



# TOMAK Social and Behaviour Change Strategy

July 2017 – June 2018

**Adam Smith  
International**



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This is a living document that was last updated in October 2017.

# Abbreviations & acronyms

AE	Agricultural extensionist
ASI	Adam Smith International (Australia) Pty Ltd
BA	Barrier Analysis
CRS	Catholic Relief Services
DFAT	Australian Government Department of Foreign Affairs and Trade
EE	Entertainment-Education
FA	Field Agent
FFS	Farmer Field School
FNG	Family Nutrition Group
FS&N	Food Security and Nutrition
GESI	Gender Equality and Social Inclusion
GESIA	TOMAK Gender and Social Inclusion Analysis
GoTL	Government of Timor-Leste
HH	Household
IADE	Institute for Business Support and Development
IPC	Interpersonal Communication
IYCF	Infant and Young Child Feeding
L&DP	Learning and Development Platform
MAD	Minimum Acceptable Diet
MDD-W	Minimum Dietary Diversity for Women
M&E	Monitoring and Evaluation
MAF	Ministry of Agriculture and Fisheries
MoH	Ministry of Health
MRM	Monitoring and Results Measurement
MSG	Mother Support Group
NGO	Non-governmental Organisation
NSA	Nutrition-Sensitive Agriculture
OFSP	Orange Flesh Sweet Potatoes
PGS	Program Guiding Strategy
PLW	Pregnant and Lactating Women
PSF	Promoter Saude Familiar
R&D	Research and development
S&L	Savings and loan
SBC	Social and behaviour change
SEM	Secretariat of State for the Socio-Economic Support of Women
SILC	Savings and Internal Lending Communities
SMS	Short message service
TOMAK	To'os Ba Moris Diak (Farming for Prosperity) Program
VSLA	Village savings and lending association
WASH	Water, sanitation and hygiene
WEE	Women's economic empowerment
WRA	Women of reproductive age
WVTL	World Vision Timor-Leste

# Executive summary

Based on assessments<sup>1</sup> conducted during its inception phase, TOMAK identified six general behavioural themes as the focus for social and behaviour change (SBC) activities. These themes were defined by TOMAK's core team and aim to support the program's objectives and underlying Theory of Change. They include:

- Household nutrition;
- Infant & young child feeding and care;
- Maternal nutrition, care and support;
- Household decision-making, responsibilities and male involvement;
- Water, sanitation and hygiene and environmental enteropathy; and
- Profit-seeking and advancement (not included in this SBC strategy).

This SBC Strategy articulates the key behaviours that will be promoted through TOMAK under these behaviour themes, and describes specific approaches, actors, intended audiences, communication channels, materials, and platforms that will be used to create change. Designed for use by the TOMAK program and implementing partner staff responsible for designing, implementing, and monitoring SBC approaches, the strategy is intended to be a living document that will be closely monitored, reflected upon, and updated on a regular basis.

Key features of the SBC strategy include:

- Focusing on a core set of key behaviours aimed at promoting specific changes in practices and social norms related to improved food security and nutrition, and household income;
- Giving priority to women of reproductive age (WRA) and children, with a major focus on the first 1,000 days of life, including gestation;
- Using a variety of approaches that are mutually reinforcing: person-to-person communications, print, community mobilisation, entertainment-education, and mass media;
- Actively monitoring the strategy's impact in terms of influencing or prompting changes in attitudes and norms, and the adoption of key behaviours.

The **key behaviours** described in the strategy and summarised in Table 1 start with promoting a *targeted* set of feasible practices that will be monitored and revised based on audience movement along a continuum of change. Key behaviours take into consideration what audiences are already doing (e.g. mothers are able to make decisions around what vegetables to prepare for family meals) and attempt to prioritise and focus on key practices that audiences are *not* doing and which will have a significant impact on nutrition at household level.

**Table 1: Intended Audiences and Key Behaviours**

Behaviour theme	Audience segment	Key behaviours for intended audiences
<b>HH nutrition</b>	Women of reproductive age <sup>2</sup> (15-49)	<ul style="list-style-type: none"> <li>- WRA consume foods rich in micronutrients (iron, vitamin A, zinc) at least 4 times per week<sup>3</sup> (e.g. orange flesh sweet potatoes (OFSP), papaya, carrots, kangkung, beans, chicken, moringa)</li> <li>- WRA consume beans, and/or soy at least 2 times a week</li> <li>- WRA consume fish (fresh or tinned)<sup>4</sup> at least once a week</li> <li>- WRA consume eggs at least once a week</li> </ul>

<sup>1</sup> TOMAK assessments conducted in 2016: Information Consumption Survey, Gender and Social Inclusion Analysis, Knowledge, Attitudes Survey and Practices Qualitative Assessment on Food Consumption.

<sup>2</sup> WRA were selected over pregnant and lactating women (PLW) because the Program will have a greater impact by focusing on daily, regular, and consistent dietary diversity for all WRA rather than PLW and their specific needs. However, PLW key behaviours are included in Appendix 2 under the full behaviour list to revisit on an annual basis.

<sup>3</sup> Deficiency rates for WRA: 39% anaemia, 14% vitamin A, 27% iodine (Timor-Leste Food and Nutrition Survey, 2013)

<sup>4</sup> Formative research showed that in general mothers found tinned fish: accessible, affordable, and easy to prepare.

Behaviour theme	Audience segment	Key behaviours for intended audiences
		- WRA allocate homestead animal source foods for their own consumption twice per week (eggs, poultry meat)
	Mothers of children under 2 years (U2)	- Mothers incorporate foods rich in micronutrients <sup>5</sup> into family meals at least 4 times per week (e.g. orange flesh sweet potatoes, papaya, carrots, dark greens, beans, chicken) - Mothers incorporate beans, and/or soy into family meals at least 2 times a week - Mothers incorporate fish (fresh or tinned) into family meals at least once a week - Mothers incorporate eggs into family meals at least once a week - Mothers allocate homestead animal source foods for household consumption twice per week <sup>6</sup>
	Husbands/ Fathers of U2	- Husbands/Fathers purchase or encourage the purchase of beans, soy, eggs, fish, and tinned fish <sup>7</sup> - Husbands/Fathers allocate homestead animal source foods for household consumption
	Grandmothers of U2/Mothers in-law	- Grandmothers purchase or encourage the purchase of beans, soy, eggs, fish, and tinned fish
	Farmers (male and female)	- Farmers utilise income to purchase nutrient-rich foods (fresh or tinned fish, eggs etc.) for household consumption - Farmers cultivate nutrient-rich crops (soy, OFSP, beans, peanuts, moringa, etc.) for household consumption - Farmers conserve part of nutrient rich crops (eggs, beans, peanuts, soy etc.) for household consumption
<b>Maternal nutrition</b>	WRA	- Pregnant and lactating women (PLW) <sup>8</sup> consume additional nutrient rich foods at meals or snacks (specific snacks like eggs, orange flesh sweet potatoes, bananas) <sup>9</sup>
	Fathers of U2	- Husbands/fathers purchase or encourage the purchase of 'extra' nutritious food for consumption by WRA
	Grandmothers of U2	- Grandmothers purchase or encourage the purchase of 'extra' nutritious food for consumption by PLW - Grandmothers encourage PLW to eat additional nutritious foods at a meal or snack (eggs, OFSP, bananas)
<b>IYCF</b>	Mothers of U2	-Mothers breastfeed exclusively until 6 months of age -Mothers initiate complementary feeding at 6 months of age -Mothers continue to breastfeed at least until the child turns 2.

