



## **Household Consumption of Eggs and Chicken Study**

## Summary

Following the integration of key egg consumption practices into the Ministry of Agriculture's (MAF) Newcastle disease chicken vaccination campaign for WRA and children age 6-23 months to consume eggs, TOMAK explored the early outcomes of this campaign through a short survey-based study. This included analyzing early responses from rural households in the campaign areas to the frequency with which WRA and children in their household consume eggs and food preparation. The study provides a snapshot into current behavior, following the MAF chicken vaccination campaign.

## Objective

Gauging the early response of rural households to egg consumption following the campaign.



## Methodology and Sample

- The Study was conducted in Baucau, Viqueque, and Bobonaro
- Informed consent - Any primary data collection conducted by TOMAK includes a procedure for informing respondents of the purpose and process of the research and seeking consent of respondents ahead of any data collection.
- Quantitative survey, conducting via online (tablet)
- Analysis using PowerBI dashboard

## Sample

- Apply 90% confidence level and 10% margin of error
- Selection Suco was the suco where the campaign has occurred, in order to test the influence on local communities
- Women and men in rural household,

Municipality	Total population	Sample size
Baucau	64,191	68
Viqueque	29, 748	68
Bobonaro	33,183	68
Total		204

## Data Management

- Survey form was designed on ONA and uploaded onto tablets
- Seven enumerators (4 women, 3 men) were recruited to run data collection and were supervised by the TOMAK MRM Manager
- Quality control and analysis preparation was undertake by TOMAK MRM team
- Analysis on PowerBI undertaken by TOMAK MIS advisor

## Data Collection

Baucau:	15-20 October 2018
Viqueque:	22-26 October 2018
Bobonaro	29-30 October 2018

