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CNFA
Cultivating New Frontiers
in Agriculture

Engaging Men, Enhancing Impact: Using Participatory Research to Improve Breastfeeding in the Amalima Project

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30-second Summary

- Project overview
- Milestones and TIPs
- Interventions and results
- Stepping back
- Pilot design
- Preliminary results



“Coming together to pool resources”



- Launched in 2013
- Led by CNFA with IMC, Dabane, ORAP, Africare, and TMG
- 3 major components:
 - Agriculture
 - Resilience
 - Nutrition care and health-seeking behaviors
- 56,000 households

Important milestones in our story

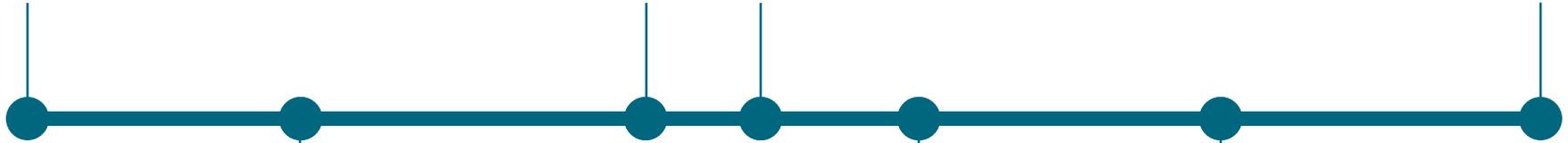
Trials in Improved Practices (TIPs)

2013

LQAS 2015

Outcome mapping study

Expansion



Launch of initial activities

Pilot intervention with men

2016

Pilot evaluation

What we learned from our TIPs

Current

Almost half were BF for less than 10 minutes at each session

Practice Options

- 1) BF for 15 minutes
- 2) Empty breast during session*

Results

All were successful in testing new practice

Factors

- Happy baby
- Supportive partners & family
- Workload
- Telling time

What our original package of interventions included



Taking us back to (LQAS) 2015



We were seeing some positive results

44.9%
Baseline



84.2%
LQAS 2015

Infants 0-5 months exclusively breastfed

But quality of breastfeeding was still a problem

54.2%

LQAS 2015

Proportion of mums who empty the breast



**KEEP
CALM
AND
TAKE A
STEP BACK**

We did many things right, but missed some things



- Benefits – Time
- Barriers – Telling time
- Key promotional finding – Mothers were *crazy* for hind milk



- Barriers – Perception of laziness
- Facilitator – Supportive Partners
- Men not involved