<sup>5</sup> Deficiency rates for children under 5: 63% anaemia, 8% vitamin A, 34% zinc (TLFNS, 2013)

<sup>6</sup> Feasibility of frequency for this behaviour needs further investigation.

<sup>7</sup> Focus is on animal protein due to widespread deficiencies in protein and also because assessments show that mothers have to ask for permission for purchases over \$1 including one egg.

<sup>8</sup> This behavior is largely focused on PLW as there are multiple barriers for non-PLW who are WRA to negotiate extra nutritious foods for their own consumption. TOMAK will likely conduct additional formative research in 2018 to better understand the facilitators and barriers to female adolescent nutrition.

<sup>9</sup> Snack options will likely vary per geographic location. Assessments show pregnant women focus on increased quantity during pregnancy, not quality (largely rice and greens) (Formative Research Report on *Household Nutrition and Household Decision-making, Responsibilities, and Male Involvement* in Timor-Leste, Mercy Corps (2017). Further investigation needed around feasibility of husband and MIL support for WRA to consume additional nutritious foods when they are not pregnant.

Behaviour theme	Audience segment	Key behaviours for intended audiences
		<ul style="list-style-type: none"> <li>-Mothers fortify rice porridge with nutrient-rich foods<sup>10</sup> (beans, eggs, soy product, and/or smashed peanut, shredded meat or fish, fruits, vegetables)</li> <li>-Mothers increase frequency of breastfeeding children aged 6-24 months during and after illness and offer additional foods.</li> </ul>
	Fathers of U2	<ul style="list-style-type: none"> <li>-Men actively engage with their children under 24 months of age on a daily basis (e.g. feeding, play)</li> <li>-Support mothers to exclusively breastfeed until the baby is 6 months old</li> <li>Support mothers to initiate complementary feeding at 6 months of age</li> <li>-Support mothers continue to breastfeed at least until the child turns 2<sup>11</sup>.</li> <li>-Support mothers fortify rice porridge with nutrient-rich foods<sup>12</sup> (beans, eggs, soy product, and/or smashed peanut, shredded meat or fish, fruits, vegetables)</li> <li>-Support mothers increase frequency of breastfeeding children aged 6-24 months during and after illness and offer additional foods.</li> </ul>
	Grandmothers of U2	<ul style="list-style-type: none"> <li>-Grandmothers fortify rice porridge with nutrient-rich foods (beans, egg, soy product, and/or smashed peanut, shredded meat or fish, fruits, vegetables)</li> <li>- Support mothers to exclusively breastfeed until the baby is 6 months old</li> <li>-Support mothers to initiate complementary feeding at 6 months of age</li> <li>-Support mothers continue to breastfeed at least until the child turns 2<sup>13</sup>.</li> <li>-Support mothers fortify rice porridge with nutrient-rich foods<sup>14</sup> (beans, eggs, soy product, and/or smashed peanut, shredded meat or fish, fruits, vegetables)</li> <li>-Support mothers increase frequency of breastfeeding children aged 6-24 months during and after illness and offer additional foods.</li> </ul>

<sup>10</sup> While over-nutrition rates are increasing in TL, children 6-23 months are growing rapidly and additional fat is necessary for nutrient absorption. It is recommended that TOMAK consider the additional of oil to children's porridge once this behaviour is cross checked with the latest Demographic Health Survey data (set to be released this quarter) and the TOMAK baseline data (November 2017) will only be recommended for this age group and not adults.

<sup>11</sup> Exclusive breastfeeding key behaviours are not included because of existing practice of female farmers returning to the field close to the child's first birthday (based on anecdotal evidence from Mercy Corps) and the Project plan to measure the Minimum Acceptable Diet (MAD) score which applies to children 6-23 months.

<sup>12</sup> While over-nutrition rates are increasing in TL, children 6-23 months are growing rapidly and additional fat is necessary for nutrient absorption. It is recommended that TOMAK consider the additional of oil to children's porridge once this behaviour is cross checked with the latest Demographic Health Survey data (set to be released this quarter) and the TOMAK baseline data (October 2017) will only be recommended for this age group and not adults.

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Behaviour theme	Audience segment	Key behaviours for intended audiences
<b>WASH &amp; environmental enteropathy</b>	Mothers of U2, Fathers of U2, Grandmothers of U2	-Wash hands with soap after defecating, after washing baby's bottom, before feeding children, before preparing food/cooking, eating and wash children's hands before eating. <sup>15</sup>
<b>HH decision-making, male involvement</b>	Mothers of U2	-Mothers initiate conversation with husbands on a weekly basis on allocation of resources for weekly protein purchase -Mothers encourage men's regular participation in household tasks (e.g. cooking, washing dishes/clothes, feeding/bathing children) <sup>16</sup> -Mothers show appreciation for men's regular participation in household tasks (e.g. cooking, washing dishes/clothes, feeding/bathing children)
	Fathers of U2	-Husbands initiate conversation with wives on a weekly basis at minimum on allocation of resources for weekly protein purchase -Husbands/Fathers assume some household tasks typically Mothers' work (washing dishes/clothes etc.) - Husbands encourage wives to be involved in decision-making around household resources
	Grandmothers of U2	-Grandmothers encourage joint decision-making between couples on management of household resources -Grandmothers encourage daughters-in-law to initiate discussions with their husbands around management of household resources -Grandmothers encourage son/son in-law's involvement in household tasks (e.g. cooking, washing dishes/clothes, feeding/bathing children)
	Farmers	-Farmers initiate conversations with their spouse regarding crop selection, use of harvested crops (e.g. allocations for both consumption and sale), and income from crops -Farmers discuss resources and labour needed for the cultivation and use of nutrient-rich crops (soy, OFSP, beans, peanuts, fruit, moringa etc.) for household consumption

The proposed approach for changing social conditions and individual behaviours focuses on influencing different audiences through use of multiple and reinforcing channels. TOMAK has established agreements with three 'Lead Partners' (Catholic Relief Services, Mercy Corps and World Vision Timor-Leste) to facilitate the delivery of NSA and SBC activities at community level. These Lead Partners (and their local partners) will use a range of interpersonal communication (IPC) approaches that are adapted to the specific context of target suku (*village*). While Lead Partner activities and materials currently differ, the SBC strategy aims to align partner approaches over time by identifying a set of key behaviours and audience segments. As Lead Partners will be responsible for the implementation of IPC and community mobilisation components of the SBC strategy, TOMAK can support the re-printing and sharing of IPC materials across the program.

