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## Enhancing nutrition and food security during the first 1,000 days through gender-sensitive social and behavior change

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CORE Group Webinar



WOMEN INFLUENCING  
HEALTH, EDUCATION AND RULE OF LAW

# Your presenters



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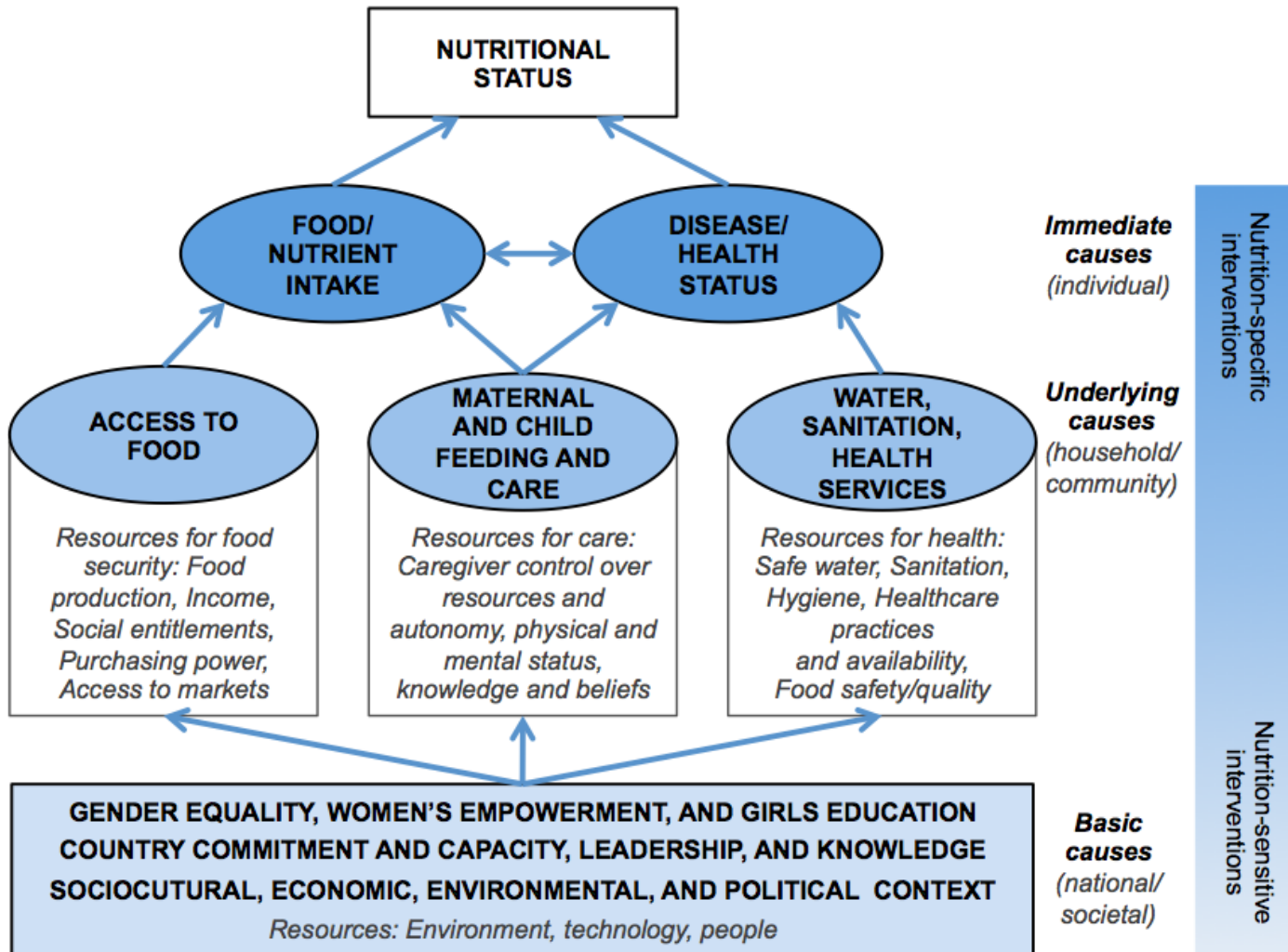


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# Nutrition + food security

- Food insecurity can lead to malnutrition
  - **Undernutrition** (*Stunting, wasting, underweight, micronutrient deficiencies*) and overnutrition (*overweight and obesity*)
- Nutrition is a critical driver for economic growth and poverty reduction
- Undernutrition during first 1,000 days can result in life-long, irreversible damage
  - Affects physical and cognitive growth, educational achievement, and productivity as adults

# Causes of malnutrition



# Gender + (nutrition + food security)

- Women and children are at greater risk of malnutrition than men
  - 2x as many women suffer as men
  - Girls are more likely to die than boys
- Due to social, cultural, and economic inequalities
  - Women's education, economic standing, social status, age, health, and decision-making capacity relative to men's are significant determinants of MCH and nutrition
- Men and women play a critical role in guaranteeing nutrition and food security in households

# What is gender-sensitive SBC?

- **Gender-sensitive SBC approaches** are behavior-centered approaches that identify, consider, and account for the different needs, abilities, and opportunities of women, men, girls, and boys to facilitate individuals, households, groups, and communities to adopt and sustain evidence-based practices as well as transform the environment within which behavior change occurs.