We realized that inviting men to mixed sessions was
not enough



We needed an approach for men

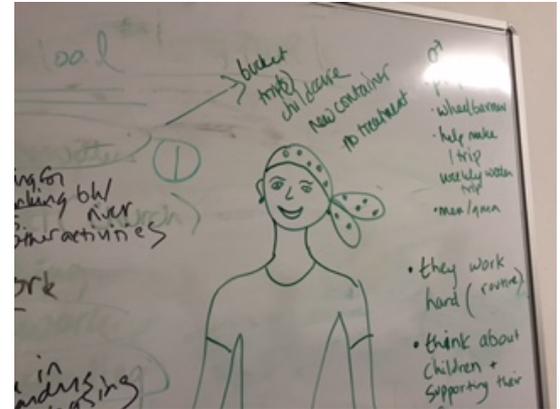
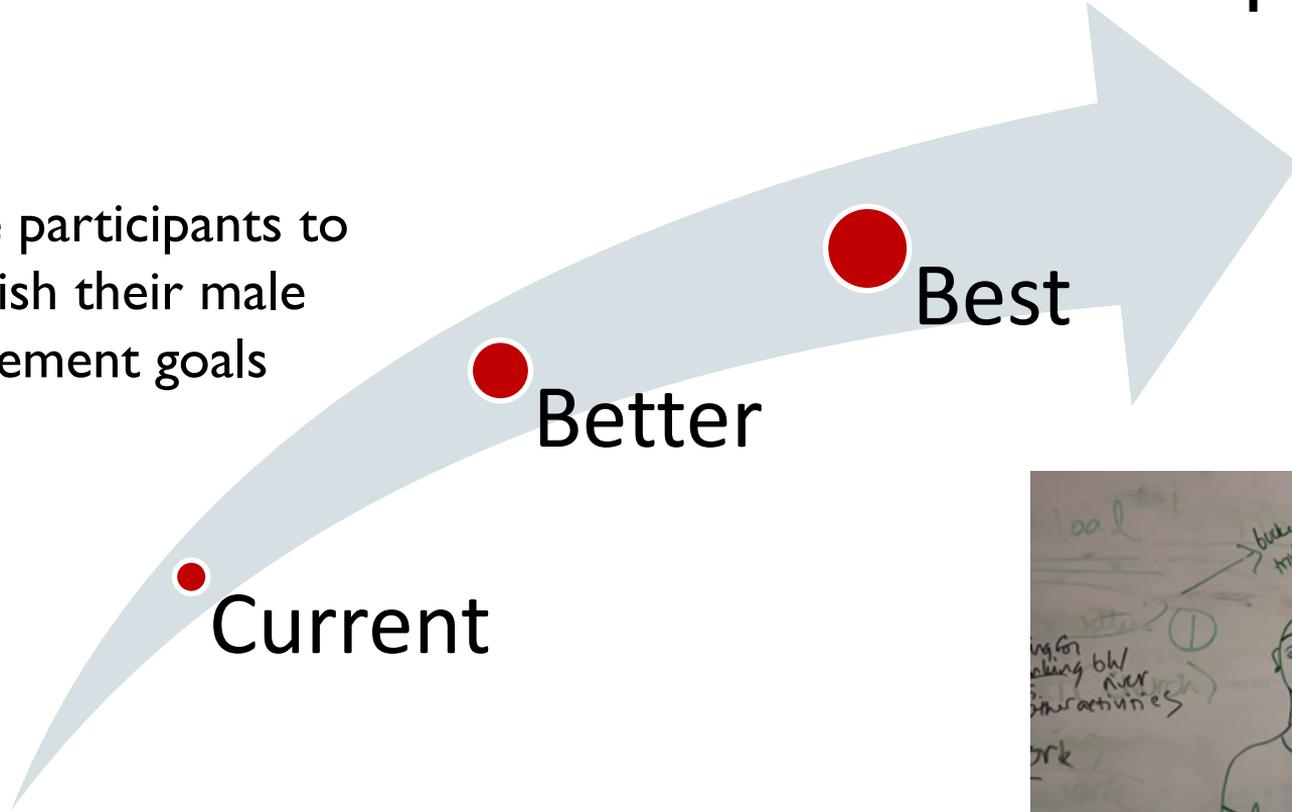
What do we want men to do?

