

Appendix A: Examples of Nutrition Communication that Had Measurable Impact

Basic Project Information	Major Project Interventions	Role of Communication for Behavior Change	Measured Impact of CBC
<p>Nutrition Communication and Behavior Change Component, Indonesian Nutrition Development Program, 1979–1981, 60 villages in 5 districts in Yogyakarta, Central Java, South Sumatra; Government program with World Bank funding</p>	<p>Growth promotion with nutrition education focused on radio and kaders (community volunteers) counseling and giving take-home “action posters”</p>	<p>Identify and promote practices to address malnutrition in children under 2, infant diarrhea, maternal nutrition & anemia, vitamin A deficiency, goiter; using targeted messages based on age and growth pattern and status</p>	<p>Project villages differed positively and significantly from matched control villages in all indicators, including mothers’ participation in nutrition activities, nutrition knowledge, mothers’ and children’s consumption of key foods, dietary intake of calories and protein, and infants’ nutritional status as measured by weight-for-age, height-for-age, and weight-for-height; moderate to severe malnutrition (by weight/age criteria) was only half as prevalent among project children as among matched control children; there was an average of half a standard deviation of difference in the mean weights of the two groups at 17–24 months of age.</p>
<p>Tamil Nadu Nutrition Program (TINP), Tamil Nadu State, India (population over 8 million), mid-1980s; Government program with World Bank funding</p>	<p>Growth promotion (targeted food distribution, nutrition education), treatment of diarrhea, deworming, immunization, micronutrient supplements</p>	<p>Education during weighing, feeding, home visits, demonstration, and women’s group meetings; general education at the individual, group and community level to motivate better care of children under 3 and awareness of program activities</p>	<p>30–50% declines in serious and severe malnutrition, compared to 10–20% in comparable Integrated Child Development Scheme areas at greater cost.</p>

Appendix A (continued)

Basic Project Information	Major Project Interventions	Role of Communication for Behavior Change	Measured Impact of CBC
<p>ANEP (Applied Nutrition Program, Dominican Republic, 90 poor rural communities 1983–1986; CRS/Caritas with USAID funding</p>	<p>Growth promotion with individual and group education</p>	<p>Individual counseling based on growth and group sessions to improve key behaviors related to young child feeding and diarrhea treatment in the home</p>	<p>43.4% reduction in rate of moderate and severe malnutrition: 33% for children enrolled one year, 44% for those enrolled for two years, and 60.5% for those enrolled for three years; ANEP communities had 37.8% less moderate to severe malnutrition than matched communities with some weighing at health centers only</p>
<p>Brazil National Breast-feeding Program, national with peri-urban focus; 1983–; Govt. of Brazil with UNICEF funding</p>	<p>Mass media program, individual counseling based in hospital, change in hospital norms, policies on breast milk supplements</p>	<p>Identify and promote a new image for breast-feeding and key attitudes and practices to increase breastfeeding initiation and duration; different messages and actions for different audiences</p>	<p>In Sao Paulo, researchers attribute 12% of the reduction in infant mortality in that city to the improved breastfeeding practices.</p> <p>In Recife, hospitals reported significant declines in child abandonment with the increase in breastfeeding initiation.</p>
<p>The Weaning Project, 4 districts in East Java and West Nusa Tenggara, Indonesia, 1985–1989; Government program with USAID funding</p>	<p>The intervention focused on communication and training, since formative research showed that every family could achieve some improvements in child feeding practices without additional resources.</p>	<p>Promotion of key practices, esp. use of a homemade “weaning” food, via radio, cassette, posters, leaflet, counseling cards for various staff and volunteers, and a child feeding plan insert for the growth card; counseling based on growth demonstrations and by food vendors/small shop owners.</p>	<p>After less than one year of program implementation, evaluation using comparison villages found significant improvements in mothers’ and kaders’ knowledge of child feeding practices, in mothers’ child feeding practices (esp. breastfeeding, introduction of complementary foods, and appropriate mixed weaning foods), in children’s calorie intake, and in nutritional status. Changes were greatest for mothers with higher exposure and recall of materials and messages but also affected others.</p>

<p>Promotion of vitamin A-rich foods in 80 villages in 4 districts (population 250,000), Niger, 1991–1995; Government with USAID funding</p>	<p>Communication activities only</p>	<p>Promotion of consumption of liver and greens via village drama, counseling and radio</p>	<p>Reported weekly liver consumption rose 43% to 73% among women, 37% to 49% among children; consumption of greens rose 57% to 94% among women but did not increase among young children.</p>
<p>Social Marketing of Vitamin A, Pariaman District, West Sumatra (population 420,000), 1985–1989; Government/HKI with USAID funding</p>	<p>Communication activities only</p>	<p>Promotion of increased consumption of specific dark green leafy vegetables and vitamin A-rich fruits via counseling, radio, market promotion, schools, etc.</p>	<p>Daily consumption of DGLVs increased 19% to 32% among pregnant mothers, 14% to 33% among nursing mothers, 10% to 21% among 5 to 12 month olds, and 17% to 27% among 13 to 60 month olds; even greater improvements in key knowledge and attitudes.</p>
<p>Indramayu Anemia Project, Two subdistricts in Central Java, Indonesia, 1991–1992, Government, University of Indonesia Center for Child Survival, funding USAID</p>	<p>Improved iron pill supply in facilities and monthly health days; new distribution to pregnant women via TBAs' homes; communication activities</p>	<p>Interpersonal communication supported by posters, banners, leaflets, action cards, counseling cards, stickers, based on formative research; local radio broadcasts</p>	<p>Average number of tablets taken during pregnancy increased significantly (by 4.5 tablets/month); most of increase was among women already taking some tablets.</p>
<p>Nutrition Communication Project, Mali (project population 761,000), 1989–1995, 10 NGOs, with USAID funding</p>	<p>Communication activities + literacy training and child-to child activities</p>	<p>Improved nutrition counseling in existing child survival projects, storybook flip charts, counseling cards, radio broadcasts</p>	<p>Reduction in low weight-for age from 40% to 28%; in stunting from 47% to 31%; greater improvements in project than in control villages in such behaviors as giving breast milk as first food, withholding water until after 4 months, and feeding recommended weaning foods</p>