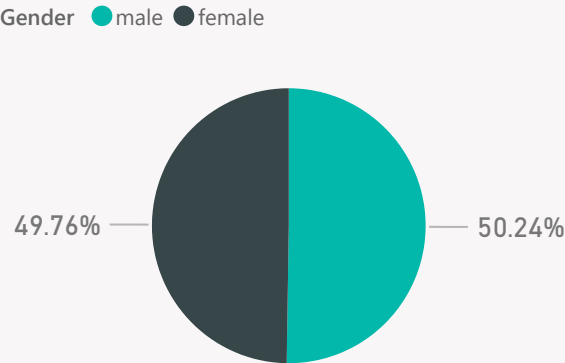
# Demographics



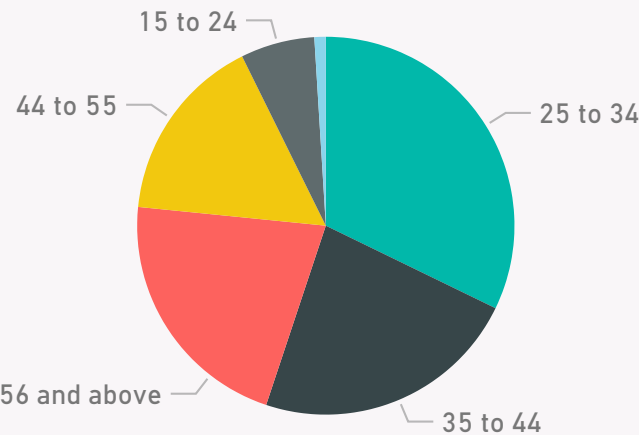
Total respondents

205

Respondent gender breakdown



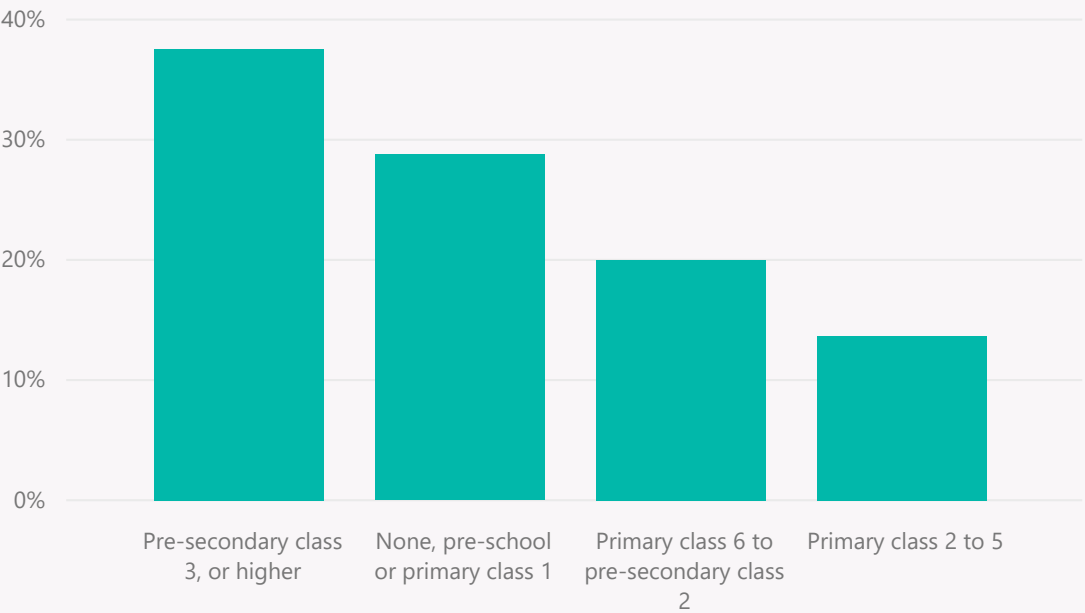
Respondent age categories



Household average size and composition

Women	Men	Household
3.53	3.49	7.02

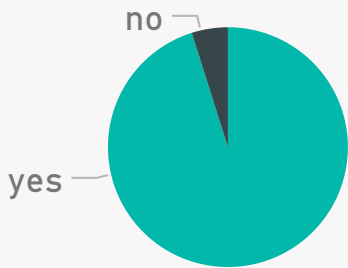
Respondent education level



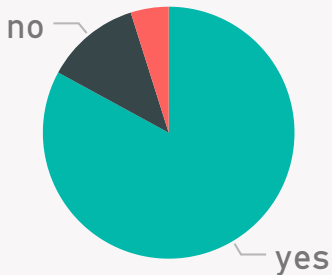
# Porridge



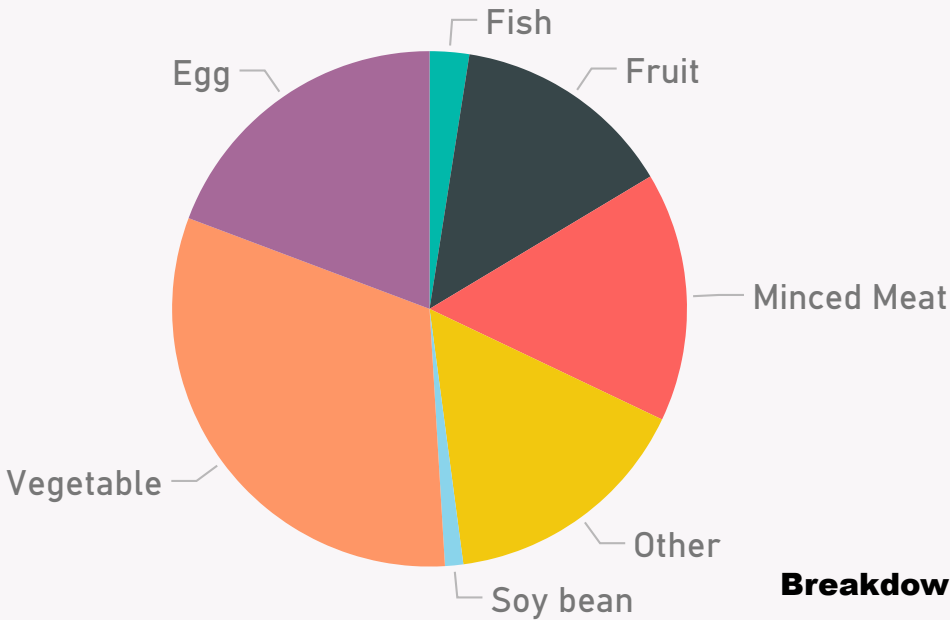
Do you prepare porridge for your children?



