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

Evidence from Bangladesh and Ethiopia

Samuel Scott 1, Emily C. Myers¹, Swetha Manohar¹, Sumanta Neupane¹, Archis Banerjee¹, Hanna Berhane², Firehiwot Workneh², Sarem Mulugeta², Fiker Ferdaweke², Sk. Masum Billah³, Sharif Uddin Lotus³, and Sunny S. Kim¹

¹International Food Policy Research Institute

²Addis Continental Institute of Public Health

³icddr,b



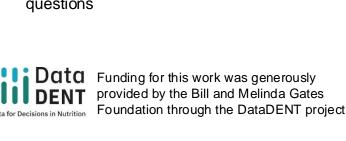
Measuring LSFF coverage in household surveys

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
 - Kev 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

Version 1

The last time your household got [INSERT FOOD VEHICLE], did you get it in its original package or not?

- Original package
- 2. 2. Not in original package
- 97. Other (specify):
- 98. Don't know/don't remember

Version 2

The last time your household got [INSERT FOOD VEHICLE], did you get it in its original package or not?

- 1. Original consumer package
- 2. From open original package
- 3. As loose, open package and not in original package
- 97. Other (specify):____
- 98. Don't know/don't remember

Version 3

The last time your household got [INSERT FOOD VEHICLE], did you get it in its original package?

- 1. No (repackaged or loose)
- 2. Yes
- 98. Don't know/don't remember

Version 4

The last time your household got **IPREFILL WITH RESPONSE FROM** FV2a], did you get it in its original package (the package or container that the company produced)?

- No
- 2. Yes
- Don't know/Don't remember

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

