

# MESSAGE CHECKLIST AND PRODUCTION PLAN FOR SEASON 2 RADIO BROADCASTS IN ETHIOPIA

This checklist outlines the priority program messages in Ethiopia and provides sample production plans for incorporating these in Season 2 radio dramas. This checklist was used by Alive & Thrive's team in Ethiopia in 2015.

For more program design and implementation tools, please visit the Alive & Thrive tools library:  
<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.

## Introduction

This tool, created by the design team for Alive & Thrive’s Ethiopia program (phase II), builds on a systematic process that began with identification of priority Infant and Young Child Feeding (IYCF) practices and an analysis of the benefits and barriers (“drivers”) of those behaviors for different audiences. Formative research provided the basis for identifying these priority behaviors, their drivers, and key messages to promote their use.<sup>1</sup>

The next two parts of the process—focusing specifically on the radio component of the program—consisted of creating a simple checklist of messages aligned with the 12 season 2 radio programs (Part A of this document), followed by detailed outlines for the individual program objectives, audiences, and technical content (three sample sessions are provided in Part B). These tools helped the radio production team ensure that they remained “on track” as they created storylines for the different dramas.

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<sup>1</sup> See the two A&T tools: *Small doable actions for Ethiopia program (Phase II)* and *Drivers of behavior: Ethiopia program strategy (Phase II)*

## Part A: Checklist of priority behaviors and messages for radio drama, season 2

MESSAGES for RADIO DRAMA		13	14	15	16	17	18	19	20	21	22	23	24
<b>Focus audience for the episode</b>													
	Mothers of children 6mos-24mos	o	o		o				o	o			
	Mothers of children under 6mos				o	o							
	Fathers						o					o	
	HEWs			o									o
	HDA's												o
	Ag extension workers							o					
	Religious leaders										o		
<b>Priority feeding practices (80% of nutrition content)</b>													
A.	<i>Beginning at 6 months, feed baby thick porridge enriched with milk AND eggs AND kale or carrot every day</i>	o		o	o								o
B.	<i>Introduce eggs, milk, butter, and finely chopped chicken as soon as baby turns 6 months old</i>		o		o								o
C.	<i>Give eggs and milk every day, even on fasting days</i>							o	o		o	o	o
D.	<i>Give kale or carrot (or other dark, colorful fruit or vegetable) every day</i>							o				o	o
<b>Highly frequent messages/ideas on priority feeding practices. These should appear in 3-4 episodes during each season</b>													
E.	<i>As soon as the baby turns 6 months old, start feeding a thick porridge enriched with egg and milk and kale or carrot (knowledge)</i>	o		o									o
F.	<i>Breastmilk alone is not enough for babies older than 6 months; complementary feeding is essential starting at 6 months</i>				o								
G.	<i>Eggs, milk, and meat/chicken are essential for your baby to grow smart and strong, and should be given every day, from the age of 6 months onward (knowledge, outcomes)</i>		o	o				o			o		o
H.	<i>Other families like ours feed eggs and milk every day, even on fasting days, from 6 months onward (social norm)</i>		o					o	o				
I.	<i>People whose opinions I care about (HEWs, doctors, religious leaders, elders in the community) think I should feed eggs and milk every day (feed finely minced chicken), starting at 6 months, even on fasting days (social norm)</i>	o						o	o			o	
J.	<i>We can easily obtain/save eggs and milk to feed these to the child every day, even on fasting days (self-efficacy) OR Even poor families can often find ways to give their babies eggs and milk every day. OR Families can find ways within their means to feed babies properly.</i>	o	o					o	o			o	
K.	<i>I am confident that I can feed child thick porridge/starting at 6 months/eggs and milk every day/even on fasting days</i>		o	o	o					o			
L.	<i>I can resist family pressure, and feed the right things at the right time</i>				o				o		o		
M.	<i>Fathers should ensure that the family uses its resources to make eggs, milk, cheese, butter, chicken, and beef available for the child every day</i>		o		o			o			o	o	
<b>Less frequent messages/ideas on priority feeding practices. Each of these should appear in at least 1 episode during each season</b>													
N.	<i>Most families start feeding their children eggs at 6 months (social norm)</i>	o											
O.	<i>About a child who eats eggs and milk every day on fasting days, a character says: "The child is crying less and plays more, giving me more time to do my chores" (outcomes)</i>								o				
P.	<i>"When foods are finely chopped or stirred into porridge, baby can easily swallow and digest them" or "At 6 months, babies are ready to digest many foods, including eggs and meat, as long as the foods are finely chopped or well cooked" or "As long as meat is dried and ground, babies can easily swallow it and digest it beginning at 6 months of age"</i>			o									o
Q.	<i>Everyone knows that children under 7 years of age do not fast. The Ethiopian Orthodox Church's leaders/priests agree that mothers can prepare foods with milk and eggs and even butter for children without worrying that smells or contamination of utensils will spoil adults' fast.</i>								o		o		

