

How Community Video Encourages Male Involvement for Better Nutrition and Hygiene Behaviors in Niger



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Introduction



Background

- Sahel context faces harsh climate conditions, food insecurity and high levels of malnutrition
- Cultural norms and practices, including polygamy, an emphasis on male decision making, and low levels of literacy further contribute to inadequate dietary intake and child illness among children
- Few women are able to seek health care for themselves without prior consent from their husbands (21%); or are able to make decisions about important household purchases (20%) (DHS 2012)



Male Involvement

- A number of studies have found grandmothers play an important role in determining child feeding practices
- Existing literature on the role of men in supporting maternal and child health focuses on antenatal care and testing for HIV/AIDS
- Few studies have explored how men can support child health
- More research is needed to understand how spousal communication and support from husbands can encourage maternal, infant and young child nutrition (MIYCN) behaviors.



The SPRING Community Video Approach



SPRING community video approach

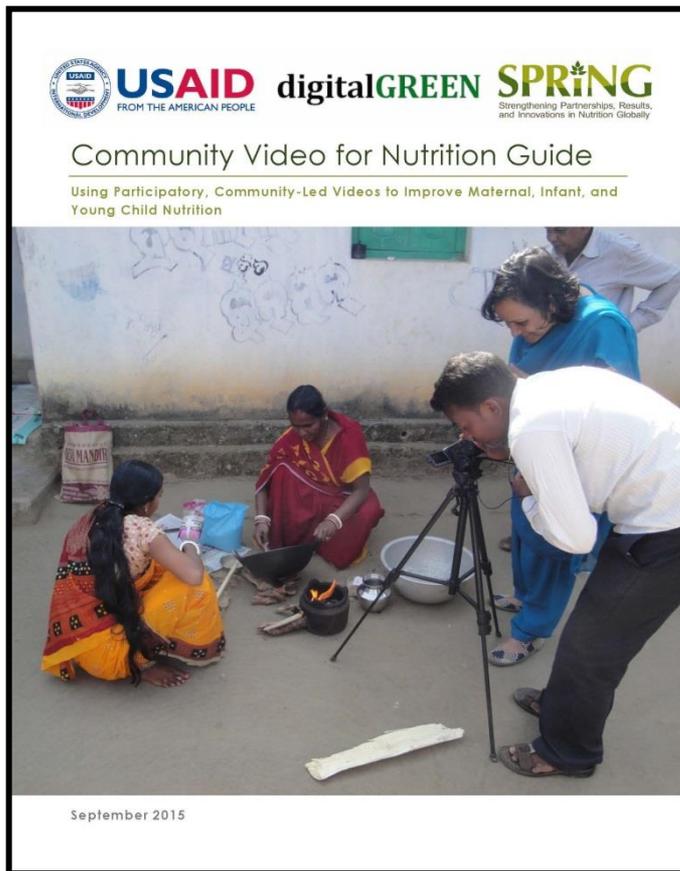
SPRING collaborated with several partners
Research conducted in USAID/Niger
program - LAHIA (Save the Children)
communities

Involved 20 villages in the Maradi
Region; 5 villages selected for
interviews

Focused on the development and dissemination
of 10 videos by community facilitators in each
participating village



The process involved adapting the steps outlined and the tools provided in the *Community Video for Nutrition Guide*:



- Rapid formative research
- Prioritization of video themes
- Video production training
- Adaptation of a 2-day MIYCN and hygiene training package
- Video dissemination and data collection training
- Production of videos
- Pretesting/finalization of videos
- Dissemination of videos
- Home visits and follow-up
- Quality assurance/supervision



Male involvement themes

Table 1: List of Community Videos Produced and Description of Male Involvement Content⁴

No.	Title of Video	Gender-Related Content
1	Importance of the first 1,000 days	Wasila is accompanied by her husband to go to the health center where she learns she is pregnant.
2	Men Support Handwashing in Maradi	Men build handwashing stations and ensure availability of water and soap at the household level.
3	Responsive Feeding is Possible	A man washes his baby's hands and patiently encourages her to eat, because his wife has to prepare herself to leave the house. In another household, the father supervises the children while they eat.
4	A Good Start to Exclusive Breastfeeding	A woman who has just delivered, practices exclusive breastfeeding and is supported by her family, including her husband.
5	How to Exclusively Breastfeed?	Aicha's family helps her so she can exclusively breastfeed and her husband ensures Aicha has enough healthy food. Her friend, Zaru, asks the village mediator, to talk to her husband and mother-in-law asking them to support Zaru in exclusively breastfeeding her child.
6	How can we ensure dietary diversity in the Sahel?	A mediator picks moringa leaves and tomatoes in his garden and dries and stores them. When his wife prepares enriched porridge with the dried ingredients, their neighbor's wife watches the preparation.
7	How can working parents feed their young children frequently?	While Rakiya and her husband work in the field, their older son feeds the baby with a healthy snack they brought to ensure the young child eats frequently.



