

DRIVERS OF BEHAVIOR (RADIO): ETHIOPIA PROGRAM STRATEGY

This tool consists of a simple table that traces the pathway from formative research findings in Ethiopia—especially regarding the benefits and barriers to priority behaviors—to approaches/messages for the radio component of our intervention. This survey instrument was developed for use in Ethiopia in 2015.

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<http://aliveandthrive.org/resources-main-page/tools-library>

Alive & Thrive is an initiative to save lives, prevent illness, and ensure healthy growth and development through improved breastfeeding and complementary feeding practices. Good nutrition in the first 1,000 days, from conception to two years of age, is critical to enable all children to lead healthier and more productive lives. In its first five years (2009 to 2014), Alive & Thrive demonstrated that innovative approaches to improving feeding practices could be delivered with impact and at scale in three contexts: Bangladesh, Ethiopia, and Viet Nam.

Alive & Thrive is now supporting others to scale up nutrition by applying and adapting tested, proven approaches and tools in contexts such as Burkina Faso, India, and Southeast Asia. With its emphasis on learning and innovation, Alive & Thrive is expanding its focus in Bangladesh to maternal nutrition and taking a more multisectoral approach in Ethiopia.



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About this tool

The Alive & Thrive program in Ethiopia (Phase II) built its intervention strategy on a small number of priority Infant and Young Child Feeding (IYCF) practices.¹ Formative research provided information about the benefits and barriers (or “drivers”) of these behaviors for different audiences. The program design team created the following matrix to trace a logical pathway from identified behaviors, to benefits and barriers, to implications for creative strategy, to messages and approaches. Although the tool was created specifically for the radio component, it was useful for the intervention strategy as a whole.

¹ See the Alive & Thrive tool: *Small doable actions for Ethiopia program (Phase II)*

Findings from formative research / Theory	Implications for strategy, creative	Proposed key messages
<p><i>Breastfeeding, baby 0-6 months (exclusive breastfeeding)</i></p>		<p><i>Each message should be tested with audience members to ensure audience members:</i></p> <ol style="list-style-type: none"> <i>1. understand it;</i> <i>2. know what it is asking them to do;</i> <i>3. accept it;</i> <i>4. are persuaded by it</i>
<p>Giving water is the largest threat to exclusive breastfeeding in Ethiopia (IFPRI reports)</p> <p>Some mothers are concerned that their baby needs water or liquids to quench his or her thirst. Other mothers said that water is needed to dilute breastmilk because it is not easily digested, too salty, or might cause stomach cramps. Mothers reported that elders recommend giving boiled water to children. (Formative report, SNNPR, page 11)</p> <p>While 83% of mothers know that EBF for 6 months is recommended, only 36% know “no water even when it is hot” (AAU baseline in Amhara region, 2014)</p>	<p>Materials and interventions need to be explicit about not giving water, even when it is hot</p> <p>Portray grandmother and other family members being vigilant to make sure no one gives baby water during first 6 months</p>	<p>For the first 6 months, baby doesn’t need any water, even when it’s hot. Breastmilk is designed to quench his thirst.</p> <p>Even a few drops of water can make baby sick.</p> <p>“I can refuse to allow family members to give water for 6 months”</p> <p>“Other mothers like me give breastmilk and no water for 6 months.”</p> <p>Health experts have proved that babies should have only breastmilk, and nothing else, not even water, for the first 6 months</p>
<p>Overall, HEWs and mothers and mothers-in-law (grandmothers) were consistently the main source of information related to IYCF. (IFPRI baseline, executive summary, page 4)</p>	<p>Portray grandmothers promoting early initiation and exclusive breastfeeding in the early months</p>	

