



BUILD

Formative research for developing an
infant food hygiene intervention

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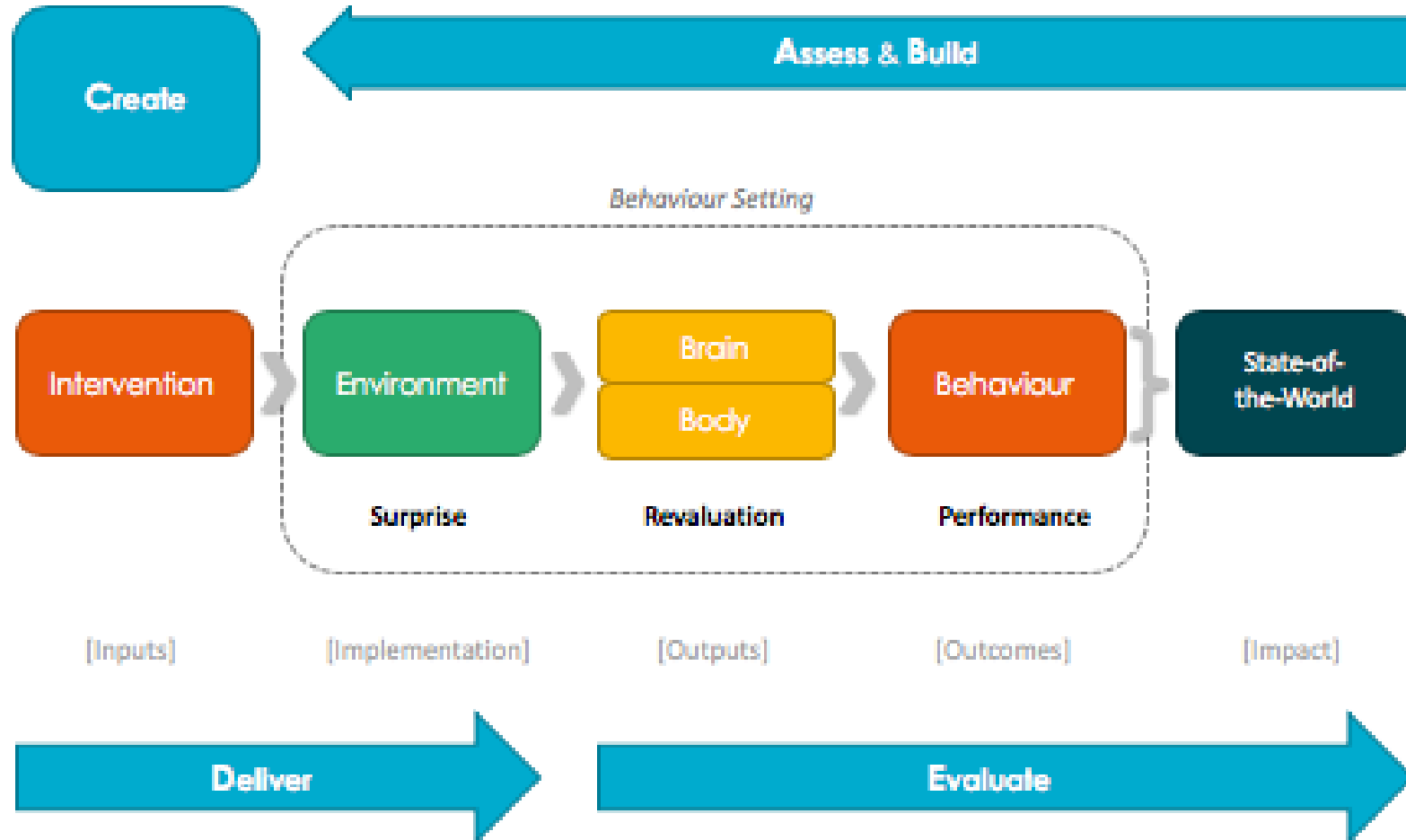




