Partnerships for Social and Behavior Change

Scaling up the Community Video Approach in Niger

Gwyneth Cotes
Director, Global Initiatives
SPRING Project
What is Community Video?

1. Adapted from SPRING/Digital Green (DG) approach in India

2. Videos focus on MIYCN and hygiene themes

3. Community members are the “stars”

4. Monthly disseminations

5. Follow up home visits
Pilot
- The foundation for scale
  - Stakeholder consultation
  - Data driven intervention design
  - Capacity building

Scale
- Transformation from pilot to practice
  - Collaboration and coordination
  - Data use and intervention refined
  - Transfer capacity

Practice
- Progress towards sustainability
  - Multi-stakeholder management
  - Data use institutionalized
  - Technical expertise

**Benefits Tested**
- 20 villages, 1 region, 3 implementing partners

**Benefits Demonstrated**
- 115 villages, 2 regions, 5 implementing partners

**Benefits Continued**
- 248 villages, 2 regions, 7 implementing partners
Partners

• SPRING engaged a mix of partners to roll out the community video approach:
  • Digital Green
  • Niger’s Ministry of Health
  • INGOs
  • Local NGOs
Adding value through partnership

• Partners have pre-existing support groups – safe spaces, husband schools, mother-to-mother support groups
• SPRING provides training and assistance in nutrition, community video approach, M&E
• Digital Green provides technical assistance and training on video production
• Technical Advisory Groups (TAGs) choose video themes, review implementation, and adjust approaches
Video Production “Hubs”

- Members of the community (radio stations, young entrepreneurs) make up entrepreneurial video production hubs
- Hubs speak local languages and share visual and cultural references with their audiences
- SPRING provides equipment and training
- Hubs produce videos at the request of the partners
Today we are at the village of Baouratoua in Guidan Roumdji, Maradi region. We will learn the importance of the first 1000 Days of a child’s life.

Hello, Wasila! Hi! You did not eat the food that was brought to you, what is wrong with you Wasila? You don’t look normal.

I don’t feel fine, I vomit when I eat food and suffering from nausea. I have lost my appetite.

I will send for your husband to come so that we can take you to the health center.

Peace be upon you! Peace be upon you too! Good morning madam. Morning! How are you? Fine! How is work? Work is good. How is everybody? Everybody is fine.

My wife is not feeling fine. Alright, have a sit! Good morning. Morning! How are you? I am good! How is the family? The family is fine.

You can now wait for her outside, I would like to ask her some questions. Alright! It is okay.

What is your name madam? My name is Wasila Aboubacar. How old are you? I am 18 years old.

What are your problems? My problems include lack of appetite, vomiting, especially when I smell an odor of food.

Since when did you start encountering these problems? Two days back. When last was your period? It is now one month. Alright!

Go to that room please, I would like to examine you.

The result of my diagnosis shows you are one month pregnant Wasila. Call your mother-in-law and husband, I would like to inform her too.

Based on the result of my diagnosis, I happily inform you that Wasila is one month pregnant.

Thank you very much! We are very happy hearing this good news.

We are grateful and thank you for your dedication in your work which as a result we got this good news.

Since you now know that you are pregnant, you should eat at least one extra meal a day. Alright!

Pay attention to hygiene and come to health center for prenatal consultations at least four times before delivery. Alright.

You should also give birth in an institution. Alright. Understood?

First 1000 days of a child’s life
Niger 2016

- Collaboration with 7 partners
- 619 people trained
- 26 videos in Hausa
- 4 video production hubs
- 248 villages
- Pool of 35 trainers
- Translated documents (tools, training manuals)
Successes

The community video approach:

- Produces videos that are adapted to local contexts
- Adds to each partner’s “arsenal” of interventions
- Strengthened coordination on nutrition and SBC in the project area
- Fortifies pre-existing community networks
- Bolsters entrepreneurialism in local hubs
Challenges

• Initial need for formative research
• Coordination
  • Partners have different monitoring and data collection systems
  • “Ownership” of the approach
• Gaps and overlaps
• Equipment procurement
• Refresher trainings
Results

- Mixed-methods evaluation
- Qualitative research into spousal communication
- Baseline-endline quantitative research
- Cost analysis
Qualitative assessments

- Timing and duration appropriate
- Stronger attendance at group meetings
- Women could relate to content
- Videos are conversation starters for couples
- Lead people to imitate behaviors viewed
Change in Behavior

Responsive Feeding

- Percent of women who said a responsible person helped the child at the last meal:
  - Baseline (April 2015): 87.7%
  - Second survey (June 2015): 94.7%
  - Endline (August 2015): 92.7%

- Percent of women who have a separate plate for their child:
  - Baseline (April 2015): 69.8%
  - Second survey (June 2015): 89.1%
  - Endline (August 2015): 96.6%

- Percent of women who said child was less than an arm's length from a responsible person at last meal:
  - Baseline (April 2015): 76.7%
  - Second survey (June 2015): 79.5%
  - Endline (August 2015): 79.5%

www.spring-nutrition.org
Change in Behavior (2)

Handwashing

Among households with a handwashing station, the percent having soap and water increased from 73.8 at baseline to 96.2% at endline.

- Baseline Survey (April 2015): 73.8%
- Second survey (June 2015): 95.5%
- Endline Survey (August 2015): 96.2%
### Cost for Scaling Up

<table>
<thead>
<tr>
<th></th>
<th>Pilot (1500p)</th>
<th>Scale-up to another region (7500 p)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost per beneficiary reached</td>
<td>$16</td>
<td>$4</td>
</tr>
<tr>
<td>Cost per changed behavior</td>
<td>$28-$36</td>
<td>$7-$12</td>
</tr>
</tbody>
</table>
SPRING Community Video Around the Globe

- Niger
- Burkina Faso
- Senegal
- India
Community Video Guide

• SPRING and Digital Green’s guide to implementing community video can be found at: https://www.spring-nutrition.org/publications/series/community-video-nutrition-guide
This presentation was made possible by the American people through the U.S. Agency for International Development (USAID) under Cooperative Agreement No. AID-OAA-A-11-00031, the Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING) project.

Gwyneth_Cotes@jsi.com
www.spring-nutrition.org