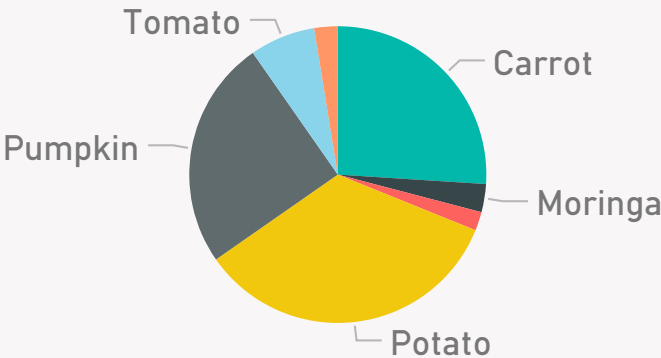
Do you include other food?



What food do you add?



Breakdown of other food added



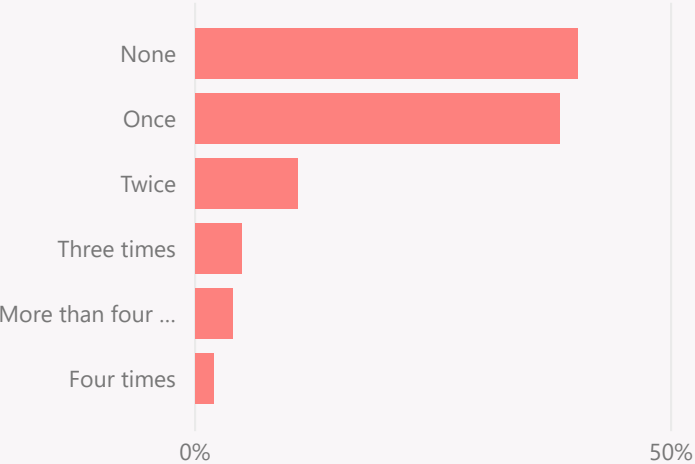
# Chicken

Does your family consume chicken?

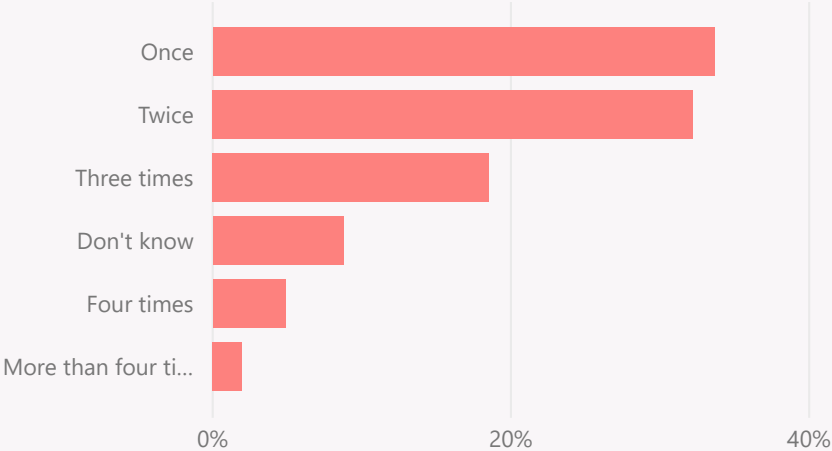
yes



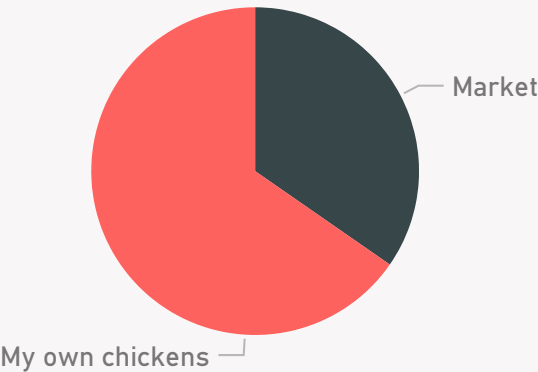
Actual - weekly chicken consumption (children)



