on nutritional outcomes.

The Poverty Reduction Fund (PRF) under the Ministry of Agriculture and Forestry (MAF) delivers a suite of nutrition related activities as part of the World Bank's multi-sectoral nutrition convergence approach (MNCA) in 12 Districts in Provinces of Houaphanh, Oudomxay, Phongsavay and Xieng Khouang. Under the "nutrition component" - component 4 of the Additional Financing - PRF is supporting the implementation of the Government of Laos' (GOL) Nutrition Strategy to 2025 through four routes including i) food production, ii) income, iii) women's agency and voice, iv) food processing, cooking and child feeding (see **Error! Reference source not found.**). Under component 4.2. PRF is supporting the Government's Multi-sectoral SBCC strategy on nutrition.

More specifically, PRF supports the establishment and activities of farmer nutrition groups (FNGs) comprised of women and children in the "1,000-day window". FNGs meet bi-weekly for food processing and cooking activities as well as for peer exchange. Members are also introduced to home nutrition gardening (HNGs) through pot plants, integrated cropping in upland rice fields, living fences and small gardens near the homestead. FNGs will also form a small video group for multi-media peer learning activities (MMPL) so that members of the FNGs in 465 PRF target villages can create and share videos that communicate practical nutrition related lessons and socio-behavioral change communication messages. The PRF also establishes and supports self-help groups (SHGs) through seed grants and ongoing technical support as well as the establishment of producer groups (PGs) in 50 villages for income generation and family food production.

While the PRF has project specific messages to impart and will communicate through PRF specific channels (key channels are FNG meetings and FNG linked social media), common and standardized basic nutrition related SBCC will be delivered by the health sector (HGNDP/HANSA projects) using village health volunteers, staff at health centers and hospitals, etc. PRF will support the reinforcement of common messages across the projects, using common delivery platforms such as monthly joint SBCC delivery and encourage FNG members to follow what the other sectors promoted. Behavior clusters the PRF is leading include clusters for primary messaging on nutrition sensitive agriculture (and food processing), income/household expenditure and savings, women's economic opportunities and women's agency and voice. Secondary level of support will be provided on maternal nutrition and complementary feeding (see Figure 2, green boxes show PRF's entry points.).

The purpose of this SBCC strategy is to provide strategic direction on PRF's project-specific nutrition SBCC approach of component 4.2, in particular on behaviors (and norms to the extent possible) which will be promoted alongside PRF's nutrition innovations such as i) innovative technology for food processing, ii) introduction of goat dairy for enriching child feeds, and iii) launching multi-media peer learning in farmer nutrition groups. The document describes what messages through which types of SBCC activities shall be delivered to whom, how often and where; the strategy also outlines key potential barriers and success factors, implementation modalities and lists IEC materials to be used. SBCC monitoring arrangements are also sketched out, yet with more details to be found in the PRF's nutrition M&E manual complementing the joint M&E arrangements under the MNCA approach (e.g. such as the joint community score card).

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<sup>1</sup> MOH (2018). Social and Behavior Change Multi-sectoral Communication Strategy for Nutrition – Lao PDR. Vientiane.

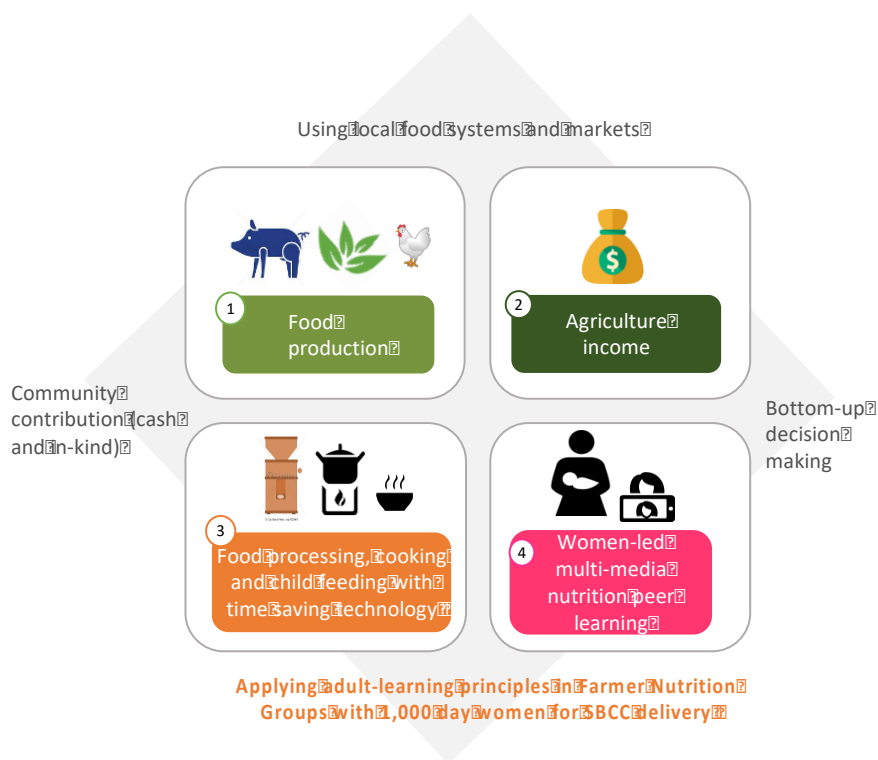


Figure 1. PRF's four nutrition routes to support GOL's National Nutrition Strategy to 2025

PRF's SBCC delivery is supporting the GOL's SBCC strategy on nutrition, in particular with regard to

- improving social support (family, friends, peers) and collective actions for desired nutrition practices and behaviors (see strategic objective SO1.4)
- improving public perceptions of socio-cultural norms and gender roles favorable to nutrition (see strategic objective SO2.2).

PRF is also actively supporting strategic objective SO3.4 aligning behind improved coordination for harmonized and streamlining of nutrition SBCC delivery.

## 2. PRF's Nutrition Communication Framework and Objectives

In order to achieve the expected project results, PRF will employ three key communication approaches. These are:

**First, communication for advocacy at GOL level** – will help to ensure an **enabling environment** that promotes and/or supports social change and positive change in nutrition related behaviors, in particular with view on the nutrition innovations introduced by the project (pre-mix, MMPL, “milk-cook-eat” with indigenous goat milk, etc.).

