



TOMAK Social & Behaviour Change Strategy

A simple guide for partners

This document is a simple guide intended to accompany TOMAK's full Social and Behaviour Change Strategy, available on the TOMAK website: <http://www.tomak.org/resources>

This strategy was prepared by Sarah Meyanathan, Social and Behaviour Change and Nutrition Specialist for the TOMAK program. Concept and design by Lewti Hunghanfoo. For enquiries, please email sarah.meyanathan@tomak.org

The strategy is a living document that was last updated in **June 2019**.



Introduction

TOMAK's Social and Behaviour Change (SBC) Strategy articulates the key behaviours promoted through TOMAK across identified behaviour themes, and describes specific approaches, intended audiences, communication channels, and platforms used to create change. Designed for use by the TOMAK program and implementing partner staff, the strategy is intended to be a living document that is closely monitored 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, including: interpersonal communication, print, 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 this booklet start with promoting a targeted set of feasible practices that are being 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.

Intended audiences

In line with TOMAK's goals, target audiences are categorised into three segments:

- **Primary audience (people directly affected):** Adolescents, women of reproductive age (WRA), and mothers of children under two.
- **Secondary audience (people directly influencing them):** Husbands, mothers in-law/grandmothers, farmers.
- **Tertiary audience (people indirectly influencing them):** Agricultural extension workers (AEWs), farmers.

This booklet outlines the key practices to be promoted with each audience under this strategy.

Key behaviours

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 is being placed on the following behaviour themes:

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). The program also recognises that neither adults nor children consume the minimum nutritional requirements, and therefore promotes improved nutrition for the entire household. This behaviour theme focuses on increasing household demand to prepare and consume a variety of foods each day.

Adolescent nutrition

While there is evidence that suggests stunting is mainly irreversible after a child turns two, there is also evidence to show that the adolescent years could be a critical period for interventions to improve the nutritional status particularly of adolescent girls and potentially break the cycle of intergenerational undernutrition. As a group adolescents face considerable malnutrition challenges, represent an important part of the nutrition life cycle, and have the ability to affect national nutrition outcomes as agents of change.

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. Key behaviours focus specifically on improved consumption of diversified foods. Improved nutrition during pregnancy is critical to improved nutritional status and optimal growth and development in the first 1,000 days.

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) 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.

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. 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 women increased time for optimal IYCF, and increase fathers' emotional attachment to their children.

Water, sanitation, and hygiene (WASH) and environmental enteropathy

While environmental enteropathy is important and has clear links to child nutrition, many of the specific behaviours are beyond the scope of TOMAK. The behaviours described in this strategy focus just on handwashing at critical times.

Platforms for SBC

Partner	WRA	Mothers of children under 2	Husbands/ fathers of U2	Grand-mothers/ mothers in law of U2	Farmers	AEWs	Adolescents
CRS	<ul style="list-style-type: none"> • Aqua-culture groups • Maize & bean groups • Nutrition groups • SILC • Nutrition events 	<ul style="list-style-type: none"> • Aqua-culture groups • Maize & bean groups • Nutrition groups • SILC • Nutrition events 	<ul style="list-style-type: none"> • Aqua-culture groups • Maize & bean groups • Nutrition groups • SILC • Nutrition events 	<ul style="list-style-type: none"> • Nutrition groups • Sunday mass/ Church events • Cooking demos • Nutrition events 	<ul style="list-style-type: none"> • Aqua-culture groups • Maize & bean groups • Nutrition groups • Nutrition events 	<ul style="list-style-type: none"> • Trainings • Agriculture groups 	<ul style="list-style-type: none"> • Schools
World Vision	<ul style="list-style-type: none"> • Parents groups • MSGs • Church groups • Food processing groups • Integrated crops mgmt. groups 	<ul style="list-style-type: none"> • Parents groups • MSGs • Church groups • S&L groups • Food processing groups • Integrated crops mgmt. groups 	<ul style="list-style-type: none"> • Parents groups • Church groups • S&L groups 	<ul style="list-style-type: none"> • Parents groups • Church groups • Market events/ theatre • Lafaek ba Komuni-dade 	<ul style="list-style-type: none"> • Farmer groups • Road-side sellers/ banners • Market events • Theatre 	<ul style="list-style-type: none"> • Trainings • Agriculture groups 	<ul style="list-style-type: none"> • TBD

