



# Alive & Thrive: Gender-sensitive behavior change



Alive & Thrive scales up nutrition to save lives, prevent illness, and ensure healthy growth and development through improved breastfeeding and complementary feeding.

Alive & Thrive is funded by the Bill & Melinda Gates Foundation and the governments of Canada and Ireland and managed by FHI 360.

# Yes! We can scale up

*Interpersonal:* **3.7 million mothers**

*Mass media:* **Millions more**



**Bangladesh**



**Ethiopia**



**Viet Nam**

# Impacts on 7 indicators for child growth and development in Bangladesh



**1** Early initiation of breastfeeding  
**INCREASED**  
64% to 95%

**2** Exclusive breastfeeding under 6 months  
**INCREASED**  
49% to 86%

**3** Introduction of solid, semi-solid or soft foods  
**INCREASED**  
46% to 98%

**4** Minimum dietary diversity  
**INCREASED**  
32% to 62%

**5** Minimum meal frequency  
**INCREASED**  
42% to 72%

**6** Minimum acceptable diet  
**INCREASED**  
16% to 49%

**7** Consumption of iron-rich or iron-fortified foods  
**INCREASED**  
40% to 79%

# Overview

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- Steps A&T took to be sensitive to gender inequalities
  1. Listen to mothers and OTHERS
  2. Consider men when developing behavior change strategies and materials
  3. Assess several audiences in monitoring, learning, and evaluation
- Lessons about gender
- Resources



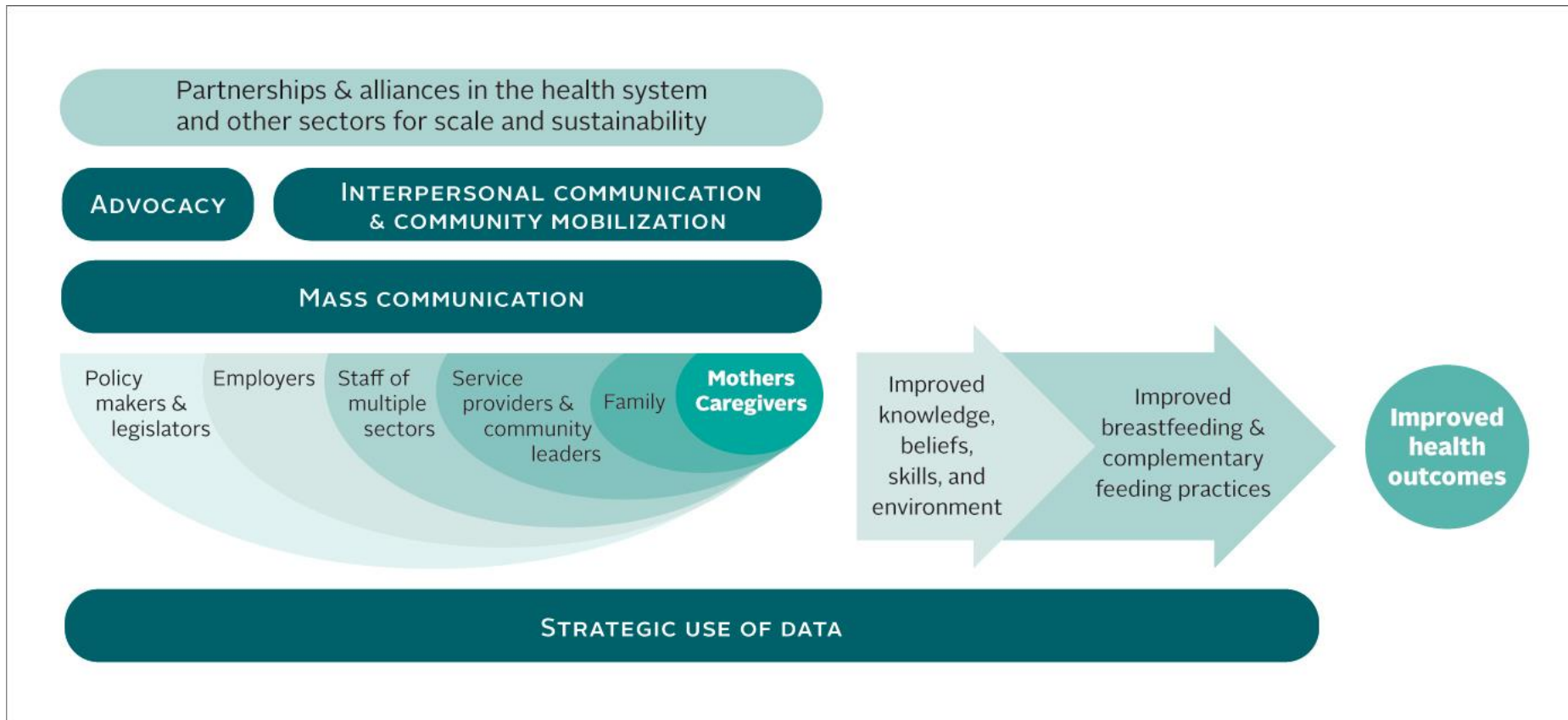
# Steps to be sensitive to gender inequalities