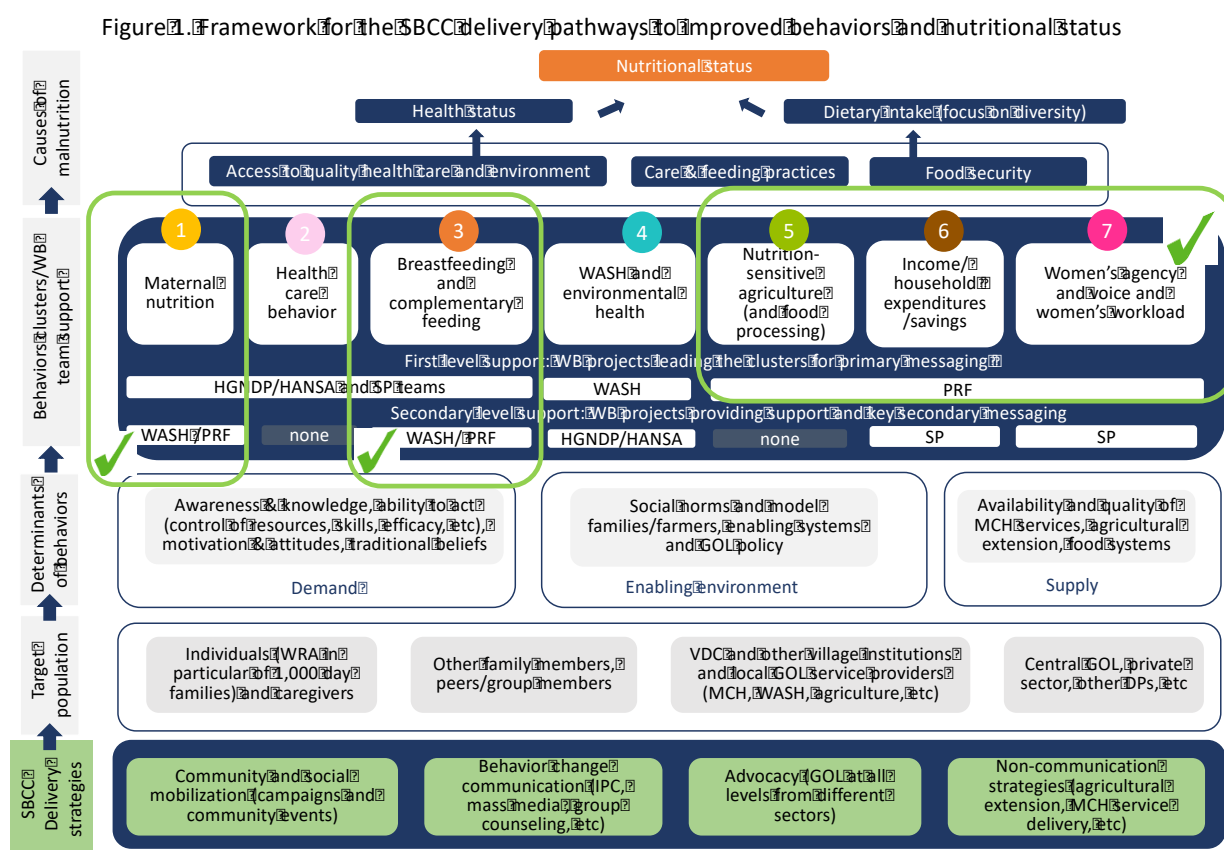
**Secondly, communication for social change at community level** – will help to shift social attitudes, structures, and norms regarding intended nutrition related behaviors. It would aim to engage, motivate and empower community groups (FNGs, SGHs, PGs) to influence or re-enforce social norms and cultural practices to create an enabling environment that supports long-term sustainable social change for infant and young child feeding (IYCF), maternal nutrition, food production (both home nutrition



gardening, livestock and fish raising, balancing what crops to sell and what to plant for food production, household spending on food, etc.)

**Thirdly, behavior change communication at household level** – will help to support the uptake of the desired nutrition related behaviors. The PRF will use a combination of strategies to help inform, influence and support individuals, households for the adoption of and maintenance of practices (FNG meetings with video sessions, home visits, community meetings, joint MNCA meetings, etc).

Figure 2. Framework for the nutrition convergence SBCC delivery pathways to improved behaviors and nutritional status



PRF specific communication objectives include:

### Advocacy objectives

By the end of the project,

- GOL supports PRF's promotion of home-made flour – from roasted and milled rice and beans (what is called “pre-mix”) as an easy and nutritious form of “*khao piak*”<sup>2</sup> for the time saving preparation of nutritious child feeds.
- All PRF training curricula including all components reflect the main nutrition sensitive aspects and include basic linkages between nutrition and agriculture (including village development planning and productive infrastructure under PRF III AF component 1/2).
- PRF's lesson learned and success stories on nutrition in particular on the premix, milking and cooking with goat dairy and multi-media peer learning shall be actively communicated in GOL

<sup>2</sup> Traditionally, child feeds include rice porridge (or *khao piak*) prepared from raw rice which take a long time to cook. The pre-mix includes a milled mixture of roasted rice and mungbeans which takes less time to prepare and provides easy to digest plant protein from mungbean. Pre-mix can be seen as a “powdered form” of *khao piak* with additional protein.

and Development Partners (DP) meetings and on multi-media platforms (at least 8 PRF FB posts per month are posted) and local print media (2-4 x articles per months published).

- At least ten high quality<sup>3</sup> videos (in Lao with English subtitles) are available on PRF's nutrition innovations including pre-mix, fish powder, goat dairy for complementary feeding, home-nutrition gardening, MMPL, gender equality, and other nutrition related activities – developed in partnership with Click, a local enterprise and service provider to train on MMPL.

### Communication for social change objectives

By end of the project,

- 80% villages have functioning community-based women led nutrition video teams<sup>4</sup> producing video content on complementary feeding with premix, fish powder, introducing dairy to complementary feeding, home nutrition gardening, multi-media peer learning, improved gender equality in physical workloads, and other nutrition related topics.
- 60% of villages have active FB and WhatsApp pages<sup>5</sup> and exchanging between peers and different villages, districts and provinces.
- In 80 % of FNGs at least 4 success stories are discussed per month.

### Behavior change objectives

Focus is giving on three key behaviors which are directly linked to achieve PRF's nutrition target in the results framework ("Percentage of children 6–23 months from Farmer Nutrition Group households consuming foods from four or more recommended food groups").

These three key areas are i) improved infant and young child feeding through food processing, ii) diversified food production, and iii) husbands supporting 1,000 day women in domestic and agricultural work.

**Other behaviors are not discussed in this strategy.** For example, SBCC on savings, agricultural production such as animal raising including animal feeds, penning animals and management of animal feces, veterinary services, breeding will have their separate SBCC framework and tools.

By end of the project,

**Behavior 1.** *FNG members (mothers and other caretakers) enrich and diversify their child feeds for children 6-23mo by introducing simple and easy-to-make recipe innovations as per PRF cooking book (or video series).*

PRF will pay particular focus on four small do-able actions practiced FNG members (mothers or other caretakers):

- 80% of FNG members (mothers and other caretakers) use pre-mix for the preparation of porridges or mashed-up foods
- 80% of FNG members (mothers and other caretakers) sprinkle home-made fish powder over mashed-up foods. Use local small indigenous fish species so that the bones and organs can be powdered, too (*e.g. pa lat, pa chat, etc.*)
- 80% of FNG members (mothers and other caretakers) add unsweetened animal dairy to child feeds. This can be cooked milk from farm animals, in particular goat milk, as well as bought UHT milk
- 80% of FNG members (mothers and other caretakers) do not give ultra-processed foods (e.g. sugar sweetened beverages, industrially prepared cookies, candies) to children below 23months.

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<sup>3</sup> These videos will be produced based on video scripts which are jointly developed by PRF and WB and could include footage stemming from MMPL but also PRF's own video footage. Post video production is part of the PRF's contract with Click, including cutting, editing, music and subtitling.

<sup>4</sup> Defined as produced 2 videos per month based on a story board agreed upon in FNG meetings.

<sup>5</sup> Defined as posting at least 2 nutrition related posts per month.

Small do-able actions 1-3 will help to save time which would allow to prepare separate child feeds, which is currently one of the key barriers to improved IYCF practices.

Note: ultra-processed foods shall ideally also not be given to children > 23months. This strategy describes behaviors and messages for families in the 1,000 day window only.

**Behavior 2.** *Households of FNG and SHG members produce, collect and process more diverse and nutritious foods for 1,000 day diets (diets of pregnant women, lactating mothers and complementary feeding of children 6-23mo).*

PRF will pay particular focus on three small do-able actions aiming at these key objectives:

- 50% of households of FNG members grow least 8 out of 19 promoted nutrition rich crops\* for maternal diets and complementary feeding (note: this includes the crops introduced by the Lao Farmer Network under component 4.2)
- 50% of households of FNG members collect promoted nutritious wild food plants (when in season) for maternal diets and complementary feeding in the 1,000 day window
- 60% of households of FNGs who are also members of a SHG produce more meat&fish for maternal diets and complementary feeding in the 1,000 day window.

