

Launching Community Activities to promote 7 Feeding Actions

Workshop Guide



August 2011

Building Smart and Strong Families

Launch Workshop for

Model Kebele Committees and Community Groups

AGENDA

Time	Sessions	Facilitators
Day 1 Participants: Model Kebele Committee (MKC)		
8:30	Registration and Course Material Distribution	
9:00	Welcome and Course Objectives	
9:30	Session 1: Introduction to Building Smart and Strong Families and to the Family Scorecard	
10:30	Tea Break	
10:45	Session 2: Overview of the 5 Steps of Building Smart and Strong Families	
11:30	Session 3: Group Work - Discussion of the 7 Feeding Actions	
12:30	Lunch	
1:30	Session 4: Groups of 3 - Practice Using the Family Scorecard	
2:45	Session 5: Feedback on Practice Session	
3:30	Tea Break – serve tea while the groups are working	
4:00	Session 6: Preparation of Skits for Day 2	

4:45	Wrap up	
Day 2 Participants: MKC and Women's Army and Community Group Leaders		
8:30	Recap: Day 1	
8:45	Session 7: Introduction to Building Smart and Strong Families to New Participants	
9:30	Session 8: Group Work led by MKC - Discussion of 7 Feeding Actions	
10:30	Tea Break – serve tea while the groups are working	
10:45	Session 9: Groups of 3 Led by MKC - Practice Using the Family Scorecard	
11:45	Session 10: Feedback	
12:15	Lunch	
1:15	Session 11: Presentation of 3 Skits by MKC <ul style="list-style-type: none"> • Talking to Our Sister • Stubborn Husband • Husband Convinces His Friend 	
2:15	Session 12: Demonstration of Special Porridge	
3:15	Session 13: Overview of the 6 Community Conversations	
4:00	Tea Break – serve tea during the presentation	
4:15	Session 14: Review of Building Smart and Strong Families, Q&A	
4:45	Session 15: What happens next? Closing	

Session 1: Introduction to Building Smart and Strong Families

Time: 1 hour

Materials: Child Nutrition Card
Smart and Strong Family Certificates

Methodology: Q&A, discussion

Introduction: Welcome to the "Building Smart and Strong Families" workshop.

- This workshop will help your kebele team build Smart and Strong Families.
- Let's go through a few Questions and Answers about Building Smart and Strong Families.

Facilitator Note:

- In plenary read Q1 and then Q2 to the participants.
- Then using A1 and A2 explain the answers below the questions.
- Show the *Smart and Strong Family Certificate* to participants.
- Then hand a few around so that everyone can see it closely.

Q1. What is a Smart and Strong Family?

A1. A Smart and Strong Family is one that has carried out 7 Feeding Actions which provide their baby with a Smart and Strong start in life.

Q2. What are the 7 Feeding Actions that parents must carry out to earn a Smart and Strong Family Certificate?

A2. To learn about these 7 actions simply look at the Child Nutrition Card that every woman with a baby under 24 months should have.

Facilitator Note:

- Hand out a Child Nutrition Card with the 7 Feeding Actions to every participant.
- **Give** the participants a few minutes to look at the card.
- Ask participants to follow closely as you discuss each of the 7 Actions.

7 Excellent Feeding Actions

1. **Mothers**, begin breastfeeding within one hour of your baby's birth. This will protect your baby from illness, facilitate the expulsion of the placenta and ensure you have sufficient breast *milk* production.