- Feasible
- Acceptable
- Wanted

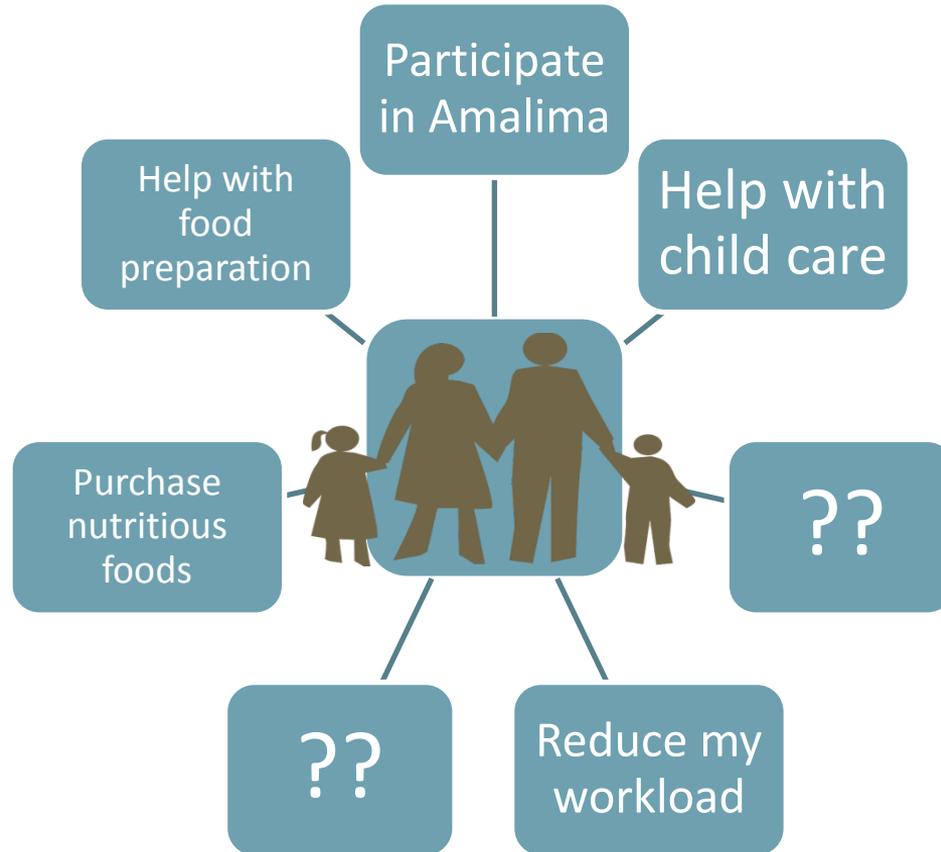


We conducted modified Outcome Mapping

Guide participants to establish their male involvement goals



Step 1: We asked women how men could support BF



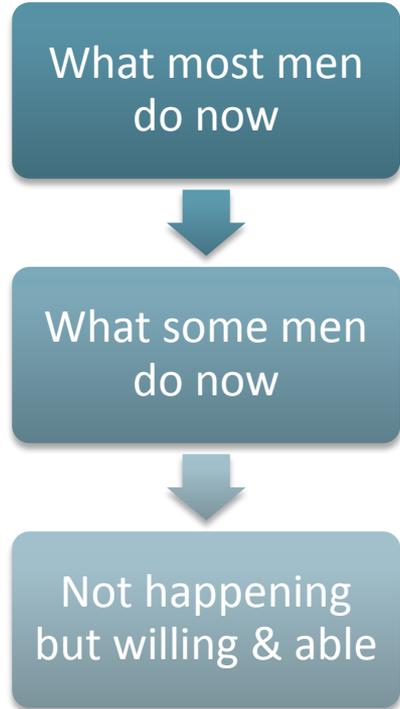
Step 2: We asked men what they would do to help



Discuss and verify women's "wish" list

- Able to do?
- Willing to do?
- Motivation to help?

We asked men to rank supportive BF practices by adoption potential



- No interest
- Stir the pot while I breastfeed
- Sit close to me when I breastfeed
- When the child is sick, do more than ask if OK
- Remind me to breastfeed
- Take cart to clinic
- When I'm sick, play with other children while I breastfeed
- Comfort our child when crying day and night
- Cook meals 

And rank workload practices by adoption potential

What most men
do now



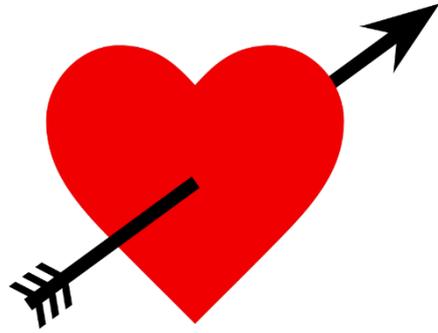
What some men
do now



Not happening
but willing & able

- Cut firewood
- Take the cart or wheelbarrow to fetch firewood
- Take care of children when I go to clinic
- Manage the stockpile of firewood
- Go fetch firewood on own
- Fetch firewood without me asking
- Feed children while I go to clinic
- Fetch water
- Cook dinner when I go to clinic 

