



Behavioural Theory Based Approach

Integrated IYCF/WASH intervention

Maureen Kapiyo

THRIVE Program Manager, Catholic Relief Services

International SBCC Summit - 17 April 2018, Nusa Dua, Bali

faith. action. results.



Co-Authors

Matt Freeman
Emory University

**Ellis Anna
Swanson**
Emory University

Elena McEwan
Catholic Relief
Services

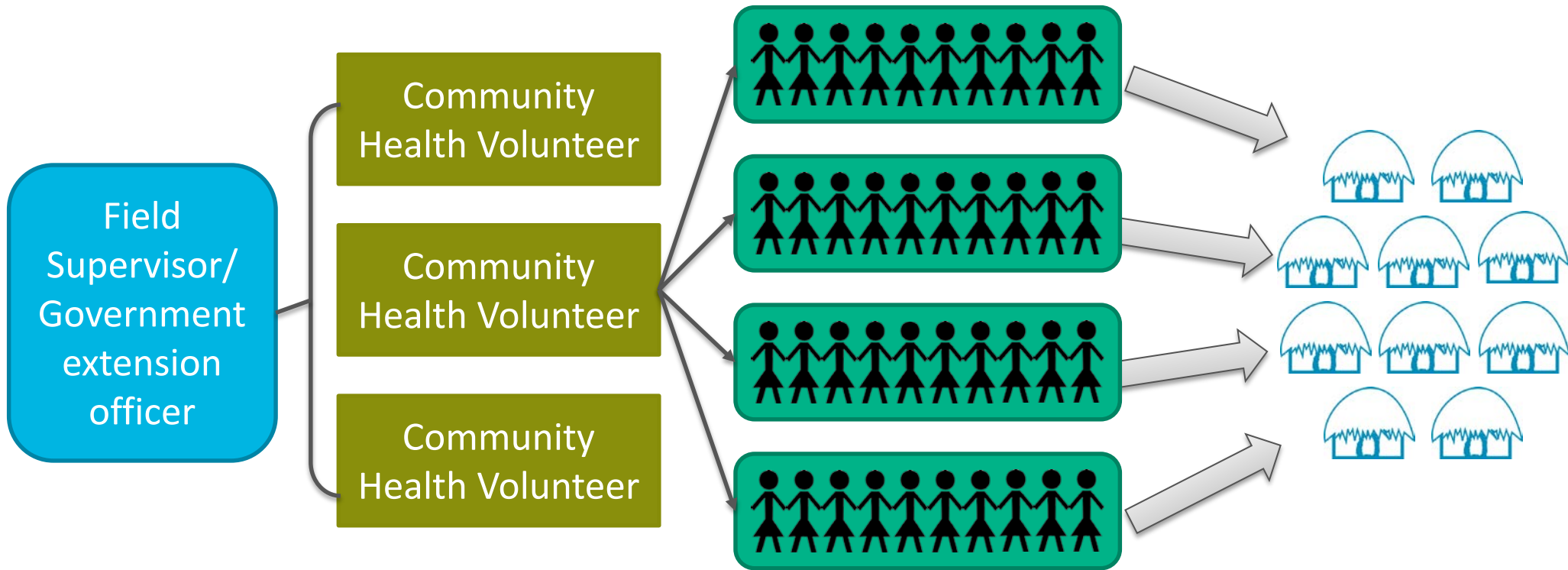


Early Childhood Development

- First 1000 days of life: Children undergo rapid and critical development impacting health, learning, language and emotion regulation for a lifetime
- Protective factors : healthy food, clean water, health care, and educational opportunities are crucial elements for brain development
- Effective and sustainable interventions targeting caregiver knowledge and practice often require evidence based strategies for behaviour change



THRIVE II Integrated ECD Project



Integrated Messages: Early stimulation; Positive parenting & Discipline; Maternal & Infant & young child Feeding; Baby WASH; Maternal Mental Wellbeing

Behaviour Change Research Study



Objective

Develop and test an integrated IYCF and WASH behaviour change intervention using a Behavioural Theory based approach