<p>At 3-4 months of age, the role of family members in supporting breastfeeding diminishes (IFPRI baseline, executive summary, page 4)</p>	<p>Portray older women in the community as supporting exclusive breastfeeding for 6 months, not giving water or prelacteals²</p>	
<p>Many respondents said that breastmilk is not enough to sustain a child for the first 6 months. Some mothers voiced concerns about exclusive breastfeeding, saying that giving only breastmilk would hurt both the mother and the child, or that the child would be hungry and cry without other fluids or foods. (Formative report, SNNPR, page 10)</p> <p>Self-efficacy is a powerful determinant of exclusive breastfeeding behaviors. The mother must be confident that her breastmilk is of enough quantity and quality. (Behavioral theory; data from other countries about behavioral determinants of EBF)</p>	<p>Families may need reassurance that mother’s milk is all the baby needs:</p> <ul style="list-style-type: none"> • Even if mother is under-nourished • Even if baby fusses and seems hungry (around 3-4 months) <p>Feature mothers who are confident that they can produce breastmilk that, by itself, helps their babies grow</p> <p>Feature grandmothers and fathers who trust that breastmilk is enough, are bragging about child’s growth with breastmilk alone</p>	<p><i>Grandmother: “Just look at this chubby, healthy grandchild of mine. Can you believe it? Mother’s milk only – not a drop of anything else for 6 months!”</i></p>
<p><i>Dietary diversity</i></p>		
<p>Infant feeding is suboptimal.</p> <p>While most children in Ambasel (75%) start eating foods in addition to breastmilk at 6–8 months of age, as recommended, their diet is not sufficiently diverse. On average, children in Ambasel eat from only 1.8 food groups per day, whereas the World Health Organization (WHO) recommends a diet including at least 4 groups. Only 6 percent of children under 2 years old receive foods from the recommended 4 groups. In particular, consumption of foods that contain</p>	<p>Feeding children 6-23 months of age <u>the right foods every day</u> is A&T’s highest priority.</p> <p>Stress the importance of starting at 6 months</p> <p>Stress eggs and milk</p> <p>Stress fruits and vegetables</p>	

² “Prelacteal” refers to liquids that may be given to babies in the first day or so after birth. We will not use a word like “prelacteal” in our messaging

<p>sufficient iron (meat or iron-fortified foods) is low. (Only 4 percent of children in Ambasel vs. 12 percent for the country as a whole).</p> <p>[Similar for Albuko]</p>		
<p>Only 38% know that traditional gruels are too thin to satisfy the nutrient needs of the baby (AAU baseline in Amhara region, 2014)</p>	<p>Promote use of thick porridge – not thin gruel</p>	<p>Starting at 6 months, feed baby porridge that is thick enough to feed with your hands</p>
<p>Only 7% of children 6-23 months of age in Amhara consume a diverse diet (food from 4 or more food groups the previous day). (AAU baseline in Amhara region, 2014)</p> <p>Foods consumed in the previous day by children under 2 years:</p> <ul style="list-style-type: none"> ▪ Cereals – 91% ▪ Legumes – 40% ▪ Milk and milk products – 21% ▪ Flesh foods – 5% ▪ Eggs – 6% ▪ Vit A rich fruits and vegetables – 10% ▪ Other fruits and vegetables – 11% <p>(AAU baseline in Amhara region, 2014)</p>	<p>We should <u>not</u> promote “animal source foods,” since each of these counts as a separate food group.</p> <p>The project should promote milk, meat, and eggs from 6 months of age.</p> <p>The project should promote feeding Vitamin A rich fruits and vegetables from 6 months of age.</p>	
<p>Messages about “variety” or “diversity” are apparently misunderstood. Many mothers reported that they prepared gruel or porridge with 5 or 7 or even 12 different grains and pulses, but with no other food groups represented. (Formative research)</p>	<p>Name specific foods that should be added to baby’s porridge every day; avoid talking about “variety” of foods or food groups</p>	

