



IYCN USAID's Infant
& Young Child
Nutrition Project

Engaging grandmothers and men: a family-focused approach

Influencing the influencers, CORE Group Spring Meeting
May 12, 2011

Altrena Mukuria, DrPH
Infant & Young Child Nutrition (IYCN) Project

Photo: Aurelio Ayala III

This presentation was produced through support provided to the Infant & Young Child Nutrition (IYCN) Project by the U.S. Agency for International Development, under the terms of Cooperative Agreement No. GPO-A-00-06-00008-00. The opinions herein are those of the author(s) and do not necessarily reflect the views of the U.S. Agency for International Development.

The Infant & Young Child Nutrition Project

- USAID's flagship project on infant and young child nutrition.
- Aims to prevent malnutrition for mothers and children during the critical time from pregnancy until two years of age.
- Led by PATH in collaboration with CARE, The Manoff Group, and University Research Co., LLC.



Photo: PATH/Evelyn Hockstein

Malnutrition is a major contributor to the burden of disease worldwide

- Underlying cause of more than 1 of 3 child deaths in poor countries each year.
- More than 3.5 million children die each year.
- More than 10% of the total global disease burden.



Photo: Aurelia Ayala III

Why grandmothers and men?



Photo: Judi Aubel

Influence on feeding behaviors

Infants <6 months:

- Almost 13% exclusive breastfed

Children 6-23 months:

- 30% consume a minimum acceptable diet
- 45% fed minimum diversity
- 58% fed minimum meal frequency

Photo: PATH/Evelyn Hockstein



Approach

- Literature review.
- Study on infant feeding practices of HIV+ mothers.
- Pre-test and idea exploration.
 - Male group leaders
 - CHWs on engaging grandmothers



Photo: Faith Thuita

Approach, continued

- Formative research on maternal, infant, and young child nutrition.
- World-wide literature review on grandmothers and men.
- Evaluation of intervention to engage grandmothers and fathers.



Photos: PATH/Evelyn Hockstein

Findings

- In general, knowledge about breastfeeding is much higher than that about complementary feeding.
- Grandmothers:
 - Respected
 - Involved in household decision-making
 - Frontline child caregivers



Photos: Faith Thuita

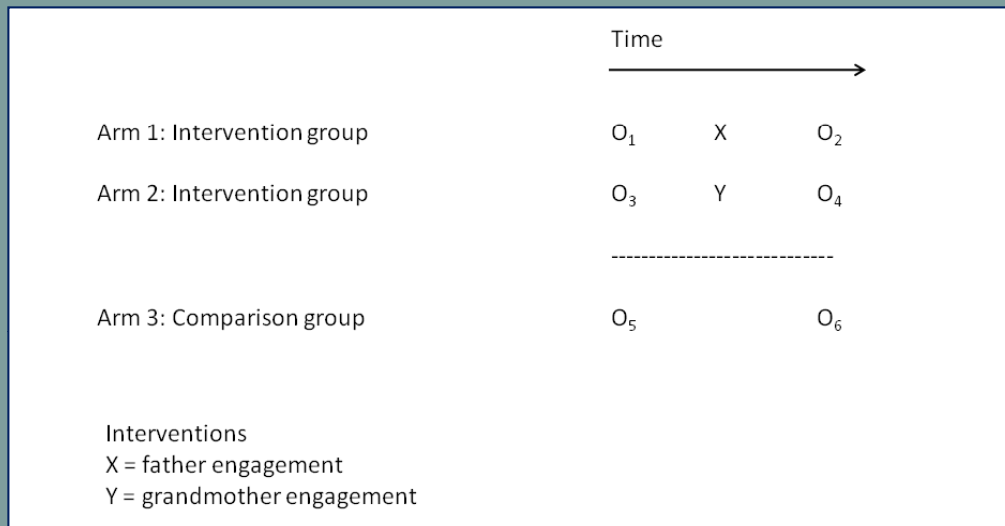
Findings, continued

- Men:
 - Culturally-defined father roles and responsibilities.
 - Listen to counsel of their mother.
 - Want more information.



