

## Task 14 Handout 2 Linking Determinants with Activities<sup>1</sup>

<b>Determinant of Behavior Change</b>	<b>Sample Activities: Nutrition</b>	<b>Example Activities: Agriculture and Natural Resource Management (ANRM)</b>
<p>Access (how difficult it is to get the materials or services needed for the Behavior)</p>	<ul style="list-style-type: none"> <li>• Distribute gardening tools.</li> <li>• Conduct outreach for growth monitoring and promotion activities.</li> </ul>	<p>Distribute improved seeds / fertilizer / gardening and farming implements.</p> <p>Persuade local shops to sell seeds and implements.</p> <p>Agriculture volunteers buy quality seed in bulk to repackage and sell to farmers in affordable quantities.</p> <p>Repair roads to improve access to markets.</p>
<p>Perceived social norms (the perception that people important to an individual think that he or she should do the Behavior)</p>	<p>Recruit and train well-respected traditional healers to screen for malnutrition and provide nutrition counseling to mothers.</p> <p>Recruit grandmothers to become advocates for the Essential Nutrition Actions (ENA).</p>	<p>Form modern farmer groups, where groups of farmers agree to try out new techniques.</p> <p>Orient village elders and farmers' wives to the benefits of adopting the new practices.</p> <p>Organize award ceremonies by local authorities for increased production, successful new crops, or best produce or livestock.</p>
<p>Perceived positive consequences / perceived negative consequences (what a person thinks will happen, either positive or negative, as a result of performing a Behavior)</p>	<p>Show examples of exclusively breastfed infants in communities to show that no harm comes and infants indeed have less illness and better weight gain.</p> <p>Give cooking demonstrations with high-fortified protein ingredients, for example eggs, to show mothers that children 6–11 months of age can digest animal-source food, contrary to local beliefs.</p>	<p>Organize cross visits among farmers to see results.</p> <p>Establish demonstration plots to show the consequences of the new practice.</p> <p>Farmers plant new crops or practice new practices on a very small scale the first time to minimize risk.</p>

<sup>1</sup> To save space, the Bridges to Activities were omitted from this handout.

<b>Determinant of Behavior Change</b>	<b>Sample Activities: Nutrition</b>	<b>Example Activities: Agriculture and Natural Resource Management (ANRM)</b>
Cues for action/reminders (whether or not a person can remember to do a particular behavior or remember the steps involved in doing it)	Tie soap from a string next to the tippy-tap to remind people to wash their hands with soap. Create a visual aid showing how many meals per day each age of child (6–24 months) should eat.	Create a memory aid showing the distance between planted rows. Extension workers visit to remind farmers about next steps.
Perceived severity (the belief that the problem is serious)	Have mothers count the number of malnourished children who had diarrhea in the past month, and compare that to the number of well-nourished children who had diarrhea in the past month.	Walk around the community to identify the amount of land that has eroded over the past 5 years and is no longer cultivatable. Analyze the increasing hunger period.
Perceived susceptibility/risk (a person’s perception of how vulnerable he or she feels to the problem)	Conduct community growth monitoring to determine what percentage of children in the community is malnourished. Share the results with mothers and fathers.	Organize a discussion with older farmers and herders to remind current farmers and herders of the negative changes that have occurred over the last decade, and how practically no one in the community has been able to avoid the problems.
Perceived divine will (a person’s belief that it is God’s [or the gods’] will for him or her to have the problem or to overcome it, or to practice the Behavior)	Work with religious leaders to gain support for equal feeding practices regardless of gender Produce sermon outlines for religious leaders about the importance of pregnant women eating well even during the fasting month.	Train religious leaders to help farmers realize that crop rotation and “resting the land” are in line with recommendations in their holy scriptures.
Perceived action efficacy (the belief that the action is actually effective in addressing the problem)	Conduct Positive Deviance/Hearth, since most children will gain weight and change their demeanor during the initial 2-week session.	Compare yields using improved seed and traditional seed. Compare yields using new fertilizer and traditional fertilizer. Compare soils that use and do not use organic material. Demonstration plots show that simple irrigation systems make it possible to harvest a crop in the dry season.

<b>Determinant of Behavior Change</b>	<b>Sample Activities: Nutrition</b>	<b>Example Activities: Agriculture and Natural Resource Management (ANRM)</b>
		Develop monitoring and evaluation (M&E) systems to assess the results of new practices. Share these widely to demonstrate the positive results of specific new practices; for example, survival rates in herds that have been vaccinated.
Perceived self-efficacy/skills (an individual's belief that he or she can do a particular Behavior; has the set of skills or abilities necessary to perform a particular Behavior)	Form breastfeeding support groups where mothers help each other overcome breastfeeding difficulties. Conduct Positive Deviance/Hearth to teach mothers about active feeding techniques.	Demonstrate and provide hands-on practice to apply new skills, such as tree planting and installing drip irrigation.
Policy (laws and regulations that affect Behaviors and access to products and services)	Work with ministries of industries and local consumer groups to pass regulations requiring and providing standards for the fortification of foodstuffs; for example cooking oil with vitamin A and flour with iron, zinc and B vitamins.	Pass controls and regulations on pesticides that limit the import of illegal products. Develop rules for animal circulation to prevent the spread of disease. Promote policies to favor marketing of local production over imports.
Culture	Write a story about a grandmother who supports immediate breastfeeding even though 'that's not how we used to do it'. Use the story to generate discussion around how customs have changed over the years.	Write a story about an old farmer who supports the use of modern pesticides even though 'that's not how we used to do it'. Use the story to generate discussion around how customs have changed over the years.