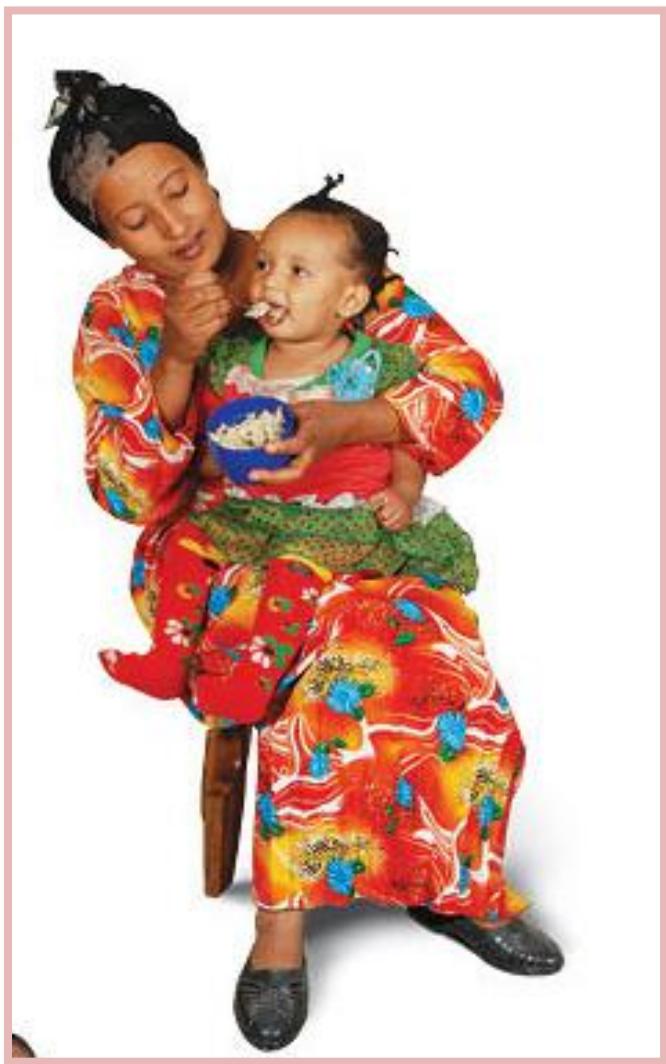
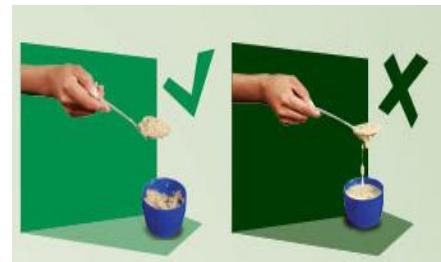


2. Mothers, exclusively breastfeed your baby for the first six months (no other liquids or solids, not even water). Exclusive breastfeeding will hasten your baby's physical and mental development. This is the best way to demonstrate your love and care for your baby.



3. Mothers, at six months feed your baby enriched soft and thick porridge.

After six months breast *milk* alone doesn't satisfy the nutritional need of the fast growing baby. Thick porridge gives your baby energy and fills his/her stomach.



4. **Mothers**, at six months, add a special food, like *milk* or *eggs*, to baby's porridge. *Special foods*, especially foods from animals, are essential for your baby to grow healthy, and be smart at school and strong.



5. **Fathers**, it's your responsibility to make sure that your baby has *special foods* added to his/her porridge. *Special foods* will keep baby healthy, and be smart at school and strong.



6. Mothers and fathers, at 6 months in addition to breastfeeding make sure that your baby finishes three meals every day. Three full meals will help your baby to grow well, stay healthy and be smart at school.



7. Mother and fathers, when your baby is sick continue to breastfeed and give your baby extra food. After your baby is better, give an extra meal every day for at least 2 weeks. Extra food during and after illness helps your baby get back to full strength faster.



Facilitator Note:

- In plenary ask participants Q 3-5
- Encourage participants to respond based on their experience.
- Summarize using the answers under each question.

Q3. What is a *Model Kebele*?

A3. A *Model Kebele* is one that sets and reaches a target for the number of Smart and Strong Certificates that it wants families to earn as a result of practicing the **7 Feeding Actions**.

Q4. Why is it important to be a *Model Kebele*?

A4. Parents in Ethiopia have taken important steps during recent years to protect the health of their families.

- But protecting families and ensuring a Smart and Strong Start for babies during their first two years of life is an area where we still need to work very hard.
- By becoming a *Model Kebele* you demonstrate how much you care about the health of *every baby* born in your community. It is a great honor to be a *Model Kebele*.

Q5. What do we have to do to become a *Model Kebele*?

A5. It's easy.

- Just follow the **5 steps** in this Guide.
- Are you ready? If so, let's continue.

Session 2: Overview of 5 Steps to Become a Model Kebele

Time: 45 minutes

Methodology: Interactive presentation

Facilitator's Note:

- **Describe** the 5 steps below.
- **Note** you will not have time to discuss the details of the 5 Steps.
- **Set up** a separate meeting with the Model Kebele Committee after the workshop to discuss each step.