# 1. Listen to mothers and OTHERS

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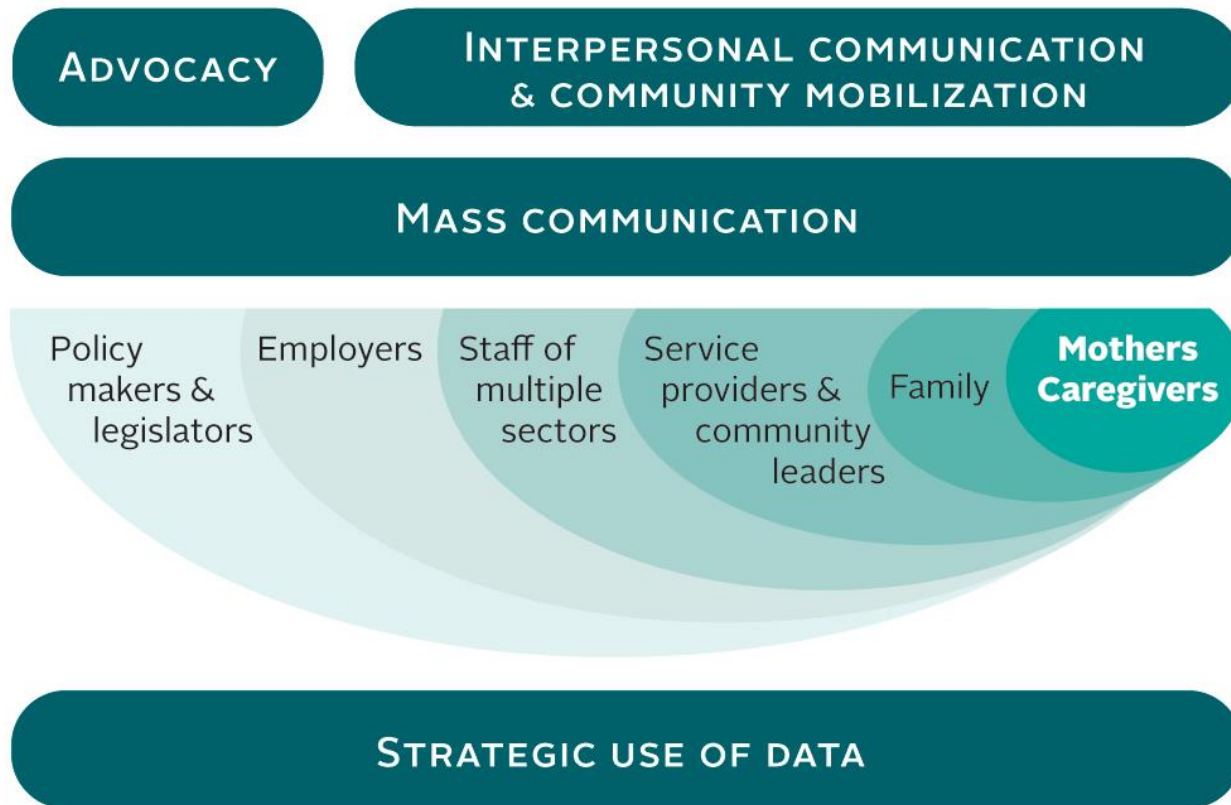
- Ask **mothers** about who makes decisions, who controls purse strings, how fathers contribute, ways to bolster women's confidence in their own decision making
- Ask **fathers** about the decisions they make, ways they could contribute, what they would be willing to DO, what they most want for their children
- Talk with **male (and female) leaders** in communities about social norms, what they can DO