Population

Pregnant and lactating women and children < 2

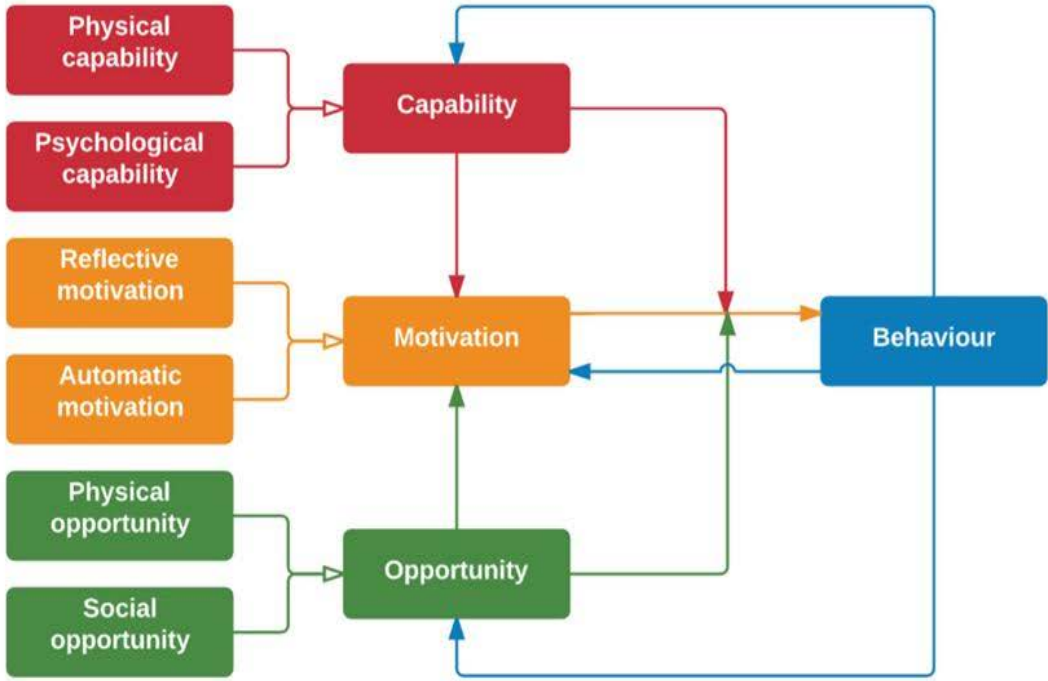
Location:

Homabay & Migori County, Kenya

| Phases | Key Activities |
|--|---|
| <p>Formative Research Aug – Dec 2016</p> | <p>Identification of drivers and barriers to practicing optimal Maternal and Child Nutrition and WASH behaviours (Mixed methods & Market Surveys)</p> |
| <p>Trials for Improved Practice Jan – Dec 2017</p> | <p>Development of TIPS intervention and Trials; Baseline Study</p> |
| <p>Intervention Jan – May 2018</p> | <p>Roll out of Intervention Package: End line study</p> |

Behaviour Domains

COM-B model of behaviour change



Michie S, M van Stralen, West R (2011) The behaviour change wheel: A new method for characterising and designing behaviour change interventions. Implementation Science, 6, 42..



IYCF/ WASH Behaviours

Hand washing &
drying at key
times

Hygienic play
environment

Hygienic infant &
young child
feeding

Safe Disposal of
young child
faeces

Household Water
treatment
targeting infant

Deworming

Capability

Participants lacked knowledge related to:

- What a clean and safe space for their children looked like
- Safe child feces disposal
- How much children should be fed

Mothers did not always know

- why they should begin feeding children when they should
- how they could easily incorporate family foods into their children's diet (porridge)
- To prioritize additional food for themselves during lactation



Opportunity

- Not feasible to address many of the key barriers to physical opportunity (access to water, other nutritious foods, time, and employment)
- Some of these barriers could be addressed through social opportunity (social norms) and restructuring of the compound environment
 - critical to target not just mothers, but key family members who could contribute to the well-being of the child
 - All family members described a sense of responsibility to ensuring that their child would be well



Motivation

- Mothers felt overwhelmed by
 - the burden of work on mothers; lack of support in caretaking for child
 - Prioritizing tasks when all are important
- Automatic motivation was seen through emotions including nurture/love, disgust and fear as facilitators for behavior
 - Family members were motivated to care for child because of love
 - Handwashing, cleaning compound, sanitation use driven by disgust and shame of being seen as dirty
 - Feeding behaviors driven by fear



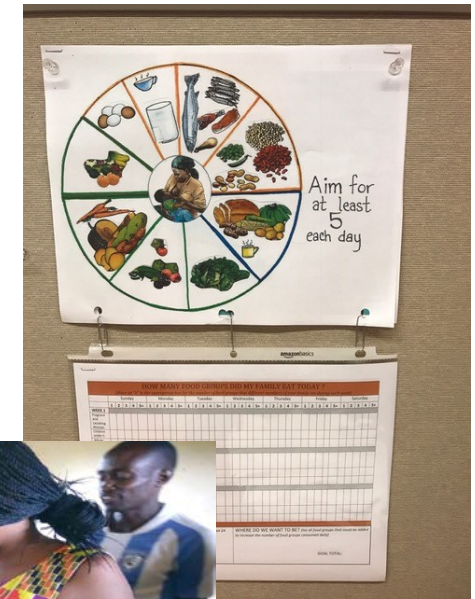
Intervention Design

| Behaviour Packages | Focus |
|--------------------|---|
| Food Hygiene | <ul style="list-style-type: none">• Hand washing with soap• Food safety during preparation• Food storage |
| Meal times | <ul style="list-style-type: none">• Food selection• Food prioritization• Responsive feeding• Proper handwashing during meal-times |
| Clean compound | <ul style="list-style-type: none">• Hygienic play environment• Child faecal disposal• Handwashing with soap after child faecal disposal• Hand washing with soap after defecation |

| Determinant (COM B) | Intervention Function | Theoretical Domains framework | Behaviour Change technique | Intervention Activity | Desired Outcome |
|--------------------------|-----------------------|-------------------------------|--|---|---|
| Psychological capability | Training | Skills | Behavioral practice/rehearsal, demonstration of the behavior | Community cooking/feeding demonstration | Increased consumption of diverse and appropriate, hygienic complementary foods for children under two ; Increased consumption of diverse foods for pregnant and lactating women; Increased caregiver use of responsive feeding techniques |