<p>Mothers may withhold animal source foods from babies due to:</p> <ul style="list-style-type: none"> ▪ Lack of knowledge of correct age at which to introduce the food (6 months) ▪ Lack of knowledge about importance ▪ Fear of choking or inability to digest (see below) ▪ Lack of access, availability ▪ Lack of resources, perceived to be too expensive 	<p>The program should be sensitive to families' lack of resources, but still promote recommended feeding practices</p>	<p>"Introduce eggs [milk, cheese, butter, dried powdered meat, chicken] as soon as the baby turns 6 months old and give these every day"</p> <p>"Eggs, milk, , and meat are essential for your baby to grow strong and smart, and should be given every day"</p> <p>As soon as the baby turns 6 months old, start feeding eggs <u>and</u> milk every day, even on fasting days.</p> <p>Starting at 6 months, baby should eat fruit or vegetable every day.</p> <p>From 6 months, make a thick porridge from flour that is made of a grain and a legume. Add egg <u>and</u> milk every day. Add kale or carrot every day.</p>
<p>Food demonstrations – 2.1 % of respondents participated in food demonstration sessions in the last 6 months. Out of these, 76% tried out at home what they learned at the food demonstrations. This is a very high percentage, showing the effectiveness cooking demonstrations can have.</p>	<p>Radio storyline may include a local food demonstration, with the HEW or HDA³ talking through the recipe. Dads could be cooking, and be teased about doing women's work. Babies as young as 6 months should taste the enriched porridge. Perhaps a mother will be surprised that her baby likes it and can easily swallow and digest it. May be good if this food demonstration takes place during a long fast (and the episode is aired just before or during a long fast) and a godfather gives his blessing.</p> <p>Frontline workers may use cooking demonstrations in homes with individual families.</p> <p>Mention that the porridge is thick enough to feed with hands</p>	<p>Make a thick enriched porridge with these steps:</p> <ol style="list-style-type: none"> 1. Prepare ahead the enriched flour with 3 parts grain and 1 part legume 2. Cook vegetables, strain cooking water on a pot 3. Use veg water, add a teaspoonful oil, and cook porridge, stirring well 4. Add milk 5. Add one egg or meat powder and let it cook well 6. Add minced vegetables, mix and cook well

³ Here we use "HDA" to refer to the person (man or woman) who is serving as a volunteer for the Health Development Army

	<p>Mention that mothers may not have all the ingredients every day, but should add everything they can. Note that on fasting days, it may take extra effort to obtain these foods.</p> <p>Mention father’s role in ensuring the baby has eggs and milk every day.</p>	
<p>a. Mothers report that with the many demands on their time, they have little time to prepare food and feed the baby (frequently heard in all formative research)</p> <p>b. Women must feel empowered and not guilty, deal with competing demands (from insight mining)</p> <p>c. Immediate benefits: A child who is fed frequently on fasting days is seen to be less demanding of the mother’s time, giving her more time for her household duties. (Fasting study)</p> <p>d. Mother makes sacrifices (from insight mining)</p>	<p>a. All program activities should aim to make the practices as easy as possible for mothers, seeking ways to make preparing food and feeding babies more efficient.</p> <p>b. “We know you have too much to do every day. Special foods can be easy to prepare”</p> <p>c. Stress the time-saving aspects of feeding a baby animal source foods daily; fewer demands for attention</p> <p>d. “You make sacrifices for your family – this one really counts”</p>	<p>“We know you have too much to do every day. Still, it can be easy to prepare separate foods for the baby”</p> <p>Quotes from mothers in Amhara region after they tried feeding animal source foods during long fast:</p> <p><i>‘The child is crying less and plays more giving me more time to do my chores’</i></p> <p><i>‘The child sleeps well and has decreased the frequency of breast feeding’</i></p> <p><i>‘The child has become less irritable’</i></p> <p>“You make sacrifices for your family. This one—taking the time to feed your child properly in the first 2 years— really counts”</p>
<p>Mothers and some HEWs may fear that babies cannot swallow or digest food—choking on thick porridge, choking on meat or eggs, animal source foods hard to digest (from formative research, fasting study, etc.)</p>	<p>[Avoid any mention of choking, as the negative may be recalled rather than the positive]</p>	<p>“When foods are finely chopped or stirred into porridge, baby can easily swallow and digest them.”</p> <p>“<u>Teach</u> your baby to eat with love, patience, and good humor.” (In other words, baby has to <u>learn</u> to chew and swallow; keep trying.)</p>