Summary of the 5 Steps to become a *Model Kebele*

Step 1: Set up a *Model Kebele Committee (MKC)* and participate in the 2 day workshop:

Note: If your kebele already has a functioning Action Committee, then use this group as the starting point for setting up a *Model Kebele Committee*.

Date Accomplished _____

Step 2: Organize a Community Meeting

Immediately following the orientation set up a meeting to explain the *Model Kebele Program*.

- The goal of this meeting is to get the support of the community and to build excitement around becoming a *Model Kebele*.

Date Accomplished _____

Step 3. Set a Reasonable Target and Carry out a Mobilization Event

For most kebeles a reasonable target will be 4 out of 10 (40%) or 5 out of 10 (50%) of families with babies under one year old should earn their "Smart and Strong" Certificate.

After setting the target the Model Kebele Committee (MKC) invites all community, leaders, volunteers and members of all women's groups to the mobilization event.

During the event the Committee explains the following 3 points:

- **What** the kebele target is and how it was set.
- **How** families can use the Family Scorecard to track their progress towards earning a certificate.
- **Identify** all the women's groups that will participate.

Date Accomplished _____

Step 4: Launch Educational Activities

Date Accomplished _____

Step 5: Monitor the Kebele's Progress and Celebrate success

Date Accomplished _____

See Annex 1 for more details on becoming a model Kebele.

Session 3: Group work – Discussion of 7 Feeding Actions

Time: 1 hour

Materials: Child Nutrition Card

Q & A about the 7 Feeding Actions

Methodology: Groups of 8 - 10 participants

1. Ask each group to name a facilitator
2. Make sure that there is enough space between groups.
3. Ask the groups to discuss the 7 Feeding Actions one by one.
 - What are the benefits of the action?
 - What are the obstacles to carrying out the action?
 - How can we overcome the obstacles?



Tips On Effective Counseling

- **Anytime** you use the Child Nutrition Card to help a friend or neighbor carry out the 7 Feeding Actions, you are counseling.
- **Only** work on 1 or 2 actions at a time.
- **Explain:** “This family pictured on the Child Nutrition Card is just like your family. They have a baby that needs proper nutrition, too.”
- **Ask:** “Do you think you can carry out this action like this family?”
- **If the** parents you are counseling bring up difficulties, help them to find solutions.
- **Always** encourage the families. Always be positive.

Session 4: Groups of 3- Practice Using the Child Nutrition Card

Time: 1:15 hours

Materials: Child Nutrition Card

Methodology: Small group work

Facilitator's Note:

- **Be** sure that the groups are well spread out. Move groups outside or to another classroom if necessary.
- **Everyone** should get a chance to practice using the Child Nutrition Card.
- **Each** group should have men and women

1. **Ask** the first person to use the Child Nutrition Card to promote Actions 1 and 2 to the other members of the group. (10 minutes)
2. **Give** the Child Nutrition Card to the second member of the group and ask her to promote Actions 3 & 4. (10 minutes)
3. **Now** hand the Child Nutrition Card to the third member of the group and ask her to promote Actions 5 & 6. (10 minutes)
4. **Give** the Child Nutrition Card back to the first member of the group and ask her to promote Action 7 (10 minutes)

Session 5: Feedback on the Practice Session

Time: 45 minutes

Methodology: Interactive presentation

Facilitator's Note:

- **Ask** the questions below.
- **Remember** there are no right and wrong answers.

Q1: Do you feel that you will be able to use the Child Nutrition Card in your community?

Q2. What was the most difficult part of using the Child Nutrition Card?

Q3. Think of one family in your community that would benefit from using the Child Nutrition Card.

Q4: What questions do you have about using the Child Nutrition Card?

Session 6: Preparation of Skits for Day 2

Time: 45 minutes

Methodology: Group work

Facilitator's Note:

- **During** Day 2 members of the KMC will present skits to the new participants.
- **Each** skit represents a typical situation with the Child Nutrition Card

2. **Give** each group a scenario to develop and practice a 3-4 minute skit.

