

Gender Equity for Improved Nutrition

Incorporating gender interventions in SPRING/Senegal

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Objective 1: Increase awareness of and demand for good nutrition-related practices and services

Objective 2: Facilitate access to key inputs and services essential for good nutrition



*SPRING/Senegal
geographic areas*

SPRING/Senegal aims to reduce stunting in our zone of influence by working through partners



Increase awareness of and demand for good nutrition-related practices and services – Social and Behavior Change Communications



Facilitate access to key inputs and services essential for good nutrition - Linking agriculture and nutrition

- Nutrition-sensitive agriculture training
- Introduction to diverse and nutrient-rich crops
- Demonstration plots and micro-gardens
- Poultry rearing and egg production practices
- Coverage and capacity of community-based service providers
- Cereal value chain production and marketing activities



SPRING's Focus on Gender



ENGAGEONS-NOUS POUR L'ALLÈGÈMENT DES TRAVAUX DES FEMMES POUR LE BIEN-ÊTRE DE LA FAMILLE



Incorporating gender throughout project activities:



Food preservation & storage



Raising Poultry



Diverse agriculture



Drying maize



Orange fleshed sweet potato



Handwashing



Exclusive breastfeeding



Household hygiene



Complementary feeding

Incorporating gender throughout project activities:



Food preserv



oup d'effort pour les avoir

culture



Dryin



And the gender video!



es mains et tu enlèves la

shing



Exclusive breastfeeding



Household hygiene



Oui c'est très bon. Apparemment il aime ça, il est en train

Complementary feeding

Incorporating gender throughout project activities:

- Procured cereal processing units for partner agriculture networks
 - Processor reduces the women's workload by performing functions traditionally done by women using a mortar and a pestle: shelling or husking cereals like maize, millet, and peanuts; grinding grains into flour; and blending groundnuts into groundnut paste
 - Trained beneficiaries on operation, the finances behind operating, cleaning and maintaining the machines, and business functions related to selling the processed cereal and renting time to use the machine



The Gender Champion Approach in Senegal

Transforming sociocultural beliefs around gender roles is critical to better nutrition outcomes

- Goal:
 - Encourage women's participation in household financial and nutrition-related decision making
 - Promote men's involvement in nutrition- and hygiene-related tasks



How does it work?

- Work with partners and communities to identify men who are **already** well known in their communities for performing **desired gender-equitable practices**
- Equip them with the knowledge and tools to become **advocates** for gender equality
- Couples become recognized as **leaders** and begin to **influence** others to follow their example



Recruiting Champion Couples

- Work through local organizations and farmer networks that were already familiar with local communities
- Train partners on gender equity and invited these partners to identify potential individuals within their communities who could be gender champions
- Partners interview community members to find men who were already practicing desired behaviors
- Partners approach potential champions at social mobilization events and trainings on other topics



Training Gender Champions

- One-day training to provide a broad understanding of why gender-sensitive actions are important and how they impact nutrition outcomes
- Topics covered included:
 - Understanding gender equity and how this relates to nutrition
 - Sharing personal stories about how task sharing improves family health, nutrition, income, and peace in the household
 - Techniques to use in the community for men to publicly demonstrate their supporting role



Manuel de formation sur le genre et la nutrition



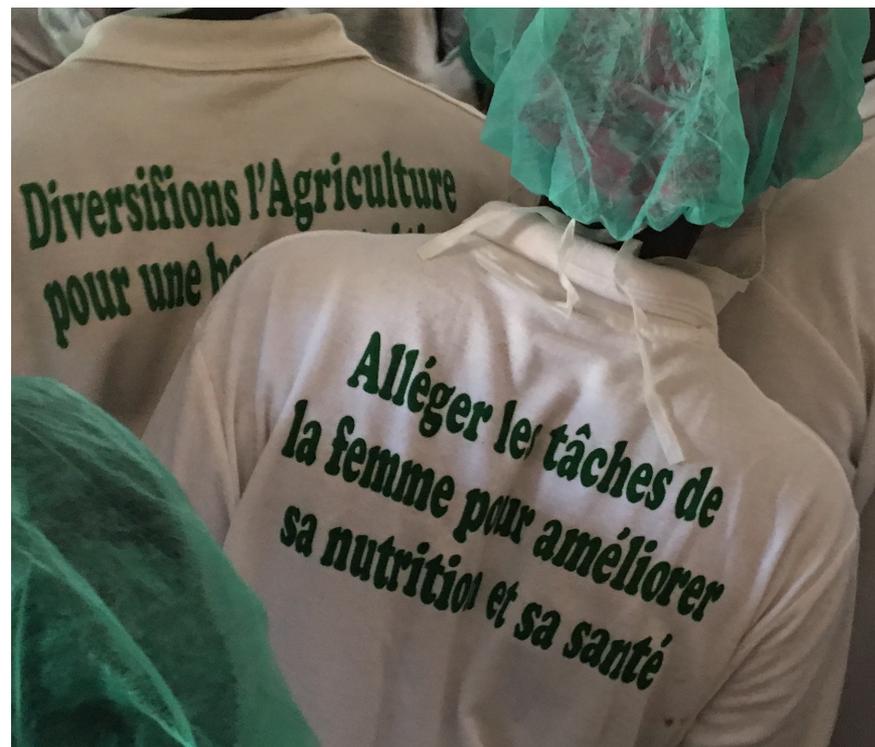
Juillet 2017



Modeling and Recognition of Champions in action

Seize every opportunity to publicly recognize champion couples for their positive role modeling

- Champions spoke to audiences about their behaviors and the positive effects (neighbors, religious or social gatherings)
- Champions participated in ongoing activities such as home visits
- Champions publicly recognized during community mobilization and public events
- SPRING provided materials, such as T-shirts and certifications, that supported and validated the couples' activities
- Developed a video starring champion couples and disseminated this across target villages



Champion couple video



Before, there were some men who helped their wives with household tasks, but they did it in secret because they didn't want the neighbors or their family members to see them. But ever since people started hearing about champions, these men don't feel embarrassed when they go fetch water or wood, or help clean the house. Plus, even those who didn't used to do these things have started imitating the champions. It's really a wonderful thing, especially for us women.

-Arame Wilane, wife from Koungheul



Shifting Social Perceptions: Proud to be a Gooru Mbotay



THE TIPPING POINT: HOW LITTLE THINGS CAN MAKE A BIG DIFFERENCE

In the same way as a virus can spread rapidly through a population, so too can behavioral change, particularly within a group. For instance, a small action by one individual within a crowd can influence the actions of other individuals within the crowd, and so on, until the behavior becomes widespread. Thus, small, initial changes have the potential to make significant differences overall.

—Malcom Gladwell,
author of *The Tipping Point*



Thank you!

For more info, check out our resources at
www.springnutrition.org



www.spring-nutrition.org