



FEED <sup>THE</sup> FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

# Effective Behavior Change Messaging to Increase Consumption of Animal Source Foods

SPRING Project

March 30, 2017



# About SPRING

## Who we are



## What We Do

- **Strengthen** global and country efforts to **scale up** high impact nutrition practices
- **Prevent** stunting and anemia in the first 1,000 days
- **Link** agriculture and nutrition under Feed the Future



# Why are we here?



TOM MAGUIRE/RESULTS

Weber, Lauren. 2016. "[Two Boys With The Same Birth Story Will Live Vastly Different Lives.](#)" The Huffington Post, June 29.



# What are the right messages to facilitate changes in practices?

1. What agriculture practices are most likely to contribute to nutrition in a given context?
2. How can we apply behavioral science to improve uptake of those practices?



# 1. What agriculture practices are most likely to contribute to nutrition in a given context?

Taking increasing household consumption of animal source foods as an example

- Who are the farming, herding, and other market actors who influence household consumption of ASFs?
- What are they **already doing** that contributes positively to household consumption of ASFs? Can that be amplified and scaled up?
- What could they **do differently** within their core competencies and mission to contribute more to household consumption of ASFs?



# How does agriculture affect nutrition?

## Food consumed

- calories
- protein
- micronutrients
- safety



## Farm income invested in...

- diverse diet and nutrient-rich foods
- health and WASH services and products



## Gender in agriculture

- maximizing women's control of assets and income
- managing demands of women's time and energy



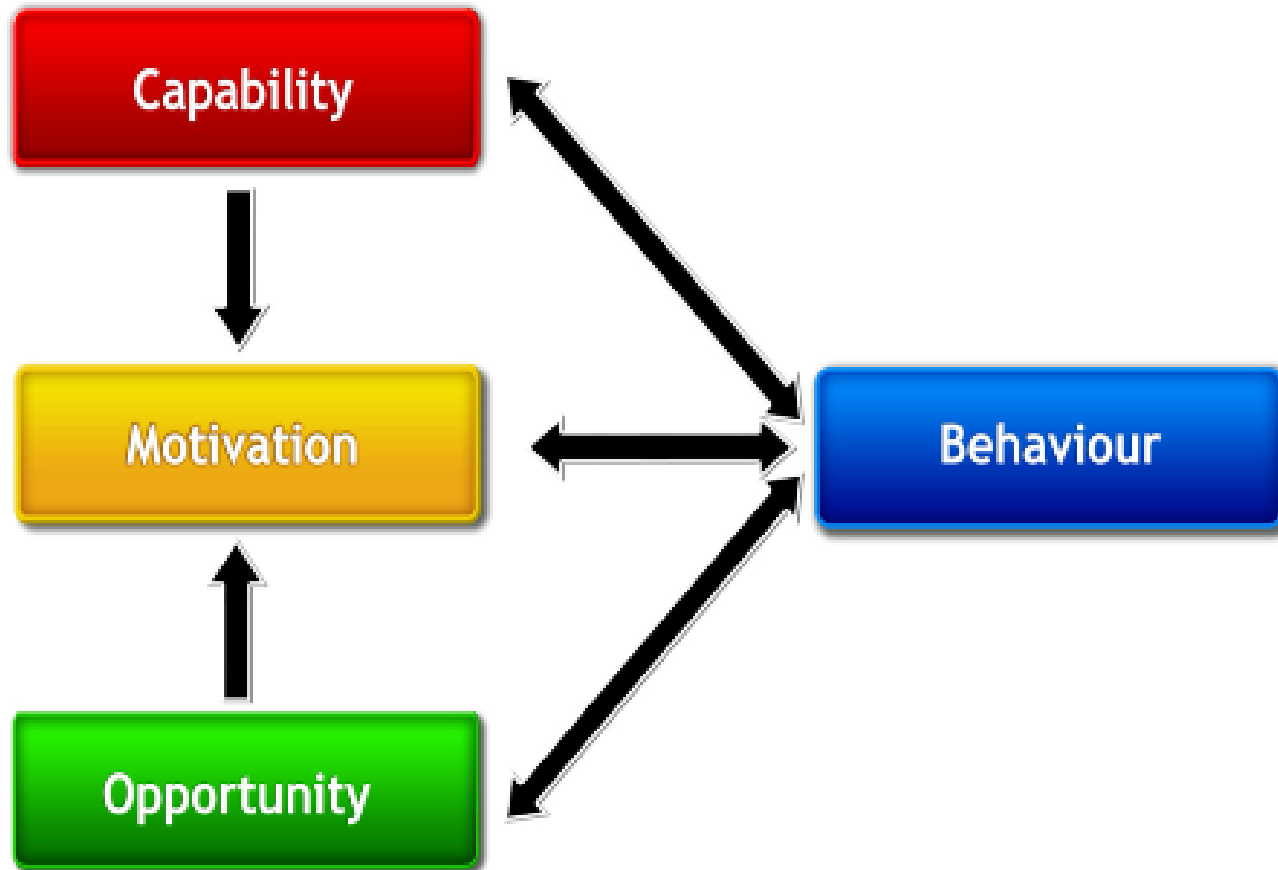
## 2. How can we apply behavioral science to improve uptake of those practices?