Collaborative Research Process

| | |
|---|---|
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| <i>University of Iowa</i> | Kelly Baker |

BCD Framework

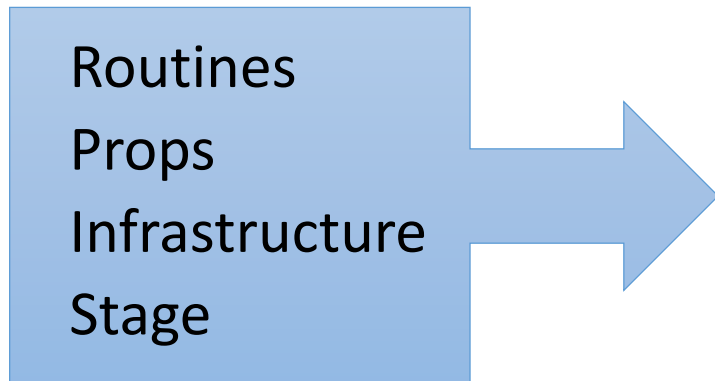




Understanding Behaviors: Direct Observations

Series of structured and unstructured observations to identify target behaviors

Mixture of quantitative and qualitative methods to understand



Understand the behavioral setting!



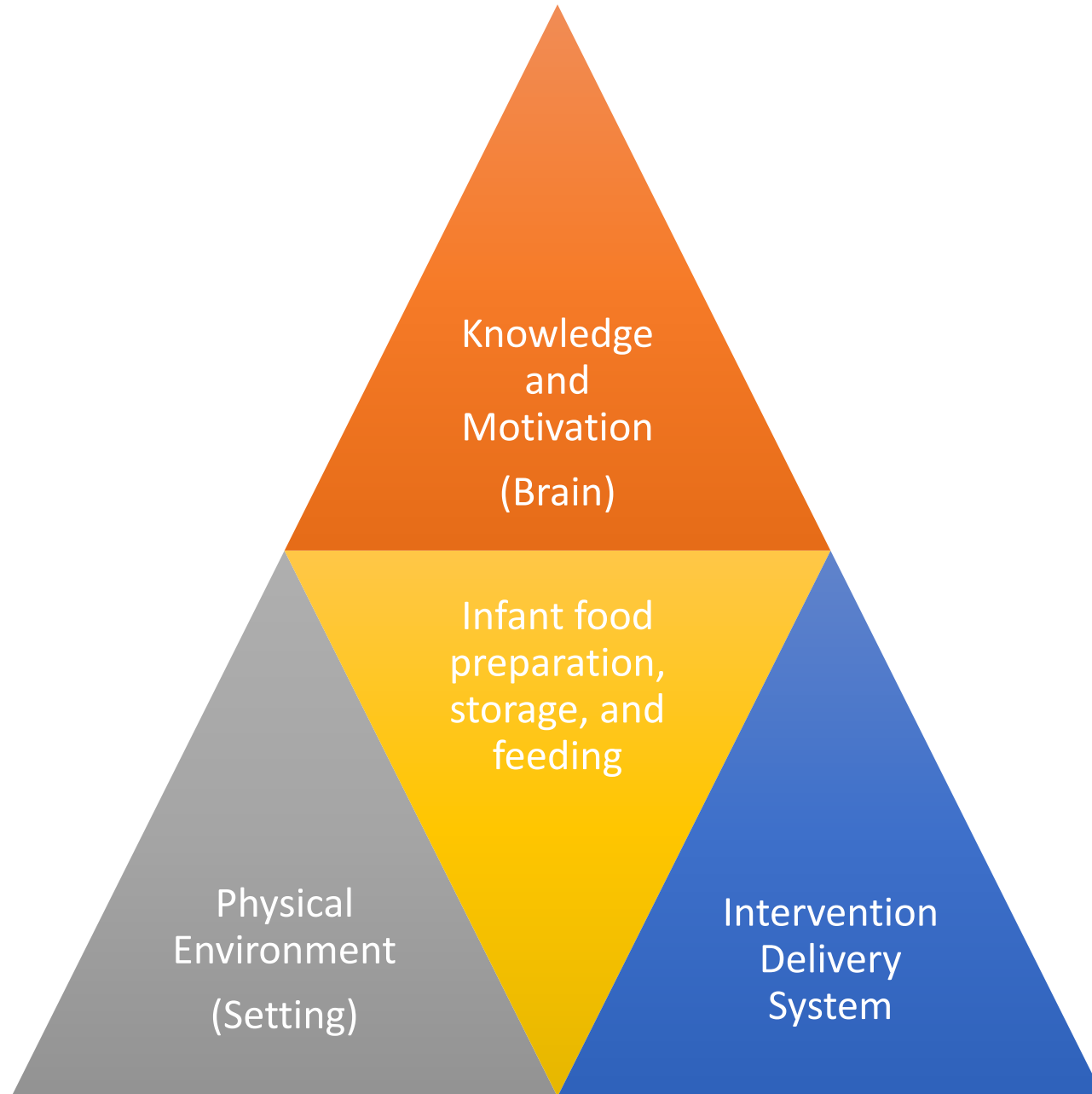
Key Behaviors: Food Hygiene and Caregiving

