Landscape Analysis of Social and Behavior Change in Nutrition-Sensitive Agriculture Programs

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**Background**
- Nutrition-sensitive agriculture is intended to address underlying determinants of malnutrition through improved food production and/or access¹.
- Social and behavior change (SBC) can enhance impacts of such programs on dietary outcomes, but it is not well characterized in this context.

**Objective**
To characterize the landscape of social and behavior change in the context of ongoing nutrition-sensitive agriculture programs in low- and middle-income countries.

**Methods**
- A codebook was developed using both inductive and deductive codes were developed (ongoing).
- An analytical framework was developed based on the Consolidated Framework for Implementation Research and an internally developed set of recommended practices for SBC.
- Informed consent was obtained at both the project level and from individual interview and focus group participants.
- Emory University Institutional Review Board approved data collection and analysis protocols.

**Results**
- 13 projects were enrolled in the study.
- In-person data collection has been severely delayed due to the ongoing COVID-19 pandemic; to date, data collection has been completed on 6 of 13 projects.
- Common SBC approaches include interpersonal communication and community engagement.
- Audience-focused, participatory methods are common.
- Advocacy is common, but infrequently acknowledged as an SBC approach or within the SBC strategy.
- Few programs conduct formative research or utilize formal SBC theories, but tend to rely heavily on local staff’s knowledge of communities where implementation occurs.
- Programs commonly engage one target audience via one primary communication platform; additional audiences or platforms may be present but are not emphasized.

**Conclusion**
- SBC in nutrition-sensitive agriculture is heterogeneous with respect to approaches used and alignment with recommended practices. A key challenge of this research is the lack of documentation of SBC design and implementation.

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