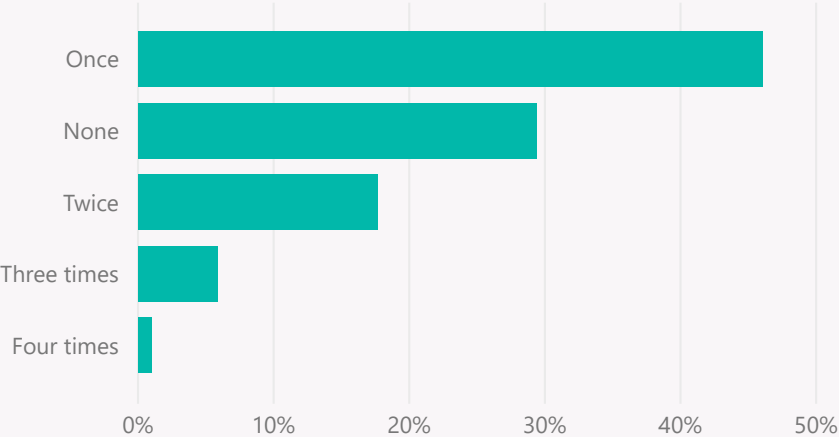
Opinion- weekly chicken consumption (children)



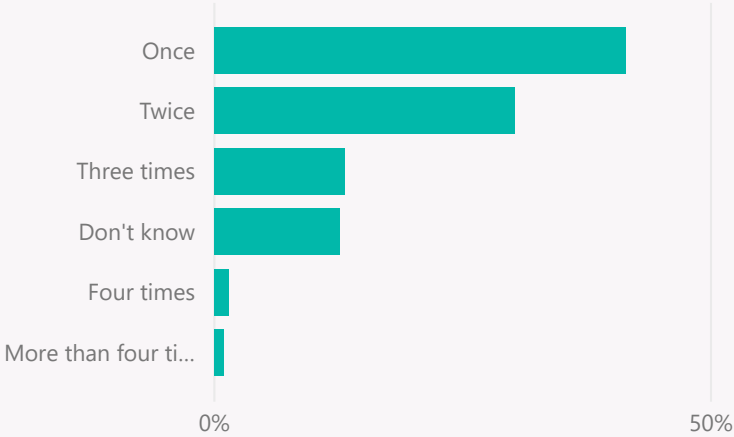
Where do you get the chicken from?



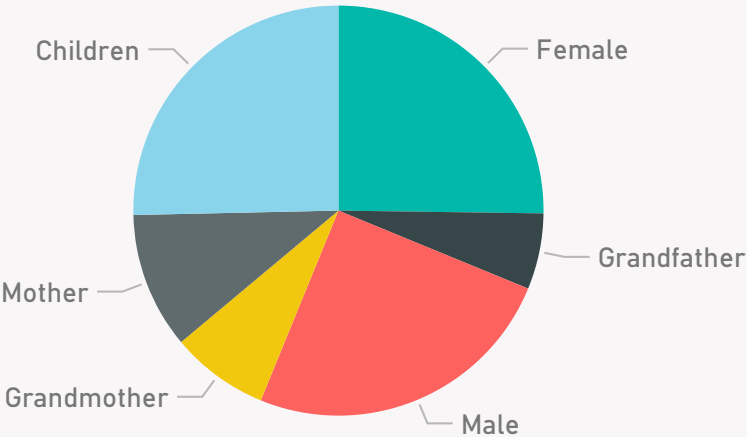
Actual - weekly chicken consumption (WRA)



Opinion - weekly chicken consumption (WRA)



Who normally eats the chicken?