- **Talking to a Reluctant Sister:** A young mother, Konjit, has carried out all 7 Feeding Actions on the Child Nutrition Card and has earned a Smart and Strong family Certificate. Konjit is visiting her sister Hella, who has 3 children, the youngest of which is 8 months old. Hella is reluctant to change the way she feeds her youngest. She says that everything went fine for the first 2 children, why should she change now?
- **Stubborn Husband:** Fitsum's husband, Tenkir, says that it is not his job to ensure that their 6 month old baby, Desta, has *eggs* or *milk* in his porridge. Fitsum and her friend's husband gradually convince Tenkir that everyone will benefit if he helps carry out Feeding Action # 5 and 6.

- **Family Visits Friends:** Addis and Mula have earned a Smart and Strong Family Certificate. They visit neighbors who have a new baby that is weak and underweight.
3. Ask each group to present its skit.
 4. Select 3 skits to present during Day 2 of the workshop.
 5. Discuss who will carry out the demonstration.

Day 2

Note: Day 2 participants include:

- **The Kebele Mobilization Committee** (who participated in day 1)
- **Members of the Women's Development Army**
- **Additional leaders of community groups.**

Session 7: Introduction to Building Smart and Strong Families to New Participants.

Time: 45 minutes

Materials: Child Nutrition Card

Smart and Strong Family Certificates

Methodology: Q&A, discussion

Facilitator Note:

- **Session 7** is a summary of Session 1 (see page 4 of this Training Guide) for the new workshop participants.
- **Hand out the Child Nutrition Card**
- **Show the Smart and Strong Family Certificate to participants.**

Session 8: Group Work - 7 Excellent Actions Led by MKC

Time: 1 hour

Materials: Child Nutrition Card

Q & A for the 7 Excellent Actions

Methodology: Groups of 8 - 10 participants led by a member of the MKC

1. Ask each group to name a facilitator
2. Make sure the groups are spread out.
3. Ask the groups to discuss the 7 Feeding Actions one by one.
 - What are the benefits of the action?
 - What are the obstacles to carrying out the action?
 - How can we overcome the obstacles?

Facilitator's Note:

- Move around to guide each of the groups.
- This session is designed to be an open discussion.
- Encourage the groups to use the Q&A for the 7 Feeding Actions.

Session 9: Groups of 3 Practice Using Child Nutrition Card

Time: 1 hour

Methodology: Small group work

Facilitator's Note:

- **One** member of the MKC should be in each group.
- **Be** sure that the groups are well spread out. Move groups outside or to another classroom if necessary.
- **Everyone** should get a chance to practice using the Child Nutrition Card.
- **Move** directly into Session 10 after Session 9 is complete.

1. **Ask** the first person to use the Child Nutrition Card to promote Actions 1 and 2 to the other members of the group. (10 minutes)
2. **Give** the Child Nutrition Card to the second member of the group and ask her to promote Actions 3 & 4. (10 minutes)
3. **Now** hand the Child Nutrition Card to the third member of the group and ask her to promote Actions 5 & 6. (10 minutes)
4. **Give** the Child Nutrition Card back to the first member of the group and ask her to promote Actions 7 (10 minutes)

Session 10: Feedback

Time: 30 Minutes

Methodology: Open discussion

Skit presentations

A. Feedback: below are a few questions to help guide the discussion.

Q1: Do you feel that you will be able to use the Child Nutrition Card in your community?

Q2. What was the most difficult part of using the scorecard?

Q3. Think of one family in your community that would benefit from using the scorecard.

Q4: What questions do you have about using the scorecard?

Facilitator's Note:

At the end of the Session 10, “Feedback”, if lunch is not ready, continue with Session 11, “Presentation of the 3 Skits by the MKC”.

Session 11: Presentation of 3 Skits by MKC Members

Time: 1 hour

Materials: None

Methodology: Role plays

The goal of these role plays is to demonstrate typical situations in which the Family Scorecard can be used.

Session 12: Demonstration of Special Porridge

Time: 1 hour

Materials: See list below

Methodology: Demonstration by the men

Preparation: Talk to the person leading the demonstration to be sure he knows what to do.

Be sure that the fire is lit and that you have everything you need for the demonstration.

