



FEED THE FUTURE

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

How to Generate Demand for Healthy Diets

USAID
Sarah Pedersen
February 8, 2024

Behaviors are the *Roots* of any Nutrition Program

FARMER



MARKET VENDOR



COMMUNITY LEADER



HEALTH WORKER



POLICY MAKER



TRANSPORTER

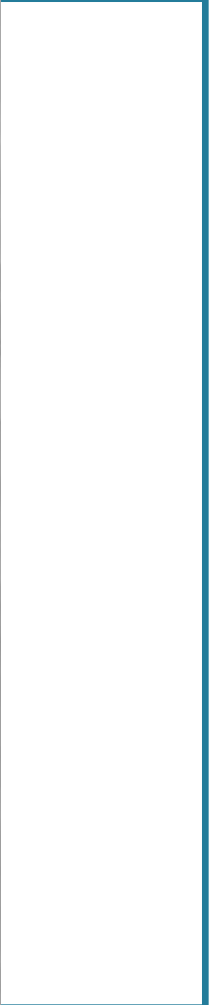


RELIGIOUS LEADER



FAMILY MEMBER







1 PRIORITIZE

Behavior prioritization is the first step in nutrition program design. It focuses efforts on the outcomes that will have the greatest impact and avoids overwhelming people. The lists are a starting point for planning and prioritization.



[Prioritizing Multi-Sectoral Nutrition Behaviors Tool](#)

[Behaviors to Improve Nutrition List](#)

[Illustrative Behaviors to Improve Nutrition-Sensitive Agriculture List](#)

2 RESEARCH

Understanding the main barriers and enablers or “factors” that affect people from practicing the behaviors is critical for improving those behaviors. The list describes common factors. The formative research decision tree guides selection of research methods to answer research questions.



[Factors That Influence Multi-Sectoral Nutrition Behaviors](#)

[SBC Formative Research Decision Tree](#)

PAUSE: Before moving on to Step 3: Strategize, refer back to Step 1: Prioritize. Refine the initial list of priority behaviors using research on what people are willing and able to do.

3 STRATEGIZE

The SBC strategy provides a roadmap to ensure that activities address critical factors and are coordinated to achieve priority behaviors. The Using Research Tool helps users organize research into an SBC strategy. The Nutrition SBC Strategy Checklist helps users prepare or review an SBC strategy to ensure core elements are covered.



[Using Research to Design an SBC Strategy for Multi-Sectoral Nutrition](#)

[Nutrition SBC Strategy Checklist](#)

4 PLAN

Plan for quality SBC implementation with a work plan checklist. Identify program staff and frontline workers' SBC capacity strengthening needs using the competency lists. The gender integration guide provides resources and examples.



[Nutrition SBC Work Plan Checklist](#)

[Defining Social and Behavior Change Competencies for Multi-Sectoral Nutrition List](#)

[Community Health Worker Competency List for Nutrition SBC](#)

[Integrating Gender into Nutrition Programming](#)

5 IMPLEMENT, MONITOR, AND ADAPT

SBC implementation is as important as high-quality design. The do's and don'ts tool lists best practices and pitfalls to avoid. The monitoring tool tracks progress for adaptation. The social norms guide helps programs understand and respond to social norms.



[Social and Behavior Change Do's and Don'ts: Getting It Right for Multi-Sectoral Nutrition Programming](#)

[Monitoring Social and Behavior Change for Multi-Sectoral Nutrition](#)

[Focusing on Social Norms Guide](#)

6 EVALUATE

Carefully designed and conducted evaluations can help nutrition SBC programmers identify what worked and plan for future programs. Use this resource to manage an evaluation that demonstrates progress toward goals.



[Measuring Social and Behavior Change in Nutrition Programs: A Guide for Evaluators](#)

These resources demonstrate high-quality SBC workflows:

[Enabling Better Complementary Feeding](#)

[Generating Demand for Healthy Diets](#)