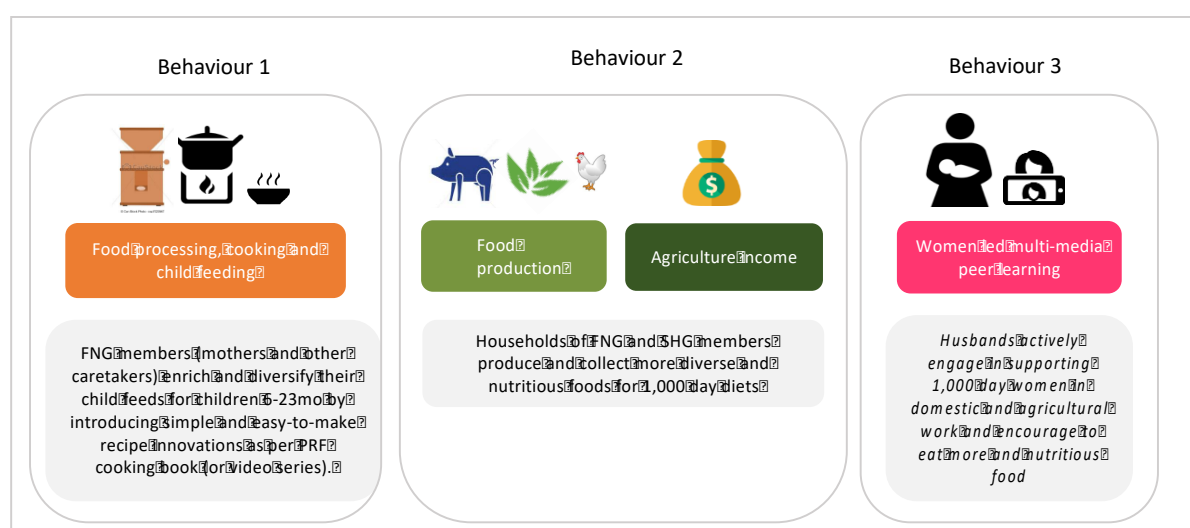
\*these crops have been selected for their nutrient content but also because they are easy to produce and families do not have to rely on seeds to be bought in the capital Vientiane.

**Behavior 3.** *Husbands actively engage in supporting 1,000 day women in domestic and agricultural work and encouraging to eat more and nutritious food.*

PRF will pay particular focus on three small do-able actions aiming at these key objectives:

- 70% FNG women and their husbands discuss the agriculture and domestic work and make a family work plan based on topics raised during FNG meetings
- 80% of home visits cover more equal workload of all family members

Figure 3. Three key behaviors supported by PR



### 3. Nutrition Behavior Analysis: Barriers and Enabling Environment

The PRF did not have the resources to conduct formative research. The SBCC strategy is informed by secondary data, parts of which include anecdotal reports from field work of the PRF, the PRF VNC study and other research studies conducted in the Lao PDR. Findings on food consumption practices from the World Bank's nutrition convergence baseline survey conducted in 2020 have also been



incorporated. The pre-mix in its current formula was developed for GIZ' MUSEFO project of Cambodia, lesson learned of which were incorporated in the design of the PRF III AF.

Table 1. Food consumed by children 6-23mo (source: NC baseline survey 2020, in percent)

| 6-23.9 months<br>(N/% of children in age group)                  | Phongsaly |       | Oudomxay |       | Houaphanh |       | Xiengkhouang |       | Total  |       |
|--|-----------|-------|----------|-------|-----------|-------|--------------|-------|--------|-------|
|  | N         | N%    | N        | N%    | N         | N%    | N            | N%    | N      | N%    |
| Breast milk  | 2,455     | 66.0% | 1,396    | 64.3% | 2,781     | 63.2% | 2,160        | 61.2% | 8,791  | 63.6% |
| Cereals and Grains   | 3,182     | 85.6% | 2,046    | 94.2% | 4,123     | 93.7% | 3,183        | 90.2% | 12,534 | 90.7% |
| Colorful tubers/vegetables                                       | 458       | 12.3% | 549      | 25.3% | 1,338     | 30.4% | 660          | 18.7% | 3,005  | 21.7% |
| White tubers and roots   | 243       | 6.5%  | 308      | 14.2% | 333       | 7.6%  | 224          | 6.3%  | 1,108  | 8.0%  |
| Dark green leafy veg.  | 1,401     | 37.7% | 1,203    | 55.4% | 2,174     | 49.4% | 1,777        | 50.4% | 6,555  | 47.4% |
| Other vegetables   | 525       | 14.1% | 316      | 14.5% | 447       | 10.2% | 314          | 8.9%  | 1,602  | 11.6% |
| Colorful fruits  | 331       | 8.9%  | 268      | 12.3% | 447       | 10.2% | 359          | 10.2% | 1,404  | 10.2% |
| Other fruits   | 683       | 18.4% | 795      | 36.6% | 1,143     | 26.0% | 1,100        | 31.2% | 3,721  | 26.9% |
| Organ meat   | 129       | 3.5%  | 127      | 5.9%  | 183       | 4.2%  | 264          | 7.5%  | 704    | 5.1%  |
| Flesh meats  | 1,866     | 50.2% | 1,445    | 66.5% | 2,755     | 62.6% | 2,037        | 57.7% | 8,103  | 58.6% |
| Eggs   | 1,102     | 29.6% | 904      | 41.6% | 1,088     | 24.7% | 1,044        | 29.6% | 4,138  | 29.9% |
| Fish, eels and fish products,<br>shrimps, crabs, crustacea, etc. | 943       | 25.4% | 789      | 36.3% | 1,084     | 24.6% | 909          | 25.7% | 3,725  | 27.0% |
| Insects and other  | 121       | 3.2%  | 136      | 6.3%  | 104       | 2.4%  | 89           | 2.5%  | 450    | 3.3%  |
| Legumes, nuts, and seeds   | 189       | 5.1%  | 87       | 4.0%  | 133       | 3.0%  | 176          | 5.0%  | 586    | 4.2%  |
| Milk (not soy)   | 533       | 14.3% | 545      | 25.1% | 383       | 8.7%  | 484          | 13.7% | 1,946  | 14.1% |
| Oils and fats  | 672       | 18.1% | 696      | 32.0% | 915       | 20.8% | 1,218        | 34.5% | 3,501  | 25.3% |
| Micronutrients   | 56        | 1.5%  | 25       | 1.2%  | 23        | .5%   | 39           | 1.1%  | 144    | 1.0%  |
| Commercial products  | 1,239     | 33.3% | 1,322    | 60.9% | 1,084     | 24.7% | 1,622        | 46.0% | 5,268  | 38.1% |

**Behavior 1.** *FNG members (mothers and other caretakers) enrich and diversify their child feeds for children 6-23mo by introducing simple and easy-to-make recipe innovations as per PRF cooking book (or video series).*

The WB nutrition convergence baseline survey from 2021 (n=8,601 households in 12 target Districts) suggests that women in almost all the villages seemed to understood the need for a diversity of food in IYCF. However, despite a variety of foods consumed at household level, diversity in diets of children 6-23mo is much lower; see results per food item in **Error! Reference source not found..** Regression analysis on food consumption and child growth with data from the baseline survey available to further inform PRF's SBCC work on behavior 1.

The traditional way of cooking "*khao piak*" (rice porridge) from raw rice takes a long time (e.g. 45min per feed) and is the key reason why mothers or other care givers tend to give pre-masticated rice, or plain rice and spoons of family food. The preparation of separate child feeds is seen as a time burden. Child feeds were often found to be of inadequate consistency and low nutrient density.

Key barriers and enabling factors for behavior 1 which have documented for the Northern uplands and also been reported during PRF field visits are summarized in Table 2.