Partner	WRA	Mothers of children under 2	Husbands/ fathers of U2	Grand-mothers/ mothers in law of U2	Farmers	AEWs	Adolescents
Mercy Corps	<ul style="list-style-type: none"> Care groups VSLA AEW CDA 	<ul style="list-style-type: none"> Care groups VSLA AEW CDA 	<ul style="list-style-type: none"> VSLA AEW 	<ul style="list-style-type: none"> Care groups VSLA 	<ul style="list-style-type: none"> VSLA AEW CDA 	<ul style="list-style-type: none"> Trainings Agriculture groups 	<ul style="list-style-type: none"> Schools
TOMAK	<ul style="list-style-type: none"> FFS/FFD HHDM Mass media (radio, spots, short films, billboards, banners) 	<ul style="list-style-type: none"> FFS/FFD HHDM Mass media 	<ul style="list-style-type: none"> FFS/FFD HHDM Mass media 	<ul style="list-style-type: none"> Mass media 	<ul style="list-style-type: none"> Mass media 	<ul style="list-style-type: none"> Trainings Agriculture groups 	<ul style="list-style-type: none"> Schools

*SILC = Savings and Internal Lending Communities (CRS); S&L = Savings and Loans groups (World Vision); VSLA = Village Savings and Loan Association (Mercy Corps); AEW = Agricultural extension worker; CDA = Community Development Agent (Mercy Corps); FFS = Farmer Field School; FFD = Farmer Field Day; HHDM = Household Decision-Making training; TBD = To be decided.

women of reproductive age (15-49 years)

Household nutrition

- She consumes foods rich in micronutrients (iron, vitamin A, zinc) at least 4 times per week (e.g. orange flesh sweet potatoes, papaya, carrots, kangkung, beans, chicken, moringa).
- She consumes beans, and/or soy at least 2 times a week.
- She consumes fish (fresh or tinned) at least once a week.
- She consumes eggs (purchased) at least once a week.
- She allocates eggs from homestead chicken production for her own consumption once per week.

Maternal nutrition

- She consumes additional nutrient rich foods at meals or snacks (e.g. eggs, orange flesh sweet potatoes, bananas) when pregnant and/or lactating.



mothers of children under 2 years

Household nutrition

- She incorporates foods rich in micronutrients into family meals at least 4 times per week (e.g. orange flesh sweet potatoes, papaya, carrots, dark greens, beans, chicken).
- She incorporates beans, and/or soy into family meals at least 2 times a week.
- She incorporates fish (fresh or tinned) into family meals at least once a week.
- She incorporates eggs (purchased) into family meals at least once a week.
- She allocates eggs from homestead chicken production for household consumption at least once per week.

Infant & young child feeding

- She breastfeeds exclusively until her baby is 6 months of age.
- She initiates complementary feeding when her baby is 6 months of age.
- She continues to breastfeed at least until her child turns 2.
- She fortifies rice porridge with nutrient-rich foods (beans, eggs, soy product, and/or smashed peanut, shredded meat or fish, fruits, vegetables, oil)
- She increases frequency of breastfeeding children aged 6-24 months during and after illness and offers additional foods.

Water, sanitation & hygiene

- She washes her hands with soap after defecating, after washing his baby's bottom, before feeding children, before preparing food/cooking, eating and washes children's hands before eating.

Household decision-making & male involvement

- She initiates conversations with her husband on a weekly basis to talk about allocation of resources for weekly protein purchase.
- She encourages men's regular participation in household tasks (e.g. cooking, washing dishes/clothes, feeding/bathing children).
- She shows appreciation for men's regular participation in household tasks (e.g. cooking, washing dishes/clothes, feeding/bathing children).



fathers of children under 2 years

Household nutrition

- He purchases or encourages the purchase of beans, soy, eggs, fish, and tinned fish.
- He allocates eggs from homestead chicken production for household consumption once per week.

Maternal nutrition

- He purchases or encourages the purchase of 'extra' nutritious food for consumption by pregnant and/or lactating women.

Infant & young child feeding

- He actively engages with his children under 24 months of age on a daily basis (e.g. feeding, play)
- He supports his wife to exclusively breastfeed until their baby is 6 months old.
- He supports his wife to initiate complementary feeding at 6 months of age.
- He supports his wife to continue to breastfeed at least until the child turns 2.
- He supports his wife to fortify rice porridge with nutrient-rich foods (beans, eggs, soy product, and/or smashed peanut, shredded meat or fish, fruits, vegetables, oil).
- He supports his wife to increase frequency of breastfeeding children aged 6-24 months during and after illness and offers additional foods.

Water, sanitation & hygiene

- He washes his hands with soap after defecating, after washing his baby's bottom, before feeding children, before preparing food/cooking, eating and washes children's hands before eating.