	MESSAGES for RADIO DRAMA	13	14	15	16	17	18	19	20	21	22	23	24
	ALSO: Priests reassure families that smelling is not breaking the fast; that as long as utensils are washed, there is no problem.												
R.	HDAs and HEWs should feel confident in encouraging mothers to feed eggs and milk on fasting days, since priests approve this practice for the sake of the growing baby				o				o				
S.	Consider building a scenario like this into one of the episodes: <ul style="list-style-type: none"> <li>A 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</li> <li>Members of the congregation share the eggs and milk their household produces during the fast with families that have young children</li> </ul>										o		
T.	Consider ways to show how family members support or defend the mother as she tries to adopt the specific recommended feeding practices: <ul style="list-style-type: none"> <li>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</li> <li>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</li> </ul>		o				o					o	
U.	Show the bestowal of a child feeding bowl at baby's 6-month birthday												
V.	"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"			o									
W.	Introduce male figures (priests, health providers, etc.) who promote the recommended practices, lending credibility to the women's messages							o			o		
X.	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.												o
Y.	Portray an agricultural extension worker doing one of these things: <ul style="list-style-type: none"> <li>Talks with a father about growing extra kale because children should eat it every day</li> <li>Mention 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</li> </ul>								o				
Z.					o			o					
AA.	[Offer a positive solution/response to the idea presented by some grandmothers that a mother shouldn't introduce expensive eggs and milk to the baby because she won't be able to maintain that practice.]		o										
BB.	Feel in control of baby's health and well-being	o								o			
<b>Secondary feeding practices</b>													
CC.	Starting at 6 months, feed baby porridge that is <u>thick</u> enough to feed with your hands	o			o								o
DD.	Starting at 5 months, get ready to prepare thick, enriched porridge as soon as baby is 6 months (for example, prepare flour of grain + legume)				o								
EE.	Prepare <u>separate foods</u> on fasting days to ensure that the children eat eggs and milk every day								o				o
FF.	Patently teach the baby to learn to chew; when baby refuses a new food, try several more times until she develops a taste for it				o								o
GG.	[Wash hands with soap before preparing food or feeding child]									o			o
HH.	Begin breastfeeding within 1 hour of delivery and give the baby colostrum												
II.	For the first 6 months, give only breastmilk—no water, other liquids, or foods					o	o						

MESSAGES for RADIO DRAMA		13	14	15	16	17	18	19	20	21	22	23	24
Messages/ideas on <i>secondary</i> feeding practices. These should appear in 1-2 episodes during each season													
JJ.	Porridge should be thick enough that you can feed it with your hands	o			o								o
KK.	Prepare separate foods for children on days when adults are fasting, to ensure children eat eggs and milk every day								o				o
LL.	“We know you have too much to do every day. Still, it can be easy to prepare separate foods for the baby” ( <i>self-efficacy</i> )				o								
MM.	“You make sacrifices for your family. This one—taking the time to feed your child properly in the first 2 years—really counts” ( <i>outcomes, importance</i> )				o								o
NN.	“Teach your baby to eat with love, patience, and good humor.” (In other words, baby has to <u>learn</u> to chew and swallow; and if the baby refuses a food the first time he tries it, let her try it several more times until she learns to like it.)				o								o
OO.	When portraying anyone preparing food or feeding a child, include handwashing with soap as a natural part of that process				o					o			
PP.	For the first 6 months, baby needs only breastmilk – no water or other liquids, no teas or foods, now cow milk or butter; breastmilk will quench baby’s thirst					o	o						
QQ.	Babies who have only breastmilk—no water, other liquids, butter, other foods—will be sick less often and will grow smart and strong					o	o						
RR.	Before 6 months of age, even a little bit of water can make the baby sick					o	o						
SS.	Fathers can play a role in helping the mother breastfeed exclusively						o						
TT.	I’m confident that my milk is all baby needs for first 6 months—no water or any other liquids or foods ( <i>self-efficacy</i> )					o							
UU.	Other mothers like me give only breastmilk for the first 6 months—no water or any other liquids or foods ( <i>social norm</i> )						o						

## Part B: Outlines for objectives and technical content of radio episodes, season 2

### *(Three sample episodes)*

Episode #13

Topic: 6 months is the time to start complementary feeding

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#### THE FOCUS FEEDING PRACTICE FOR THIS EPISODE

- Beginning at 6 months, feed thick porridge enriched with milk AND eggs AND kale or carrot every day
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**INTENDED AUDIENCE FOR THIS EPISODE:** Mothers of children 6-24 months of age