Guide to Generating Demand for Healthy Diets



Generating Demand for Healthy Diets

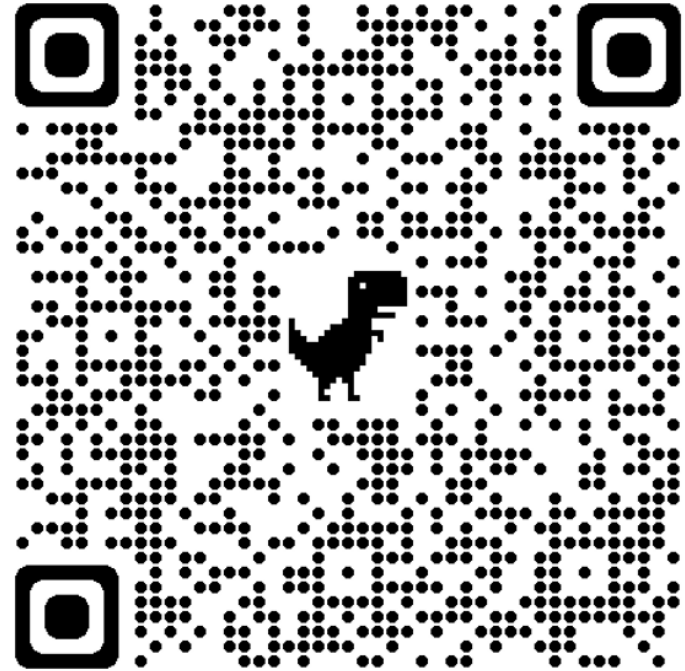
A Guide to Social Marketing in Nutrition



DRAFT: NOT FOR PRINTING OR DISTRIBUTION



SEPTEMBER 2022
USAID ADVANCING NUTRITION



Understanding your Audience is Key to Generating Demand

- 🎯 • Define: who is your primary audience?
- 🔧 • Refine: what behaviors does your program wish to promote among your audience(s)?
- 📊 • Conduct: formative research to get a better idea of who your audience is, fill gaps in your knowledge, learn what motivates them, and uncover what barriers exist in their life.
- ✓ • Identify: Who are the supporting actors?



Example of Formative Research: FSIL, Bangladesh Demand for Safer Fish



Explored consumer willingness to pay for safer fish via improved practices.



Presented two fish: wet market vs. improved practices.



Round One: Sensory bidding.

- Consumers paid 10-29% premium.



Round Two: Safety data impact.

- Consumers paid 34-52% premium.



Safer practices boosted demand & Safety data further increased demand.



Photo Credit:
Food Safety Innovation Lab

Insights in Marketing

- **What is an insight?**

- **Insights** are revelations drawn from audience research that inspire the audience, the project team, and creative agency partners to think and feel differently.

- **What is the role of an insight?**

- Audience insights elicit responses such as, “Aha!” or “Hmmm, I hadn’t thought of it that way before.” Insights motivate the audience to change their behavior or approach a problem differently.

- **Why is an insight important?**

- A marketing campaign with a strong insight is able to relate to their primary audience on a personal level, thus motivating the audience to act.



Example of a Strong Insight

Mothers want their teenage daughters to be happy and successful; they don't realize that

1. their daughters likely suffer from iron-deficiency anemia,
2. anemia affects their daughters' ability to concentrate and focus, and
3. their daughters need 50 percent more iron now versus when they were younger.



Campaign Development



INSIGHTS are revelations drawn from audience research that inspire the audience, the project team, and creative agency partners to think and feel differently

BENEFIT STATEMENTS represent the benefit of the product to the audience; what's in it for them. Benefit statements must be clear, specific, believable, and resonant.

A REASON TO BELIEVE explicitly communicates why the audience should trust and adopt the selected behavior.

A CALL TO ACTION circles back to the selected behavior: now that the audience understands and believes the benefit statement, what specific action should they do?

Example of Developing a Benefit Statement

Consider a project that aims to motivate caregivers to feed eggs to their young children.

Goal is to engage fathers as the primary audience.

Develop a benefit statement that is compelling enough to motivate the primary audience to prioritize feeding eggs to young children.

1. Include WHY the benefit matters.
2. Make the benefit a strong or superior statement.
3. Make the benefit more salient or more important.



Thanks!

