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?

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 household 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

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