Table 2. Key barriers and enabling factors for behavior 1

| Barriers  | Enabling factors  |
|---|---|
| No time to prepare child feeds<br>No patience to actively feed reluctant eaters<br>Traditional and social norms of child feeding passed on from grandmothers<br>No knowledge on using flours, mashing up foods and sprinkling it with dried food, and of adding milk instead of water to child feeds<br>Availability of mung beans<br>Availability of mills for food processing | Introduction of nutritious recipes from PRF cooking book/video series which take a short time to prepare (using home-made pre-mix, mashing up foods, fish powder, and animal dairy).<br>Milling or grinding is a way of food processing which is known already (rice flour is known and used for production of sweets, milling of beans is known for tofu production, etc.)<br>Using traditional food processing equipment (stone mill, mortar and pestle, etc.) for similar result as FNG mill<br>Peer support in FNG for new ways of IYCF and interpersonal communication (IPC) during home visits<br>Grandmothers and husbands understand needs for improved IYCF and are helping mothers to prepare adequate child feeds<br>Learning about alternatives to prepare recipes (e.g. using wild dried frogs and edible clean insects instead of fish) |

**Behavior 2.** *Households of FNG and SHG members produce, collect and process more diverse and nutritious foods for 1,000 day diets (diets of pregnant women, lactating mothers and complementary feeding of children 6-23mo).*

The agricultural production of the Northern uplands has been undergoing rapid transformation in the last decade, leaving many households – in particular poor households from non-Lao Tai ethnic groups – without access to sufficient and productive farming land, exaggerated by more and more water shortages and natural disasters (floods and droughts). Most households do not plan their agricultural production, both in terms of what food is needed for family consumption and for income generation. To make ends meet, agricultural production is opportunistic, and if there is planning, then families focus more on what to sell rather than placing adequate focus on ensuring adequate food consumption, in particular for women and children 0-23months, the most vulnerable family members. The NC baseline survey has demonstrated that availability of nutritious foods at household level does not translate into adequate and diverse child feeds.

Table 3. Key barriers and enabling factors for behavior 2

| Barriers   | Enabling factors  |
|--|---|
| Lack of knowledge of what are nutritious crops to plant for 1,000 day diets<br>Absence of garden planning<br>Belief that local animals cannot be milked<br>Limited production of animal sourced food (start capital and high mortality rates of small and large livestock)<br>Agricultural produce (crops and animals) are sold rather than consumed | Create demand through “farm to table communication tactic” (FNG cooking promotes and uses the same crops as promoted in HNG by the PRF/Lao Farmer Network trainings)<br>Introduce innovative ways in planting more diverse crops (pots, etc.)<br>Introduce garden planning (what is needed at the cooking pot and how and where to produce)<br>Introduce innovation animal dairy (goats) for child feeding<br>Videos and village exchange<br>Mothers, other caretakers and other key influencers are aware of nutritional needs during 1,000 day window and adequately balance crop production for sale, family consumption and reproduction/seeds<br>SHG members take loans and produce animals and crops for home consumption |

Nutrition-sensitive homegardening has the potential, when access to land, water, labor and quality seeds is not a major limitation, to contribute most of the non-rice foods that 1,000day households need. Dark green leafy vegetables and colorful fruits and tubers provide essential vitamins and minerals, particularly vit A, vit C, non-haem iron, and phytonutrients. Beans (in particular mung beans) have been underutilized in Lao upland diets for human nutrition and are promoted by the PRF both for maternal and child nutrition (it is key ingredient for the production of the pre-mix).

Animal sourced foods such as meat, eggs and fish are good sources of protein, fat and micronutrients, particularly haem-iron and zinc, which are important in complementary feeding to ensure optimal child growth and intellectual development.

Animal dairy from local indigenous goats or other animals (cow, buffalo) is rich in calcium, protein and fat and has the potential to add another food group to child feeds, and to improve texture and taste for children older than 6 months.

Barriers and enabling factors for behavior 2 - documented for the Northern uplands - are summarized in Table 3.

**Behavior 3.** *Husbands actively engage in supporting 1,000 day women in domestic and agricultural work and encouraging to eat more and nutritious foods.*

The influence of other family members – especially husbands and/or fathers, grandmothers (mothers-in-law) – over maternal and child health and nutrition is increasingly being acknowledged.

Table 4. Key barriers and enabling factors for behavior 3

| Barriers  | Enabling factors   |
|---|--|
| <p>Husbands do not know about the risks from the length and drudgery of their wives' workload</p> <p>Husbands are often not at home or in the field to support women/mothers in physical work when needed</p> <p>Traditional gender roles leading to inequalities in household time economies between women and men often ridiculed by their friends</p> <p>Men who are supporting their wives in agricultural and domestic work are often subject to ridicule by their peers</p> <p>Husbands do not know their roles</p> <p>Women are shy too eat more and have enough rest and snacks</p> | <p>Specifically target husbands with information about risks to maternal and child health from unequal work loads (special FNG, village meetings to which husbands are invited)</p> <p>Engage husbands and wives together during home visits</p> <p>Give husbands and dads a clear role what to do and when</p> <p>Families make a plan how to divide work load more equal (including also grannies and older children), e.g. during home visits</p> <p>Husbands ensures wives to rest more and eat one more meal and two healthy snacks</p> |

Global evidence suggests that hard physical work during pregnancy can result into intra-uterine growth restrictions (e.g. stunting) and low birth weights. In Lao PDR, there is untapped potential to actively engage fathers/husbands during the 1,000 day window. PRF's VNC study found that once men understood about the dangers from women's work overload on maternal and child health and nutrition, they are keen to help, but need a "clear role" and encouragements toward "dads can help". The HGNDP's qualitative baseline also identified husband as key influencers.

During pregnancy and lactation, women also need more food, a varied diet, and micronutrient supplements. Inadequate weight gain during pregnancy often results in low birth weight, which increases an infant's risk of dying. Deficiencies of certain nutrients are associated with maternal complications and death, fetal and newborn death, birth defects, childhood stunting and poor cognitive function later in life. Eating one more meal and two healthy snacks during pregnancy and lactation – together with the provided supplements during MCH outreach like IFA and Vit A - would

allow that the mothers could meet their nutritional requirements. A healthy snack could be a fruit, a piece of boiled sweet potato, boiled peanuts, etc., but not processed food (e.g. bag of chips, crisps, cakes, cookies, sugar sweetened beverage or energy drink).

Barriers and enabling factors for behavior 3 - documented for the Northern uplands - are summarized in below Table 4.

## 4. Audience Segmentation

PRF's communication will be focusing on the behaviors of those who need to practice the desired behaviors, e.g. 1,000 day women and their spouses, but also those who influence the mother and other caregivers.

There are three types of audiences for PRF's SBCC delivery:

**Primary audience FNG members.** The primary audience includes women in the 1,000 day window who are enrolled at the FNGs of PRF and their husbands.

**Secondary audience other family influencers and SHG members.** The secondary audience includes other family members (grandparents – some of which are also other caregivers) and members of the self-help groups (SHG). Some members who are FNGs are also SHG members.

**Tertiary audience village authorities, PRF staff and GOL decision makers.** The tertiary audience includes village authorities, PRF staff (in particular the nutrition young graduates (NYGs), the district nutrition officers and village based staff from other projects (e.g. village facilitators from the HGNDP/HANSA project) as well as GOL decision makers. GOL decision makers include PAFO and DAFO officers, but also PHO and DHO officer as well as central level governmental staff.

## 5. Communication tactics and PRF nutrition slogan

The SBCC strategy roll-out will apply the following communication tactics which shall help to change social norms.

**Unity:** Create a sense of unity, "togetherness" and collective responsibility in FNGs but also the whole village community around the nutrition agenda (in particular related to behaviors in component 4.2). Together in a group women shall feel a sense of "warmth" and feel stronger to create a vision and to learn from each other. Foster mutual support through which everyone has a role to play.

**Farm to table:** Promoting recipes in FNGs that are matched with the nutrient dense crops promoted by the Lao Farmer Network for Nutrition Home Gardening – or if the crops fail to grow, introduce wild foods or other alternatives. Make linkages to the foods produced under SHGs. Facilitate the availability and the mothers' or other caregivers daily use of these promoted foods. Ensure that FNG families are not just aware but are committed to use these foods for improved maternal and child diets (e.g. and not selling these foods to the market).

**Dads can do that:** Actively engage dads in reducing 1,000 day women's workload and drudgery and improving maternal diets. Give them a clear role which they are proud to fill in. Praise those dads who are early adopters to inspire other men to also shift toward shared responsibility of moms and dads.

**Empower women:** Use MMPL to empower women so that they can take action to protect their own and their children's health and growth. Discussion and exchange on social media (or simple voice messaging on WhatsApp) will help illiterate women to raise their voice and agency, e.g. asking questions and actively seeking advice.