- Cooking utensils and a stove or fire for cooking

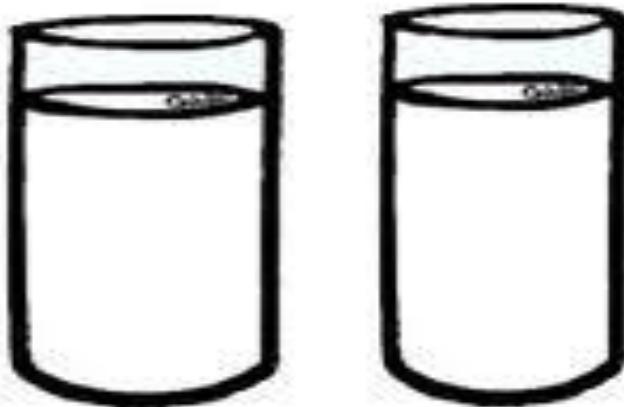
- Ingredients for enriched porridge:

- Local grain
- Cooked Pulses
- Oil or butter
- *One of these special foods:*

1. አንቀሳ



2. ወጥት



3. Meat powder

- Iodized salt, vegetables

Step 1: Explain: To ensure that our babies grow smart, healthy and strong, we must feed them *special foods*. The best *special foods* come from animals.

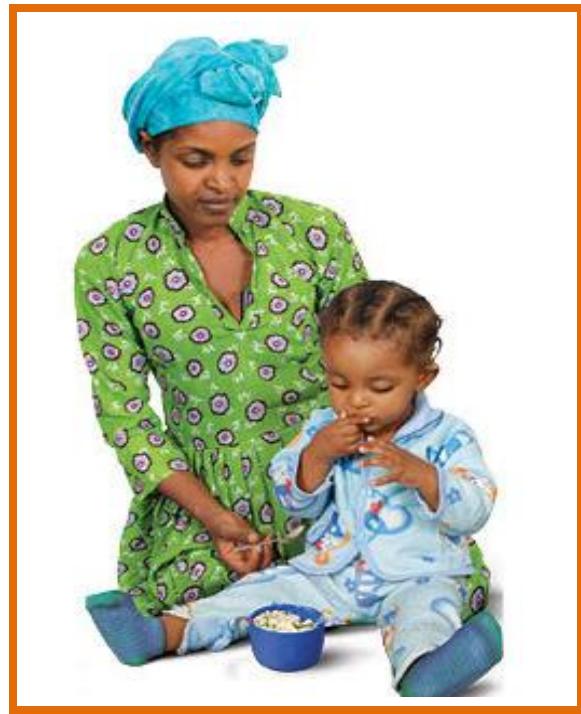
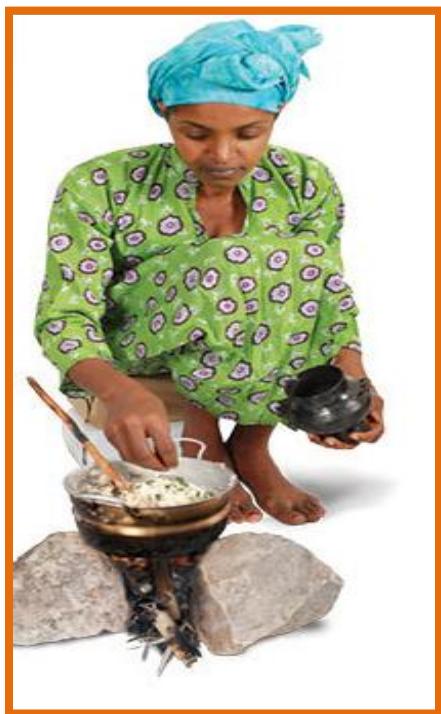
- They are: *eggs, milk*, and dried powdered meat.
- At 6 months babies can eat these foods.
- *Special foods* help the babies' brain grow so they can do well in school.
- Babies who eat these foods will do well in school when they are older.



Step 2: Prepare the Porridge:

- Show how you add the grains so that the porridge will be thick.
- Now add the pulses.
- Then add an egg or a glass of *milk*.

- Be certain that the porridge is like thick honey (not runny).
- That's it - it's very easy.



Session 13: Overview of the 6 Community Conversations

Time: 1 hour

Materials: Building Smart and Strong Families: 6 Conversations for Community Groups.

Child Nutrition Card

Smart and Strong Family Certificates

Methodology: Q&A, discussion

Facilitator's Note:

- **Show** the participants a copy of 6 Conversations on 7 Feeding Actions for Community Groups.
- **During** Day 2 we will learn how to carry out the conversations in this guide.