# A&T framework for scaling up





# Changing social norms, engaging people throughout society



## 2. Consider men when developing behavior change strategies/materials

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- Fathers
  - Engage them in DOing something specific
  - Portray them in support roles
- Community leaders
  - Show them what they can DO
  - Help them demonstrate support
- Mothers
  - Find ways to support their decisions, build confidence

# A&T/Ethiopia adds focus on fathers

**Mothers**, at six months, add a special food, like milk or eggs, to baby's porridge.

**Mother**

☐ I am doing

**Fathers**, for your child to be healthy, smart and strong, it's your job to make sure that baby has special foods added to his porridge.

**Father**

☐ I am doing



**Mothers and fathers**, at 6 months in addition to breast-feeding make sure that your baby finishes three meals every day.

**Mother & Father**

I am doing ☐



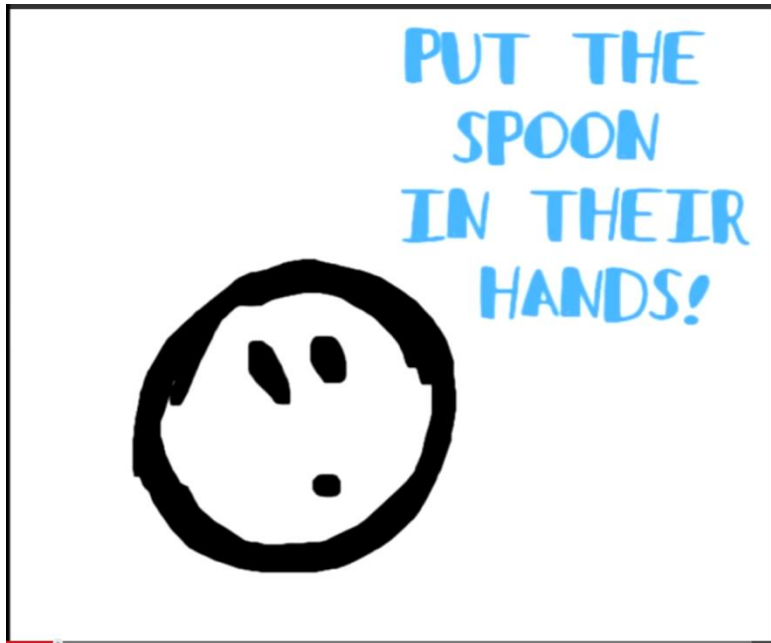
Child nutrition card offers action checklist for mothers and fathers

# A&T/Ethiopia adds focus on fathers



TV spots use farming analogies to get fathers to take action for better child feeding

# A&T/Ethiopia adds focus on fathers



At cooking demonstrations,  
fathers try making enriched  
porridge





# A&T study in Viet Nam increases fathers' support for breastfeeding

With a husband's help,  
your child breastfeeds more.



There are some things only a husband  
can do to help his wife breastfeed.

**Only breastmilk...**  
...contains more than 100 ingredients the formula industry simply cannot duplicate.  
...is full of antibodies that protect babies from illness and help develop their immune systems.  
...gives babies a complete set of nutrients to develop their bodies and brains for the first 6 months of life.

 Visit your local health center and find out how husbands can support breastfeeding. 





