

## Experience of WASDPA on Behavioral Change Communication Activities (BCC):

### **Experience of Providing Behavioral Change Communication (BCC) activities**

Change in practice and behavior of the target audience is a challenge for development activists around the world. To achieve behavioral change often requires creating awareness or knowledge and/or changing attitudes. Lack of awareness or low level of awareness in many ways can be interpreted as lack of adequate knowledge. Knowledge, attitude and behavior (KAB) is a qualitative and quantitative research tool intended to measure the unprompted and prompted knowledge, actual behavior, and covert attitudes of the target audience on specific issues.

#### **Attitudes and Behavior:**

The reason many persons want to change attitudes, is because they believe that attitudes are related to covert behavior. This is a complex issue, because behavior is influenced by many factors and attitude is only one of these factors. To resolve the question of whether or not attitudes are related to behavior, several aspects of the situation must be considered.

First, it is necessary to determine that attitude and behavior are related: however, an attitude cannot be expected to relate to all kinds of behavior. Second, both the attitude and behavior must be measured with reliable and valid instruments. And finally, it must be shown that strong determinants of counter attitudinal behavior are not present. Only investigations that meet these criteria can be accepted as evidence concerning the relation of attitude to behavior.

#### **Media:**

Media is an essential part of culture in modern age. Urbanization and growth of population enforces to shift people's dependency from interpersonal communication media to mass communication media. Mass communication media brought the world into people's home. Uses of such mass communication media along with interpersonal communication media is now a part of culture and regular phenomenon to be understood from behavioral perspectives. In a culture there are multiple media options, of those, people in which condition and when are dependent on which media is called pattern of media resort. This is a huge issue to understand.

The communication and advocacy component of the projects related to health, malnutrition, sustainable livelihoods in order to poverty alleviation, and healthy life has several communication objectives, which include:

- To increase local capacity to understand, use and disseminate health, malnutrition, income generating activities, and poverty reduction strategy information.
- To increase capacity of concerned partners/stakeholders to collect and disseminate information related to health, malnutrition, income generating activities, and poverty reduction strategy information.
- To increase capacity of local institutions (e.g. civil society organization, community Based Organization (CBO), Union Parishads (UP), Community Leaders, etc.) to advocate on health, malnutrition, income generating activities, and poverty reduction strategy information.
- To develop awareness of the target communities on health, malnutrition, income generating activities, and poverty reduction strategy information.

The above mentioned objectives also demand a study on media use behavior to know actual behavioral pattern of people regarding media use to identify useful media use way for the project.

**Advocacy and Behavior Change Communication Activities Particularly Nutrition Related Issue are:**

- Regular communication program with general population, both urban and rural, and stakeholders in the nutrition field on nutrition issues having uniform message
- Awareness creation about healthy feeding and eating to prevent both under-nutrition and over-nutrition. Continuing and scaling up activities targeting under-nutrition keeping in mind the potential risk of diet related to chronic diseases. Over-nutrition to be addressed through creating awareness about healthy life style and healthy/nutritious dietary practices to prevent diet related Non-Communicable diseases.
- Target specific counseling with improved communication skill of the disseminators on nutrition related to knowledge and practice. Involvement of the family decision-makers, e.g Fathes in Law, Mothers-in Law and husbands in counseling sessions
- Involving religious leaders on advocacy regarding nutrition issues.
- Organizing/Arranging nationwide Nutrition Week annually or semi-annually on important nutrition themes through nutrition fair, cultural festival, street theatre, folk song, mobile film show, debate, essay competition etc. at different levels starting from field to national level.
- Utilization of Mass Media including Radio, Television and Print Media for nutrition advocacy and education. Messages should include information on production & consumption of good food, healthy dietary practice, food security, food safety and quality etc.

WASDPA has been operating programs for long time in the different parts of Bangladesh. Under these programs the Organization “WASDPA” have implement and used different communication media for behavioral change among the target communities.

**1. NGO Gardening and Nutrition Education Surveillance Project:**

WASDPA has implemented Gardening and Nutrition Education Surveillance Project in the respective working areas of concerned District during April 2000-March 2008. The organization has propagated different varieties of seed and seedling of vegetables and sapling of fruits and trees. These activities are done on commercial basis and intend to provide inputs to village nursery owners and household gardeners. WASDPA maintained and continued the central nursery activities from the nursery income. The client has necessary technical assistance for smooth running the central nursery activities.

