Orange-flesh sweet potato for improved nutrition in North India

A cluster-randomized controlled trial

Is OFSP a viable solution to vitamin A deficiency in Uttar Pradesh? To what extent does its success depend on nutrition education?

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**Intervention design**

**Nutrition-sensitive agricultural promotion of OFSP**

- Farmer field schools for plots & gardens
- Focus on ag benefits of OFSP

**Nutrition-specific education and BCC**

- Village events for families
- Interactive formats: cooking shows, games, songs
- Messages focused on vitamin A and IYCF

**Intervention delivery**

15 villages

Random selection to groups

10 villages

Received Ag Intervention

5 villages

Received no intervention

Ag-Only villages (n=5)

Ag+Nutr villages (n=5)

Control villages (n=5)
Challenges:
- Pest pressure
- Crop competition (cereals)
- Severe weather events

Opportunities:
- Nutrition-sensitive intervention alone
  improved nutrition knowledge
- Excitement and interest
- OFSP liked and desired