TOMAK will complement the IPC and community mobilisation activities of the Lead Partners through mass media, entertainment-education, and social media channels.

**Next steps.** TOMAK has facilitated stakeholder consultations in all three of TOMAK's implementation municipalities (Bacuau, Bobonaro, Viqueque) and this revised version of the SBC strategy reflects their feedback. It is also important to note that the key behaviours described in this strategy are not 'key messages'. Development and testing of key messages (or adaption or use of existing messages) will be an integral part of

<sup>15</sup> As a NSA project, TOMAK recognizes the importance of other key WASH related behaviors (Safely dispose of the feces of all family members, treat water and cover all drinking water), however has elected to focus on a targeted set of key behaviors for this year. Additional behaviors will be explore next year.

<sup>16</sup> Explore frequency, depth for men's' participation in these tasks.

the strategy implementation. TOMAK will lead this process in close consultation with partners over the coming months.

The profit-seeking behaviour theme has not been addressed at this stage. This component of the SBC strategy is pending results from the 'Entrepreneurship Survey' currently being conducted for TOMAK by the Institute for Business Support (IADE).

## 1. Introduction

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The *To'os Ba Moris Diak* (Farming for Prosperity) Program (TOMAK) is a five (plus five) year agricultural livelihoods program funded by the Australian Government in Timor-Leste, with Phase 1 funding of AUD25 million (2016-2021). TOMAK's goal is to ensure rural households live more prosperous and sustainable lives. It will achieve this through parallel and linked interventions that aim to:

- Establish a foundation of food security and good nutrition for targeted rural households (Component 1); and
- Build their capacity to confidently and ably engage in profitable agricultural markets (Component 2).

The Program is set in the context of an overwhelmingly subsistence-oriented rural sector with weak market linkages; food insecurity with a regular 'hungry season' that is accentuated by climate change; and serious malnutrition, especially among children.

Component 1 (Food Security and Nutrition) promotes nutrition sensitive agriculture (NSA) approaches to improve the availability and utilisation of nutritious food. This involves promoting improved production, storage, processing, preservation, and preparation of nutritious food; improved household purchasing and investment power; and more inclusive decision-making around nutrition within the home. Component 2 (Market System Development) promotes the development of commercial agriculture following a market system development approach, focussing on selected higher-potential value chains.

Social and behaviour change (SBC) approaches are being applied across both components. For Component 1 this involves working to influence the behaviour of households towards better nutritional practice; and for Component 2 to promote profit-seeking and self-advancement behaviours. TOMAK's SBC approach aims to understand how individuals and communities in Timor-Leste change, and what they need in order to make those changes lasting.

Gender is embedded in the planning, implementation and monitoring of activities across the program, promoting gender equality and women's economic empowerment.

The primary target area for Phase 1 comprises 66 inland mid-altitude suku (villages) with reasonable agricultural potential, located in Baucau, Viqueque and Bobonaro municipalities.

Implementation is based on a systems approach, working with and through a broad range of partners, including Government (across various Ministries and administrative levels), NGOs, CSOs and the private sector.

TOMAK's Program Guiding Strategy, finalised in early 2017, identified six general behavioural themes as the initial focus of SBC activities. This SBC strategy articulates the key behaviours that will be promoted through TOMAK and describes specific approaches, actors, intended audiences, communication channels, materials, and platforms that will be used to create change. Designed for use by the program and implementing partner staff responsible for designing, implementing, and monitoring SBC approaches, the strategy is intended to be a living document that will be closely monitored, reflected upon, and updated regularly.

Development of the strategy followed several key steps and included input from TOMAK staff and implementing partners. The foundation for the strategy comes from evidence-based public health and food security recommendations. Major steps in developing the strategy included:

- a desk review of household nutrition and decision-making and male involvement behavioural themes (including TOMAK assessments conducted in the second half of 2016);
- formative research on three behaviours under the household nutrition and decision-making behavioural themes;
- a review of various potential audiences and the best communication channels for reaching them; and
- a rapid capacity assessment of communication actors in Timor-Leste.

Development of the strategy recognises the importance of theoretical models and concepts that address how change occurs at various levels. It draws on a number of theoretical models that focus on behaviour change at the individual, interpersonal, and community level. At an individual level, the Health Belief Model, Theory of Reasoned Action, and Stages of Change theory emphasise planned individual behaviours (moving along a continuum of change), and rational decision-making (focus on perceived barriers, benefits, and perceived social norms). At an interpersonal and community level, Social Learning Theory, Theory of Gender and Power, Diffusion of Innovations and Ecological models, focus on the influence of self-efficacy of individuals, social networks, role models and enabling factors to perform a behaviour.<sup>17</sup>

## 2. Situational Analysis

Despite significant government and development partner efforts over the last 10 years, overall nutritional status of the Timorese population remains poor. Approximately half of all children under five years of age are stunted (short for age), 63% are anaemic and 34% deficient in zinc. Only 18% of children 6-23 months consume a minimum acceptable diet (frequency and dietary diversity). For WRA, 25% are underweight and 40% are anaemic.<sup>18</sup> While malnutrition among children under five is widespread, early initiation of breastfeeding is 93%, 62% exclusively breastfeeding through to six months, and 74% continuing to breastfeeding to one year.<sup>19</sup>

### 2.1. Relevant findings from initial TOMAK nutrition-related surveys

Analysis of secondary data and review of the three nutrition-related surveys conducted by TOMAK in 2016 has identified a range of supply-side food security and nutrition constraints and opportunities<sup>20</sup>.

**Table 2: Food security and nutrition context**

Nutrition Focus	Constraint	Description and Cause	Opportunities
Supply-side	Food Availability	Productivity is constrained by: -Reliance on water-intensive, rain-fed agricultural systems. -Limited access to production inputs (e.g. seeds for diverse food crops) -Small farm sizes and low food production capacity -Scarcity of labour, largely at peak times (e.g. harvesting) -Farmers' beliefs/choices to only produce enough food for subsistence and factoring in nutritional needs into crop production -Animals being perceived as assets or savings for cultural ceremonies and not for regular household consumption	-Farmers see 'potential' in farming
	Food Access	-Limited access to financial services for farmers (especially female farmers)	-Enabling environment at the national level with multi-sectoral

<sup>17</sup> C-Change. A Short Guide to Social and Behaviour Change Theories and Models. (2012)

<sup>18</sup> TLFNS (2013)

<sup>19</sup> Ibid.