**Actual Services Provided by the Organization/Achievement of the Program:**

- Conducted Nutrition Education training 3 batches for staff & 1500 beneficiary to enhance capacity of the participants.
- Provided Technical training to 300 Entrepreneur on Nursery development strategy.
- Provided training to 600 beneficiary on good quality seed production
- Conducted 9 field days for sharing knowledge among the target communities
- Organized 6 exchange visit to share practical knowledge and practice in their firms.

- Field workers visited about 9600 households & mobilized targeted household members
- Established 10 Central nurseries, 120 gram (village) nursery, 3200 household garden
- Established 15 demonstration gardens in the project areas with the help of community
- Distribution modern agriculture equipment to 500 households.
- Maintained liaison with Govt., Donor agencies, local administration and community
- Prepared training Module and develop & hang bill board in common place with information homestead gardening and malnutrition to aware mass people.
- Conducted meeting with community to develop awareness on nutrition and growth.

## **2. Nutritional Surveillance Project for Disaster preparedness and prevention of nutritional Blindness:**

The Nutritional Surveillance Project (NSP) is Designed for disaster preparedness and monitor relief and Nutritional trend in Bangladesh. The NSP Collect Surveillance data on child & Mother health and nutritional Status and household Socio economic and demographic indicators.

### **Actual Services Provided by the Organization/Achievement of the Program:**

- Collected socioeconomic data of 450 households, and mother & child level data on health and nutrition on children age 0- 59 months during every cycle of data collection.
- Collected blood data through finger prick annual basis on a sample of the total households to assess the prevalence of anemia.
- Provided the data form in a timely manner based on a predetermined schedule. The surveillance was conducted every two months for all or selected indicators.
- Conducted five awareness orientations for staff and 10 batch training for beneficiaries
- Vitamin A Capsule distribution coverage among children and nutritional Blindness prevalence among mother and children. Vitamin A Capsule distribution coverage among children and nutritional Blindness prevalence among mother and children.

## **3. Partnership in Agriculture Research and Extension Program (PARE):**

In the Northern part of the Country Respective working upazilas of concerned Districts more neglected than the other districts. The agriculture sector has not yet been developed. Most of the farmers in the project area are marginal, small and land less, ironically enough, these districts are frequently affected by natural calamities like tidal bore, flood etc. To address the marginal and landless of farm holders, it has been imperative to improve the livelihood of small holder farm families. In this context, WASDPA has been designed for this training Program.

### **Actual Services Provided by the Organization/Achievement of the Program:**

- Organized training for 1200 poor farmers to develop their capacity on farming improved strategy.
- Provided vocational training to 800 households & distributed training certificate to them.
- Provided extend logistic support to 1200 households.
- Distributed high yielded seed to 1000 farmers.
- Distributed modern agriculture equipment to 500 farmers.
- Provided micro credit to 500 families for income generating activities.
- Conducted workshop for sharing knowledge among the participants.

#### **4. Livestock: Transfer of the technology on goat rearing for small farm families:**

Livestock is a potential tool for poverty alleviation, supplying nutrition and creating job opportunity. WASDPA has implemented the program on Transfer of the technology on goat rearing for small farm families in Respective working upazila during July 1999 to July till date. The objective of the project were (i) to enhance nutritional security and social status of the women, (ii) to increase the production of milk, meat & skin of goat, (iii) to generate the income & employment for the poor goat rearing, and (iv) To empower the women through this project.

##### **Actual Services Provided by the Organization/Achievement of the Program:**

- Selected beneficiaries from the Community, experienced in goat rearing.
- Conducted training to staff and group leaders on goat rearing technologies.
- Demonstrated all the technologies of goat rearing in its field.
- Conducted training for 44 Marginal farmer to enhance their capacity on improved farming system.
- Developed 20 demonstration plots and conducted 4 Field day.
- Conducted quarterly 8 farmers meeting and 184 farmers attend the meeting

#### **5. Fisheries: Develop & Promote Cage aquaculture project:**

Cage aquaculture is a new technology in Bangladesh fishery development Sector. It plays a significant role as a secondary source of income and help to reduce malnutrition in the rural families. WASDPA ensured 30% female participation in this project (beneficiary), identified beneficiaries, conducted training, provided logistics & technical aspects, helped target people (groups) in financial management, ensure proper supervision & monitoring, evaluated in the EOP.