# A&T study in Viet Nam increases fathers' support for breastfeeding



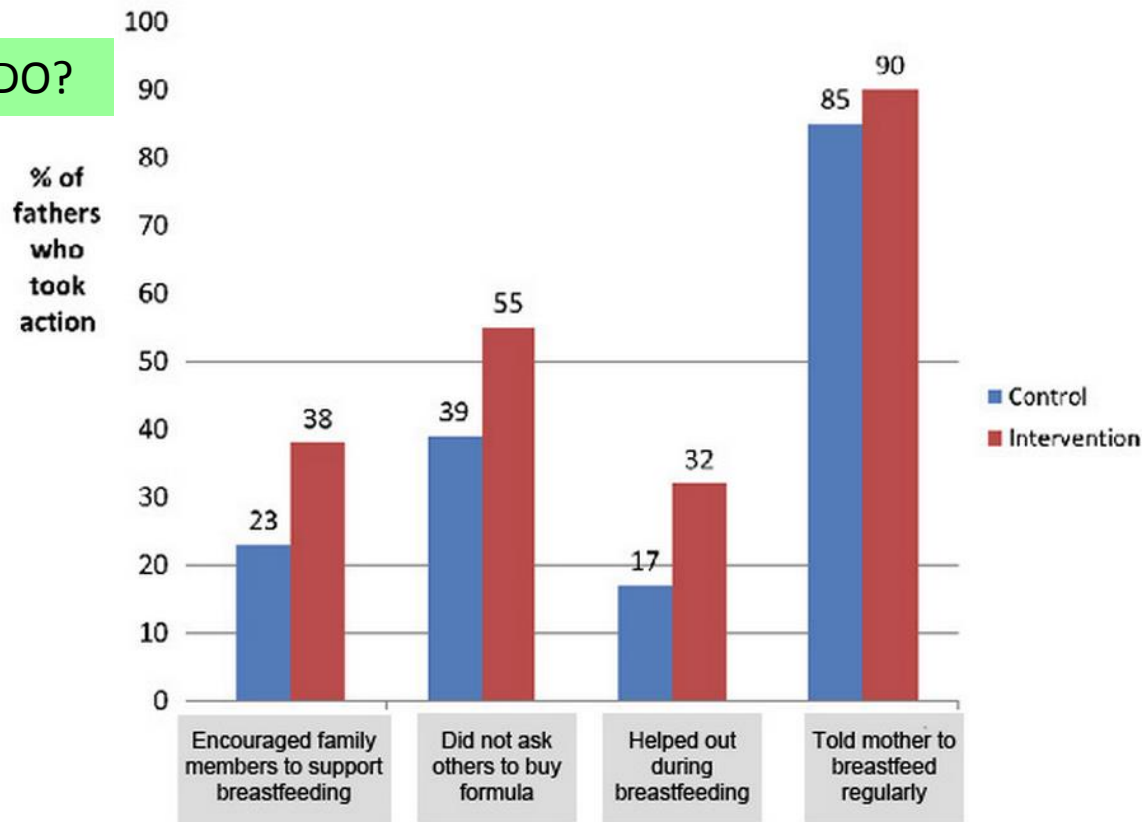
Interactive video asks fathers:  
What would YOU do?



# A&T study in Viet Nam increases fathers' support for breastfeeding

ACTIONS FATHERS TAKE TO SUPPORT BREASTFEEDING

What did fathers DO?



