Improved Complementary Feeding Practices with MNP Use

Blending two parallel programs into one

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Context:
The Issue

The MNP is added to the child’s food, but complementary foods / feeding is often poor.

The following scenarios prevail:

--Complementary feeding education and MNP education are done in parallel.
--Some MNP programs try to improve food consistency.
--Some MNP instructions are counter-productive, being more concerned with use of MNP than with the child’s diet.
Context:
The IYCN Question

Does the introduction of MNP linked to improved, specific feeding practices have greater nutritional impact than MNP introduced with a sole focus on a correct MNP use?

Can MNP use become a tool of IYCF behavior change?

Can caregivers’ interest in MNP be harnessed to encourage improved IYCF practices?
Context: The Country Program

Bangladesh

MNP operations research is a collaboration between CARE, USAID’s IYCN Project and GAIN (Global Alliance to Improve Nutrition)

Within CARE’s Akhony Shomay (Window of Opportunity) Program

--Karimganj Upazilla, Kishoraganj (not served by the NNP or Alive and Thrive)
Context:
Bangladesh: Three MNP Trials

- **Efficacy:** significantly reduced anemia
- **Acceptability:** universal
  - 60% of mothers “extremely liked” the MNP
  - 30% “liked”; 10% “somewhat liked” the MNP
- **Adherence:** daily
  - 88 – 98%
- **Caregivers’ perceptions of MNP:**
  - easy to use
  - improved child’s health and especially, child’s appetite

Source: Slotkin, S.
Context:
Program implementation

- Distribution of MNP / Sprinkles to all children (6 – 24 months of age) at growth sessions
- 30 sachets of Sprinkles will be given to child: twice within every 6 month period (6 & 8 mo; 12 & 14 mo; 18 & 20 mo)
- Opportunity for counseling at growth session and during home visits made once / month.
- 180 days out of 540 days when Sprinkles & improved feeding should go together—can the better practice be sustained without Sprinkles?
Context:
Development of behavior priorities

- Akhony Shomay undertook in-depth anthropological look at young child feeding in project area
- Bangladesh has a National Young Child Nutrition Strategy and was launching an IYCF Communication program
- Reviewed qualitative research and priorities for national program
- Interviewed researchers & program staff about MNP use
- Held a stakeholder meeting with follow-up
## Decision: Sprinkles Behaviors

<table>
<thead>
<tr>
<th>Obtain packet</th>
<th>Not a problem—given out free</th>
</tr>
</thead>
<tbody>
<tr>
<td>Begin use @ 6 months</td>
<td>Often delay introduction of food</td>
</tr>
<tr>
<td>Add Sprinkles to non-liquid food—after cooking &amp; cooling</td>
<td>First foods are very watery—luta and suji; no handwashing</td>
</tr>
<tr>
<td>Use full packet, only 1 per day</td>
<td></td>
</tr>
<tr>
<td>Feed all food with MNP</td>
<td>Mothers believe child can’t eat too much—don’t measure</td>
</tr>
<tr>
<td>Do not share food with Sprinkles with others</td>
<td>Common to share—often share a plate</td>
</tr>
<tr>
<td>Discard food after 30 minutes</td>
<td>Will not waste food</td>
</tr>
</tbody>
</table>
## Decision: Complementary Feeding Behaviors

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Reason/Concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Begin foods @ 6 months</td>
<td>Often delay introduction of food—ceremony @ 9 mo</td>
</tr>
<tr>
<td>Use family foods (rice); not suji</td>
<td>Digestion—lack of knowledge of how to make soft rice</td>
</tr>
<tr>
<td>Wash hands before all meal preparation</td>
<td>Little water, soap or place to wash</td>
</tr>
<tr>
<td>Feed variety of foods (vegetables, animal source, oil)</td>
<td>Lack of animal source foods &amp; fear of fish for young children</td>
</tr>
<tr>
<td>Feed age-appropriate amount and frequency</td>
<td>Mothers believe child can’t eat too much—no idea of quantity</td>
</tr>
<tr>
<td>Do not share food</td>
<td>Common to share—often share a plate</td>
</tr>
<tr>
<td>Encourage child to eat</td>
<td>Distraction from work</td>
</tr>
</tbody>
</table>
Decision: Blended Feeding and Sprinkles Behaviors

1. Wash hands before all meal preparation
2. Begin foods @ 6 months with Sprinkles
3. Use family foods (rice); not suji
4. Food quality: added variety – family vegetable, fish powder, oil? with Sprinkles
5. Feed age-appropriate amount—Add Sprinkles to full amount & encourage feeding all--Sprinkles gives child increased appetite
6. Frequency—doesn’t fit well
7. Continue to breastfeed
8. One full packet, one time a day
9. Encourage child to eat, don’t save food
10. Continue to use Sprinkles during illness
Logo and Location Identification Flag

• Appeal:
  parental aspirations

• Slogan:
  “We want a healthy mind and a healthy body, so Sprinkles are in our child’s food”
  (rhymes in Bangla)
Reminder material – Sprinkles only group
Reminder material -- Complementary feeding + Sprinkles group

6 – 12 months
Reminder material -- Complementary feeding + Sprinkles group

12 – 24 months
Current situation

1. GAIN has arranged with Renata (local manufacturer of Sprinkles) for project supply

2. CARE conducting extensive data collection for Akhony Shomay: IYCF and 2 groups of Sprinkles users

3. GOB looking at using MNP nation-wide; on technical Advisory Board for study & want to use lessons from study

4. USAID looking for global guidance to improve IYCN: new, integrated CF & MNP of interest