

# Urban & Rural Nutrition

## USING SBCC PLATFORMS FOR IYCF

### NIGERIA

Limited evidence is available on how to effectively address urban and rural malnutrition at scale. A&T's project in Nigeria adapts the proven A&T IYCF implementation framework and tests its applicability in a large urban setting and a diverse rural area. Carried out in urban Lagos and rural/urban Kaduna states, A&T's large-scale impact evaluation assesses the impact on breastfeeding and complementary feeding of national and state-level advocacy; mass communications; interpersonal communication and community mobilization; and the strategic use of data.

#### EVALUATION DESIGN

Large-scale cluster-randomized mixed methods impact evaluation

#### RESEARCH QUESTIONS

- What is the impact of delivering a multi-component (advocacy, IPC, community mobilization, mass media, strategic use of data) on IYCF practices in Lagos/urban and Kaduna/rural areas?
- What does this implementation experience tell us about working in a large urban setting?

#### OUTCOMES

1. Improved knowledge and practices pertaining to:
  - Early initiation of breastfeeding
  - Exclusive breastfeeding
  - Introduction of complementary feeding (minimum dietary diversity, minimum feeding frequency)

#### TIMELINE

Baseline: December 2017

Midline: November 2019

Endline: March 2021

### THE INTERVENTION

#### LGAs in Lagos and Kaduna states

- Roll-out of Nigeria-adapted WHO/UNICEF C-IYCF package of materials for IPC (individual or group) including training, materials and support supervision
- Mass communication using radio and TV; out-of-home billboards, posters, ads on buses, neighborhood loudspeakers, TV spots on LCD screens at health facilities, shown by mobile vans; and digital (website and social media) to promote IYCF practices
- Advocacy that supports the national nutrition plan of action; the International Code of Marketing of Breastmilk Substitutes (Code) and maternity entitlements; and other IYCF policies
- Community mobilization to engage influential audiences
- Strategic use of data for program design decisions, to shape advocacy and improve program implementation and management