Household decision-making & male involvement

- He initiates conversation with his wife on a weekly basis to talk about allocation of resources for weekly protein purchase.
- He assumes some household tasks typically considered women's work (washing dishes/clothes etc.).
- He encourages his wife to be involved in decision-making around household resources.



grandmothers of children under 2 years

Household nutrition

- She purchases or encourages the purchase of beans, soy, eggs, fish, and tinned fish.

Maternal nutrition

- She purchases or encourages the purchase of 'extra' nutritious food for consumption by pregnant and lactating women.
- She encourages pregnant and lactating women to eat additional nutritious foods at meals or as a snack (eggs, orange flesh sweet potatoes, bananas).

Infant & young child feeding

- She fortifies rice porridge with nutrient-rich foods (beans, eggs, soy product, and/or smashed peanut, shredded meat or fish, fruits, vegetables, oil).
- She supports her daughter/in-law to exclusively breastfeed until the baby is 6 months old.
- She supports her daughter/daughter-in-law to initiate complementary feeding at 6 months of age.
- She supports her daughter/daughter-in-law to continue to breastfeed at least until the child turns 2.
- She supports her daughter/daughter-in-law to fortify rice porridge with nutrient-rich foods.
- She supports her daughter/daughter-in-law to increase frequency of breastfeeding children aged 6-24 months during and after illness and offers additional foods.
- She prioritises eggs from homestead chicken production for consumption by grandchildren 6-23 months.

Water, sanitation & hygiene

- She washes her hands with soap after defecating, after washing his baby's bottom, before feeding children, before preparing food/cooking, eating and washes children's hands before eating.

Household decision-making & male involvement

- She encourages joint decision-making between couples on management of household resources.
- She encourages daughter/daughter-in-law to initiate discussions around management of household resources with her husband.
- She encourages her son/son-in-law's involvement in household tasks (e.g. cooking, washing dishes/clothes, feeding/bathing children).



Key behaviours to promote with

farmers (men & women)

Household nutrition

- They utilise income to purchase nutrient-rich foods (fresh or tinned fish, eggs, etc.) for household consumption
- They cultivate nutrient-rich crops (soy, orange flesh sweet potatoes, beans, peanuts, moringa, etc.) for household consumption.
- They conserve part of their harvest of nutrient-rich crops (eggs, beans, peanuts, soy, etc.) for household consumption.

Household decision-making and male involvement

- They initiate conversations with their spouse regarding crop selection, use of harvested crops (e.g. allocations for both consumption and sale), and income from crops.
- They discuss resources and labour needed for the cultivation and use of nutrient-rich crops (soy, orange flesh sweet potatoes, beans, peanuts, fruit, moringa, etc.) for household consumption.



Key behaviours to promote with

extension workers (men & women)

Nutrition-sensitive agriculture

- They facilitate discussions with existing farmer groups and individual households on the nutritional value of different crops as one consideration to be taken into account when deciding which crops to plant.
- They facilitate discussions with farmer groups and individual households on allocation of a portion of nutritious crop production (e.g. iron and vitamin A rich crops) for home consumption.
- They promote regular chicken vaccination for Newcastle Disease through their farmer groups according to MAF's set vaccination schedule (3 times per year - March, July, November).
- They promote the nutritional benefits of eggs in conjunction with promoting chicken vaccination to farmer groups.



Key behaviours to promote with

adolescents (10-19 years)

Adolescent nutrition

- They eat breakfast before going to school.
- They choose clean water as the drink of choice at school.
- They bring clean water from home to drink at school.
- They select and purchase snacks at school that include either an animal or plant-based protein source.
- They utilise pocket money to purchase foods that are rich in macronutrients and micronutrients (e.g. eggs, tempe, peanuts, ripe fruits) that are available for sale at or near schools.



Key behaviours to promote with

parents of adolescents

Adolescent nutrition

- They support adolescent children to wake up with sufficient time to eat breakfast at home prior to school.
 - They encourage adolescent children to bring clean drinking water to school from home.
 - They encourage adolescent children to make healthy snack choices at school that include either an animal or plant-based protein.
 - Mothers prepare or encourage the preparation of traditional dishes that appeal to adolescents for family meals (e.g. *batar da'an/marotok* that include corn, beans, peanuts, carrots, and dark green leafy vegetables).
-

Key behaviours to promote with

grandmothers of adolescents

Adolescent nutrition

- She supports adolescent grandchildren to wake up with sufficient time to eat breakfast at home prior to school.
- She prepares or encourages the preparation of traditional dishes that appeal to adolescents for family meals (e.g. *batar da'an/marotok* that include corn, beans, peanuts, carrots, and dark green leafy vegetables).





This booklet is a summary only. The full SBC strategy can be accessed through on the TOMAK website:
www.tomak.org/resources