Overview of the 6 Community Conversations	
Topic	Notes
Conversation 1: Introduction to Model Kebele Program	<i>Participants will:</i> <ul style="list-style-type: none"> • <i>Feel that they are part of a movement to improve the lives of their children</i> • <i>Know the benefits of the 7 Feeding Actions</i>
Conversation 2: <ul style="list-style-type: none"> • Our Group's Target • Reaching the families with babies 0-24 months in our neighborhood. 	<i>Participants will:</i> <ul style="list-style-type: none"> • <i>Set a reasonable target for the number of families that will earn the "Smart and Strong" Certificate.</i> • <i>Invite women in the Gote to join their group.</i>
Conversation 3: Practice using the Child Nutrition Card and Special Porridge demonstration	<i>Participants will:</i> <ul style="list-style-type: none"> • <i>Know how to use the Child Nutrition Card.</i> • <i>Prepare, taste and feed their babies special porridge.</i>
Conversation 4: Talking with our Husbands	<i>Participants will:</i> <ul style="list-style-type: none"> • <i>Gain the support of their husbands.</i> • <i>Be sure that special foods are available at home.</i>
Conversation 5 Reaching Our Target	<i>Participants will understand:</i> <ul style="list-style-type: none"> • <i>Who has made progress with the 7 Feeding Actions</i> • <i>Who needs more assistance?</i>
Conversation 6: Planning What Happens Next And Celebration of Success	<i>Participants will have a plan to help a friend carry out the 7 Feeding Actions.</i>
Note: Special porridge can be demonstrated at any of the sessions	

Session 14: Review of Building Smart and Strong Families

Time: 1 hour

Materials: Workshop Guide

6 Conversations for Community Groups

Methodology: Interactive discussion

1. **Review** the 5 steps of becoming a *Model Kebele*.
2. **Review** the 6 Conversations that each community group should carry out.
3. **Answer** all questions that participants have concerning "6 conversations on 7 Feeding Actions for Community Groups."
4. **Next Steps:** Ask the MKC
 - **To set** a time when they can discuss the 5 Steps of becoming a *Model Kebele* in more detail.
 - **To explain** actions they will take immediately after the workshop.

Session 15: What happens next? Closing

Time: 30 minutes

1. **Thank** everyone for their participation.
2. **Challenge** the participants to begin using the Child Nutrition Card in their own house (if they have a child less than 24 months) or with a friend as soon as they return home.
3. **Challenge** the MKC to become the first kebele to reach its target in the Woreda.

Annex 1: 5 Steps to Become a Model Kebele

Use during a separate Model Kebele meeting – not during the launch workshop

Step 1: Setting up and Orientation of the Model Kebele Committee

Q1: How many members should the Model Kebele Committee have?

A1: Most Model Kebele Committees have between 8 and 12 members.

Q2: Who should be a member of the Model Kebele Committee? **A2:**

Here are a few guidelines to ensure your Committee is dynamic:

- *At least half the members should be women:* this is because women know a lot more about babies than men.
- **The two health extension workers should be members.**
- **Other members should include diverse representatives of the community, such as:**
 - Leaders of various women's groups, Women Association & Affairs
 - Someone from a church group
 - A leader of the Parent Teacher Association or school director
 - Kebele/Tabia leader
 - Development agent
 - Water and sanitation focal person
- **To avoid creating a parallel structure, use an existing kebele level committee which includes members listed above.**

5 Steps to Become a Model Kebele

Use during a separate Model Kebele meeting – not during the launch workshop

Step 2: Organize a Community Meeting

At this meeting you will explain to community members how the Model Kebele Program works.

Q1. Who should attend the meeting?

A1. As many people in the kebele as possible, especially women.

Q2. How long should the meeting last?

A2. About 2 hours.

Q3. Why do we have the meeting before we set the target?

A3. It's important to ensure that the community members are informed, enthusiastic and ready to support the Model Kebele Program before announcing the target.

Facilitator's Note:

- **Review** the agenda for the 2-hour community meeting below.
- **The** agenda is flexible.
- **If the** meeting lasts longer than 2 hours, that's fine.

5 Steps to Become a Model Kebele

Use during a separate Model Kebele meeting – not during the launch workshop

- **Members** should be respected, available to attend trainings and ready to help implement activities.
- **The committee** should name a chair person to facilitate meetings.

Action Committee Member	Name
1	
2	
3	
4	
5	
6	
7	
8	



Q3: What is the role of the Model Kebele Committee (MKC)?