**Co-design:** Local SBCC field guidelines (for each communication channel) and final communication tactics to be developed by PRF field staff (DNOs and NYGs).

**Umbrella Slogan:** The nutrition activities under component 4.2 will use an umbrella slogan.

All FNG members will be bound together by the vision that through improved individual, household and community practices people will experience not only improved child growth and but also a happier and more harmonious family life.

## 6. Communication platforms and channels

This chapter focuses on the delivery of SBCC activities, namely what is done where and how often and what IEC materials shall be used.

For behavior 1, key SBCC delivery channels include bi-weekly FNG meetings, home visits to FNG's members houses as well as FNG video production and dissemination (both with pico-projector and through social media). For behavior 2, the same applies, but garden and upland field visits will be undertaken. For behavior 3, special FNG and village meetings will be arranged.

Table 5. Communication platforms and channels for behavior 1, 2 and 3

| Activity                                    | Level of influence   | Frequency  | Materials to use  |
|---|--|--|---|
| Advocacy meetings                           | GOL and DPs  | On demand, national level meetings on nutrition                              | <ul style="list-style-type: none"> <li>-Fact sheet PRF nutrition approach (by WB)</li> <li>-Fact sheet home nutrition gardening (by WB)</li> <li>-Fact sheet multi media peer learning (by WB)</li> <li>-Fact sheet Milk-Cook-Eat scheme (by WB)</li> <li>-Fact sheet premix (by WB)</li> <li>-Report regression analysis on determinants of child growth at cooking pot and farm level (by WB)</li> <li>-Report MMPL study on digital innovations to improve nutrition (by WB)</li> <li>-Peer reviewed articles on goat dairy (by LBD, WB, PRF)</li> </ul> |
| Peer exchange during FNG meetings (stories) | FNG  | Bi-weekly  | <ul style="list-style-type: none"> <li>-Discussion guidelines for behavior 1,2,3 (developed by PRF)</li> <li>-PRF Nutrition Manual (developed by PRF/WB)</li> <li>-PRF cooking book/video series (developed by PRF)</li> <li>-AFN FNS guidelines</li> </ul>   |
| FNG community video production              | FNG  | 2 videos per month   | <ul style="list-style-type: none"> <li>-FNG community videos for behavior 1,2,3 (developed by FNG)</li> <li>-Guidelines on how to use and maintain mobile phones (developed by PRF)</li> <li>-Guideline how to produce quality community videos on nutrition (developed by CLICK for training of FNG video group)</li> </ul>  |
| FNG video session                           | FNG  | Bi-weekly  | <ul style="list-style-type: none"> <li>-FNG community videos (produced by FNGs)</li> <li>-Existing videos on nutrition from other projects (e.g. <a href="https://www.youtube.com/channel/UC7ZT8js2X1Z2Rt mpAC5HzTw/videos">https://www.youtube.com/channel/UC7ZT8js2X1Z2Rt mpAC5HzTw/videos</a>)</li> <li>-Animal dairy video (produced by LBD/PRF/Click)</li> <li>-FNG video discussion guidelines (developed by PRF)</li> </ul>  |
| FNG WhatsApp and FNG/village FB page        | Village, district , province   | 2 FB and WhatsApp posts per month  | <ul style="list-style-type: none"> <li>-FB page and WhatsApp group user guidelines (developed by Click)</li> </ul>  |
| PRF group meeting with nutrition session    | VSMC, SHG members, FNG members, village authorities, other villagers | Quarterly meeting with all villagers (special focus on nutrition and gender) | <ul style="list-style-type: none"> <li>-Guidelines for FNG committee to report on FNG activities / learning (developed by PRF)</li> <li>-AFN FNS guidelines</li> </ul>  |



|  |                      |  |  |
|--|----------------------|--|--|
| Loud speaker announcements by village authorities                  | All villagers        | One time per week  | -Operation guidelines for both village authorities and NYGs  |
| Homevisits by NYGs and FNG committee members                       | FNG member household | At least 3 times during 1,000 window   | -Homevisit card and homevisit user guidelines<br>-Small poster<br>-List of stunted children from HC/HANSA project<br>-Homevisit plan for each mothers upon enrollment at FNG<br>-Flipbooks from HC/HANSA |
| Garden visits by NYGs and model farmers                            | Household            | NYGs to visit each model farmer monthly<br>NYGs and FNG visit 2-4 gardens of FNG members per NYG visit | -Garden visit card (in partnership with Lao Farmer Network/LFN)<br>-Garden visit card user guidelines<br>-Other IEC prepared by LFN (crop sheets, posters, etc.)   |
| Joint WB MNCA monthly SBCC session                                 | Village              | One per month  | -Use PRF cook book/video series and community videos<br>-Materials from other MNCA project (mainly from MOH)<br>-PRF FNG meeting guidelines for monthly SBCC sessions (developed by PRF)                 |
| Curated videos by Click and dissemination on PRF/MAF/LFN platforms | Central              | Bi-annually  | -10 professional videos (produced by Click)  |
| Interviews during field visit                                      | Central              | Monthly  | -Articles, social media (produced by PRF)  |

## 7. Message Delivery by PRF

This chapter focuses on messages, providing some more details for the target audience about “small doable actions” under each behavior and “why” to practice these actions. Focus is on primary messaging. Technical guidelines will provide further message details.

**Technical messages on maternal diets and ICYF are part of the HGNDP/HANSA SBCC strategy delivered by the health sector (refer to below flip books on i) complementary feeding, ii) exclusive breastfeeding, iii) maternal diets, iv) hygiene). These messages are not primary messages for PRF and are therefore not re-iterated here.**



The below tables gives an overview on PRF messaging, with more details to be developed by PRF as part of the co-design approach (e.g. field guidelines).

**Behavior 1.** *FNG members (mothers and other caretakers) enrich and diversify their child feeds for children 6-23mo by introducing simple and easy-to-make recipe innovations as per PRF cooking book (or video series).*

Table 6. Overview of PRF messages for behavior 1

| Small do-able action   | Key messages   | Benefits of practicing small-doable action  |
|--|--|---|
| FNG members (mothers and other caretakers) use home-made roasted and milled rice/bean flours (pre-mix) for the preparation of porridges or mash-up foods | Preparing a “khao piak” from flour cooks faster than preparing it from raw rice or cooked rice | You will save time you can use for other tasks<br>You can afford to prepare a separate child feed and do not need to give family food to the child which you shall only do after 1 year of age        |
|  | Pre-mix contains rice and mung beans so it has already two food groups                         | Mung bean contains protein, even if you do not add any flesh meat, eggs, or milk to the “khao piak”<br>Pre-mix is more nutritious than “khao piak- khao”  |
|  | You can prepare pre-mix in advance and store it for up to 1-2 weeks in an airtight container   | If you want to cook a meal, you can prepare it quickly  |
|  | Pre-mix or rice flour porridge have a soft consistency   | Porridges prepared from pre-mix or rice flour have an adequate consistency in particular for children 6-9mo old. Rice kernels from not fully cooked rice in khao piak can harm the young child’s gut. |
|  | You can prepare pre-mix with vegetables (savory feed) or fruits (sweet feed)                   | You can diversify the diet of the child   |
|  | You can also add roasted sesame to the pre-mix   | You will add some minerals like calcium to the child feed   |

| Small do-able action  | Key messages  | Benefits of practicing small-doable action   |
|---|---|--|
| FNG members (mothers and other caretakers) sprinkle home-made fish powder over mashed up foods. | You can sprinkle home-made fish powder from small indigenous fish species over mashed-up food (eg. mashed up sweet potatoes or pumpkin) | It is an easy way to enrich your child feed  |
|   | For more detail see the <b>PRF cooking book</b>   |  |
|   | Fish powder is very nutritious.   | Fish powder contains protein, iron, zinc, calcium, Vit A, good fats as well as other nutrients<br>You do not need to give any other animal food during this meal |
|   | You can prepare fish powder in advance and store it for up to 1-2 weeks in an airtight container  | If you do not have time to cook a meal, you can quickly sprinkle fish powder over mashed-up food   |