<sup>20</sup> TOMAK Program Guiding Strategy (2016), TOMAK Gender Equality and Social Inclusion Analysis (2016), TOMAK Food Consumption Survey (2017), TOMAK Knowledge, Attitudes, and Practice Survey (2017), Formative Research Report on *Household Nutrition and Household Decision-making, Responsibilities, and Male Involvement* in Timor-Leste, Mercy Corps (2017), 'Entrepreneurship Survey' IADE 'Entrepreneurship Survey' preliminary findings (2017).

		<ul style="list-style-type: none"> <li>-Limited affordability of diverse, nutrient-dense foods</li> <li>-Household decision-making behaviours around allocation of scarce resources</li> </ul>	<ul style="list-style-type: none"> <li>efforts to address malnutrition, including access to good quality, nutritious food<sup>21</sup></li> <li>-Access to markets increasing</li> <li>-Families beginning to adopt inland fish farming, utilising production for household consumption (fish is not perceived as an asset for cultural ceremonies)</li> </ul>
	Food Stability	<ul style="list-style-type: none"> <li>-Improper post-harvest handling and lack of effective storage</li> <li>-Lack of climate-smart, drought resistant technology and practices for farming</li> <li>-Lack of access to reliable and affordable water for agriculture</li> </ul>	
<b>Demand-side</b>	Food Utilisation	<ul style="list-style-type: none"> <li>-Over-reliance on starchy staple foods</li> <li>-Strong and highly variable food beliefs and misconceptions across the country</li> <li>-Preference for foods that are convenient and easy to prepare</li> <li>-Inadequate sanitation and hygiene practices: TOMAK's KAP Survey identified that handwashing practices are unsatisfactory for three out of the five critical handwashing times</li> <li>-Low knowledge around mother and IYCF practices</li> </ul>	<ul style="list-style-type: none"> <li>-Children are highly valued in Timorese culture</li> <li>-Families prioritise feeding young children before the rest of household and children are fed whenever they are hungry</li> <li>-Mothers-in-law are deeply involved in decision-making around food preparation and consumption</li> <li>-Mothers aspire to feed fish to their children</li> <li>-Access to media is increasing (new TV stations, social media)</li> <li>-Increased use of family planning and spacing between children allows for more attention given to IYCF per child<sup>22</sup></li> </ul>

## 2.2. Formative research findings

As part of the SBC strategy development process, additional formative research was conducted to gain a deeper understanding of the context for behaviour change around targeted food and nutrition-related practices<sup>23</sup>. A total of 270 interviews and three focus group discussions (FGDs) were carried out in the three TOMAK municipalities on household nutrition and decision-making practices. Table 3 presents a summary of key findings.

<sup>21</sup> Timor-Leste Comoro Declaration, National Council for Food Security, Sovereignty and Nutrition (KONSSANTIL), The Zero Hunger Action Plan for a Hunger and Malnutrition Free Timor-Leste (2014), and Nutrition and Food Security Roundtable (2010)

<sup>22</sup> Cross check with latest Demographic Health Survey data set to be released this quarter.

<sup>23</sup> Formative Research Report on *Household Nutrition and Household Decision-making, Responsibilities, and Male Involvement* in Timor-Leste, Mercy Corps (2017)

**Table 3: Key formative research findings**

Desired practice studied	Key Findings
Mothers of children under 5 prepare meals for their family containing food from 3 food groups.	<ul style="list-style-type: none"> <li>-Mothers reported feeling that it is easier to prepare diverse foods when those foods are easy to prepare and can be cooked quickly.</li> <li>-Easy to prepare food include leafy vegetables, eggs, rice.</li> <li>-Difficult/time consuming food to prepare includes cassava, corn, beans.</li> <li>-Mothers regard eating a variety of foods as good for health.</li> <li>-Husbands and children enjoy eating a variety of foods.</li> <li>-No cultural taboos on eating a variety of foods.</li> </ul>
Mothers of children under 5 prepare meals for the family containing meat, fish, or eggs-source foods	<ul style="list-style-type: none"> <li>-Mothers think that eating animal protein makes children smart.</li> <li>-Husbands and children like to eat eggs, fish, and meat.</li> <li>-Eggs are the easiest animal protein to access (either use own or purchase) and prepare (quick cooking time).</li> <li>-Household animals, including chickens are rarely killed for consumption.</li> <li>-Families with inland fish ponds consume a proportion of their production.</li> <li>-Mothers that do not consume eggs from household chickens sell them and use profits to pay for school fees.</li> <li>-Younger mothers have less autonomy over the use and purchase of animal protein compared to older mothers (finding from FGDs only, comparing responses from FGDs with younger mother and FGDs with older mothers).</li> </ul>
Mothers of children under 5 jointly decide with their husbands about how animals, eggs and cash will be used to support and feed the family	<ul style="list-style-type: none"> <li>-Mothers feel the best time to approach their husband on spending is in the evening once he has relaxed from the day.</li> <li>-Mothers feel that joint decision-making on household resources contributes to a healthy relationship between husband and wife and prevents conflict.</li> <li>-Overall, the entire family and neighbors are supportive of joint decision-making.</li> <li>-Husbands said they are willing to increase their role in household tasks and childcare and are already involved in certain tasks in the 'female' sphere. This includes: cooking, washing dishes, washing clothes, feeding and bathing children. Most men were not willing to sweep the house as this is 'women's work'.</li> <li>-Mothers want their husbands to take turns with household tasks (cooking, washing dishes, childcare).</li> <li>-Men feel that a good husband supports his family, prioritises education for his children, and remains calm during disagreements.</li> <li>-Men said neighbours may laugh about men doing household tasks (cooking, washing dishes) behind their back.</li> </ul>

### 2.3. Preferred communication channels

TOMAK carried out an Information Consumption Survey<sup>24</sup> (ICS) in the three target municipalities to learn more about how households access general and nutrition-related information. The assessment found significant differences between Bobonaro and Baucau/Viqueque:

- **Radio:** 37% of respondents reported listening to radio (although 17% in Baucau), and 29% of the 37% reported listening to the radio daily.
- **Television:** 43% reported watching TV (81% in Bobonaro and 13% in Viqueque), with 75% reporting that they watch TV daily.
- **Newspaper/magazine:** 21% reported reading newspapers or magazines (40% in Bobonaro and 11% in Baucau).
- **Internet:** 20% reported being internet users (100% of internet users reported being Facebook users).
- **Phone:** 70% of all respondents across target all areas reporting owning and using a mobile phone (91% in Bobonaro, 63% in Viqueque and 57% Baucau).

<sup>24</sup> TOMAK Technical Report 11 'Nutrition-related information consumption survey results' (February 2016)

- **Community groups (interpersonal communication):** Approximately 50% of respondents reported participating in a Community Group (70% in Bobonaro, 34% in Viqueque and 41% Baucau), with farming and religious groups reported as having the highest participation.