		“At 6 months, babies are ready to digest many foods, including eggs and meat, as long as they are finely chopped or well cooked”
<p>Even low-resource families often have access to eggs or milk in the household. Many mothers say they can easily take eggs produced at the household and give to their babies (rather than sell them) (formative research, phase 1)</p> <p>A&T has been successful in promoting consumption of grains; legumes and nuts; eggs; and Vitamin A-rich fruits and vegetables (endline study, phase 1)</p> <p>Mothers, HEWs, HDAs, priests all said they are willing to promote feeding eggs and milk on fasting days (fasting study).</p> <p>Chicken and meat are generally not available during long fasts. Fish is not available in many communities. Many people feel that butter is a problem—either because it is considered indigestible or the belief that the smell may compromise the mother’s fast. (fasting study)</p> <p>In the WHO indicators against which we measure our success, eggs belong to a different group from milk. Adding both to the porridge increases the nutrient density.</p>	<p>Promote eggs <u>and</u> milk for children every day, and explicitly mention the need to feed these on fasting days</p> <p>Encourage families to save eggs to feed to the baby (6-24 months) rather than sell them all</p> <p>Do not try to promote chicken or meat (not available) during long fasting periods</p> <p>Promote fish only if locally available; thus probably not a good message for broadcast radio.</p> <p>Promoting butter may be difficult because some church leaders, HDAs, and families fear the smell. Radio drama could suggest that smelling butter is not the same as tasting/eating it; allowing mothers to prepare these foods for their babies.</p>	
<p>Mothers may not be preparing separate foods for the child, so that the child is eating what the family eats. (fasting study)</p>	<p>This may be okay on non-fasting days, but on fasting days, it means many babies eat no animal source foods.</p>	

	<p>Encourage mothers to prepare special food for their children from 6-12 months.</p> <p>Mothers should prepare separate foods on fasting days to ensure that the children eat animal source foods.</p>	
<p>At 12 months, begin to introduce baby to family foods, adding eggs, milk, and vegetable every day, and meat when available (A&T guidelines)</p>	<p>Portray mother and father laughing as they give baby first tastes of family food—and mention age of child. Stress the need to try new foods several times. Mention need to add egg and milk, vegetable, every day.</p>	
<p>Mothers and HDAs reported that while the Church is clear about how adults should eat during fasting days/periods, the priests offer no concrete guidance about how to feed babies and young children during fasts. In the absence of guidance, communities have made up their own approach, and it inhibits children from eating animal source foods. Still, priests expressed willingness to promote animal source foods during fasts (fasting study)</p> <p>Priests and church leaders reported that mothers' misconceptions about prohibitions during fasting season are not part of church dogma (fasting study)</p>	<p>Reassure HEWs, HDAs, and other frontline workers that the Church supports families to feed eggs and milk on fasting days.</p> <p>This topic should be handled carefully. Priests may be invited to give guidance on the radio on how to feed children milk and eggs every day, including on fasting days.</p> <p>We propose a panel of church leaders who will review any radio scripts that mention fasting or the church in any way, including dialogue from the godfather.</p>	
<p>Ethiopian Orthodox Church leaders want to ensure that the program does not contradict church teachings (fasting study)</p>	<p>Test all radio messages related to fasting with Church leaders.</p> <p>Ensure that messages about fasting are clear on the point that the church doctrine is not a problem for IYCF, since children under 7 years are excluded.</p>	
<p>Several priests said they are aware that families are feeding their children differently on fasting</p>	<p>As the long fasting periods begin, use radio (dramas and magazine format shows) to</p>	

<p>days. Priests and church leaders agreed that children under 7 years are exempt and may be willing to provide families with guidance on how to feed children eggs and milk on fasting days. (fasting study)</p> <p>When informed that adult fasting may be contributing to the current poor nutrition status of children, church leaders expressed concern and a willingness to address the problem. (fasting study)</p>	<p>remind/inform communities, including priests and godfathers, of the importance of feeding children eggs and milk every day, including during fasting periods when adults are prohibited from consuming those foods.</p> <p>Note that while our focus is on children 6-24 months of age, the radio drama may promote feeding of eggs and milk to all children under age 7 years.</p> <p>Portray the godfather as eager to make sure all the children in the community eat eggs and milk every day during fasts—and that all families have eggs and milk to give their children.</p> <p>Avoid mentioning on radio any possible negative effects of fasting on children.</p> <p>Show a conversation between HDA and godfather, talking about how they can work together to ensure all children eat eggs and milk every day, even on fasting days.</p> <p>Show a priest convening a meeting of HDAs and HEWs as fasting season begins, seeking ways they can collaborate to ensure children under 7 eat eggs and milk every day, even in families that lack resources. Or show the priest blessing all non-fasting children (under 7) as the fast begins, assuring parents that the church supports them to feed eggs and milk every day, even during fasts.</p>	
<p>During long fasting periods, milk and eggs may be readily available, especially since most people are not consuming them (fasting study)</p>	<p>Show the godfather organizing the congregation to share milk and eggs they are not consuming</p>	