Actual Services Provided by the Organization/Achievement of the Program:

- Organized Cage Clusters in different parts of the target Upazila.
- Conducted training for field staff and farmers to improve capacity in their concerned field.
- Helped the beneficiary in securing sustainable access to public & privately owned water bodies for cage aquaculture in Various plots in the operational area.
- Conducted regular group meetings.
- Conducted workshops, seminars, training for information and knowledge sharing related to cage aquaculture.

#### **6. Technical and Vocational Training for Poor Woman:**

Bangladesh, being one of the most densely populated and lowest per capita income countries in the world, largely depends on rural based agricultural farming. 56% of the rural households are land less and marginal farmers. To address the marginal and landless of farm holders, it has been imperative to improve the livelihood of small holder farm families. In this context, WASDPA has been designed for this training Program for the farmer of concerned District more neglected than the other districts.

##### **Actual Services Provided by the Organization/Achievement of the Program:**

- Prepared training Module and Organize training for 800 poor farmers
- Provided vocational training to 600 Households members
- Distributed modern agriculture equipment to 300 farmers households
- Distributed training Certificate to 800 and Provided Micro credit to 300 households
- Maintained liaison with Govt. & Donor agencies, local administration and community.

## **Experience of WASDPA on Monitoring Services of relevant Activities :**

### **Experience of Growth Monitoring Services of Nutrition Activities**

The current prevalence of underweight among children under five years of age is 46%, according to the World Health Organization (WHO) definition is well above the threshold for “very high prevalence”. The situation of malnutrition in Bangladesh is at high risk due to natural disasters, extreme poverty, disease, illiteracy, and the low status of women made Bangladesh one of the most impoverished countries in the world.

The maternal mortality rate in Bangladesh is nearly 200 times higher than in the United States, and more than 10 percent of children die before their fifth birthday. About half of all girls are married by the age of 15 and have their first child before they themselves have reached maturity. Their bodies never get a chance to catch up. About 58% of these girls remain malnourished, while 40% of their babies have low birth weights that are among the highest in the world. The cycle of malnutrition continues in those children who do live past their first birthday as they face increased health risks and a diminished ability to learn and work.

Apart from the Government, WASDPA has played an integral role, both in the design of the nutrition project and in support of the community that have emerged. The organization has become more interested in developing activities that would address the prime causes of malnutrition and improve its status to empower communities to be able to address these problems independently down the road, without long-term dependence on outside programs. Over the past three years, a number of skilled staff of the organization have contributed to the designed project related to malnutrition and growth monitoring activities in order to reduce poverty and changing the lives of thousands in four Upazilas of working district.

To improve the nutritional status by the participation of the community, WASDPA have been implementing a number of programs related to proposed program are:

- NGO Gardening and Nutrition Education Surveillance Project,
- Nutritional Surveillance Project for Disaster preparedness and prevention of nutritional Blindness,
- Partnership in Agriculture Research and Extension Program,
- Poultry rearing,
- Livestock: Transfer of the technology on goat rearing for small farm families and
- Fisheries: Develop & Promote Cage aquaculture project.

The main focus of these programs are to provide nutritional counseling, targeting supplementary feeding, growth monitoring & promotion, referral services, skill development, creating job opportunity, income generating and household food security.

The objectives of these programs: To achieve the sustainable improvement in birth weights and nutrition status of vulnerable group through appropriate use of knowledge and skills gained by individuals and households on nutrition, job opportunity, income generation, sustainable livelihoods and service provided, that are increasingly managed by local communities.