The ICS also found that while TV coverage is higher than radio, nutrition-related information was reported most 'useful' from radio (85%), followed by TV (71%), magazine/newspaper (67%), internet (57%), Health Workers (PSF/SISCa) (39%), local leaders/ extension workers (22%), religious leaders (8%), and mobile phone (0%).

In terms of language, the ICS found no shared language across TOMAK's three target municipalities other than Tetum. This will be a key consideration for print and mass media approaches. Mass media approaches can be complemented by community-level approaches that allow for nuancing when promoting key practices. The last national media survey conducted in Timor-Leste by the Hironnelle Foundation in 2007 found that informal face-to-face communication (word of mouth) was the second most reliable source of information in the country after national radio.<sup>25</sup> While radio and TV coverage has increased over the past 10 years, interpersonal communication (IPC) remains the primary form of communication across the country and therefore needs to be an integral part of any SBC strategy.

### 3. Target Audience and Behavioural Objectives

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**Target audience.** In line with TOMAK's goals, intended audiences are categorised into three segments:

- Primary audience (people directly affected): WRA and mothers of children under two.
- Secondary audience (people directly influencing them): husbands, mother in-laws, farmers.
- Tertiary audience (people indirectly influencing them): farmers.

Audience profiles are summarised in Appendix 1.

**Behavioural objectives.** The following behavioural objectives, to be finalised following establishment of the TOMAK baseline Component 1 baseline. They not do not yet specify targets. These will be developed in consultation with implementing partners towards the end of 2017. An SBC implementation plan will be developed once the strategy has been finalised and reviewed with key stakeholders at municipal level.

#### **Nutrition**

- By the end of the SBC strategy implementation plan in July 2021, increase the % of WRA who have improved dietary diversity scores.
- By the end of the SBC strategy implementation plan in July 2021, increase the proportion of children aged 6-23 months who have an improved minimum acceptable diet score.
- By the end of the SBC strategy implementation plan in July 2021, increase the proportion of households with improved dietary diversity Food Consumption Scores.

#### **Household decision-making and male involvement**

- By the end of the SBC strategy implementation plan in July 2021, increase the proportion of WRA who report having greater decision-making power on household food production, consumption and related household expenditure.
- By the end of the SBC strategy implementation plan in July 2021, increase the proportion of WRA and men reporting male engagement in household nutrition decisions.
- By the end of the SBC strategy implementation plan in July 2021, increase the proportion of households (especially men) with improved knowledge and attitudes towards specific nutritious foods.

<sup>25</sup> Soares, E. & Mytton, G. *Timore Leste National Media Survey. Final Report.* Foundation Hironnelle, Dili, TL. (2007)

## 4. Target Behaviours

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TOMAK aims to influence a variety of nutrition and household decision-making behaviours. Based on the situational analysis of current practice, environmental, and social factors, particular focus will be placed on the following behaviour themes and behaviours. Key selected behaviours (summarised in Table 1) take into consideration the program's limited resources, and focus on core underlying issues that will have the greatest impact on the program's overarching goals. These behaviours will be 'staged', rather than implemented all at once. Key behaviours take into account that TOMAK's intended audiences will move along a continuum of change over the duration of the program. For example, it is expected that audiences will initiate/increase and then eventually maintain key behaviours over time. This is based on the assumption that more people will model the behaviours, and communities will have increased access to markets and income.

### 4.1. Household Nutrition

TOMAK has a strong focus on nutrition during pregnancy until the child's second birthday (i.e. the first 1,000 days of life). It also recognises that neither adults nor children consume the minimum nutritional requirements, and will therefore promote improved nutrition for the entire household. Timorese adults living in semi-rural to rural settings are a key intended audience for this behaviour theme. Households are heavily reliant on subsistence farming and household food purchases are mainly limited to staples: rice, cooking oil, sugar, and salt. Families consume a monotonous diet that includes rice, starchy staples, and some vegetables. While the diet may permit adequate caloric intake, it is deficient in protein, iron, vitamin A and zinc. This behaviour theme focuses on increasing household demand to prepare and consume a variety of foods each day, including: animal-source foods and eggs; staples and tubers; legumes; and vitamin A-rich fruits and vegetables.

### 4.2. Maternal nutrition, care and support

This theme focuses on the promotion of improved care and support for pregnant women, lactating women, and women of childbearing age. In Year 2, the key behaviours will focus specifically on improved consumption of diversified foods. Healthcare seeking practices may be explored in Year 3<sup>26</sup>. Anaemia and other micronutrient deficiencies are particularly common and the diets of Timorese women are inadequate, particularly during pregnancy when they sometimes eat 'more' but do not consume sufficiently nutritious food.<sup>27</sup> Improved nutrition during pregnancy is critical to improved nutritional status and optimal growth and development in the first 1,000 days.

### 4.3. Infant and young child feeding and care

This behaviour theme focuses on improving mothers'/caregivers' skills and practices around infant and young child feeding (IYCF) practices and care. Promotion of IYCF, complemented by improved household food security and dietary diversity, will ensure that complementary feeding practices are improved for tangible impact on nutritional status of children aged 6-23 months.

### 4.4. Water, sanitation, and hygiene (WASH) and environmental enteropathy

This behaviour theme is described in TOMAK's PGS as focusing on the promotion of specific behaviours that are likely to lead to a reduction in environmental enteropathy: hand-washing at critical moments, latrine use, the proper disposal of child faeces, and maintaining hygienic household and play areas free of contamination for infants and young children. While this behaviour theme is important and has clear links to child nutrition, many

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<sup>26</sup> See Appendix 2 for additional key behaviours that could be explored beyond Year 2.

<sup>27</sup> Timor-Leste Food and Nutrition Survey (2013); TOMAK Technical Report 8 'Gender equality and social inclusion analysis' (December 2016)

of the specific behaviours are beyond the scope of TOMAK. The focal behaviours described in this strategy focus just on handwashing at critical times.

## 4.5. Household decision-making, responsibilities, and male involvement

This theme involves encouraging households to discuss and act to improve the health and well-being of their children and households. This includes a focus on equitable and joint decision-making on the use of household resources (e.g. purchase and preparation of food, use of livestock). Male involvement is also a key focus with the promotion of increased male involvement in those affairs typically associated with women, such as household tasks and childcare, and encouraging the empowerment of women and girls more broadly. Most mothers manage household finances but are also held accountable for shortfalls. Mothers (younger mothers in particular) are not confident to spend money on small quantities of meat/canned fish without permission from their husbands.<sup>28</sup> Fathers are already involved in some tasks in the ‘female’ sphere, although frequency is not certain.

