

ALIVE & THRIVE MULTI-MEDIA AND TRAINING CATALOGUE

PHASE II (2014-2017)

OCTOBER 2017

Building on experiences and lessons learned from its first five years in Ethiopia, Alive & Thrive Phase II (2014-2017) provided support to roll out elements of the government's multi-sectoral National Nutrition Program (NNP) aimed at improving breastfeeding and complementary feeding practices. This catalogue provides descriptions of the print, multi-media, and training materials developed to support the strategy.

Timed & Age Appropriate Infant and Young Child Feeding (IYCF) Training Guide

Alive & Thrive developed an interpersonal communications approach called the Timed and Age Appropriate Messaging (TAMM). The IYCF-TAAM training guide is a resource designed to support health providers, local community-based organizations, and other community workers. These guides are used to train health extension workers (HEWs) and Health Development Army Team Leaders (HDATLs) with the technical knowledge and skills to carry out eight TAAM visits in order to support mothers, fathers, and other caregivers to provide their infants and young children with optimal IYCF practices.



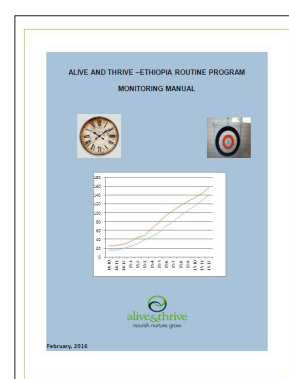
Gender, Social Development, and Nutrition Mainstreaming Manual

Alive & Thrive, UNICEF and other partners were requested by the Ministry of Agriculture & Natural Resources and the Amhara Disaster Prevention and Food Security Coordination Office (DPFSCO) to support the introduction of Nutrition-BCC sessions through the government's Productive Safety Net Program (PSNP) in the Amhara region. The Gender, Social Development, and Nutrition Mainstreaming Manual consists of modules on nutrition and gender issues to raise awareness and promote discussions on nutrition and gender issues underlying local communities. This manual is used by frontline workers in health and agriculture sectors to share with clients of Ethiopia's social protection program.



Alive & Thrive Routine Program Monitoring System

A&T developed a monitoring system to support the *woredas* officials, frontline workers and health facility staff in collecting monitoring information on the volume and coverage of IYCF services provided by HEWs and WDATLS. The system uses a combination of paper and electronic forms and visual dashboards to review trends and identify high and low-performing *kebeles* and *woredas*. Data were collected by frontline workers and shared with district officials before it was analyzed and presented back to the frontline workers in a manner easy to interpret.



IYCF-Job Aid for Health Extension Workers (HEWs) and Health Development Army Team Leaders (HDATLs)

The Job Aid is a simple pictorial guide which shows key IYCF practices that the HEWs and HDATLs promote during each home visit. The IYCF-Job Aid supports the HEWs and HDATL to determine whether the child's feeding is age-appropriate and whether there are any feeding difficulties. The HEWs and HDATLs use the TAAM card that corresponds to the child's age and discusses with the mother to determine whether they can identify a small, doable action for the mother to try for a limited period of time. There are simple illustrations on the back of the card to remind the HEWs and HDATLs of the key messages and small doable actions that they should reinforce and share at these visits.

Child Nutrition Card (CNC)

The CNC complements the messaging cards in the job aid and consists of 7 Excellent Feeding Actions concerning breastfeeding and complementary feeding. This card is given to mothers and they are encouraged to display it on a wall in their house. The card is used to remind mothers, fathers, and caregivers about key nutrition messages. The CNC focuses on small doable actions and demonstrates how to prepare a thick and enriched complementary food for a child six to 24 months of age. It also provides key information on the frequency and quantity of foods that should be fed to the child. Both the user friendly TAAM job aid and the CNC were developed to fill the gaps in knowledge about IYCF and were field tested in the community.



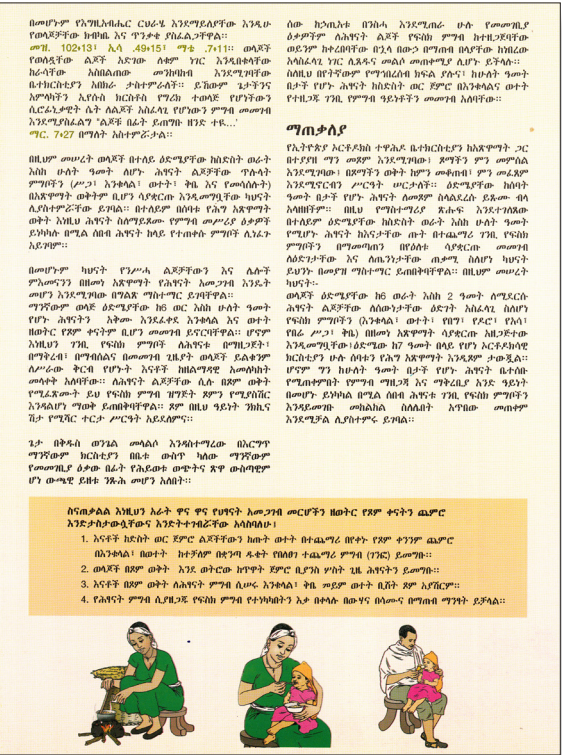
Child Feeding Bowl

The child feeding bowl is a small bowl designed to promote timely complementary feeding when a child reaches six months of age. The bowl features pictures of different food items aimed at encouraging a mother to add different food items to her child's complementary foods and to feed their child a diverse diet that is rich in iron and other micronutrients.



Sermon Cards to address optimum child feeding during fasting days

A&T worked with the development arm of the Ethiopian Orthodox Church to develop two sermons embedded with IYCF messages. These sermons preach the correct teachings of the church, emphasizing that children are exempt, and fasts cannot be violated through smell or by use of thoroughly cleaned cooking materials. Through the church's structure, A&T and the Development and Inter-Church Aid Commission (DICAC) trained priests in the parish churches to deliver sermons related to infant and young child feeding and fasting. These trained priests have delivered these sermons during mass or home-visits within the community.



“Sebat Mela” Radio Campaign

Sebat Mela is a radio drama aimed to change social norms around IYCF among Ethiopian communities in the Amhara region. Though the radio drama targeted mothers, it also aimed to increase the involvement of fathers and address traditional views hindering proper child feeding practices. In addition to mothers and fathers of children under two, frontline health and agriculture workers, priests, village leaders, and community members were also audiences for the radio drama. Thirty-six episodes were developed and each episode was played 15+ times/week. The drama aired on three different radio stations for two years.





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