<p>Church teachings include the principle of sharing with the needy, especially in relation to fasting. Still, church leaders expressed concern that families may be reluctant to give away foods that hold potential earnings for them. (fasting study)</p>	<p>during fasting periods with families with young children</p>	
<p>Priests and church leaders confirmed that the following are <u>misconceptions</u>:</p> <ul style="list-style-type: none"> ▪ That smelling butter is the same as tasting it, thus breaking the mother’s fast (priests said this is not true) ▪ That contamination of household utensils is a reason to avoid cooking animal source foods (priests said that washing utensils with soap will take care of this; mothers do this during the regular Wed-Fri fasts, with no problem) ▪ That it is prohibited to slaughter animals during fasting season (priests said this is tradition, but not church law) 	<p>The godfather and other characters may reassure families on each of these points.</p> <p>Do not focus on the misconception, since that may reinforce it.</p> <p>Use the opportunity to press for daily consumption of eggs and milk</p>	<p>Have priests or church leaders say:</p> <p>“A mother’s fast is protected even if she smells a non-fasting food. Therefore, mothers should feel free to add eggs, milk, cheese, even butter, to the baby’s food every day, even on fasting days.”</p> <p>“It is easy to wash utensils and maintain your fast. Mothers should feed children eggs, milk, and cheese every day, even on fasting days. By washing the dishes and utensils with soap and water, mothers can protect the fast for adults.”</p> <p>“If families want to slaughter a chicken to feed the community’s children during the fasting season, the church encourages this. Children need eggs, milk, meat or chicken every day, even during fasting season”</p>
<p><i>Minimum number of times baby is fed per day, ages 6-24 months</i></p>		
<p>70% of babies 6-23 months of age in Amhara achieve minimum meal frequency. (AAU baseline in Amhara region, 2014)</p>	<p>Mention the need to feed babies often and portray this according to the child’s age—especially as a child ages into the next category:</p> <ul style="list-style-type: none"> ▪ As soon as baby turns 6 months, try a few spoonfuls of thick, enriched porridge every day, gradually increasing ▪ 6 months: 2 meals ▪ 7-11 mos: 3 meals + 2 snacks ▪ 12-24 mos: 4 meals + 2 snacks 	

	Show HDAs making home visits and checking age of child in order to ensure she is giving the right guidance on child feeding, according to the baby's age	
Some studies (international) have shown that when a mother practices “responsive feeding,” the child eats more.	Discuss how the mother is feeding the child. She should place the baby in front of her, facing the mother. She will watch patiently as the child feeds himself, offer new foods, encourage (but never force) the baby to try foods again.	“Teach your child to eat with love, patience, and good humor.”
Major problems identified were related to their child being sick and their child refusing to eat. (formative research)	Include messages about the importance of feeding children an extra meal every day when they are recovering from illness –every day for 2 weeks	
Despite the fact that children are exempt from fasting, families may be giving children 6-23 months fewer meals during fasting days or fasting periods (fasting study) Priests advise families on the age at which to start fasting and how to fast, but do not mention how to feed children under age 7, what is allowed and not allowed.	Messages related to fasting should mention the need for children to eat several times a day, starting when they awake, even during fasting periods Show mother extoling the advantages of feeding her children a good and early meal on fasting days—well-fed children disturb the mother less, allowing her time to complete her chores. (Similar to above, about giving eggs and milk)	
<i>Positive associations, support to mothers</i>		
Mothers are more likely to follow recommended feeding practices when the have support from fathers and grandmothers, when others help them gain confidence that they can do it, and when they feel others approve of their adopting the practice (Behavior change theory; evidence from other countries that self-efficacy/confidence and perception of social norms are associated with the feeding practices)	Portray mothers talking with father and grandmother about the practices Show father defending mother’s feeding practices to his own mother (the baby’s grandmother) Show father helping with childcare or household chores to free mother to take time needed to feed	[As in Bangladesh TV spot]: “I am glad my wife is intelligent, and feeding the baby as she should.”