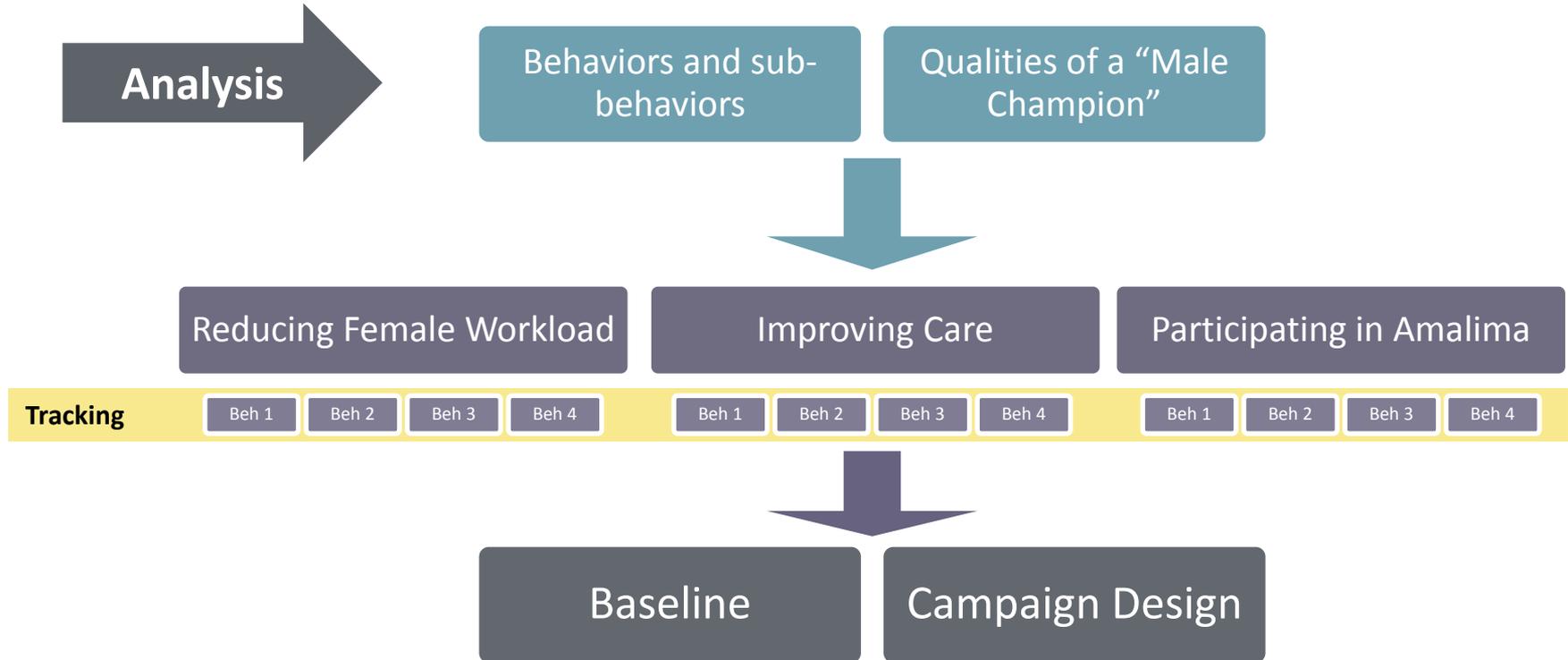
Men also clarified their motivations to adopt supportive behaviors



And reminded us not to forget that...

- Men already feel they help out
- Women are valued
- Men make decisions (but they ask!)
- Any role model cannot be too perfect
- Men want their own activities