Taking increasing household consumption of animal source foods as an example

- What are the risks and benefits to different market actors, including households, from current levels of hh consumption of ASFs?
- What specific improved practice(s) will increase different actors' contribution to household consumption of ASFs?
- What are the risks and benefits involved in actors adopting the improved practice(s)?



# The COM-B model: Getting to action

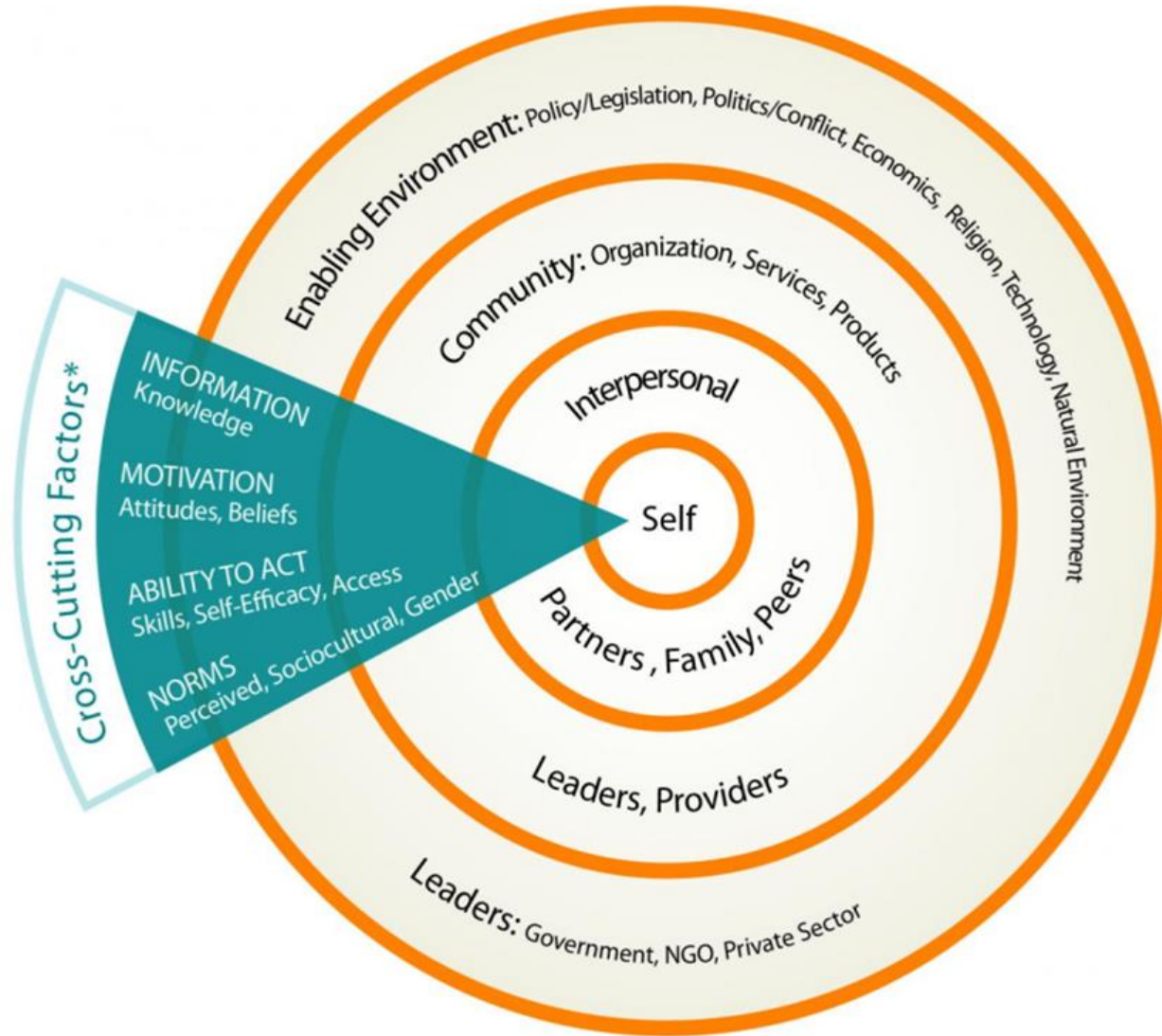


Reproduced from Michie, van Stralen, and West, 2011





# The Socio-Ecological Model



Source: Adapted from McKee, Manoncourt, Chin and Carnegie (2000)



# Planned and deliberate vs automatic and habitual behavior

## Conscious decisions and actions

Driven by  
“rational” self-interest

Maximize utility

We have limited  
mental resources  
for this process



## Automatic decisions and actions

Driven by  
emotions and  
social approval

Adverse to  
losses

More prominent  
when we're  
tired or stressed



# Choice architecture: designing environments to engage our automatic brains



Source: Slideshare presentation by Lola Sanchez



# What do the models mean for messages to increase consumption of animal source foods?

- Promote ASFs in local terms—what do consumers value in food?
- Link ASF consumption to short term risks and benefits
- Messages should grab the heart and gut as well as the mind
- Social identities and gender roles can enable or constrain acting on messages
- Enabling environments move us to action



# Know Your Context



*Job Aids and Tools | January 2015*

**A User Guide to Context Assessment Tools for Linking Agriculture and Nutrition**



*Job Aids and Tools | January 2015*

**Agriculture and Nutrition Context Assessment Tool Locator**

- Relevant market actors and their influence on household consumption of ASFs?
- Specific improved practices along value chains which contribute to increased hh consumption of ASFs?
- Risks and benefits for households and other market actors of increased hh consumption of ASFs?
- Social, market, physical, or policy barriers to action?



