



TIPs in the Zimbabwe Amalima Project

CORE Group TIPs Presentation
May 12, 2015



Process

- Solicit research issues from Amalima leadership
- Desk review on identified issues
- Modified list of research issues and topics
- Final vetting by Amalima leadership
- Development of information collection tools
- Information collection, analysis
- Research findings reports
- Social and behavior change strategy

Amalima TIPs Basics

- Topics
 - ▣ Infant and young child feeding
 - ▣ Water, sanitation and hygiene
- Two geographic areas (Tsholotsho and Gwanda)
- “Regular” households, female headed households, Apostolic households

Examples: Duration of BF Session

❑ Mothers breastfeeding very often with very short feeding duration—often less than 5 minutes

❑ Problem: missing out on the higher-fat “hindmilk” later in a feeding



TIPs: Duration of BF Session

- Two recommendations:
 1. Breastfeed for 20 minutes or more
 2. Breastfeed until one breast is empty, then offer the other before stopping the session

Result: Duration of BF Session

- ❑ Mothers were not able to “time” breastfeeding session
- ❑ All who agreed to try emptying one breast and offering the other before stopping were successful.



Result: Duration of BF Session

- **Benefits:** babies cried less, slept more; *“more time between breastfeeding to do my chores”*
- **Barriers:** worry that husband will be angry about “laziness”
- **Facilitator:** husbands and grandmothers who support (*“I no longer harass my wife while she is breastfeeding”*)
- **Key promotional finding:** mothers were crazy about hindmilk, and want their babies to get it

Example: Disposal of Feces

- Many households lack latrines, and almost none have their own water source
- Problem: Inappropriate feces disposal contributing to diarrhea

Example: Disposal of Feces

- Recommendation: go in the bush, and carry a hoe to bury the business
- Results:
 - ▣ Most were too embarrassed to carry a hoe
 - ▣ Modifications:
 - Keep a hoe in the bush
 - Carry a suitable stick



Result: Disposal of Feces

- **Benefits:** Prevent flies and spread of disease
- **Barriers:** Embarrassment (*“neighbors would know why they were in the bush”*)
- **Facilitators:** Hidden hoe, strategic stick



Example: Taboo for Feeding Eggs

- Beyond the obvious issue of expense, many households are reluctant to feed eggs due to food taboo
- “...*children are not given eggs because the baby would suffer from hallucinations (kuvhunduka)...*”
(Maguranyanga, 2012)

Result: Taboo for Feeding Eggs

- Six mothers agreed to give eggs (none giving currently); four were successful
- **Benefits:** Babies like eggs; mother pleased that baby eats different foods and getting “nutrients”
- **Barriers:**
 - ▣ “Eggs have value—they turn into chickens.”
 - ▣ Eggs not always available
 - ▣ Expensive
- **Facilitators:** Grandmothers provide eggs; eggs are easy to prepare

What next?

Behavior-centered Programming

Behavioral Analysis					Behavior Change Strategy			
Ideal Behaviors	Current Behaviors	Feasible, Improved Behaviors	Barriers (current to improved)	Motivations / Supports (current to improved)	Communication	Training	Change/ Enforce Policy	Program Activities

Programming: Counseling

□ Breastfeeding duration

- Recommend empty one breast, offering other at each session
- Promote benefits of “less crying” and more sleeping

□ Feces disposal

- Promote disposal by burying (for those without latrine),
- Recommend keeping hidden hoe or, if concerned about losing a hoe, a special digging stick to carry

□ Feeding of eggs

- Recommend feeding eggs 2-3 times per week, seeking help from grandmothers and husbands

Programming

- Social Change

- Promote new “wealth” concept including good growth and nutrition for family
- Build special value of women’s time spent in IYCF

- Activities

- Breastfeeding: male involvement intervention (currently OR) specifically targeting women’s time use
- Recommend poultry and other small livestock promotion for agriculture and VSL components



THANK YOU