# A&T study in Viet Nam increases fathers' support for breastfeeding

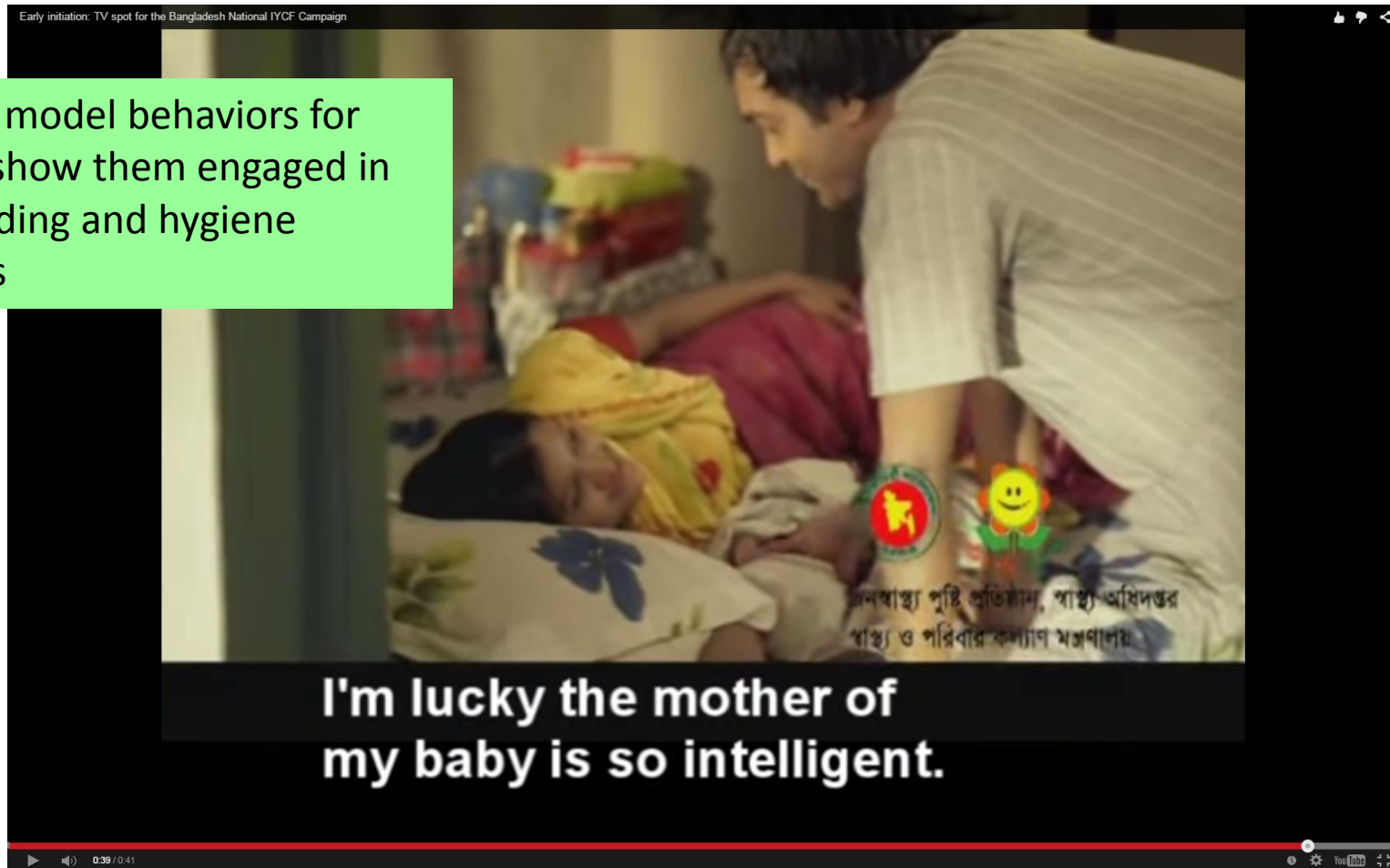
COMPARISON BETWEEN INTERVENTION AND CONTROL GROUPS OF PROPORTION OF MOTHERS EXCLUSIVELY BREASTFEEDING, OVER TIME



# A&T/Bangladesh TV spots feature many others, including fathers

Early initiation: TV spot for the Bangladesh National IYCF Campaign

TV spots model behaviors for fathers, show them engaged in child feeding and hygiene decisions