The specific Objectives of these programs:

- To reduce the rate below 5% of severe malnourished under 2 years old children who are suffering from lack of protein deficiency.
- To reduce moderately malnourished children below age of 2 years old children who are suffering from malnutrition/lack of protein deficiency.
- To increase the weight of 50% pregnant by at least 9 Kgs.
- To reduce 30% of the low birth weighed children
- To reduce the prevalence of anemia among the adolescent and pregnant women by 33%
- To distribute Vitamin A Capsule coverage among children and nutritional Blindness prevalence among mother and children.
- To enhance nutritional security and social status of the women,
- To increase the production of milk, meat & skin of goat,
- To generate the income & employment for the poor and empower the women
- To develop awareness about malnutrition, income generating opportunity and implementation strategy
- To develop knowledge and skills of the target communities on income generating activities aiming reduce malnutrition in a sustainable manner

WASDPA has developed the Newly Married Couples Strategy in collaboration with their group members and local elected bodies.

A lot of bad habits that arise develop early, before the first child is born. WASDPA develop awareness for better nutritional habits in adolescent girls through the Newly Married Couples Strategy before the first baby is born and encourage the husbands and mothers-in-law to buy into the program, having the best chance to increase the health of the mothers and children in the long-term.”

Project staff visit the husband and mother-in-law to gain their support for the program. This step is essential in a culture in which young brides have little control over their lives.

Once the wife is enrolled in the program, a trained woman from the village a community nutrition promoter or field worker visits her at home. The field worker measures and weighs her and questions her about her eating habits. Eventually, the young woman is vaccinated and given iron folic tablets to combat the ever-prevalent anemia, which affects about 70 percent of Bangladeshi women of reproductive age.

Women also are taught to add green, leafy vegetables to the family's usual diet of lentils and rice to increase their Vitamin A intake. Vitamin A deficiencies cause blindness in roughly 30,000 children per year. With the promotion of a diet containing green vegetables and the distribution of Vitamin A supplements, that number has been cut in half.

The community nutrition promoter continues to visit the young wife once a month until her first child reaches age 2. She also monitors the baby's weight and growth, provides supplemental food if the baby does not thrive, and makes sure the child is immunized. Throughout their participation in the program, village women receive counseling on proper nutrition and women's health issues, including birth control.

Many of the rural poorest family cannot afford the vegetables, fruits, and protein sources necessary for a healthy diet. WASDPA supports village nurseries that offer high quality plants and seeds of vegetable, trees and fruits at subsidized prices in the project areas. Village women are also raising chickens through a WASDPA poultry program. This has been another step to empower women.