# Eggs



## Does your family consume eggs?

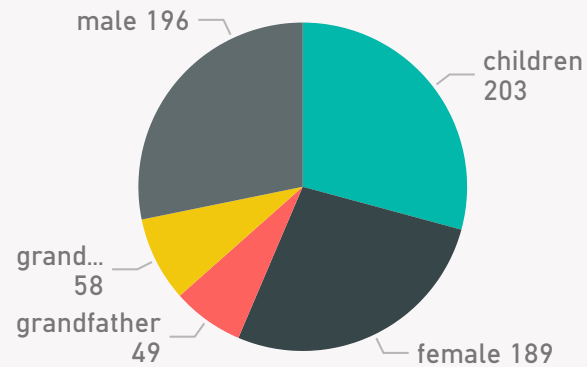


## Where do you get the eggs from?

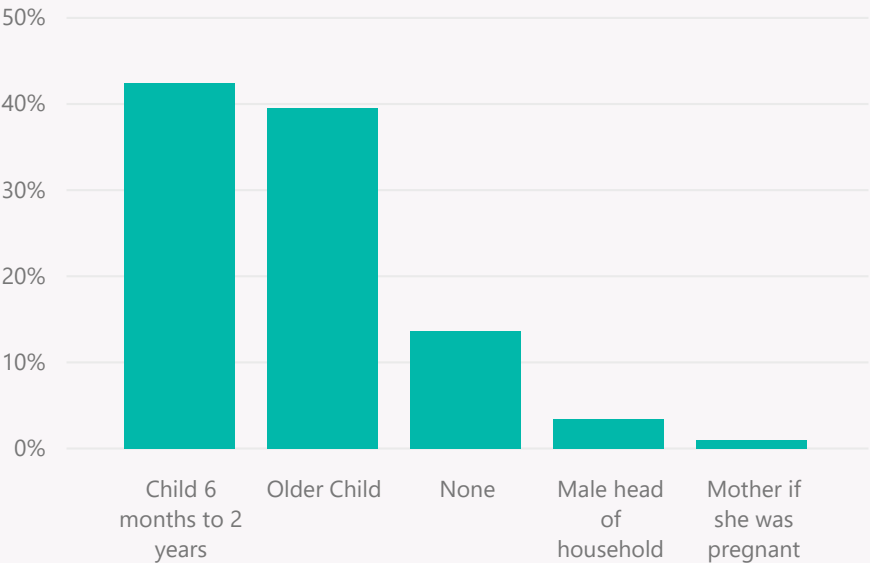
Family or friends Market Own



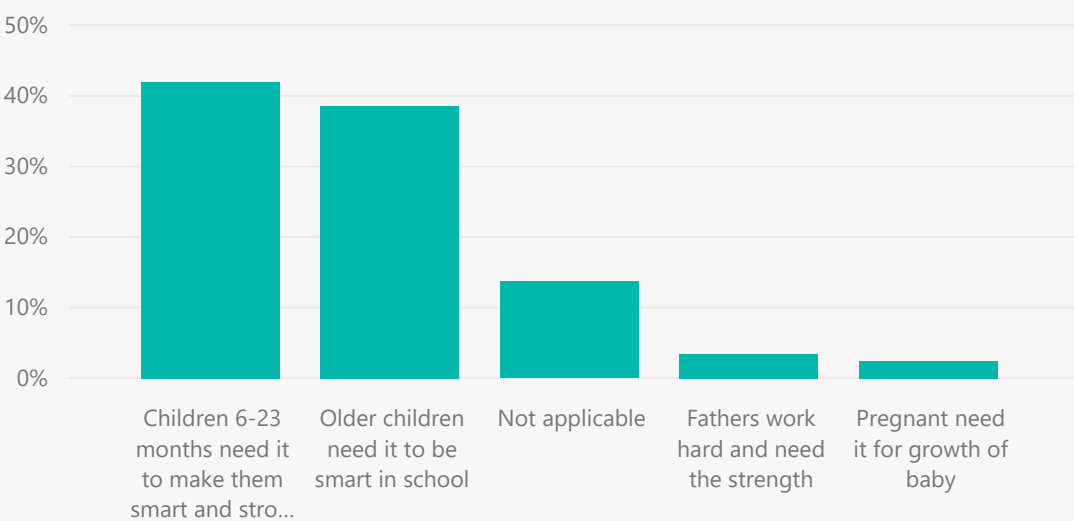
## Who normally eats the eggs?