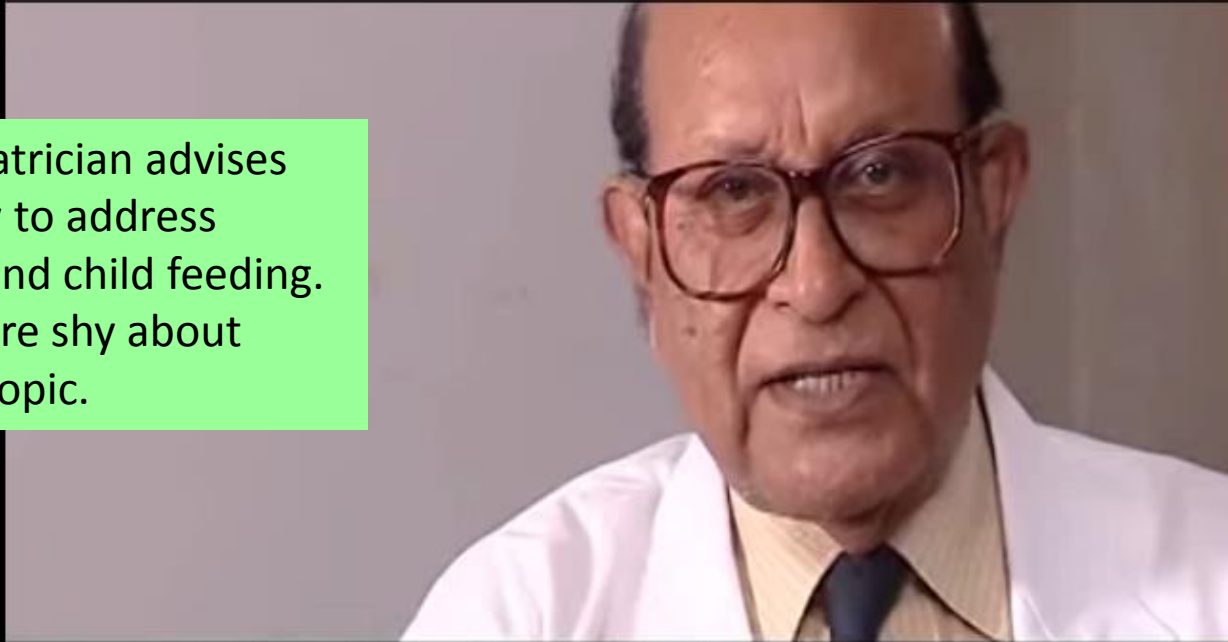


# A&T/Bangladesh enlists doctors to initiate talk about child feeding

Infant and young child feeding advocacy video for doctors-...



Esteemed pediatrician advises doctors on how to address breastfeeding and child feeding. Some doctors are shy about broaching the topic.



It is our job – it is our mission – to make sure that each of us promotes the best infant and



3:44 / 7:48



You Tube



# 3. Assess several audiences in monitoring, learning, evaluation

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- Ask mothers what fathers are doing, thinking
- When possible, survey fathers and leaders
- Look for changes in men's actions, self-efficacy, and perception of social norms
- Track women's beliefs and attitudes related to gender roles, self-efficacy



# Lessons about gender

# Lessons about gender

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- Critical to talk with the right people, ask the right questions
- Use sound behavior change methods and they will lead you to gender-sensitivity
- Strategic interventions build women's self-efficacy and shift perceptions of social norms

# 6 strategies for involving dads

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1. Grab fathers' attention with emotion
2. Ease the way by busting stereotypes
3. Find fathers where they already are
4. "Provide crystal-clear direction" for actions fathers can take
5. Give fathers practice
6. Show fathers a benefit that they care about


# Resources from A&T

# Case study kit for behavior change






<http://aliveandthrive.org/resources/toolkit-dads-can-do-that/>

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ALIVE & THRIVE > ETHIOPIA > TOOLKIT: DADS CAN DO THAT!

Toolkit: Dads can do that!

OCTOBER 19, 2014

## DADS CAN DO THAT!

### Strategies to involve fathers in child feeding

**Look** at how program planners can use data to design smart interventions that shape a father's role in child health.

**Use** samples and tools in this kit to share sound behavior change strategies.

This case study kit explores how program planners can use data to design smart interventions that shape a father's role in child health. The kit includes an introductory video, a literature review, and materials used in two countries.

#### 1. Watch quick intro video

> **VIDEO:** Dads can do that! Strategies to involve fathers in child feeding

> This short video on behavior change introduces several strategies Alive & Thrive recommends for helping fathers take actions for their children's health and development. [See how fathers in Ethiopia en](#)

# Innovation brief and literature review on engaging men





# Stay connected with A&T!

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