### **Monitoring, Evaluation and Training (MET) Unit of WASDPA:**

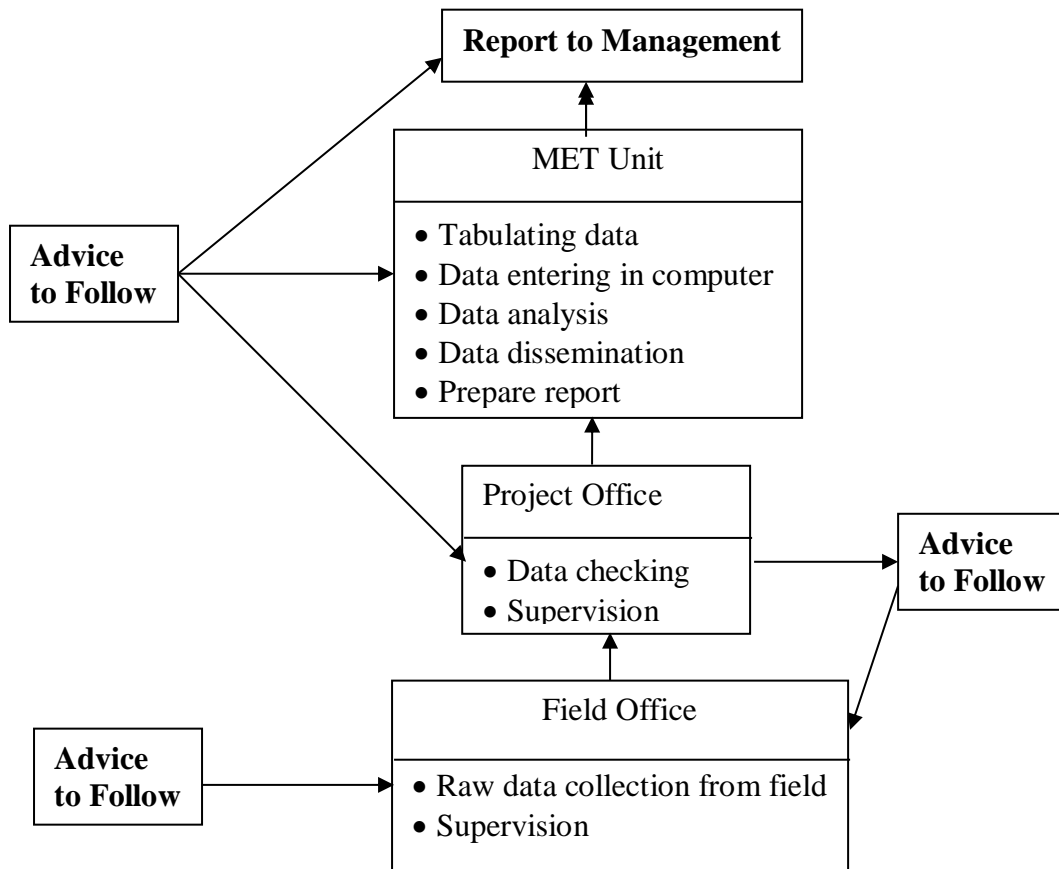
WASDPA has been operating programs for long time in the rural parts of Bangladesh. These programs are different from each other by its nature, size and location. In recent years the programs and activities of WASDPA have grown indeed enormously both in quality and quantitative considerations. To ensure the commendable performance of the program the Organization have mounted with great deal MRT Unit provides to all WASDPA's on going project and program by giving them moral, technical and logistic support. WASDPA's monitoring process helps the management as well as the implementers to identify their strength and weakness in order to take immediate appropriate measures.

Besides the routine works, MET Unit organize and conduct baseline survey, special survey, special study and growth of the children. Impact study, feasibility study and social analysis are also being conducted by this Unit as per the requirements of WASDPA management and funding partners.

### **Objective of WASDPA's Programme Monitoring:**

- Identify and provide the logistic and input supply to the programs regular and in time.
- Measure the program for implementing according to its original objectives and goals
- Disseminate data and information to the related persons in time.
- Help the program supervision process providing information.
- Help management providing latest information and situation of the program
- Measure latest numerical achievement and compare these to the targets.
- Identify the implementation problems
- Help the evaluation team providing data and information
- Help the team to monitor the growth of the children regular basis.

## WASDPA' Monitoring Circle



### Achievement of Monitoring:

Regular monitoring of the intervention provides feed back about the functioning and impact of the intervention and allow us to know in the course of implementation where we are in reaching our goal and ensure that the intervention is achieving its goal. The monitoring and evaluation unit of WASDPA carried out a study on the programs implementing in the Districts in 2007 found that the Organization is now offering services to about 50 % households of the project areas. In areas WASDPA serves, severe malnutrition among women and young children has been reduced at significant level. Vitamin A deficiency has been substantially decreased, and 10 times as many women as before are receiving parental supplements.

The review concluded that the projects are more significant to the poor families of the community and need large scale, community-based nutrition projects to reduce the poverty and malnutrition in the proposed project areas. Problems seemed to be entrenched, and life was especially hard for the young village wife who had so little control over her life. But with village gathering where young women can share their concerns, learn how to stay healthy, raise healthy children, and earn income for the first time in their lives, hope grows. The field workers have been conducting monthly growth monitoring activities of children and pregnant mothers in the project areas.



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**Partnership in Agriculture Research and Extension Program (PARE):** Organized 1200 poor farmers, extend vocational training to 800 households, extend logistic support to 1200 households, distribution High yielded Seed to 1000 farmers, distributed modern agriculture equipment to 500 farmers and training certificate to 800 and given micro credit to 500 families.

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**Fisheries: Develop & Promote Cage aquaculture project:** Organized Cage Clusters in different parts of the target Upazila, filed staff and farmers training, helped the beneficiary in securing sustainable access to public water bodies for cage aquaculture, assisted beneficiaries in finding a strengthening Local linkages to key inputs in cage culture and arranged regular group meetings.