

# COMMUNITY NUTRITION JOB AIDS RESEARCH APPROACH

Breakthrough ACTION consortium

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# Project aims

The project aim is to understand the role of Nigerian Community Health Workers (CHW) to educate, empower and activate caregivers for improved complementary feeding and to design and prototype a tailored, measurable and novel counselling tool for CHW that achieves this or supports the prioritized complementary feeding behaviors.

## Where are we now?

### CURRENT STATE

#### Background

The interaction and exchange of nutritional information between Community Health Workers (CHW) and caregivers for infant and young children has been extensively researched by a consortium of organizations in Nigeria, resulting in a trialed and tested SPRING C-IYCF package-that has shown an improvement in IYCF training and information sharing.

Despite improvements, Breakthrough ACTION and USAID Advancing Nutrition research findings from ongoing nutritional programs have identified challenges in **user-friendly, client-centered job aids to improve nutrition behaviors**. This project aims to take a human centered design approach to explore the behavioral drivers for nutrition, **focused on complementary feeding** and to design and test prototypes for novel social and behavior change modalities that will support CHWs to better educate, empower and activate caregivers' nutritional behaviors.

## Where do we want to be?

### THE CHANGE

#### Strategic Shifts

From	To
Limited understanding of CHW and caregiver interactions when providing support for complementary feeding and diet diversity nutritional interventions	Deep understanding of the experience of CHW and caregivers when they interact, and what the opportunities and barriers are to an effective engagement that supports nutrition interventions
Limited experience in designing health aids and tools specific to CHW's needs, in delivering quality nutrition counselling and how other factors are influencing complementary feeding behaviors ( <b>focused on timely introduction, diet diversity</b> ), including social, cultural, practical and geographic influences	A stronger understanding of social, cultural and geographic influences and how to acknowledge these to improve complementary feeding
CHW tools <b>designed with an HCD process to reflect CHWs</b> and caregiver <b>needs</b> and tailored to accommodate unique contextual factors for complementary feeding are not integrated to broader social and behavior change programs	Tailored and measured CHW tools and approaches to educate, empower and activate caregivers to adopt recommended <b>or prioritized</b> complementary feeding behaviors

## What will we achieve?

### FUTURE STATE

#### Outcome of result

The project will:

- Provide a deep understanding of behavioral drivers and challenges in nutritional interventions for timely introduction of complementary feeding from 6 months and **improved** diet diversity for infants and young children 6-23 months.
- Use a human centered designed approach to produce novel counselling tool prototypes, specifically designed to support CHW workers in educating, empowering and activating the prioritized nutrition behaviors in caregivers based on the understanding generated.
- Guide the development of implementation strategies that consider the application of tools, alternative communication modalities and the holistic program of SBC interventions to encourage optimal nutritional practices for caregivers in Nigeria.

The novel nutritional counselling tool will be:

- **Holistic**: considers all users involved
- **Applicable**: used by CHW, parents and carers
- **Activating**: puts in place the foundation for improved nutrition

# Research question

**How can Nigerian CHWs better educate, empower and activate caregivers to initiate complementary feeding from 6 months and improve diet diversity for young children from 6-23 months?**

## Research cohorts

- Community Health Workers (CHWs)
- Community Leaders, Peer group leaders
- Household influences and peer group members
- Parents and Caregivers

## Focus areas

### CHW INTERACTION WITH CAREGIVERS

Research focus:

**Understanding CHW behavior and interaction within the nutritional intervention stages of focus.**

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What is the scenario for a CHW and caregiver interaction when counselling at key nutritional intervention points for timely introduction of complementary feeding (6 months) and improving diet diversity (6-23 months)?

How are caregivers meeting the CHW to receive counselling, and what is their role in this interaction?

What are the barriers and supports during this interaction that shape the counselling process? Understanding what caregivers want during this interaction?