We applied analysis to design and measure pilot



How we evaluated pilot

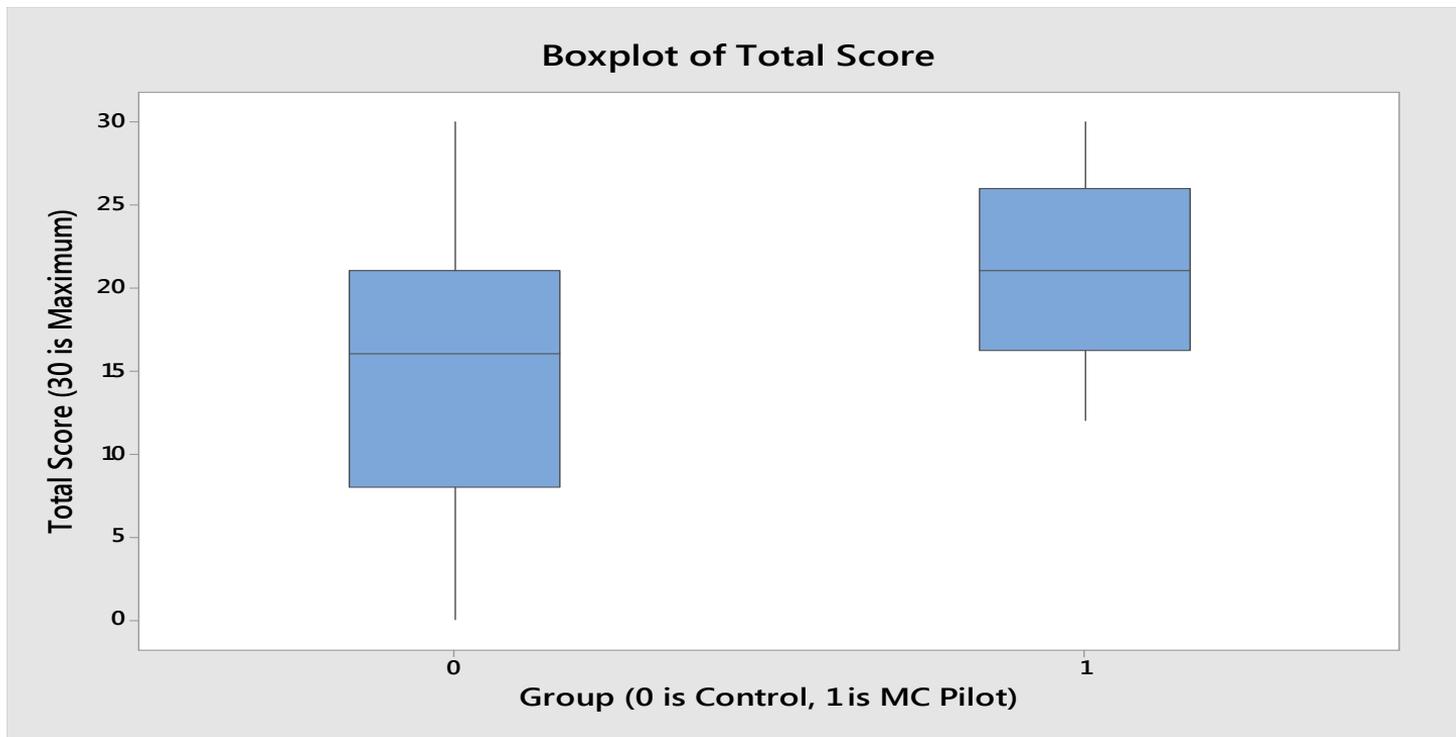
- Methods
 - Case-Control Retrospective Survey
 - Purposive Sample
 - 10-question survey administered at end of pilot
 - Questions to calculate “Male Champion” score
- Sample
 - Community 1:
 - Piloted campaign
 - 50 women
 - Community 2:
 - Control
 - 45 women