Photos: PATH/Evelyn Hockstein

Evaluation design



- Grandmother-Mother pairs
 - Grandmother dialog groups
- Father-Mother pairs
 - Male dialog groups

Photos: Altrena Mukuria

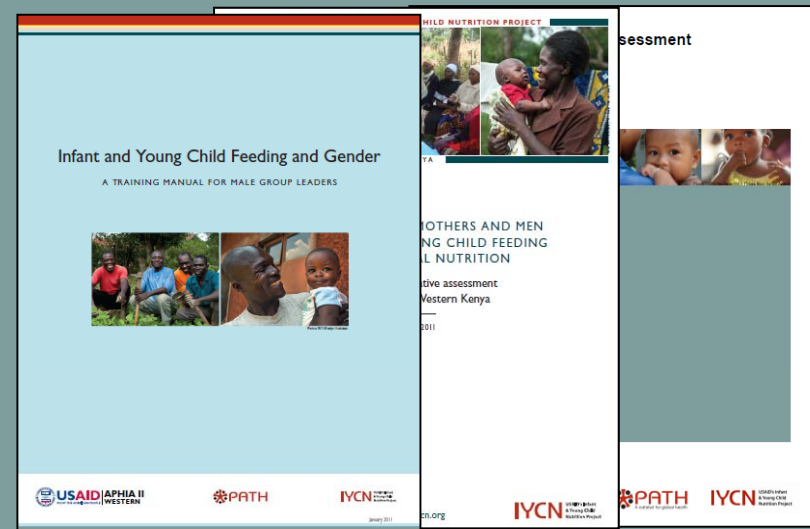
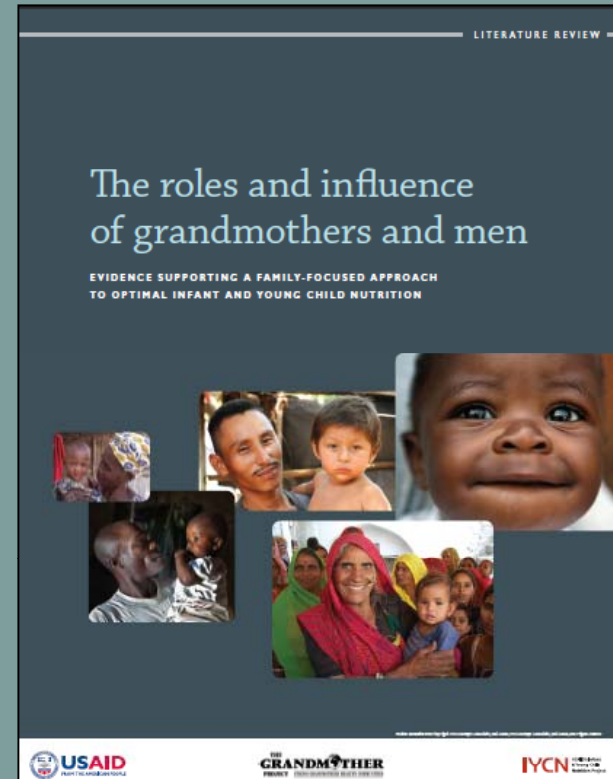
Lessons learned

- Use a family-centered approach to behavior change for infant feeding and maternal nutrition.
- Men are not male women.
- Grandmothers are key influencers in the family.
- Address community norms, not just individual behaviors.
- Engage existing structures and networks.



Recommendations

- Pay attention to the socio-cultural context.
- Take time to review literature and conduct formative research.
- Adopt a family-centered approach, do not just focus on the mother-child dyad.
- View grandmothers and men as resources, not obstacles.



Thank you



Photo: PATH/Evelyn Hockstein

Please visit www.iycn.org