**MEASURABLE OBJECTIVES:** After listening to this episode, the intended audience (mothers) will:

- KNOW:**
  - That 6 months is the age to begin complementary feeding
  - That thick porridge enriched with egg AND milk AND kale or carrot helps child grow smart and strong
- FEEL, BELIEVE:**
  - People whose opinions I care about think I should start feeding enriched porridge at 6 months, every day (*social norm*)
  - Most families start feeding their children eggs at 6 months (*social norm*)
  - We can easily obtain/save eggs and milk to feed these to the child every day (*self-efficacy*)
  - I have some control over baby's health and well-being
- DO:**
  - Start at 6 months to feed baby thick porridge enriched with milk AND eggs AND kale or carrot every day

#### MESSAGES:

- As soon as the baby turns 6 months old, start feeding a thick porridge enriched with egg and milk and kale or carrot
- The porridge should be thick enough that you can feed it with your hands
- Someone whose opinions I care about (*for this episode, choose 1 category: HEW, doctor, elder in the community*) thinks I should feed eggs and milk every day starting at 6 months
- Most families start feeding their children eggs at 6 months
- We can easily obtain/save eggs and milk to feed these to the child every day
- I feel good because I feel some control over baby's health and well-being

#### SMALL DOABLE ACTION FOR MOTHERS:

- Start at 6 months to feed baby thick porridge enriched with milk AND eggs AND kale or carrot every day

**THE FOCUS FEEDING PRACTICE FOR THIS EPISODE**

- Introduce eggs, milk, and finely chopped chicken as soon as baby turns 6 months old

**INTENDED AUDIENCE FOR THIS EPISODE:** Mothers of children 6-24 months of age

**MEASURABLE OBJECTIVES:** After listening to this episode, the intended audience (mothers) will:

- KNOW:**
- That 6 months is the age to begin feeding eggs, milk, and chicken
  - That these foods are essential for the baby's growth and development
  - That these foods should be given every day
- FEEL, BELIEVE:**
- Her husband thinks she should feed eggs, milk, and chicken every day starting at 6 months
  - That feeding children eggs, milk, and chicken every day, starting at 6 months, is the social norm
  - That they can easily obtain/save eggs and milk to feed these to the child every day (*self-efficacy*)
  - Confident that she can feed child eggs and milk every day (*self-efficacy*)
  - That these foods will help baby to grow smart and strong (*outcomes of the behavior*)
  - That children as young as 6 months can easily swallow and digest eggs, milk, and chicken, as long as they are prepared properly
- DO:**
- Start at 6 months to feed baby eggs, milk, and finely chopped chicken every day

**MESSAGES:**

- Eggs, milk, and chicken are essential for your baby to grow smart and strong, and should be given every day, from the age of 6 months onward
- Most families start feeding their children eggs, milk, and chicken at 6 months
- Portray a father planning ahead for how he will obtain the foods the mother needs to feed their child eggs and milk every day
- My husband thinks I should feed eggs and milk every day starting at 6 months
- We can easily obtain/save eggs and milk to feed these to the child every day
- Offer a positive solution/response to the idea presented by a grandmother that the mother shouldn't introduce expensive eggs and milk to the baby because she won't be able to maintain that practice.

**SMALL DOABLE ACTION FOR MOTHERS:**

- Introduce eggs, milk, and finely chopped chicken as soon as the baby turn 6 months old, and feed these every day

**THE FOCUS FEEDING PRACTICE FOR THIS EPISODE**

- Beginning at 6 months, feed thick porridge enriched with milk AND eggs AND kale or carrot every day
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**INTENDED AUDIENCE FOR THIS EPISODE:** Health Extension Workers (HEWs)

**MEASURABLE OBJECTIVES:** After listening to this episode, the intended audience (HEWs) will:

- KNOW:**
  - How to conduct a food demonstration to teach families how to prepare thick enriched porridge
  - That starting at 6 months, milk, eggs, and kale or carrot should be added to a thick porridge and fed to the baby every day, because they are essential for the baby's growth and development
- FEEL, BELIEVE:**
  - That she plays a significant role in the health of babies within the community
  - That it is her responsibility to educate mothers in the community about IYCF practices
  - Confident that she can conduct a food demonstration so that mothers learn how to prepare thick enriched porridge
  - That children as young as 6 months can easily swallow and digest eggs, milk, and kale or carrot, as long as they are prepared properly
- DO:**
  - Conduct food demonstrations for mothers and other family members

**MESSAGES:**

In the course of the food demonstration, the HEW character can, through her conversation with mothers, convey these messages:

- As soon as the baby turns 6 months old, start feeding a thick porridge enriched with egg and milk and kale or carrot
- Eggs, milk, and meat/chicken are essential for your baby to grow smart and strong, and should be given every day, from the age of 6 months onward
- 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
- [In the words of a mother, after her child has tasted the porridge]: I now feel confident that I can feed my child thick, enriched porridge every day starting at 6 months
- At 6 months, babies are ready to digest many foods, including eggs and meat, as long as the foods are finely chopped or well cooked

**SMALL DOABLE ACTION FOR MOTHERS:**

- Make the thick enriched porridge at home and feed it every day, starting at 6 months