

Partnerships for Social and Behavior Change

Scaling up the Community Video Approach in Niger

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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

Benefits Tested

Scale



Transformation from pilot to practice

- ▶ Collaboration and coordination
- ▶ Data use and intervention refined
- ▶ Transfer capacity

Benefits Demonstrated

Practice



Progress towards sustainability

- ▶ Multi-stakeholder management
- ▶ Data use institutionalized
- ▶ Technical expertise

Benefits Continued

20 villages, 1 region,
3 implementing partners

115 villages, 2 regions,
5 implementing partners

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

KWANA 1000 NA FARKON RAYUWAR YARO



digitalGREEN

SPRING
Strengthening Partnerships, Results
and Innovations in Nutrition Globally

Pay attention to hygiene and come to health center for
You should also give birth in an institution. Alright.
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

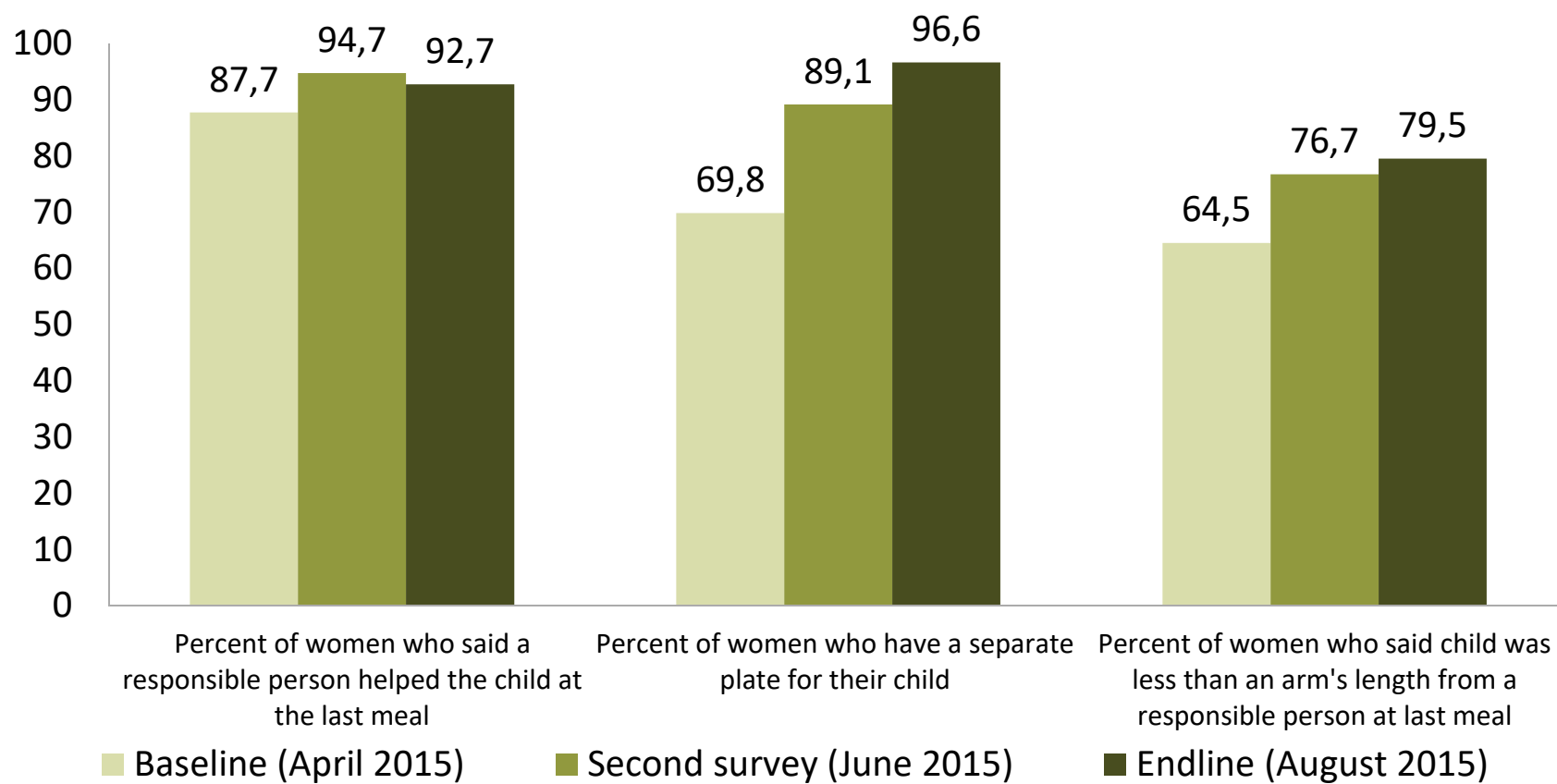
Qualitative assessments

- 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

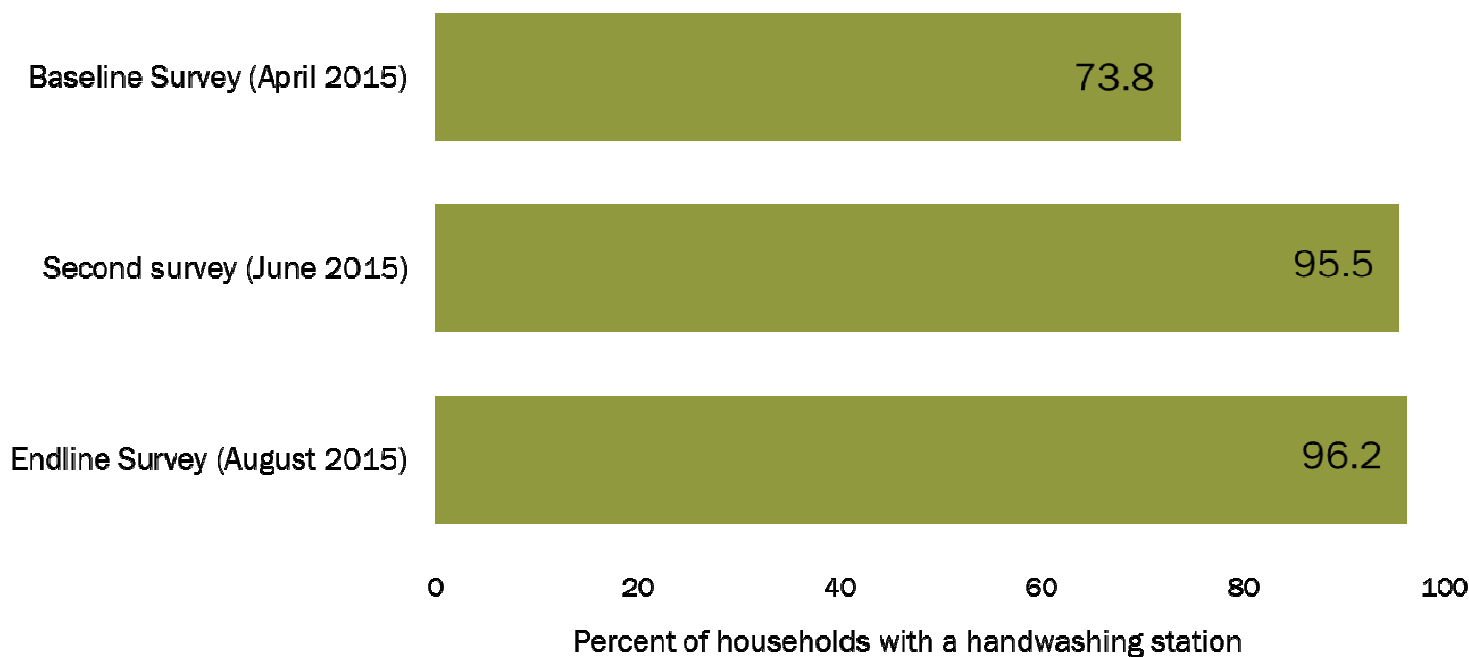
Responsive Feeding



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.



Cost for Scaling Up

	Pilot (1500p)	Scale-up to another region (7500 p)
Cost per beneficiary reached	\$16	\$4
Cost per changed behavior	\$28-\$36	\$7-\$12



SPRING Community Video Around the Globe

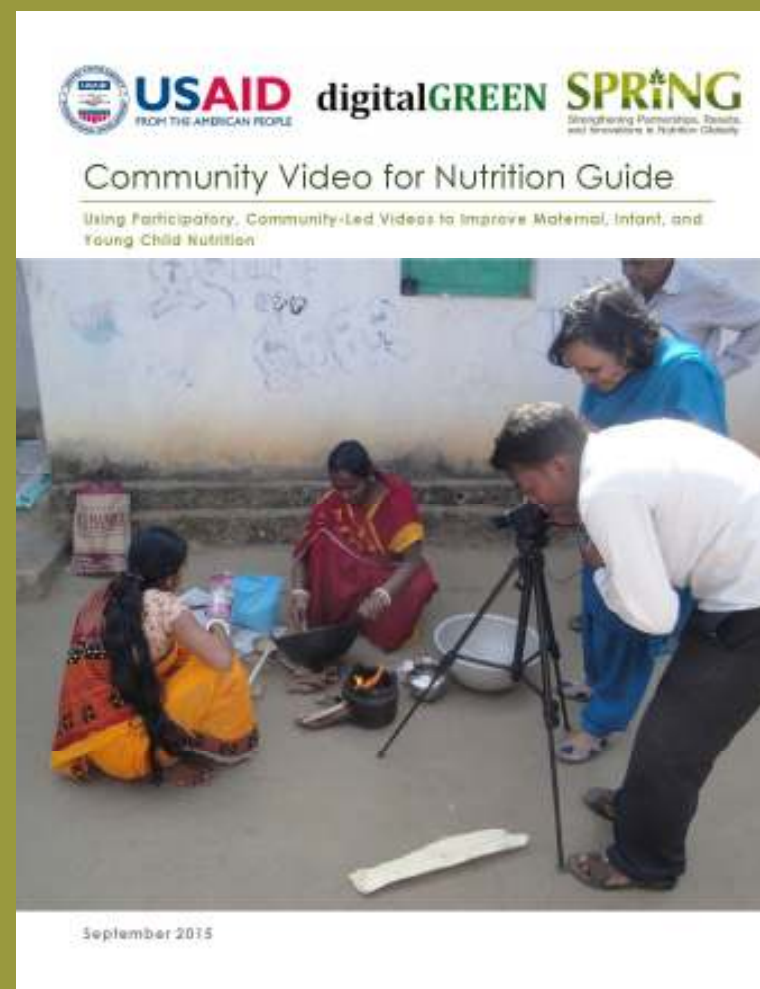
- Niger
- Burkina Faso
- Senegal
- India



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>





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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.

