

Leveraging Social Behaviour Change Communication (SBCC) Entry-Points to Improve the Effectiveness of Nutrition-Sensitive Social Protection Programs in Pakistan

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Introduction

Nutrition challenges with most vulnerable populations continue in low -and middle-income countries (LMICs) like Pakistan¹

Social and Behaviour Change Communication (SBCC) has been identified as a potentially important component to support nutrition sensitive social protection programs in LMICs²

Nutrition-sensitive programs that include SBCC, can lead to improved maternal and infant health and nutrition outcomes³

RATIONALE: Despite the potential for integrating nutrition-sensitive SBCC interventions, there is mixed evidence on the extent to which these interventions may deliver improved nutrition outcomes



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2. Ruel-Bergeron JC. Growing the Evidence for Nutrition Programming: Perceptions, Implementation, and Uptake of a Package of Lipid-based Supplementation and BCC Interventions in Malawi. 2017. Johns Hopkins University. Balt. USA.
1. Kennedy E et al. Impact of SBCC in nutrition specific interventions on selected indicators of nutritional status. June 2018 [Journal of Human Nutrition](#) 2(1)

Research Question

How can we achieve adequate nutrition with vulnerable populations through SBCC in Social Protection Programs (SPPs) in Pakistan

Objective 1

Identify program stakeholder and beneficiary current knowledge, attitudes and practices (KAP) in relation to nutrition-sensitive SPPs in Pakistan

Objective 2

Identify the current barriers and challenges to successful implementation/integration of nutrition-sensitive SBCC into SPPs in Pakistan.

Objective 3

Explore stakeholders' and beneficiary perceptions to design SBCC activities, messages, and entry-points (dissemination channels) in SPPs

Methodology

Qualitative formative research

- Embedding SBCC interventions into SPPs
- Improved nutritional outcomes in SSPs

Systematic review



- Semi-structured interviews (SSIs)
- 10 program stakeholders'
- Online

Qualitative Research



- 4 Focus group discussions (FGDs)
- 55 Male & Female participants
- From rural & Urban Punjab