Improving women’s nutritional status is essential to stopping the intergenerational cycle of undernutrition. A women’s labour load affects her ability to earn income, the time she has available for child and infant care, as well as the time available to feed and care for herself.<sup>29</sup> Supporting joint decision-making between couples will increase the consumption of, and allocation of household resources to acquire, nutritious foods. Supporting male involvement in household tasks and childcare will also decrease women’s labour burden, allow her increased time for optimal IYCF, and increase father’s emotional attachment to his children.

## 5. Strategic Approach

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The proposed strategic approach focuses on influencing different audiences through the use of multiple and reinforcing channels. Table 4 below summarises the strategic approach for the following year categorised by the proposed intervention type, activities, phase, and a proposed timeline. Specific interventions and activities are further broken out by audience and location in Appendix 3, providing a basis for development of the SBC action plan.

TOMAK has established agreements with three ‘Lead Partners’ (Catholic Relief Services, Mercy Corps and World Vision Timor-Leste) to facilitate the delivery of NSA and SBC activities at the municipal level. These Lead Partners (and their local partners) will use a range of interpersonal communication (IPC) approaches that are adapted to the specific context of target suku. While Lead Partner activities and materials differ, the SBC strategy aims to align partner approaches over time by identifying a set of key behaviours and audience segments. As Lead Partners will be responsible for the implementation of IPC and community mobilisation components of the SBC strategy, TOMAK will support the re-printing and sharing of IPC materials across the program.<sup>30</sup>

TOMAK will complement the IPC and community mobilisation activities of the Lead Partners through mass media, entertainment-education, and social media channels. A mass media campaign will initially be designed and piloted on household decision-making and profit-seeking behaviour themes. The mass media campaigns will seek to promote key behaviours and boost the credibility of community agents (e.g. agricultural extension workers and community health volunteers). TOMAK will focus each campaign on just a few targeted behaviours, rather than attempting to integrate all of TOMAK’s key behaviours. While it is proposed that the mass media mass media campaigns would focus on just two behaviour themes (household decision-making and profit-seeking behaviour), TOMAK will also explore upcoming opportunities to support re-printing/re-broadcasting of existing materials that align with TOMAK’s other behaviour themes. Appendix 3 summarises Lead Partner approaches and additional TOMAK support.

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<sup>28</sup> TOMAK Gender Equality and Social Inclusion Analysis (GESIA) (2016).

<sup>29</sup> Herforth, Anna, and Jody Harris. *Understanding and Applying Primary Pathways and Principles. Brief #1. Improving Nutrition through Agriculture Technical Brief Series*. Arlington, VA: USAID/Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING) Project. (2014)

<sup>30</sup> Based on assessment of material effectiveness and identification of gaps across implementation municipalities.

**Table 4: SBC Strategy interventions, activities and phases**

Intervention	Select Activities	Phase	Tentative Timeline
	Conduct meetings at municipal level to socialise the SBC strategy and solicit input on municipal to suku nuances.	Stakeholder Consultation	August-September 2017
	Develop TOMAK SBC Action Plan. Harmonise key behaviours across audience segments among lead NGO partners. Discuss M&E of SBC approaches with Lead Partners to track progress in SBC.	Strategic Planning	October 2017 - January 2018
<b>Interpersonal Communication (IPC)</b>	Partners: train MAF and MOH in various supply-side NSA approaches, establish field demonstrations and associated training activities.	Capacity Strengthening	August 2017-June 2018
	Partners: establish/work through existing farming groups, mother support groups, S&L groups, parent groups, Church groups to promote NSA activities and nutrition-related SBC.	Implementation	August 2017-June 2018
	TOMAK/partners: Monitor the efficacy of SBC approaches and materials being used, progressively improving and converging around agreed behavioural themes and messages.		
	TOMAK: Support the production and distribution of standardised SBC materials being used for nutrition-related IPC, for use across the program.		
<b>Community mobilisation</b>	Partners: conduct community nutrition events, cooking taste tests etc.	Implementation	August 2017-June 2018
	Partners: Conduct community theatre performances at local markets etc (pilot by WVTL in Baucau).		
	TOMAK/Ba Futuru: work with municipal-based theatre groups to expand community theatre performances to additional suku beyond WVTL scope.		
<b>Advocacy</b>	TOMAK/partners: regularly engage with MAF/MOH counterparts at municipal and post administrative levels to improve coordination across stakeholders working on nutrition-related activities.	Coordination	August 2017-June 2020
	TOMAK: advocate with government and public and private mass media to establish collaborative relationship for broadcasting of nutrition-related content.		
<b>Mass media/social media/SMS</b>	TOMAK: trial Facebook page for intended audiences on NSA topics.	Implementation	October 2017-May 2018
	TOMAK/partners: Develop additional messages for the mHealth <i>Liga Inan</i> program from 6-23 months and trial in Bobonaro.		
	TOMAK: produce mass media products on household decision-making and profit seeking themes.		

Intervention	Select Activities	Phase	Tentative Timeline
	TOMAK/TV stations: Support TV public service announcements promoting key behaviours, scheduled on a monthly basis.		
	WVTL/CARE/TOMAK: Trial use of <i>Lafaek</i> for promotion of dietary diversity for dissemination in Baucau, with content developed together with TOMAK.		
	TOMAK/CARE: Extension of <i>Lafaek</i> trial to other areas based on results.		
<b>MRM</b>	TOMAK: establish baseline.	Monitoring and Results Measurement	August 2017
	TOMAK and Lead NGO partners: regular program monitoring.		
	TOMAK/partners/stakeholders: facilitate sharing of lessons learned (cross-program field visits; 'Best Practice' workshops).		Ongoing

## 6. SBC Research and Development

While existing research and the formative research conducted during the course of developing this strategy provide valuable insights into motivations and barriers around TOMAK's behaviour themes, there will be an ongoing need for further investigation into specific audience preferences and practices. Some of these immediate needs include further exploration into:

- what are the best ways to appeal to the intended audience's aspirations for themselves and their children (or grandchildren), identifying the most effective way to encourage them to adopt new behaviours?<sup>31</sup>
- which foods are most difficult to access in each municipality?
- what are preferred time-saving technologies for food preparation?
- what is the frequency of a father's support in household tasks (e.g. how often do they cook, wash dishes, bathe children)?
- what are the common sub-tasks under cooking, and which sub-tasks are appropriate for men?
- what are the differing needs of younger and older mothers relating to household decision-making (e.g. what advice would older mothers give younger mothers)?
- how can/do older children reduce the time burden of household tasks?
- what is the most effective way to reduce the fear of and/or actual violence experienced by women and girls by men because food is not prepared or on the table, and/or household money has been spent on food?

Formative research will also be necessary on an ongoing basis to monitor change in behaviours at the community level, and investigate why changes are not occurring if they are not occurring (e.g. are households prioritising the sale of fish over consumption).