A3: The MKC will:

- **Explain Building Smart and Strong Families Program to the community**
- **Work with existing community groups and the Women's Development Army**
- **Set the kebele target for the number of "Smart and Strong" Certificates**

5 Steps to Become a Model Kebele

Use during a separate Model Kebele meeting

Community Meeting Agenda

Time	Topic	Responsible Person
0:00	Introduction	
0:15	7 Feeding Actions	
0:45	How to Use the Child Nutrition Card and Earn a Smart and Strong Family Certificate	
1:00	Setting a Kebele Target for Smart and Strong Family Certificates Note: The target will not be set at this meeting, but the idea of a target will be discussed	
1:30	Setting a time to meet with women's group leaders.	
1:45	Demonstration: Sharing Special Porridge with mothers and babies.	

5 Steps to Become a Model Kebele

Use during a separate Model Kebele meeting – not during the launch workshop

Step 3: Set a Reasonable Target and Carry Out a Mobilization Event

A. Set a Reasonable Target

Once your committee has held a community mobilization meeting, the next step is to set a reasonable target for the number of Smart and Strong Certificates that families will earn during the next three months.

Facilitator Note:

- “Reasonable” means the target is not too easy or too difficult to reach.
- If your kebele goes over the target, that’s wonderful.

B. Carry Out a Mobilization Event

After your committee sets a target for the number of families that will earn Smart and Strong Family Certificates, it is important to explain the target to all community members.

Hints for Carrying Out a Successful Mobilization Event

- Use the Model Kebele Monitoring Chart to announce your community target.
- Ask an HEW to explain how to use the Child Health Card.
- Show the population the Smart and Strong Family certificates.
- Ask an active man to explain what husbands can do to help their wives.

Model Kebele - Target worksheet

Date: _____

Kebele: _____

Woreda: _____

Write the answers here

1. What is the population of your kebele?

Kebele

Population

Note: Approximately 8% of the population of your kebele equals the number of babies 0-24 months.

➤ Multiply the kebele population by .08
 $\underline{\hspace{2cm}} \times .08 = \underline{\hspace{2cm}}$

Number of

babies 0-24 months

2. Set the kebele target for the number of families that will earn Smart and Strong Family Certificates.

- We can't expect to reach every family with babies between 0 - 24 months to earn a certificate.
- At the outset it's good to reach between 40% and 60% of these families.
- Consult on a reasonable target.

Our Kebele's Target for SSF Certificate

Step 4: Launch Educational Activities

- **Building Smart and Strong Families: Six Conversations for Community Groups** describes educational activities each group should carry out.
- **Day 2** of this workshop will prepare participants to carry educational activities in the kebele.

Step 5: Monitor the Kebele's Progress and Celebrate Success

A. Monitor the Kebele's Progress

Every month, members of the Model Kebele Committee will provide feedback to the community on the number of families carrying out the 7 Feeding Actions and earning Smart and Strong Family Certificates.

- **Organize** a short ceremony to present the Smart and Strong Family Certificates to families that have earned them.
- **At the same time** the Model Kebele Committee will tell the community the total number of certificates earned to date and explain whether the kebele is on track to meet its target.
- **Monthly feedback** is an important part of maintaining a high level of motivation to meet the target.
- **Monitoring** charts should be displayed in public places around the kebele and Health Posts.

B. Celebrating Success

Three months after your kebele has launched its campaign you should be close to achieving your target.

- **If you** are behind schedule and still have work to do to reach the target, then organize another community meeting to tell the population how many Smart and Strong Family Certificates still need to be earned to become a Model Kebele.
- **Discuss** ways to strengthen field activities to reach the target.
- **Perhaps** you will need to have additional meetings with women's groups and have volunteer's revisit families.
- **Organize** a celebration that recognizes the efforts of all those who helped make your kebele a Model.

Sample Agenda for Model Kebele Celebration

1. Opening Speech by Local Official
2. Riddles, poems and songs
3. Skits about typical counseling situations
4. Competition: Q and A on breastfeeding and complementary feeding
5. Family success stories
6. Health posts and school reports on activities
7. Presentation of the Model Kebele Award to the Action Committee
8. Diplomas and awards to Model Kebele Committee
9. Announcement of the new 4-month target
10. Closing