| Small do-able action  | Key messages   | Benefits of practicing small-doable action  |
|---|--|---|
| FNG members (mothers and other caretakers) add unsweetened animal dairy to child feeds. This can be cooked milk from farm animals, in particular goat | You can prepare your child feed with milk instead of water | It is an easy way to enrich your child feed   |
|   | Milk is very nutritious                                    | Milk contains calcium, protein and other minerals and vitamins beneficial for child growth (in particular for the bones, teeth) |

|                                   |  |   |
|-----------------------------------|--|---|
| milk, as well as bought UHT milk. | Do start with small portions, do not add too much at the beginning | Milk is a new food for your child. See whether your child likes it and whether your child tolerates it. |
|-----------------------------------|--|---|

| Small do-able action  | Key messages  | Benefits of practicing small-doable action  |
|---|---|---|
| FNG members (mothers and other caretakers) do not give ultra-processed foods (e.g. sugar sweetened beverages, industrially prepared cookies, candies) to children below 23months. | Ultra-processed foods (e.g. sugar sweetened beverages, industrially prepared cookies, candies) do not contain nutrients for your child's body and brain to grow | Feeding real food make your child growth tall, healthy and smart  |
|   | Ultra-processed foods contain many chemicals like flavoring, coloring, stabilizers  | Ultra-processed foods can be harmful to your child's health, esp. if eaten daily or few times per week (allergies, intestinal problems, caries, etc.), but also impact them later in life (e.g. they can get diabetes more easily). |
|   | Ultra-processed foods make your child feeling full  | The child will not eat what you prepared so will miss out on the nutrients from real food   |
|   | Ultra-processed foods use up your savings (e.g. 500-5,000 Kip/d)  | Avoiding the spending on ultra-processed foods will save money to buy other foods which you cannot effort so easily, e.g. meat, fruits, etc.  |
|   | You can prepare home-made sweets instead  | Home-made sweets, fruits, drinks or snacks can help to make your child grow (e.g. <i>khao tom</i> , <i>nam van</i> , <i>puffed rice</i> )   |

**Behavior 2.** *Households of FNG and SHG members produce, collect and process more diverse and nutritious foods for 1,000 day diets (diets of pregnant women, lactating mothers and complementary feeding of children 6-23mo).*

Table 7. Overview of PRF messages for behavior 2

Note: This table can be updated for phase 2 villages based on lesson learned. Also, more data from food composition tables can be derived.

| Small do-able action  | Key messages  | Benefits of practicing small-doable action   |
|---|---|--|
| Introduce home nutrition gardening practices trained by the Lao Farmer Network (LFN) and plant at least 8 out of 18 promoted nutrition rich crops* for maternal diets and complementary feeding | Can you plant vegetables in pots in your home stead             | Even if you have no land for home nutrition gardening, you can plant vegetables near the home stead  |
|   | Use waste water to water your vegetables                        | Save water   |
|   | Intercrop mung beans and rice/maize                             | You will have mung beans for pre-mix production  |
|   | Plant a living and edible fence                                 | Even if you have no land for home nutrition gardening, you can plant a living and edible fence   |
|   | Think climate smart: plant crops good for health and the planet | These crops are nutrient dense, containing a Vit C, Vit A, iron and phytonutrients.<br>You can easily grow them and do not need to buy seeds/seedlings at the District market (or even Province).<br>They can grow easily and do not need special soil requirements. |

|   |   |  |
|---|---|--|
| Introduce home nutrition gardening practices trained by the Lao Farmer Network (LFN) and plant at least 8 out of 18 promoted nutrition rich crops* for maternal diets and complementary feeding |   | These crops are not easily impacted by pests and droughts or other climate risk  |
|   | Plant amaranth                                  | Rich in Vit A, C and iron. Grows very fast. <i>3 to 4 tablespoons of cooked amaranth provide a child under 5 years with 40% of the RDA of Vitamin A, 60% of Vitamin C and 15% of iron.</i>   |
|   | Plant ceylone spinach                           | Rich in Vit A, C and iron. Grows very fast. <i>½ cup would provide approximately 30% of the RDA of Vitamin A, 30% of Vitamin C and 5% of Iron for children under 1 year of age.</i>  |
|   | Plant penny word ( <i>Asiatica centella</i> )   | The leaves can be eaten raw or cooked.<br>Rich in iron, Vit A, calcium, Vit C. The leave has a shape of a brain, so you can remember it is good for child's memory and it improves cognitive performance. Safe to be eaten every day. Good for pregnant women.   |
|   | Plant pumpkin                                   | Can eat the leaves, the fruit, the flowers and the seeds. Roasted seeds have a lot of zinc (which is rare to find in plant food). Fruits are very good to digest for infants and rich in Vit A. Grows easily.<br><i>2 tablespoons will provide 70 to 80% of the RDA of Vit A for children under 2 years of age. The same quantity of pumpkin leaves can give 10% of the RDA of iron for a child under 2 years.</i> |
|   | Plant mung bean                                 | Mung bean do not create bloating so ideal for IYCF and usage in premix. Good smell and taste if roasted. Good source of protein, iron and vit B1. <i>2 tablespoons will provide 25% of the RDA of iron, nearly 100% of Vit B1, and nearly 60% of the protein requirements of an infant, and 50% of B1 for a child under 2 years.</i>   |
|   | Plant black sesame                              | Rich in calcium and iron. Ideal for grinding into the pre-mix to increase nutrient density. Good smell and taste if roasted.<br><i>It provides approximately 1/3 of energy required for an infant between 6 to 11 months, 1/4 of the energy required for a child aged 1 to 2 years. It provides 20 to 30% of the RDA of calcium for children under 2 years, and a substantial portion of the required protein.</i> |
|   | Plant yellow sweet potato                       | Can eat the leaves and the roots. Both are rich in Vit A and easy to digest, ideal for start feeding a 6month old infant. Can mash up with mortar and pestle, add milk, or oil, sprinkle with fish powder.   |
|   | Plant yacon ( <i>Smallanthus sonchifolius</i> ) | A ripe yacon has beautiful sweet flavor and you can eat it like a fruit. The sweetness of the root is not like from normal sugar, it is a special component which is not only tasty and sweet, but also helps to keep your gut healthy. It helps to create an environment in the gut in which good bacteria like to thrive. Eating yacon root is much better than buying processed sweets for your children.       |
|   | Plant moringa                                   | A true powerhouse of nutrients. Rich in protein, Vit A, C, iron and calcium. Can also dry and grind leave into powder (so you can store for 1-2 moths). <i>2 to 3 tablespoons would provide approximately 80% of Vit C, 37% of calcium, 25% of iron and 75% of protein of for a child under 2 years of age.</i>  |
|   | Plant mulberry                                  | Fruits are rich in Vit C and iron, it also has many other nutrients which are good to boost your immune system and fight infections. You can dry the leaves and make a tea from it. It is a good refreshment when you are tired. Mulberry leaves are also good to feed to your livestock (check which species)   |
|   | Plant rosella                                   | Can eat flower (calyces) and leaves. Leaves eaten cooked. Flowers can make tea, blend fresh into juices or boil for jams. Use in fish soup or any other soup for sour taste (kaeng som) – alternative to mak kham. Leaves rich in calcium and Vit A, iron, Vit C. Both flower and leaves rich in antioxidants which helps to protect from diseases   |
|   | Plant passionfruit                              | Can be stored well. Easy to grow. Grows fast. 2 tablespoons of passionfruit would provide 50% of the RDA of Vitamin A, 80% of Vitamin C and 15% of iron for children under 2 years of age.   |
|   | Plant acacia                                    | Rich in protein and iron and protein. Protein content is unusual high. No smell if eaten tender leaves   |