## 7. Monitoring and Evaluation

Monitoring and results measurement (MRM) will need to take place as the strategy is rolled out, beginning with a baseline assessment, continuing with ongoing monitoring of activities, and ending with a final impact assessment. This SBC strategy will not have a separate MRM plan, but measuring change in behaviours will

<sup>31</sup> This can be done through anecdotes from partners, observations throughout implementation, and direct interaction with change agents (e.g. AEs, PSFs, community group facilitators, community champions) and intended audiences.

be integrated within TOMAK's overall MRM Plan for Component 1. The TOMAK baseline will utilise mixed methods including quantitative household surveys, with further qualitative data collected through FGDs and KIIs.<sup>32</sup> The baseline will be conducted in September/October 2017. At impact level, TOMAK will utilise globally recognised indicators for nutrition programs, focusing on access to nutritious food and dietary diversity for targeted households, WRA and children aged between 6-23 months.<sup>33</sup> At outcome level, indicators focus on WRA and male head of household knowledge, attitude, and practice changes.

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<sup>32</sup> TOMAK FS&N Baseline Methodology (2017).

<sup>33</sup> Minimum Dietary Diversity for Women (MDD-W), Minimum Acceptable Diet (MAD), Food Consumption Score, Food Insecurity Experience Scale.

## 8. Resources Accessed

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Belo, E., Snowball K., and Grieve, H. Roundtable Dialogue in Nutrition and Food Security Mapping the Underlying Drivers Of Malnutrition in Timor-Leste. (2015)

CARE, Gender and Power Analysis for Safe Motherhood Program Timor-Leste. (2013)

Democratic Republic of Timor-Leste, Ministry of Health Timor-Leste. Timor-Leste Food and Nutrition Survey 2013 Final Report 2015, Dili, Timor-Leste: Democratic Republic of Timor-Leste, Ministry of Health. (2013).

Food and Agriculture Organization Capacity Assessment of Social and Behaviour Change Communication for Nutrition in Timor-Leste. (2015)

Poblacion, E. Fisheries and food security in Timor-Leste: The effects of ritual meat exchanges and market chains on fishing. Food Security. December (2013)

TOMAK. Assessment of MAF extension capacity. Technical Report draft. February (2017)

Bandura, A. 'Guide for Constructing Self-Efficacy Scales', in f. Pajares and t. Urdan (eds), Self-Efficacy Beliefs of Adolescents, Greenwich: Information Age Publishing 5: 307-37. (2006)

C-Change (Communication for Change). *C-Modules: A Learning Package for Social and behaviour Change Communication*. Washington, DC: FHI360/C-Change. (2011)

Timor-Leste Asistencia Integrada Saude. behaviour Change Communication Strategy for Child Health Timor-Leste. October (2008)

WashPlus Behaviour Change Strategy Bangladesh. Washington, DC: FHI360. December (2013)

# Appendices

## Appendix 1: Audience Profiles

Audience Segment	Demographic Characteristics	Geographic Characteristics	Socio-Cultural Characteristics	Psychographic Characteristics	Ideational Characteristics
Mothers of children u2	<ul style="list-style-type: none"> <li>-Aged 15-49, married<sup>34</sup></li> <li>-Primary to secondary schooling</li> <li>-Has at least one child</li> <li>-Lower literacy to literacy skills</li> <li>-Has access to a mobile phone</li> <li>-Resides with parents/in-laws</li> <li>-Manages household budget, but must ask for permission for purchases over \$1</li> <li>-Spends most of her time cooking and taking care of children</li> <li>-Looks after chickens</li> <li>-Works in fields with husband</li> </ul>	<ul style="list-style-type: none"> <li>-Lives in TOMAK target suku in Baucau, Bobonaro, or VQQ</li> <li>-Semi-rural to rural</li> </ul>	<ul style="list-style-type: none"> <li>-Speaks Tetum and local dialect</li> <li>-Catholic</li> <li>-Attends Church on Sundays</li> </ul>	<ul style="list-style-type: none"> <li>-Influenced by mother/mother in-law</li> <li>-Likes socialising with other women</li> <li>-May attend a community group every month</li> <li>-Worries about having enough money for children's school fees</li> </ul>	<ul style="list-style-type: none"> <li>-Wants her husband to be more involved in household tasks and childcare</li> <li>-Wants children to go to school and be smart</li> <li>-Wants to feed family foods that they like</li> <li>-Has poor understanding of good nutrition</li> </ul>
Grand-mothers of children u2	<ul style="list-style-type: none"> <li>-Aged 55-75, married</li> <li>-Some primary schooling</li> <li>-Lower literacy skills</li> <li>-Resides with son/son in-law</li> <li>-Helps tend to chickens</li> <li>-Spends most time at home and in the fields</li> <li>-Helps with feeding of younger grandchildren</li> </ul>	<ul style="list-style-type: none"> <li>-Lives in TOMAK target suku in Baucau, Bobonaro, or VQQ</li> <li>-Semi-rural to rural</li> </ul>	<ul style="list-style-type: none"> <li>-May speak some Tetum, but most comfortable in local dialect</li> <li>-Catholic</li> <li>-Attends Church on Sundays</li> </ul>	<ul style="list-style-type: none"> <li>-Values her grandchildren</li> <li>-Influenced by the Church</li> <li>-Participates in a Church group</li> <li>-Gives high priority to cultural commitments</li> <li>-Enjoys going to the weekly market</li> </ul>	<ul style="list-style-type: none"> <li>-Wants her grandchildren to be educated</li> <li>-Does not place priority on nutritious foods for her daughter in-law or grandchildren</li> <li>-Has low knowledge of nutritious foods</li> </ul>
Fathers of children u2	<ul style="list-style-type: none"> <li>-Aged 18-49 married</li> <li>-Primary to secondary schooling</li> <li>-Has at least one child</li> <li>-Lower literacy to literacy skills</li> </ul>	<ul style="list-style-type: none"> <li>-Lives in TOMAK target suku in Baucau, Bobonaro, or VQQ</li> <li>-Semi-rural to rural</li> </ul>	<ul style="list-style-type: none"> <li>-Speaks Tetum and local dialect</li> <li>-Catholic</li> </ul>	<ul style="list-style-type: none"> <li>-Influenced by community leaders and peers</li> <li>-Member of a farming group</li> <li>-Smokes</li> </ul>	<ul style="list-style-type: none"> <li>-Cares what his neighbours think</li> <li>-Wants to be seen as a good father who provides for his family</li> </ul>

<sup>34</sup> Marriage is defined as living together with a partner as husband and wife.