Field work



NVIVO 2023 qualitative software supported the thematic analysis

Systematic Review Findings

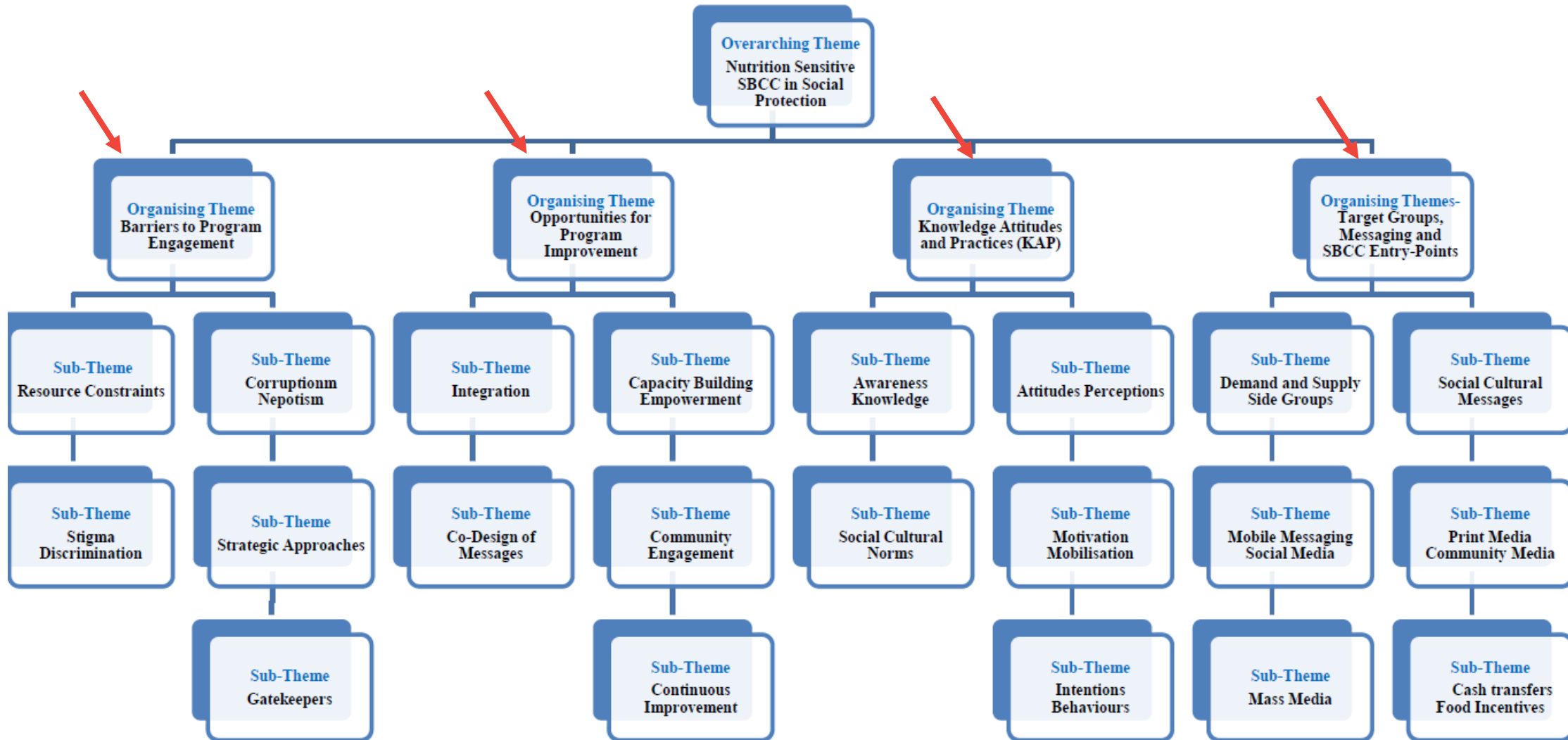


Significant improvement in household food consumption with SBCC interventions

Anthropometric measures decreased significantly post-intervention

Need to explore desirable entry-points for SBCC interventions

Thematic Analysis Organising Themes and sub-Themes



SSI & FGD Feed Back

"The hardest issue is inflation and food is expensive. What should we do; we make our children skip meals, but we have to pay bills."

Adult-Rural-Female-C-D SES, Sheikhpura Village, Pakistan.

"They need some kind of financial assistance or incentives to be part of the behavioral change campaigns. Otherwise, if you ask them to eat fruits or meat or lentils, they will not have money. They will ask to eat it, but money is needed."

Director General, Government Cash Transfer Program, Pakistan.

"Those who have some connections in the office, they are given priorities. Only those get in the queue for enrolment."

Adult-Rural-Female-C-D SES, Sheikhpura Village, Pakistan.

"There is no comprehensive strategy for SBC. It is recommended that the government and its partners collaborate to develop a comprehensive SBC strategy. This strategy should be informed by evidence-based approaches and designed to effectively communicate key nutrition messages to beneficiaries."

Senior Advocacy Advisor, INGO SPP, Pakistan.

**Barriers to Program
Engagement**

SSI & FGD Feed Back

Recommendations for SBCC

1. Conditional Cash Transfers
2. Awareness Campaigns
3. Community Engagement
4. Use of community influencers

"In cash transfer, they can allocate percentage of the money to buy food. And now in those foods, they will say, you can buy this food, you can't buy cigarettes, you can't buy carbonated drinks."

CEO, Nutrition International Islamabad, Pakistan.

"There is lack of awareness. People don't know where offices are. What documents will be required. How to apply. And lack of trust. People also don't want their females to go to offices for enrolment."

Male, Low SES, Sheikhpura Benazir Income Support Office

"We consulted with the community and sought their input on committee composition. The community provided criteria, which we then used to form committees. This inclusive approach not only empowered the community members but also ensured that those involved in addressing issues would be the ones directly affected, thereby establishing a more effective and sustainable system."

Advisor Community Engagement, Ziauddin University

"I came to know about AWT from my neighbour. Sshe used to get ration since a long time. She brought me here."

Female, Low SES, Johar Town, Lahore

Strategic Approaches to Leverage SBCC for improved Nutrition-Sensitive Social Protection Programs

Establish a SBCC Entry-Point Platform

- Identification of Priority Target Groups - Primary, Secondary and Tertiary groups
- Identification of Key Actors (Community Influencers) to deliver SBCC Messages
- Development (Co-Design) of Targeted Interventions to High-Risk Groups in Community Settings
- Synergised approaches using Mass Media, Community Media and Interpersonal Communication (IPC) channels of communication
- Development of Monitoring Evaluation Learning and Adaptation (MELA) Framework to measure SBCC performance and scaling-up of successful approaches

Conclusion

- The integration of co-design into qualitative methods to supplement a systematic review has provided important program intelligence from which to design culturally appropriate, nutrition-sensitive SBCC interventions to support SPPs in Pakistan
- The iterative approach to program design has also provided lessons learned for other LMICs addressing malnutrition

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