### OTHER INFLUENTIAL COMMUNITY ROLES

Research focus:

**Understanding roles and responsibilities of CHW from different perspectives, to inform how the CHW tool will be designed.**

~~What other influential community roles exist for caregiver counselling to disseminate nutritional information at key intervention points for timely introduction of complementary feeding (6 months) and improving diet diversity (6-23 months)?~~

How do these community roles differ from the CHW role?

What are the SBC approaches and counselling tools used in scenarios of high community influence? How to these differ from those used by the CHW? What would the community members recommend from CHWs to assist with supporting mother's within these nutrition stages?

### SOCIO-ENVIRONMENTAL CONTEXT AND FACTORS

Research focus:

**Understanding the socio-environmental influencing factors that could impact the behavioral adoption of nutritional practices**

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What are the social, cultural, practical, and geographic influences that challenge and/or support nutritional behaviors for timely introduction of complementary feeding (6 months) and improving diet diversity (6-23 months) in Nigeria?

Are there certain 'food taboos' or 'superstitions' that influence nutritional behavioral adoption?

Do these change dependent on geographical context? Age of child? Sex of child? Caregiver household situation? Type of caregiver?

### EDUCATION, EMPOWERMENT & BEHAVIORAL CHANGE

Research focus:

**Understanding how we can design communication tools that educate, empower and activate nutritional practices.**

~~Reviewing research from a Global scale, to understand global trends on SBC modalities within the nutrition space and if those global lessons can be integrated into the SBC modalities for Nigeria.~~

Researching what SBC modalities have effectively enabled the education, empowerment and activation of caregiver behavioural adoption in the nutritional space within Nigeria?

What counselling tools have enabled a sense of understanding and empowerment to caregivers, resulting in behavioural change?

# Mixed research methods approach

Breakthrough ACTION in partnership with the USAID Advancing Nutrition project will lead a HCD-approach to research, test and prototype the dissemination of co-designed job aids for nutrition counselling by engaging with CHW's and caregivers in Nigeria to better meet their needs. A mix-method approach will be beneficial to understanding the cultural context, job aid use and the impact jobs aids have on mothers and caregivers' behaviour when caring and feeding.

## Desktop research

### CULTURAL CONTEXT

A desktop review of existing research and literature on job aids and current behaviours of infant and young child feeding will be undertaken to gain an initial understanding of the scoped behaviors and identify gaps in the research to further refine our HCD line of inquiry and build on our digital ethnography findings. This will inform and deepen understanding of nutrition jobs collected in the previous year by USAID Advancing Nutrition.

## Qualitative research

### IN-PERSON INTERVIEWS

The in-person interviews will use an exploratory approach, to discover the social and cultural patterns in communities, institutions, and other social settings.

#### Discovery: Analysis and synthesis

In-person interviews will be used in the discovery phase to build out the contextual inquiry as well as receive in-person reports of current job aid use, identifying challenges and opportunities, as well as understanding the current cohort journeys at the interface of this CHW and caregiver interaction.

#### Testing: Iterative insights for prototype design

The in-person interviews will be used to gather initial feedback of the new design of the job aids to inform rapid ideation.

## Qualitative & Quantitative research

### ENGAUGE

EnGauge is a digital ethnography research tool that sends mobile-based surveys via Whatsapp. EnGauge will be a tool that enables participants to share their experience, thoughts and ideas through words, pictures and video within context, providing a rich digital ethnographic lens for participant reporting that can capture both quantitative and qualitative responses.

#### Discovery: Analysis and synthesis

EnGauge will be used in the discovery phase to supplement interviews to understand how the current job aids influence caregiver and CHW behaviour when delivering information about infant and young child feeding over a multi-day 'quest'. The questions will build insights generated from other research methods, allowing customised lines of inquiry.

#### Testing: Iterative insights for prototype design

EnGauge will be used in the testing phase in conjunction with interviews over a series of multi-day durations to test when the new job aids are used over time, to gather insights on whether the SBC tools influences nutritional practice.