Food preparation, storage, and handling:

- Food preparation Typically cooked in the morning, feeding throughout the day
- Food storage: typically uncovered, food left in cupboard or on kitchen floor
- Feeding: Hand feeding the norm, rarely accompanied by handwashing
- Reheating: Not feasible, heating was difficult and required coal fires

Caregiving:

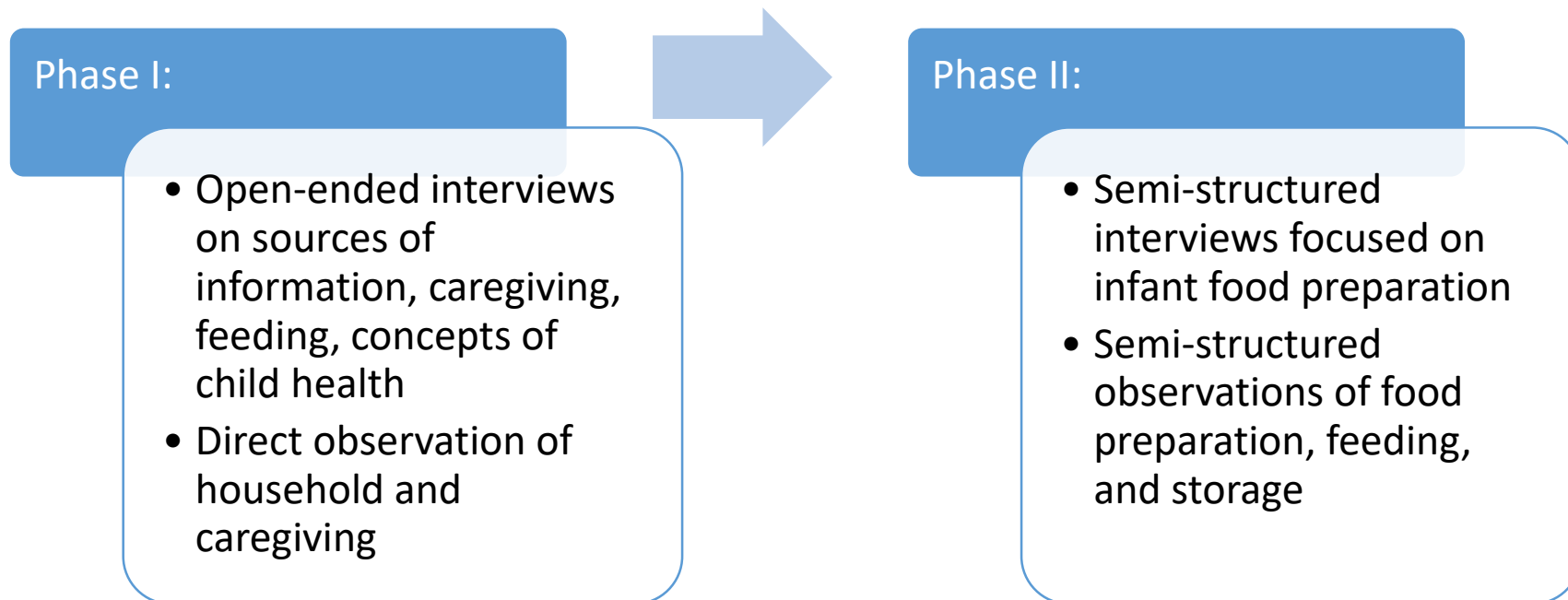
- Range of formal and informal caregivers
- In and out of the home