	<p>the baby—have father state that this is how he shows his love for family.</p> <p>Portray father planning ahead for how he will obtain the foods the mother needs to feed their child eggs and milk every day, even on fasting days (starting at 6 months)</p> <p>Show father or grandmother checking in with mother once a week on how child feeding is going, demonstrating that s/he considers child feeding to be important.</p>	
<p>Mothers who have some control over family finances or who feel control in other ways may be more likely to adopt recommended feeding practices (gender sensitive studies, international)</p>	<p>Develop a character who becomes more “in charge” over time, who convinces her husband to allow her to decide which items produced in the household to sell, and manages to store foods for lean times (June and July, when foods are scarce)</p>	
<p>A child fed from his own bowl may eat more, in part because the mother becomes more “purposeful” in feeding the child, making sure his bowl is full and he finishes his meal (international studies)</p> <p>A&T, in some areas, will distribute a child feeding bowl to mothers as their children turn 6 months old.</p>	<p>Show the bestowal of a child feeding bowl at baby’s 6-month birthday.</p> <p>Have family members remind the mother to use the bowl for the child at every meal.</p>	
<p>A&T is distributing colorful Child Nutrition Cards to mothers, encouraging them to hang the card in the home and to refer to it to make decisions about child feeding</p>	<p>Have characters talk about the Child Nutrition Card. Show the HDA pointing it out to the mother and asking, “Tell me how you have used this Child Nutrition Card since I last visited you.”</p>	

<p>Mothers report that with the many demands on their time, they have little time to prepare food and feed the baby (frequently heard in all formative research)</p> <p><i>Short term benefits:</i> A child who is fed frequently on fasting days is less demanding of the mother's time, giving her more time for her household duties. (Fasting study)</p>	<p>Stress the time-saving aspects of feeding a baby animal source foods daily; fewer demands for attention</p>	<p>[As above]:</p> <p>"We know you have too much to do every day. Special foods can be easy to prepare"</p> <p>"On days when I fed my baby milk and eggs, he had more energy and was able to play on his own. This made it easier for me to get my chores done!"</p>
<p><i>Long-term benefits,</i> mothers' aspirations for their children: Strong, smart, growing well. Education, good job in future. (Formative research in Tigray and SNNPR, 2009; fasting study in Amhara, 2015)</p>	<p>Associate the recommended feeding practices with long-term benefits such as "smart and strong"</p>	<p>"We know your child's education is paramount for you. Feeding eggs and milk every day is essential for child to grow smart. S/he will do well in school later"</p> <p>This quote is from a woman who is an HDA, when asked how she convinces mothers to follow her feeding advice (fasting study):</p> <p>"...because they are the next generation who will take responsibility of the country"</p>
<p>HDA's may be discouraged in their work when mothers seem not to take their advice. One HDA suggested that people outside the community may be listened to better than local HDA's; another called for "male support" because "females are not respected" (fasting study)</p>	<p>Introduce male figures (priests, health providers, etc.) who promote the recommended practices, lending credibility to the women's messages</p> <p>Use radio to deliver messages from "outside" the community and show males in support of the HDA's' and HEW's' messages</p>	
<p>Some mothers and others have the misperception that a child's height is determined only by genetics (height of his parents), and not by feeding practices</p>	<p>Have a character mention that her younger daughter has grown taller than her older daughter, and she thinks it may be because she gave her older daughter thin gruel and, for her younger daughter, she introduced eggs and milk beginning at 6 months.</p>	

<p>A&T plans to engage agricultural extension workers in promoting improved complementary feeding</p>	<p>Portray a visit from an agricultural extension worker who talks with a father about growing extra kale because children should eat it every day; or mentioning that it's wonderful that the family's egg production has increased just as the baby has turned 6 months old, since the baby should now eat an egg every day, even on fasting days</p>	
<p><i>Handwashing, hygiene</i></p>		
<p>Looking at the handwashing practices in the current sample, 85% wash their hands before preparing food, but only 60% use soap when washing their hands. Only 42% wash their hands before feeding children and even less (29%) after attending to a defecating child. (AAU baseline in Amhara region, 2014)</p>	<p>While handwashing is not part of the three program objectives, we want to incorporate some messages related to handwashing, especially before preparing the baby's food or feeding the baby</p>	