|   |                     |   |
|---|---------------------|---|
| Introduce home nutrition gardening practices trained by the Lao Farmer Network (LFN) and plant at least 8 out of 18 promoted nutrition rich crops* for maternal diets and complementary feeding | Plant bush bean     | Good to give as first finger foods at about 10months. Good to as snack for mothers. Easy to prepare if steamed on top of sticky rice in basket.   |
|   | Plant choy sum      | Easy to grow. Easy to produce. <i>Short planning period. 2 tablespoons of mustard leaf will provide approximately 12% of the RDA of Vit A and approximately 50% of Vit C for children under 2 years of age</i>                              |
|   | Plant ivory gourd   | Easy and fast to grow. Rich in Vit A and C. <i>2 to 3 tablespoons would provide approximately 40% of the RDA of Vitamin A, 40% of Vitamin C for children 6 months to 5 years of age</i>   |
|   | Plant morning glory | Very soft leaves after steaming with neutral taste. Ideal for IYCF. Rich in Vit A C and iron. <i>2 to 3 tablespoons would provide approximately 40% of the RDA of Vit A, 46% of Vit C and 17% of Iron for children under 2 years of age</i> |
|   | Plant wing bean     | Rich in protein, iron and calcium. You can steam and make a salad out of it. Good snack for 1,000 day women   |

| Small do-able action                            | Key messages  | Benefits of practicing small-doable action   |
|---|---|--|
| Balance the sale and production of foods wisely | Ensure you keep enough animal based food, vegetables and fruits for family consumption        | You have good food which is important for good health and nutrition of pregnant women, lactating mothers and children 6-23mo |
|   | Ensure that you buy nutritious food from your agriculture income.                             | You can save money and buy nutritious food   |
|   | Do not spend agriculture income on alcohol and cigarettes                                     |  |
|   | Do not sell meat, fish, fruits or vegetables and buy ultra-processed foods for your children. |  |

| Small do-able action   | Key messages  | Benefits of practicing small-doable action   |
|--|---|--|
| Collect promoted nutritious wild food plants (when in season) for maternal diets and complementary feeding in the 1,000 day window | Wild vegetables and fruits are as nutritious as domestic vegetables   | Fill in gaps when you do not have enough vegetables from own production  |
|  | Some wild vegetables and fruits are extremely nutritious  | Vit C rich wild foods are: <i>Mak bok</i> (hog plum), <i>mak lot</i> , wild gooseberry.<br>Iron rich wild foods are: Phak gnok ( <i>Asiatica centella</i> ), bay nayang.<br>Vit A rich wild foods are: Phak kut (wild fern), java plum ( <i>Syzygium cumini</i> ). |
|  | Wild vegetables and fruits do not cost you time to grow and are for free  | You can save money and buy other food  |
|  | Do not harvest in areas near plantations or near fields from which you know farmers use pesticides and herbicides | Pesticides and herbicides can make you very sick (acute and risk to impact your family health for the rest of your life)   |
|  | Harvest them sustainably (do not cut trees)   | You will have enough wild foods in the next year   |
|  |   |  |

| Small do-able action | Key messages | Benefits of practicing small-doable action |
|----------------------|--------------|--|
|----------------------|--------------|--|



|  |   |   |
|--|---|---|
| FNGs who are also members of a SHG produce more meat&fish for maternal diets and complementary feeding in the 1,000 day window | Discuss with your LYG what animals are best to raise with your resources and make a family investment plan      | You have animal based food which is important for pregnant women, lactating mothers and children 6-23mo             |
|  | Discuss with your LYG and ensure the workload is equally shared between household members                       | IUGR avoided.<br>Women have sufficient time for all domestic, farm, social activities and can rest and sleep enough |
|  | Discuss with your LYG that animals are penned and children do not play on ground contaminated with animal feces | Your child will not get sick from soil transmitted diseases like worms, etc.  |
|  | Always wash your hands after handling animals   | Your child will not get sick from soil transmitted diseases like worms, etc.  |

| Small do-able action  | Key messages   | Benefits of practicing small-doable action                     |
|---|--|--|
| Milk your goat<br><br>(for more technical details see the "MILK COOK EAT Manual") | Ask for the "milk-cook-eat scheme" in your village to enroll   | You can get milk to enrich your child feeds                    |
|   | You can milk a common upland goat  | No need to invest into special goat breeds such as dairy goats |
|   | Get all the equipment and follow the steps as per training from the "milk-cook-eat scheme"                 | You will get about 100-300ml of goat milk per milking event    |
|   | Always wash your hands before and after handling animals   | You and your child will not get sick from germs or bacteria    |
|   | Wash the teats before milking  | You and your child will not get sick from germs or bacteria    |
|   | Never use milk which is not cooked   | You and your child will not get sick from germs or bacteria    |
|   | You can use milk like water (eg. add to pre-mix or any other child feed, make into an omelet, add to soup) | Goat milk is delicious   |
|   | For details on how to cook with goat milk see recipes in "MILK COOK EAT Manual")                           |  |

**Behavior 3.** *Husbands actively engage in supporting 1,000 day women in domestic and agricultural work and encouraging to eat more and nutritious foods*

Table 8. Overview of PRF messages for behavior 3

| Small do-able action                            | Key messages   | Benefits of practicing small-doable action                           |
|---|--|--|
| FNG husbands support women in agricultural work | Discuss with your husband to help you in heavy agricultural work and carrying heavy objects (basket of firewood, rice bag, etc. all of which may weigh about 50kg) | Avoid IUGR<br>Your baby will grow healthier and stronger in the womb |
|   | Rest when you are in the field   | Avoid IUGR   |

|  |   |   |
|--|---|---|
|  |   | Your baby will grow healthier and stronger in the womb  |
|  | Stay away from any agricultural chemicals if your family is using them. Ask your husband to wear gloves and other PPE and shower before he comes into the house after using chemicals | Avoid contamination<br>Pesticides and herbicides can make you very sick (acute and risk to impact your family health for the rest of your life) |

| Small do-able action                        | Key messages  | Benefits of practicing small-doable action                           |
|---|---|--|
| FNG husbands support women in domestic work | Discuss with your husband to help you in pounding rice, fetching water, washing clothes, etc. | Avoid IUGR<br>Your baby will grow healthier and stronger in the womb |
|   | Rest and sleep enough   | Avoid IUGR<br>Your baby will grow healthier and stronger in the womb |

| Small do-able action   | Key messages  | Benefits of practicing small-doable action   |
|--|---|--|
| FNG husbands ensure their wives have adequate maternal diets (one extra meal and two healthy snacks) | Discuss with your husbands and all other family members to share food fairly and adequately | You will have an easier child birth<br>You will less chance of complications<br>You will recover more quickly<br>You will have more energy and be less tired |
|  | Do not buy and consume any SSBs or other ultra-processed foods, but eat family food         |  |

## 8. Impact pathways

The SBCC strategy draws from a few behavioral theories to enable successful operationalizing of the strategy to bring about behavior change at change at individual, community level and also to inform policy makers through PRF advocacy work. Overall, the theory of change would include an activation phase for the promoted behaviors through FNG meetings or other village meetings (e.g. raising awareness and creating demand), followed by a sensitization phase with specific trainings to provide technical knowledge, after which messages are enforced in weekly FNG meetings and through interpersonal communication (IPC) such as home visits and garden visits. The introduction of goat milk or pre-mix will follow this theory of change. It is assumed that high intensity of repeating and practicing the promoted do-able actions is needed in order for bringing about positive change.

As multi-media peer learning is the core SBCC delivery mechanism for the PRF and new way of SBCC delivery in Laos. A tentative impact pathway is sketched out below Figure 4 including the provision of inputs (equipment for FNG, FNG meetings, and TA services by Click and PRF), outputs (story board, video production and dissemination), outcomes (drivers of behavior change such as ability, efficacy, social norms, etc.) and finally the expected impact which are positive changes in infant and young child feeding practices, maternal diets, home gardening and women's workload). The impact pathway will be partly monitored through PRF's MIS system (output level only). The NYGs will monitor the qualitative outcomes during their regular village visits and report in their monthly PRF report. Further small formative research studies will also be conducted (for more details see next chapter M&E). The sketched out impact pathway is supposed to be amended during the course of the operation once the MMPL activities are started to be rolled out.