Audience Segment	Demographic Characteristics	Geographic Characteristics	Socio-Cultural Characteristics	Psychographic Characteristics	Ideational Characteristics
	<ul style="list-style-type: none"> <li>-Owns a mobile phone</li> <li>-Resides with parents/in-laws</li> <li>-Head of household</li> <li>-Sometimes helps wife with household duties and childcare but not regularly</li> <li>-Spends most of his time in the fields</li> <li>-Looks after cows, goats, and pigs</li> </ul>			<ul style="list-style-type: none"> <li>-Likes watching the news on TV</li> <li>-Gives high priority to cultural commitments</li> <li>-Likes to attend cock fights</li> <li>-Respects health provider opinions</li> </ul>	<ul style="list-style-type: none"> <li>-Values education for his children</li> <li>-Does not place priority on nutritious foods for his family</li> </ul>
Farmers <sup>35</sup> (men and women)	<ul style="list-style-type: none"> <li>-Sells mainly at the weekly local market</li> </ul>	<ul style="list-style-type: none"> <li>-Lives in TOMAK target suku in Baucau, Bobonaro, or VQQ</li> <li>-Semi-rural to rural</li> </ul>	<ul style="list-style-type: none"> <li>-Speaks Tetum and local dialect</li> <li>-Catholic</li> <li>-Returns working in the fields after child reaches approximately 1 year (female farmer)</li> </ul>	<ul style="list-style-type: none"> <li>-Influenced by community leaders and peers</li> <li>-Member of a farming group</li> <li>-Smokes</li> <li>-Likes watching the news on TV</li> <li>-Gives high priority to cultural commitments</li> </ul>	<ul style="list-style-type: none"> <li>-Enjoys being a farmer</li> <li>-Sees potential in being a farmer</li> </ul>

<sup>35</sup> Audience profile for farmers will be further developed following the results of the IADE 'Entrepreneurship Survey'.

## Appendix 2: Possible Additional Behaviours for Consideration Post-Year 2

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### Household nutrition

- Use iodised salt

### Maternal nutrition, care and support

- Early initiation of breastfeeding
  - Drink more water during lactation, avoid tea and coffee
  - Attend at least 4 antenatal care visits
  - Make a birth plan with family members
  - Take iron tablets during pregnancy
  - Deliver in a health facility with a skilled attendant
  - Seek care from a trained health provider within 2 days after delivery for mother and baby
  - Husbands/fathers support rest for mothers during pregnancy and help them avoid carrying heavy loads
  - Husbands/MIL support domestic tasks so that Mothers have time to breastfeed properly (e.g. frequently and for sufficient duration so that babies get full nutrition from milk)
- > \*Explore sibling caregivers as an audience

### IYCF

- Put the baby immediately to the breast at birth
- Breastfeed exclusively for six months
- Give appropriate nutritional care of sick and severely malnourished children
- Use iodised salt

### WASH

- Safely dispose of the feces of all family members
- Treat water and cover all drinking water
- Teach child to wash hands after defecation and before eating

### HH decision-making and male involvement

- Fathers/husbands regularly participate in household tasks and childcare
- Promotion of women and girls economic empowerment
- Promotion of labor-saving devices that assist in food preparation, farming and food processing (based on mapping and trialing of devices in Year 2) in Year 3

## Appendix 3: TOMAK and Partner Platforms for SBC

Partner	Materials	WRA	Mothers U2	Husbands/ Fathers U2	Grandmothers/ mother in-laws U2	Farmers	Community Leaders
<b>CRS</b>	<p>Revise household Resource Management and Decision-Making modules</p> <p>Adapt existing Care Group modules for TOMAK (focus on 1<sup>st</sup> 1000 days and adolescent period)</p> <p>Develop Church message booklet</p>	<p>Nutrition Group</p> <p>SILC</p> <p>Nutrition events</p>	<p>Nutrition Group</p> <p>SILC</p> <p>Nutrition events</p>	<p>SILC</p> <p>Nutrition events</p>	<p>Sunday mass, Church events</p> <p>Cooking demos for older women</p> <p>Nutrition events</p>	<p>Farmer Groups</p> <p>Nutrition events</p>	<p>Training on IPC</p> <p>Nutrition events</p>
<b>World Vision</b>	<p>Develop/ adapt posters for superfoods, recipe books, field guide for nutritious crops, booklets on healthy diets</p> <p>Adapt MSG content for parents' club modules</p> <p>270 posters advertising nutritious foods in schools, markets</p> <p>Produce booklets on nutritional value of vegetables and local plants</p> <p>Insert in LAFEAK magazine</p>	<p>Parents Groups</p> <p>Mother Support Groups</p> <p>Church Groups</p> <p>S&amp;L Food Processing Groups Integrated crop management groups PSFs</p>	<p>Parents Groups</p> <p>Mother Support Groups</p> <p>Church Groups</p> <p>S&amp;L Food Processing Groups Integrated crop management groups PSFs</p>	<p>Parents Groups</p> <p>Church Groups</p> <p>S&amp;L</p>	<p>Church Groups</p> <p>Market Events/ Theatre</p> <p>LAFAEK Comunidade</p>	<p>Farmer Groups</p> <p>Roadside sellers/banner</p> <p>Market Events/ Theatre</p>	
<b>Mercy Corps</b>	<p>SILC guide, flipbook, video clip</p> <p>HH Resource Management (HRM) guide, flipbook, video clip</p>	<p>Positive deviants PSFs</p> <p>VLSA</p> <p>AE</p>	<p>Positive deviants PSFs</p> <p>VLSA</p> <p>AE</p>	<p>Positive deviants PSFs</p> <p>VLSA</p>		<p>Positive deviants PSFs</p> <p>VLSA</p> <p>AE</p>	

	<p>Climate-smart farming guide, flipbook, video clips</p> <p>Integrated Fish Farming (IFF) guide, video clip</p> <p>Storage and post-harvest (SPH) guide, flipbook, video clips</p> <p>Rain water harvesting (RWH) guide</p> <p>PD guide</p>			AE			
<b>TOMAK</b>	<p>Support partner successes to scale to other districts-materials TBD, develop new materials based on need (e.g. purchase of protein foods for SLG)</p> <p>AE</p> <p>2 Mass media campaigns-HH decision-making/profit seeking</p> <p>SMS</p> <p>Facebook</p> <p>Gender guidelines for SBC</p> <p>*Additional FR</p>	<p>AE (Farmer Field School)</p> <p><i>Liga Inan</i> SMS messages</p> <p>Mass media campaign-HH decision-making</p> <p>FB</p>	<p>AE (Farmer Field School)</p> <p><i>Liga Inan</i> SMS messages</p> <p>Mass media campaign-HH decision-making</p> <p>FB</p>	<p>AE</p> <p><i>Liga Inan</i> SMS messages</p> <p>Mass media campaign-HH decision-making</p> <p>FB</p>	<p>*Additional investigation into how to best reach grandmothers</p>	AE	<p>Mass media campaign (TV spots, billboards, banners)</p>



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