HKI’s Gender and Behavior Change Approach in Nutrition Programming

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Presentation Overview

• Section 1: The Need to Engage Men and Boys in Nutrition Programming

• Section 2: HKI’s Approach to Including Men and Boys

• Section 3: Results of Our Interventions

• Section 4: What Next?
SECTION 1: THE NEED TO ENGAGE MEN AND BOYS IN NUTRITION PROGRAMMING
SECTION 1: ENGAGING MEN AND BOYS IN NUTRITION PROGRAMMING

Advice source as their most important source of nutrition information

Most important influencer of own/child feeding
• Other Social Practices Contributing to the Cycle of Under Nutrition:
  - Child Marriage and Early Pregnancy
  - Unequal food distribution
  - Women’s low decision-making power
  - Women’s limited mobility and ability to purchase nutritious food...

• Women-focused or Gender Transformative Approaches
SECTION 2: HKI’s APPROACH TO INCLUDING MEN AND BOYS
HKI’s Mission

To save sights and lives for the most vulnerable and disadvantaged

Who We Are

Founded in 1915, HKI works to prevent blindness and malnutrition in 22 countries in Asia and Africa.

Our Work in Bangladesh

We bring expertise in helping communities – especially women – increase food security, access income, improve nutrition and prevent blindness.

When we do the best we can, we never know what miracle is wrought in our life, or in the life of another.

- Helen Keller
From a “Gender Focus”...

- Eg: REAL Project (2008-2010): worked with women’s existing roles, as caregivers and cooks, targeting those who have limited land, limited income. Without challenging traditional roles and responsibilities (to avoid resistance from men), we ensured that HFP and ENA weren’t a time burden.

To Including Men and Boys

- Eg: Nobo Jibon (“New Life”, since 2010): started to include interactive behavior change tools where men and women participate together to improve their nutrition knowledge and practices.

To Specific Gender Transformative Interventions...

- BEAM (2011-2103): pilot-tested a specific integrated nutrition and gender intervention package that challenges discriminating gender norms within the entire household which lead to malnutrition.
Nobo Jibon - Behavior Change Strategy

**Full Family Action Materials:**

Nutritious Food Poster for households

MCHN Calendar for households starting from 1st month of pregnancy till 6th month of childbirth including special sections for breastfeeding instructions, delivery preparation and danger signs of pregnancy

Interactive Board Game for families conducted by gender champions
The *Nurturing Connections* Approach: Characteristics

- Women, and men, exist in a multidimensional system of gender relations which influence women’s ability to apply their learning, or to purchase nutritious foods...

- Recognises that malnutrition cannot be addressed without challenging unequal gender relations and opening up communication and dialogue about taboo subjects.

- Like in Nobo Jibon, has participatory methodologies that enable all community members, including those who are not literate, in their own peer groups first and then together.

- Recognises the power of group dynamics.

- Works with both men and women and with different age groups, both separately and together.
• The “Blocks”
  1) Let’s Communicate;
  2) Understanding Perceptions and Gender;
  3) Negotiating Power;
  4) Acting for Change.

• The “Community Sessions”
  One at the end of each Block, brings together husbands, FILs, wives and MILs to discuss the main learnings in each Block in a mediated community setting.
PART 3 SELF-WORTH AND VALUING PEOPLE

3. Describe the scene: “It was dinner time. The wife had cooked rice, kitchuri, some fish and some leaves. She dished up for everyone:
   - a big plate of food with a bit of everything for her husband
   - a smaller plate with a bit of everything for her father-in-law
   - a plate with rice, kitchuri, 1 fish and leaves for mother-in-law
   - a plate with rice, kitchuri and an egg for the young boy small plates with rice and kitchuri for the girls
   - a plate with rice and a few leaves for herself (that’s all that was left).

AS THE VOLUNTEERS ACT OUT THE SCENE THERE IS USUALLY SOME LAUGHTER – PARTICIPANTS RECOGNIZE THEIR OWN PRACTICES OF UNEQUAL DISTRIBUTION. DO NOT RESPOND AT THIS STAGE.
SECTION 3: RESULTS
**Nurturing Connections’ pilot-test results**

Figure 2: Proportion of women who received assistance from their husbands for household activities.
Figure 1: Proportion of women who report having a say in decision making about the given topics.
Nurturing Connections in 1000 MCDP

Interview with Husband: With Nurturing Connections I learned that my wife is often very busy with the kids and all the domestic work, therefore now I help her with these tasks so that she can prepare the food. In these sessions I also learned that it is important that my wife and the children get enough good food to eat, like eggs and fruits, to ensure their full development and good health.

Interview with mother-in-law: The Nurturing Connections training was really good for myself and my family. I have learned that everyone needs appropriate nutrition, especially pregnant women, otherwise the babies will suffer from malnutrition, and this may affect our future generations. Now all my family members try to take our meal equally at least once in a day, nobody in my family eats less during our meal.
SECTION 3: WHAT NEXT?
SECTION 4: WHAT NEXT?

HKI’s Upcoming Gender and Behavior Change Initiatives:

IN BANGLADESH
• Nurturing Connections’ adaptations in:
  - WorldFish – USAID-funded CSISA Project
  - USAID/TOPS Small grant

• ANF4W (GIZ & GATES)
  - Food card game
  - Community Theatres
  - Billboards and nutritionally guided crop calendar booklets

IN AFRICA
• CIDA-funded CHANGE program – Creating Homestead Agriculture for Nutrition and Gender Equity by HKI in Senegal, Burkina Faso, Cote d’Ivoire, Tanzania. With ICRW, adapted content to African context and included messages around WASH and women’s decision-making in HFP production. Soon available in French and English.
THANK YOU
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“Although the world is full of suffering, it is also full of overcoming it.”
-Helen Keller