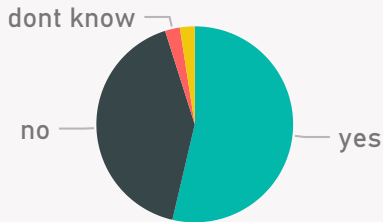
## Who gets the last egg?



## Why last egg



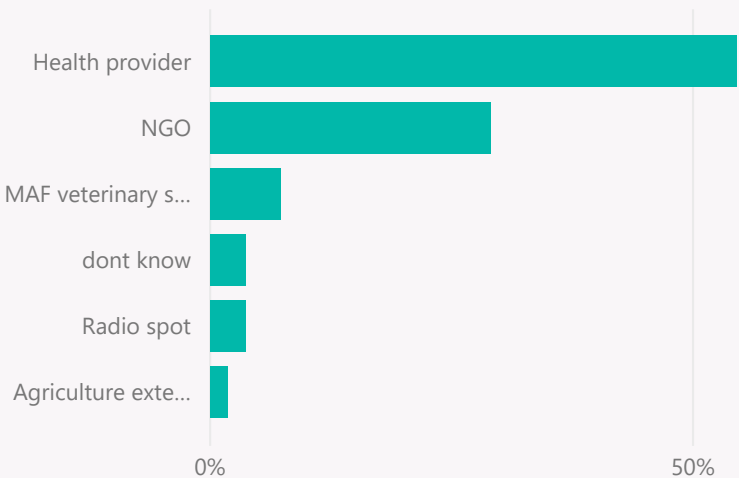
## Are eggs being promoted?



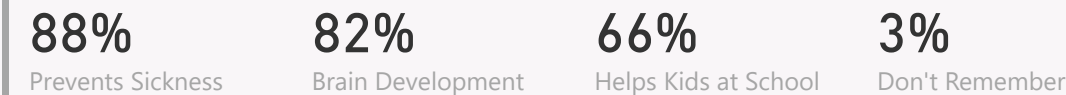
110

Respondents Eggs Promotion

## Who promotes egg consumption?



## What was the promoter's message about egg consumption\*?

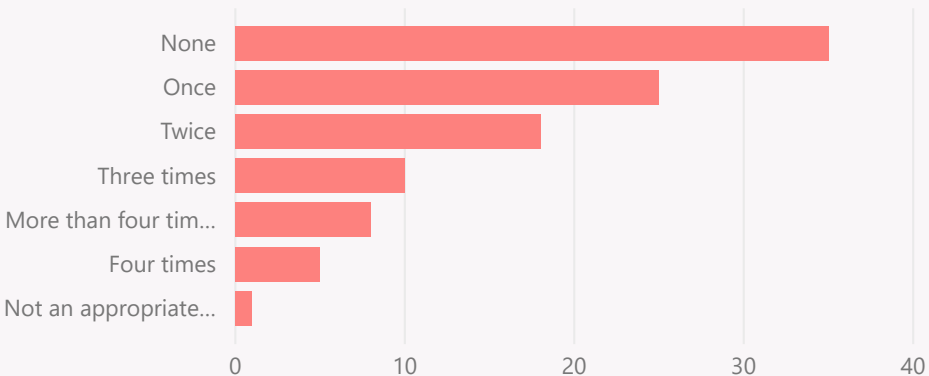


\*Respondents were able to select multiple responses.