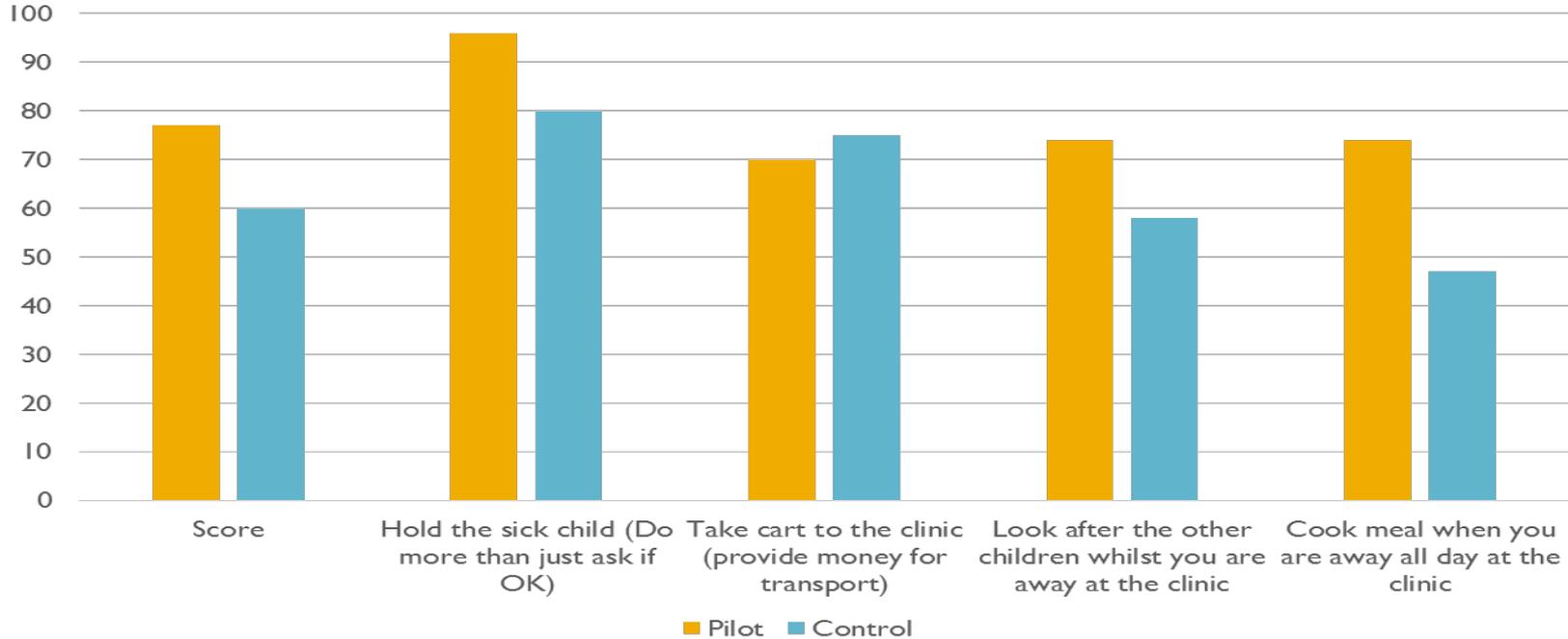
We surveyed women to “score” their partners

	1	2	3	4
Care	Hold sick child ____Y	Take cart to clinic ____Y	Look after other children while away at clinic ____Y	Cook meal when at the clinic all day ____Y
Amalima	Ask about information on Care Groups ____Y	Take cart to clinic ____Y	Look after other children while away at clinic ____Y	Cook meal when at the clinic all day ____Y
Workload	Cut firewood ____Y	Take cart/wheelbarrow to fetch firewood ____Y	Fetch firewood on own ____Y	Fetch water ____Y

We found men in pilot communities more likely to adopt supportive behaviors



For example: BF Supportive Behaviors



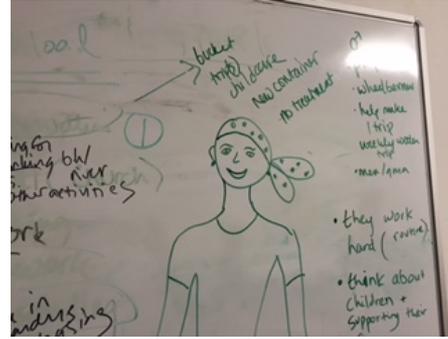
We're scaling up and will evaluate to establish impact on BF quality

- Adopted program-wide strategy
- Expanded to all 4 Districts
- Tracking male behaviors at community-level

Taking risk to do more than “Carry On” was key

FORGET
CALM
IMPROVISE
ADAPT
OVERCOME

60-second summary





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Thank you!