Methods



Study Objectives

- **Objective 1:** To explore the effects of the community videos on male involvement for MIYCN behaviors
- **Objective 2:** To explore how spousal communication and support for MIYCN behaviors by husbands can be encouraged using the SPRING community video approach
- **Objective 3:** To assess how community members and important influencers such as mothers-in-law perceive changes in spousal communication and husband's support for MIYCN behavior after exposure to the SPRING community video approach



Study Sample

Method	Communication Channel Category	Respondent	Number of Respondents August 2016	Number of Respondents January 2017
In-depth interviews	Only wife attended video dissemination	Husband (of woman with a child under the age of 2)	2 per village (10 total)	1 per village (5 total)
		Wife (with a child under the age of 2)	2 per village (10 total)	1 per village (5 total)
	Husband is member of EdM, wife is part of women's group where the videos were disseminated	Husband (of woman with a child under the age of 2)	2 per village (10 total)	1 per village (5 total)
		Wife (with a child under the age of 2)	2 per village (10 total)	1 per village (5 total)
		Mother-in-law	2 per village (10 total)	NA
FDGs		Community member	2 FGDs per village (10 FGDs total)	NA



Results



What effect did community videos have on male involvement of MIYCN?

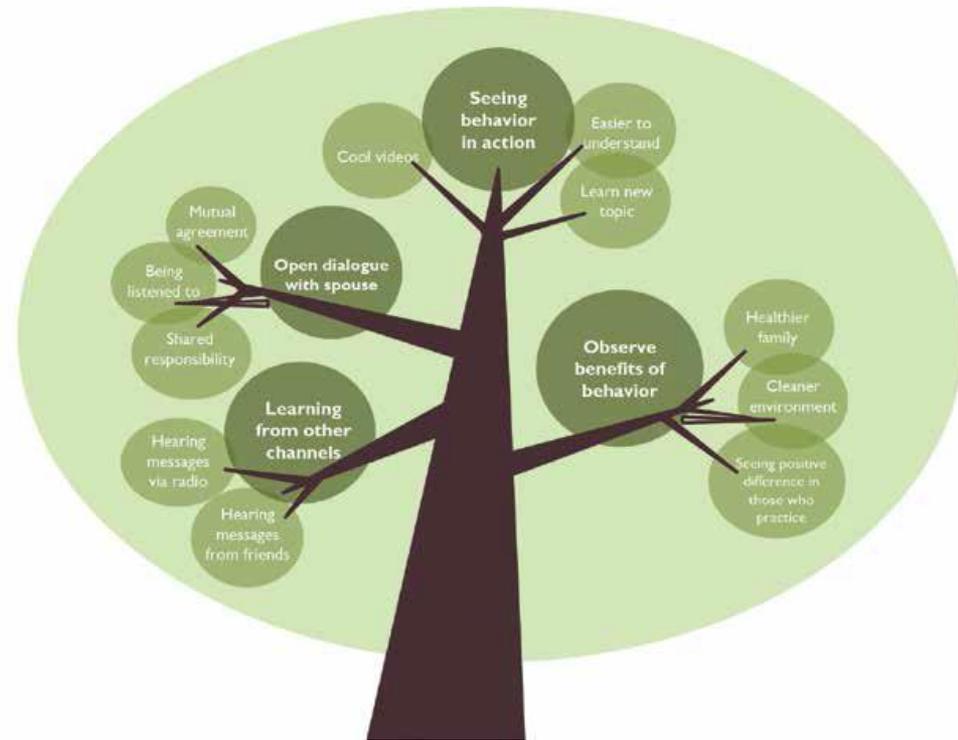
- Husbands reported learning about MIYCN behaviors through videos and recognized that the information was useful
- Husbands discussed the videos with their wives mainly in the evening or early morning and with greater frequency
- Both husbands and wives initiated discussions on the videos and helped each other understand the content

Before, I did not discuss with my wife, and we did not understand each other. But today we understand each other perfectly. When she returns after viewing the video, she gives me the account of all that she has seen and I apply it because of its advantages. It has contributed much to the strengthening of our bond of couple. Before, we could not discuss more than 10 minutes together. Now we spend over two hours chatting.” — husband, not seen video



How can community videos encourage husbands' involvement for MIYCN?

- Videos encourage couples to share responsibility for MIYCN
- Videos provide the extra push towards behavior change by reinforcing messages from existing channels
- The visual representation gives men a behavior to imitate
- Seeing the context enables viewers to observe a lifestyle they want to adopt not just the behavior itself



How do community members perceive changes in husbands' support for MIYCN?

- Community felt the videos helped to enable conversations between mothers and fathers about child nutrition and that these conversations had not occurred previously
- Fathers also began providing a greater level of support to the mothers in caring for the child

“They take good care of their children. They buy essential and nutritious foods that they eat with their children. As soon as the woman is pregnant, they go to the health center and follow up as they have been told. They are having conversations more than before.” —mother-in-law



Conclusion



Conclusions

- Men are key influencers in MIYCN behavior adoption
- Community video encourages spousal communication and behavior change related to MIYCN
- Women felt free to discuss the videos with their husbands and felt the husbands were more supportive in contributing to household work following exposure to the video messages
- These findings were confirmed by community members and family members, indicating that community video is a promising approach for strengthening spousal communication on important health issues



Thank you!

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