Knowledge and Motivation

- Series of qualitative interviews and direct observations
- Multiple phases of data collection



Motivational Messaging

- Limited knowledge about food hygiene and link with child health
- Information from senior members of the community viewed as important
- Nurture emerged as a primary motive behavior, associated with:
 - Healthy = Happy
 - Helping your child succeed in the future





Physical Environment

Based on direct and semi-structured observations of households

- Limited handwashing infrastructure in the home; no materials for food storage
- Cooking and feeding occurred in a variety of locations throughout the home and compound
- Hand feeding the norm

Environmental Modification

Market assessment:

- Identified materials that could support improved behaviors available in local markets and shops

Caregiver Group Discussions

- Series of participatory workshops with caretakers
- Presented range of goods, asked caretakers to rank and prioritize



Preliminary Environmental Modification pack



Delivery System: Community Health Volunteers

Methods

- Structured, quantitative observation of Community Health Volunteers as they completed their rounds
- Followed by in-depth, open ended interviews about
 - Training opportunities
 - Knowledge of behavior and behavior change
 - Workload
 - Institutional support

Findings

- CHVs are engaged in a number of official (government) duties plus a range of additional partner organizations
- CHVs have limited contact time with households
- Strong support from local government, but limited support for complex behavior change intervention

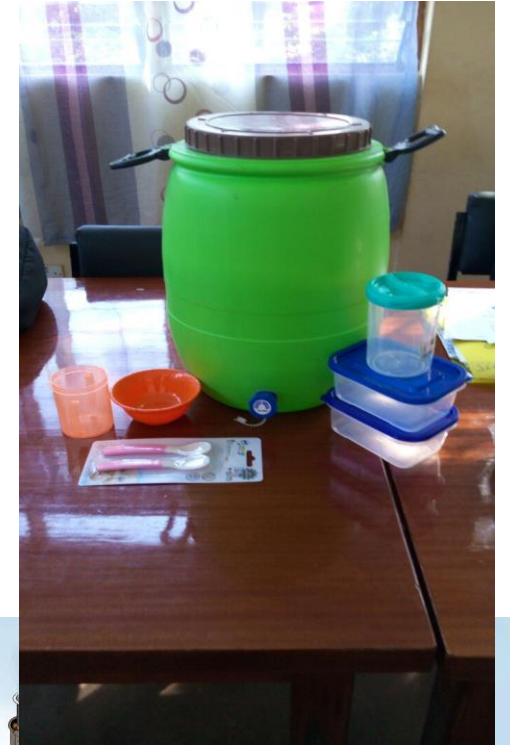
Final Result: Multi-Part Intervention

Motivational Messaging: Supported by local graduate students

- Happy Baby – focusing on of nurture and keeping your child healthy
- Successful Child – focus on preparing your child for a good future

Environmental Modification

- Series of materials to foster safe infant feeding and handwashing with soap



Msingi Bora ili Mtoto afanikiwe!

