

Using mixed methods to improve how we measure large-scale food fortification (LSFF) coverage in household surveys

Evidence from Bangladesh and Ethiopia

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Measuring LSFF coverage in household surveys

Background

- Addition of safe levels of micronutrients to staple foods during food processing can help address micronutrient deficiencies → important to understand who is eating the fortified foods
- LSFF does not require behavior change to work
- Hard to measure what people do not know about and cannot be seen; poor product labeling and repackaging further complicate coverage measurement
- Cheap rapid qualitative (fortified or not) field test only exists for iodized salt

What we did

- In two districts each in Bangladesh and Ethiopia, we conducted:
 - Interviews with market vendors and observations of products sold
 - Key informant interviews with women and observations of food vehicles at home
 - Cognitive interviews with women using GAIN's Fortification Coverage Assessment Toolkit (FACT) questions



Example of revision to a single FACT question

<p>Version 1</p> <p>The last time your household got [INSERT FOOD VEHICLE], did you get it in its original package or not?</p>	<ol style="list-style-type: none"> 1. Original package 2. Not in original package <p>97. Other (specify): _____</p> <p>98. Don't know/don't remember</p>
<p>Version 2</p> <p>The last time your household got [INSERT FOOD VEHICLE], did you get it in its original package or not?</p>	<ol style="list-style-type: none"> 1. Original consumer package 2. From open original package 3. As loose, open package and not in original package <p>97. Other (specify): _____</p> <p>98. Don't know/don't remember</p>
<p>Version 3</p> <p>The last time your household got [INSERT FOOD VEHICLE], did you get it in its original package?</p>	<ol style="list-style-type: none"> 1. No (repackaged or loose) 2. Yes <p>98. Don't know/don't remember</p>
<p>Version 4</p> <p>The last time your household got [PREFILL WITH RESPONSE FROM FV2a], did you get it in its original package (the package or container that the company produced)?</p>	<ol style="list-style-type: none"> 1. No 2. Yes <p>98. Don't know/Don't remember</p>

Goal: standard set of questions and indicators to measure LSFF coverage in routine multi-topic household surveys; guidance on use and adaptation