Sarah Pedersen

spedersen@usaid.gov

Laura Itzkowitz

litzkowitz@usaid.gov



Resources for Quality SBC

Resources for Quality SBC

Behaviors to Improve Nutrition [French]

<https://www.advancingnutrition.org/resources/behaviors-improve-nutrition>

Tools spotlight

<https://www.advancingnutrition.org/spotlight/sbc-tools>

Illustrative Behaviors to Improve Nutrition - Sensitive Agriculture [French]

<https://www.advancingnutrition.org/resources/illustrative-behaviors-improve-nutrition-sensitive-agriculture>

Prioritizing Multi -Sectoral Nutrition Behaviors [French]

<https://www.advancingnutrition.org/resources/prioritizing-multi-sectoral-nutrition-behaviors>

Factors that Influence Multi -Sectoral Nutrition Behaviors [French]

<https://advancingnutrition.org/resources/factors-influence-multi-sectoral-nutrition-behaviors>

SBC Formative Research Decision Tree

<https://www.advancingnutrition.org/resources/sbc-formative-research-decision-tree>

Resources for Quality SBC

Using Research to Design an SBC Strategy for Nutrition [French]

<https://www.advancingnutrition.org/resources/using-research-design-social-and-behavior-change-strategy-multi-sectoral-nutrition>

Nutrition SBC Strategy Checklist [French]

<https://www.advancingnutrition.org/resources/changement-social-et-comportemental-csc-en-matiere-de-nutrition-liste-de-contrôle>

Nutrition SBC Work Plan Checklist

<https://www.advancingnutrition.org/resources/nutrition-sbc-work-plan-checklist>

SBC Do's and Don'ts: Getting It Right for Nutrition Programming [French]

<https://www.advancingnutrition.org/resources/social-and-behavior-change-dos-and-donts-getting-it-right-multi-sectoral-nutrition>

Monitoring Social and Behavior Change for Multi -Sectoral Nutrition [French]

<https://www.advancingnutrition.org/resources/monitoring-social-and-behavior-change-multi-sectoral-nutrition>

Resources for SBC Capacity Strengthening

Defining SBC Competencies for Multi-Sectoral Nutrition: A List for Assessing, Developing, and Evaluating Staff Skills [French]

<https://www.advancingnutrition.org/resources/defining-social-and-behavior-change-competencies-multi-sectoral-nutrition-list-assessing>

Social and Behavior Change Competency Assessment: Tool for RFSA s [French]

<https://www.advancingnutrition.org/resources/social-and-behavior-change-competency-assessment-tool-resilience-food-security-activities>

Community Health Worker Competency List for Nutrition SBC [French]

<https://www.advancingnutrition.org/resources/community-health-worker-competency-list-nutrition-social-and-behavior-change>

Resources on Social Norms and Gender Integration in Nutrition

Focusing on Social Norms: A Practical Guide for Nutrition Programmers to Improve Women's and Children's Diets [French]

<https://www.advancingnutrition.org/resources/focusing-social-norms-practical-guide-nutrition-programmers-improve-womens-and-childrens>

Exploring the Influence of Social Norms on Complementary Feeding: A Scoping Review of Observational, Intervention, and Effectiveness Studies

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7937492/>

Program Guidance on Engaging Family Members [French]

<https://www.advancingnutrition.org/resources/program-guidance-engaging-family-members>

Integrating Gender Guide

<https://www.advancingnutrition.org/resources/integrating-gender-nutrition-programs-program-guide>

Measuring What it Takes to Provide Care

<https://www.advancingnutrition.org/resources/caregiver-toolkit>

Resources for SBC Evaluation

Measuring SBC in Nutrition Programs: A Guide for Evaluators

<https://www.advancingnutrition.org/resources/measuring-social-and-behavior-change-nutrition-programs-guide-evaluators>

Evaluating SBC Components of Nutrition Activities: A Design Guide for USAID

Staff <https://www.advancingnutrition.org/resources/evaluating-social-and-behavior-change-components-nutrition-activities-design-guide-usaid>

Tools for Designing and Conducting Social and Behavior Change Evaluations

<https://www.advancingnutrition.org/resources/tools-designing-and-conducting-social-and-behavior-change-evaluations>

Comprehensive Resources

Generating Demand for Healthy Diets: A Guide to Social Marketing in Nutrition

<https://www.advancingnutrition.org/resources/generating-demand-healthy-diets-guide-social-marketing-nutrition>

Workflow for High -Quality Nutrition Social and Behavior Change

<https://www.advancingnutrition.org/resources/workflow-high-quality-nutrition-social-and-behavior-change>

Enabling Better Complementary Feeding | USAID Advancing Nutrition

<https://www.advancingnutrition.org/resources/enabling-better-complementary-feeding>

Video: What is Social and Behavior Change (SBC)?

<https://vimeo.com/754800223/60a10e03e7>