# Why use gender-sensitive SBC approaches?

- Essential for increasing optimal nutrition practices and demand for/utilization of services, commodities
- Allows for linkages across sectors
  - E.g., health, agriculture, food security, economic empowerment
- Not separate or autonomous activities but should be integrated in all interventions

# Purpose of this effort

- Fill a gap in link between SBC and gender within context of maternal and child nutrition
- Develop technical resource materials to build capacity to:
  - Understand importance of gender-sensitive SBC programming
  - Strengthen the planning, implementation, M&E, and documentation of gender-sensitive SBC projects
  - Share resources and tools



# Methodology

## 1. Literature review

- Academic, white, and grey literature
- Focus on evidence-based GS SBC interventions

## 2. Project audit

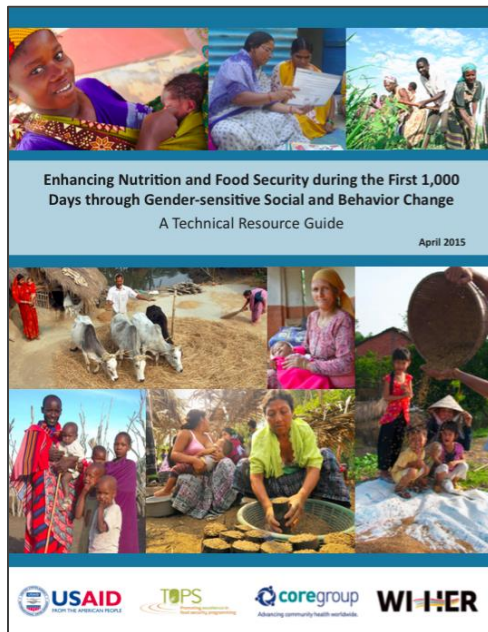
- 30 completed and ongoing projects
- Focus on projects that jointly addressed nutrition and food security to improve maternal and child nutrition

## 3. Interviews

- 11 interviews with practitioners and experts
- Focus on their experiences, best practices, lessons learned, resources, and tools

# The results

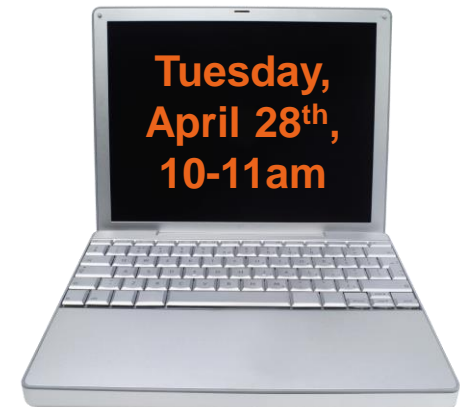
## Technical Resource Guide



## Technical Brief



## Webinar



To access these materials, please visit [www.coregroup.org/GenderSBC](http://www.coregroup.org/GenderSBC) or [www.fsnnetwork.org](http://www.fsnnetwork.org).

# Guide vs. Brief

Section/Annex/Other resource	Technical Resource Guide	Technical Brief
Definitions	X	
Gender-sensitive SBC: The What and the Why	X	X
Evidence-based gender-sensitive SBC interventions	X (Complete)	X (Partial)
Critical actions, best practices, and resources and tools	X	X
Case studies	X	
Common concerns about addressing gender	X	
Resources and Tools	X	X
Methodology	X	
References	X	



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# Critical actions and best practices

Program planning, implementation, M&E and documentation,  
and gender mainstreaming

# Program planning

- Conduct a gender analysis and SBC formative research
  - *Interview women, men, girls, and boys to get all relevant perspectives during formative research*
- Ensure project strategies and plans are gender sensitive
- Strengthen gender-related partnerships
  - *Meet with community members to understand promising points of entry to transform gender attitudes and norms and how to leverage them to create change*

# Program planning, cont.

- Ensure project objectives and SBC interventions address gender needs and gaps
  - *Involve women, men, girls, and boys in design*
  - *Strive to transform gender relations to make a lasting difference, when possible*
- Make linkages across multiple sectors
  - *Gender should be addressed as an integral component of project activities*

# Program implementation

- Engage a range of important influencers
  - *Strive for gender balance in recruitment of project participants*
  - *Celebrate successes*
- Consider needs and preferences of men and women when implementing activities
  - *Help beneficiaries recognize the impact of program activities*
  - *Consider gender-specific target levels for gender balance in participation*

# Program implementation, cont.

- Gender and SBC trainings need to be integrated, balanced, and impactful
  - Give staff a role to apply the learning, build their facilitation capacity, and share knowledge
  - Be sensitive to the local context and personal beliefs
- Review project messages and materials to ensure gender considerations are included, where appropriate
  - *Develop an internal checklist with input from stakeholders to ensure messages and materials are gender-sensitive*
- Ensure interventions “do no harm”



# M&E and documentation

- Collect and analyze sex-disaggregated and gender-sensitive indicators
  - *M&E teams and project beneficiaries sampled should be comprised of women and men*
- Standardize gender-sensitive SBC measures within and between projects
  - *Broaden the focus to include those that will measure antecedents on the pathway to behavior change*

# M&E and documentation, cont.

- Broaden the evidence base
  - *M&E of gender-sensitive SBC programs should continue after implementation, when possible*
  - *Expand partnerships on research and M&E*
- Document and share results, best practices, and lessons learned

# Gender Mainstreaming

- Leadership is supportive of and committed to gender issues
  - *Gender point of contact should be a core member of the project implementation team*
- Consider gender issues in hiring and the workplace
- Build capacity of all staff to address gender
  - *Conduct regular fieldwork to understand gender; share findings with all staff to inform programming*

# Conclusions

- Multisectoral gender-sensitive SBC approaches are powerful (yet underutilized) tools
  - Being adopted by more donors and projects
  - Must be tailored to local context
- Impact and cost effectiveness needs to be studied further
- Do no harm
- The effort and investment can transform nutritional health and wellbeing of women, men, girls, and boys



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For more information:

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