

Turning Barriers into Opportunities

Improving the consumption of meat and dairy in the rural households of Southwest Bangladesh

Feed the Future Bangladesh Livestock Production for Improved Nutrition Project

INTRODUCTION

To better understand how to encourage households to eat more red meat and dairy, the Feed the Future Bangladesh Livestock Production for Improved Nutrition project conducted a barrier analysis. The analysis identified major constraints and motivators to meat and milk consumption by examining the dairy and meat consumption patterns of men and women in three districts of Southwest Bangladesh. The analysis identified self-efficacy as the critical barrier and perceived health benefits as the strongest motivating factor in all three regions. The insights into the beneficiary's perceptions of dairy and red meat consumption supported the project design activities to effectively improve behavior adoption and identify appropriate and effective message delivery platforms. The targeted messaging increased households' awareness of the benefits of dairy/meat consumption, leading to increased livestock productivity, household income, and utilization of dairy and meat products.



METHODOLOGY

The barrier analysis began with a questionnaire that asked similar questions to those who do the behavior (doers) and those who do not (non-doers) to identify statistically significant differences between their perceptions. The research included 540 households in three Feed the Future regions in Bangladesh: Jashore, Khulna, and Satkhira. Each question in the questionnaire corresponded to a determinant, so the data on the differences between doers and non-doers were collected on all 12 determinants.

12 Determinants of Behavior

1. Perceived Self-efficacy
2. Perceived Social Norms
3. Perceived Positive or Negative Consequences
4. Perceived Access
5. Perceived Barriers
6. Perceived Enablers
7. Cues for Action/Reminders
8. Perceived Susceptibility
9. Perceived Severity
10. Perception of Divine Will
11. Policy
12. Culture

BARRIERS AND MOTIVATORS

The analysis revealed self-efficacy as a barrier in all three regions and perceived health benefits were identified as the strongest motivating factor.

Behavior 1: Milk and Dairy consumption in men and women

	Barrier	Motivator
Men	<ul style="list-style-type: none"> No milking-cow at house Lack of habit Availability High prices of milk and dairy products 	<ul style="list-style-type: none"> Own milking cow Health benefits Regular milk drinking habit More income enhances affordability Availability at neighbor's house or in the market
Women	<ul style="list-style-type: none"> Supply of milk year round High prices Not having milking-cow Influence of spouse/in-laws and neighbors Lack of habit 	<ul style="list-style-type: none"> Health benefits Availability at neighbor's house or milk collector Affordability Own milking cow Encouragement of spouse/in-laws about milk consumption



Behavior 2: Meat consumption in men and women

	Barrier	Motivator
Men	<ul style="list-style-type: none"> High prices Lack of accessibility HH members' influence Lack of habit 	<ul style="list-style-type: none"> Habit of eating Health benefits More income makes it affordable
Women	<ul style="list-style-type: none"> Occasional consumption High prices Negative health concerns Availability Lack of habit Influence of HH members 	<ul style="list-style-type: none"> Habit of eating at house Health and nutrition benefits More income enhances affordability.

RESULTS

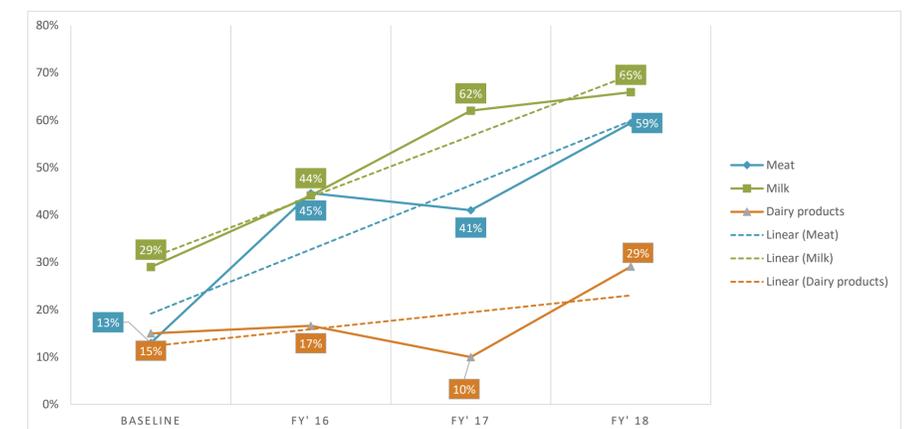
Message development: Based on the barriers and motivators, the project developed gender segregated social and behavior change communication (SBCC) materials, including flipcharts, posters, festoons, leaflets, and audio clips, to influence household consumption.

Identification of platforms: The project identified the messaging platforms that were suited for the SBCC interventions in the project region. The platforms included courtyard sessions, animal health and household nutrition campaigns, engagement of religious leaders etc.

Message dissemination: The project used existing and new platforms to disseminate the SBCC messages. The project also engaged men in disseminating nutrition messages to ensure improved nutrition for all members of the household.

Improved household consumption: The project has reported an 18% increase in households with regular meat consumption, 37% increase in households who consume milk regularly and a 46% increase in the number of women who provide input to income decisions since the baseline.

Figure 1: Percentage of households that consumed meat, milk, and dairy products at least once in a week



CONCLUSION

The identification of barriers and the subsequent targeted messaging supported in fostering behavior change in the project region. In addition, the project has identified platforms such as cattle markets and schools to address the more complex barriers to dairy and red meat consumption and maximize the impact at household nutrition.