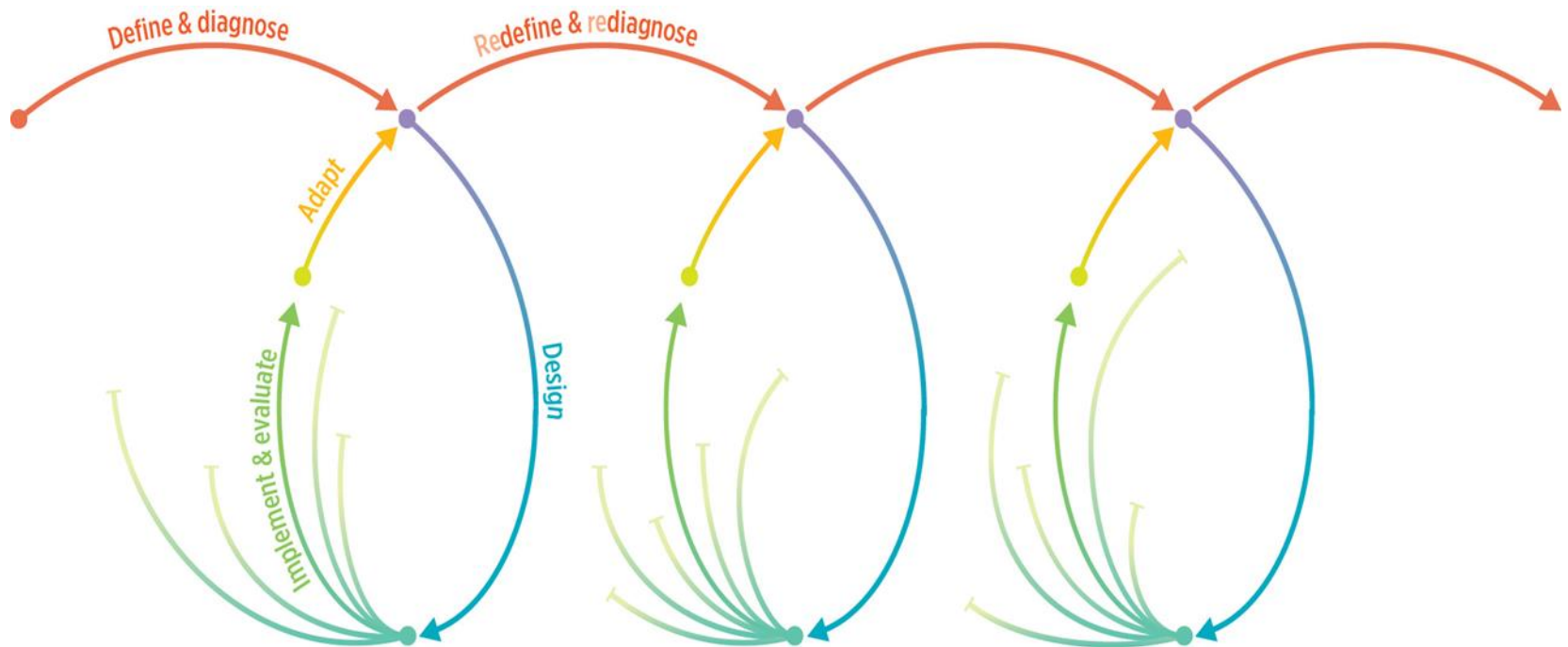


# Strengthen enablers for change: Facilitate availability, affordability and sustainability of diverse, nutritious foods

- Impact on local markets is crucial
- Avoid doing harm to the natural resource base: climate-smart ag!
- Generating demand and improving supply together
- Strengthen the enabling environment for food safety and quality



# Allow for some rapid experimentation to adapt change processes or practices to meet the needs of different actors:



Source: WDR 2015 team.



# Getting to Messages: “Hero fathers” in Ethiopia

- “A hero father makes sure his wife is getting extra cow milk daily while she’s exclusively breastfeeding to keep her feeling strong.”
- “A hero father makes sure each day to leave enough money for his wife to purchase fruits and vegetables for the children because eating fruits and vegetables prevents illness.”



Photo credit: Kelley Lynch





# Getting to Messages: joint decision-making about chickens in India

- Community-produced videos show a local family:
- discussing risks and benefits together
- sharing tasks to improve practices
- deciding together when to consume the meat/eggs at home, when to sell the meat/eggs, and how to use the income



Photo credit: Peggy Koniz-Booher



# Coming Soon: Accelerating Behavior Change in Nutrition-Sensitive Agriculture



# Working Group

- Criteria for prioritizing nutrition-sensitive agriculture practices during activity design
- Research priorities
  - Applying these criteria across a range of contexts and types of market actors
  - Evaluating efficacy and cost-effectiveness of interventions which incorporate behavior change approaches
- Scaling opportunities
  - Integrating behavior change approaches and tools into existing design processes and research/learning agendas
  - Innovative partnerships with private sector firms





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## Working together means changing our own practices too. But it will pay off!