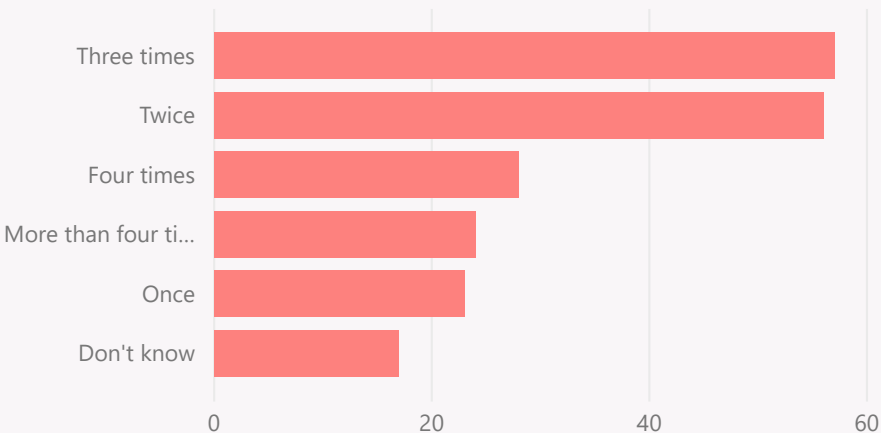
# Eggs 2



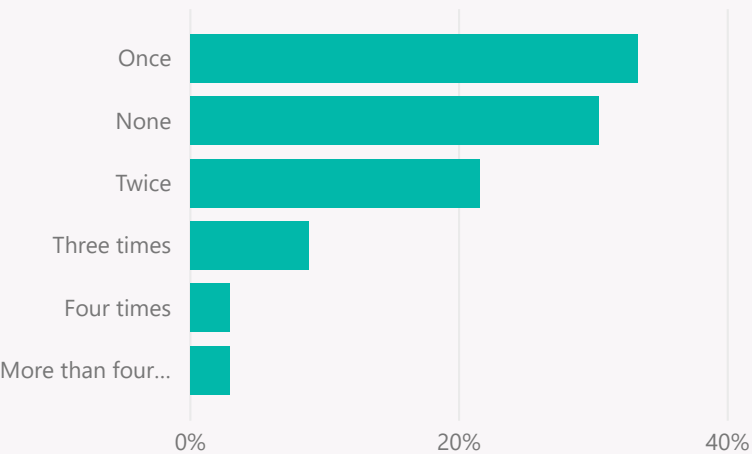
Actual (%) - weekly egg consumption (children)



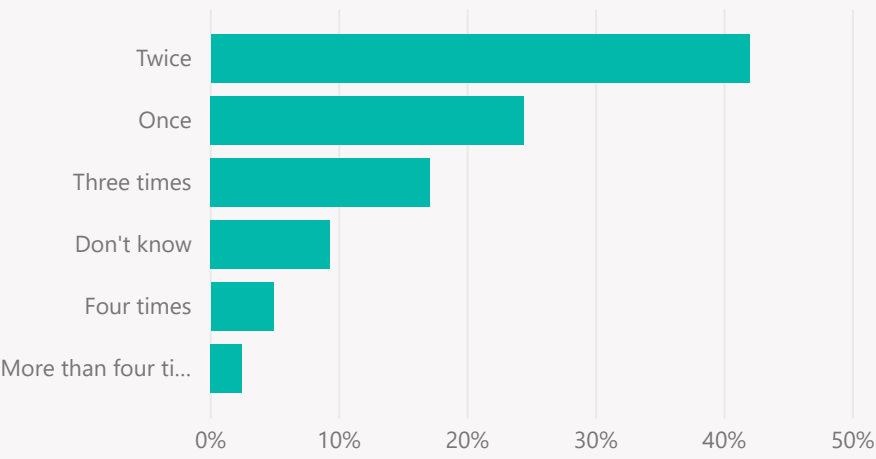
Opinion (%) - weekly egg consumption (children)



Actual - weekly egg consumption (WRA)



Opinion - weekly egg consumption (WRA)



Opinion - weekly consumption (pregnant woman)