Intervention design – Meal time

- Dietary Diversity Tracking Card
- Feeding Bowl and Spoon/Counseling Card
- Hand washing station with soap delivery system
- Community Cooking/Feeding Demo (*community event*)
- Pledge Card



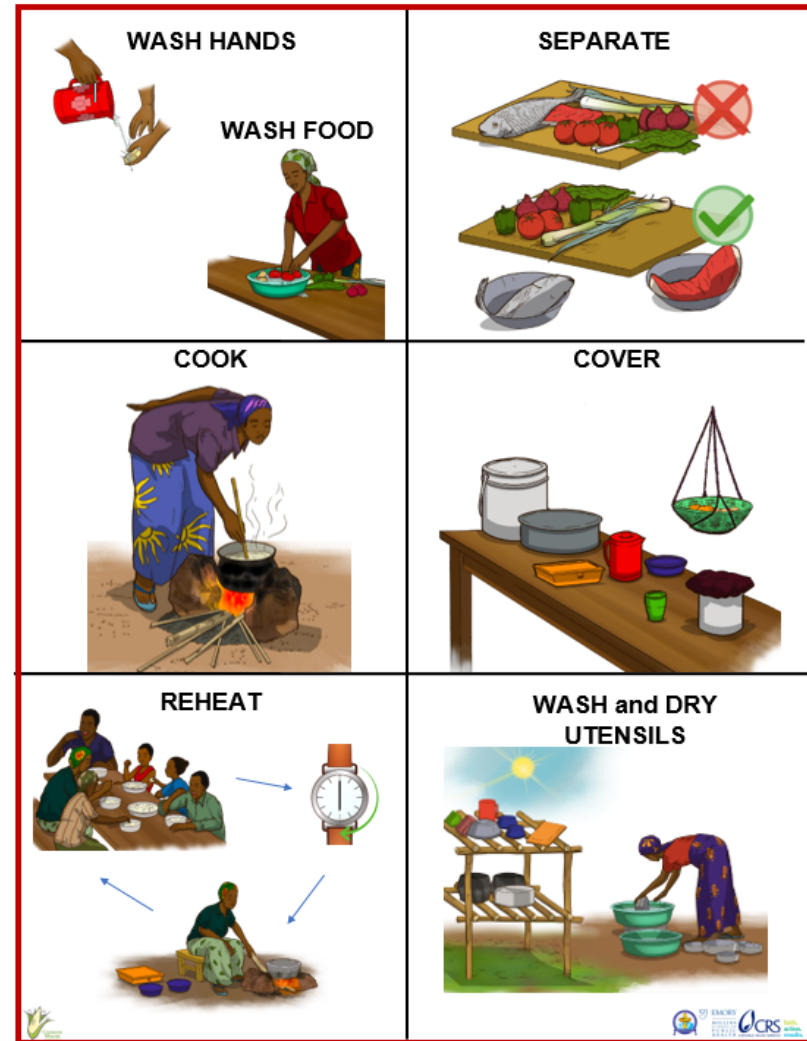
Lessons/Findings

- Using the framework valuable in systematic analysis & designing interventions
- Packaging behaviour change strategies thematically assisted in adoption of more than one practice at a time & support behavioral maintenance (e.g. meal time)
- Theory-based approaches support movement away from “knowledge” messaging
- Domains of Capacity and Opportunity are a foundation before addressing Motivation
- Emphasizing social opportunity is critical however fathers & grandmothers who are key influencers find it difficult to attend counselling sessions
- Knowledge is often higher than reported practice



Next steps

- 3 communities involved in the Baseline are currently implementing the 3 behaviour packages
- End line on behaviour change package findings to be conducted in June
- Scale up of intervention packages to other IYCF/baby WASH programs



Acknowledgements

Research Team



EMORY

Emory University: Principal Investigator-Matthew Freeman.

Anna Ellis, Amy Webb-Girard, Emily Awino Ogutu, Emilie McClintoc, Kimberly Jacob Arriola, Bethany Caruso, Ellah Kadera, Sandra Gomez, Alysse Kowalski, Molly Linabarger, Breanna Wodnik and Sarah Sawyer



Uzima University: local PI-Richard Muga

Dorothy Adhiambo, Dr. Lydia Atetwe, Lily Lukhorito, Nicanor Muga, , Fredrick Okumu, Jackeline Okumu, Rosebel Ouda, and Nancy Oyugi



Asanteni