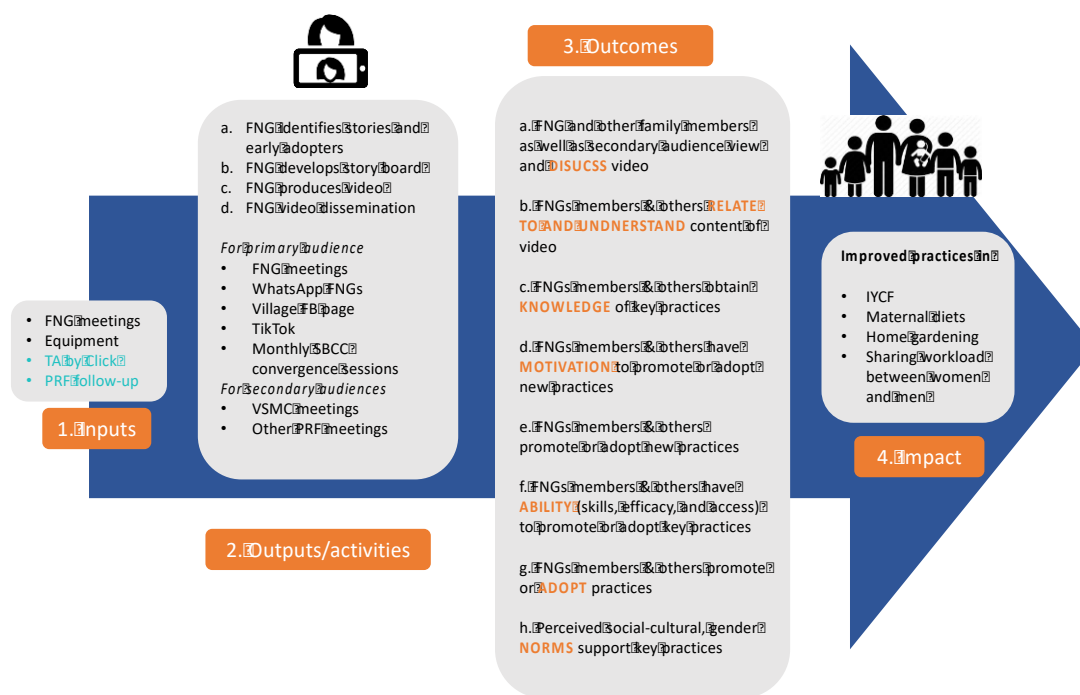


Figure 4. Impact pathway for MMPL activities underpinning PRF's SBCC strategy on nutrition

## M&E for Communication

A critical aspect of any SBCC strategy design is the monitoring and evaluation (M&E) framework, which aims to identify if the SBCC activities are on track to bring about the desired behavioral impact while allowing for learning, continuous improvement, and adaptation of the delivery channels, messaging and PRF's communication tactics.

Improving dietary diversity in children 6-23mo is the key behavior in the PRF's results framework. This behavioral impact will be measured through the MCNA impact evaluation survey. Baseline data was collected in 2020 and a midline survey is planned for 2022 the data for which will be collected by a survey firm. Further indicators to be collected through the MCNA survey have been agreed upon as MCNA indicators which underpin the total convergence approach and are included in the Annex of each of the project's PAD.

In order to check and ensure the project is on track, a range of performance measures will need to be established that should be regularly monitored. Some small formative research shall identify initial trends in behavior change in between MCNA surveys. Village satisfaction will be captured as part of the MCNA MIS score card. Under the joint MCNA M&E approach also other smaller specific household surveys and iterative beneficiary monitoring will be employed.

The below tables offer a set of performance monitoring questions to be incorporated into PRF's M&E, most answers of which would not need to be uploaded into the MIS system, but can be kept in separate Excel documentation or as part of regular monthly reports at the NCD Unit at central level. Monthly data from the PRF's MIS will inform the performance monitoring for a more qualitative discussion among the NCD Unit members. Key MIS data on SBCC for nutrition includes among others:

- Story topics
- # Videos watched and topics
- # Videos produced and topics
- Success story FNG ID
- Home visits
- Garden visits

#### A – Implementation and coverage (checked by NCD Unit in Vientiane during monthly meetings)

| Domain                          | Question   | Frequency    | Documentation   | Lead          |
|---------------------------------|--|--------------|---|---------------|
| IEC development                 | Have all the IEC materials listed in Table 3 been developed?<br>Are materials properly branded to ensure PRF's visibility and those of the partners LFN, Click and LBD   | Periodically | Workplan in Excel   | NCD Unit Head |
| Capacity building for IEC usage | Has training on the IEC usage been conducted as planned (NCD team to train NYGs, LFNN and click train video groups and model farmers)? Are facilitators (NYGs, model farmers, video groups, etc.) comfortable to use the IEC materials?                                    | Monthly      | Click training report, LFN training report, monthly NCD unit report | NCD Unit Head |
| Prints/videos                   | Are the IEC materials been printed/finalized and are used at the different delivery channels (HV sheets, poster, garden visit cards, videos, etc.)   | Monthly      | Monthly NCD Unit report   | NCD Unit Head |
| Coverage                        | Are the various activities reaching both primary, secondary and tertiary audiences as planned (review MIS data mentioned in previous paragraph and other data sources)   | Monthly      | Monthly NCD Unit report   | NCD Unit Head |
| Dissemination/broadcasting      | Are the NYGs and FNG, video groups, model farmers using the IEC materials correctly? Are the delivery channels used as planned? (e.g. does each FNG member have a HV card?)? Are the number of agreed FB posts posted by PRF central level? Do FNG have 2 posts per month? | Monthly      | Monthly NCD Unit report   | NCD Unit Head |

#### B- Quality of communication (by WB)

|   |  |           |        |             |
|---|--|-----------|--------|-------------|
| Supply side – NYGs, LFN, Click              | Did the training and delivery follow the agreed upon communication tactics   | Bi-annual | ISM AM | WB          |
| Demand side - village satisfaction meetings | How does the intended audience feel about the communication activities taking place? Do people understand the messages? Are they receptive to the information (do they believe and trust it)? Is there any adverse reaction? | Bi-annual | ISM AM | WB and MNCA |
| Technical content                           | Is there any confusion by using the food group classification as proposed? Is the promotion of pre-mix feasible? Do the recipes work? Do the proposed crops grow?  | Bi-annual | ISM AM | WB          |

#### C – Process of behavior change and initial impact (By NYGs and DNOs)

|                 |   |         |                      |  |
|-----------------|---|---------|----------------------|--|
| Behavior change | Have people begun to follow advice? If yes, has the changed/new practice become a regular activity? If no, what are the key barriers for positive behavior change and how can they be overcome?<br><br><i><u>NYG to undertake simple formative research on a quarterly basis with various topics (e.g. covering 10HH per HH, topic can include dietary diversity, pre-mix, workload, gardening etc.).</u></i> | Monthly | Quarterly NYG report | NYGs with guidance from NCD Unit Head and WB |
|-----------------|---|---------|----------------------|--|

|                       |  |              |                      |                       |
|-----------------------|--|--------------|----------------------|-----------------------|
|                       | Small formative research survey (qualitative study)  | Periodically | Study                | External (consultant) |
| Scale                 | Are the concepts and practices spreading, being adopted or adapted by others? E.g. do men engage more in IYCF              | Monthly      | Quarterly NYG report | NYGs                  |
| Child growth outcomes | Is there any evidence on the nutrition impact (monthly growth monitoring)? Is there a change in the trends in birthweight? | Monthly      | HC report            | NYGs                  |

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## Annexes

You can find documents and IEC tools related to PRF's SBCC strategy at the links below:

<https://drive.google.com/drive/folders/1MeU0vYLu5-QUF0rnwQBrSzruvYvfA1b5?usp=sharing>

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