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ANEP: Applied Nutrition Education Project (Dominican Republic)

CDD: Control of Diarrheal Disease (program)

Communication for Behavior Change (CBC): Planning, implementing, monitoring, and evaluating communication activities oriented toward changes in practices that will lead to improvements in health and nutrition; the communication component of a comprehensive behavior-change strategy based on formative research.

CRS: Catholic Relief Services

(D)GLVs: (Dark) green leafy vegetables, a source of vitamin A

EPI: Expanded Program on Immunization

Formative research: Planning research, specifically a combination of rapid, interactive information-gathering methods with mothers and other key people, during which important scientific information and key cultural and personal concerns are examined and “negotiated” to arrive at feasible, acceptable and effective strategies and practices that lead to improved health and nutrition.

Growth monitoring: Weighing a child and graphing the weight

Growth promotion: The process of weighing a child, graphing the weight, assessing the growth, and providing counseling and motivation for household or community actions to improve growth.

IEC (or IE&C): Information, education, and communication, a term often used to describe a variety of project-support communication activities that convey information. The activities may or may not be focussed on changes in behavior.

KAP: Knowledge, attitudes, and practices
IMCI: Integrated Management of Childhood Illness

MCH: Maternal and child health

NCBC: Nutrition Communication and Behavior Change Project in Indonesia, a project supported by the World Bank that demonstrated the positive effects of improved counseling and targeted nutrition education for the national Family Nutrition Improvement Program (UPGK).

NGOs: Nongovernmental organizations

Social marketing: A consumer-driven approach to defining and promoting socially useful practices and/or products and to making them accessible. For public health, a methodology for understanding the behavioral, cultural, or practical reasons for health or nutrition problems and for designing, implementing, monitoring, and evaluating a comprehensive strategy for enabling beneficiaries, influencers, and program personnel and supporters to adapt new or modified practices that will result in improvements in health and nutrition. It should include the full range of marketing disciplines: promotion, distribution, pricing, and placement.

TBA: traditional birth attendant

TINP: Tamil Nadu Integrated Nutrition Program (in India)

Trials of improved practices (TIPs): A formative research method in which, after current health problems and related practices are studied and compared to ideal practices, new or modified practice are negotiated with and agreed to by a sample of mothers or other persons for trial during several days to weeks. After the trial period, people's experiences with the new practices are analyzed.

UNICEF: United Nations Children's Emergency Fund

USAID: United States Agency for International Development
The record of World Bank loans to reduce malnutrition has been mixed. While a few outstanding projects have measured significant impacts on nutritional status and growth (e.g. in Indonesia and Tamil Nadu), many other projects or nutrition components have been less successful.

A recent review of the Bank's nutrition portfolio in the Africa region (Balachander and Bose, 1997) found that most projects have been unable to measure any impact. Two major explanations are suggested: (1) few projects focus exclusively or primarily on nutrition, so nutrition is often a small sub-component that does not receive sufficient attention; and (2) countries have weak institutional capacity to implement nutrition projects or components, whether in the health, education, or agricultural sector.

Other analyses of Bank nutrition work have pointed to the need for beneficiary involvement and more attention to improving attitudes and practices to achieve greater and more sustainable impact for the investment in both human development and material infrastructure (Berg and McGuire).

This guide offers an approach that should help Task Managers plan more effective nutrition projects. Although malnutrition clearly is a complex problem, in many circumstances it is possible for programs to improve nutritional status by helping families make small but important improvements in child feeding and maternal nutrition that require little if any additional food or major hardware investments. The investments are primarily in human resource development—in changing attitudes and behaviors among policy makers, health care or agricultural agents, and mothers and other persons in communities and households.

The approach described is social marketing, as applied to defining, promoting and making the practice of the key behaviors easier (with or without the presence of a tangible product). Many of its techniques are from social learning theory, which stresses the interplay of behavior, the envi-
ronment, and people's cognitive processes. This approach is at the heart of a broad program strategy to improve practices.

This is a general guide for the World Bank Task Manager. It is not a complete “do-it-yourself” manual. Expert assistance is recommended for many project planning missions and is needed at various strategic points during planning and implementation.