

# BUILDING CAPACITY FOR SUSTAINABLE LIVES IN GHANA



The University of Ghana, McGill University, and World Vision are working with the local District Assembly, the Department of Agriculture (DoA), Ghana Health Service, Ghana Education Service, Heifer International, and the Upper Manya Krobo District (UMKD) rural bank in the UMKD of Ghana to strengthen local resources and services that will help improve health, nutrition, economic well-being, and food security in rural communities.

DECEMBER 2016

# NUTRITION LINKS

## IMPROVING NUTRITION KNOWLEDGE THROUGH RADIO CAMPAIGNS

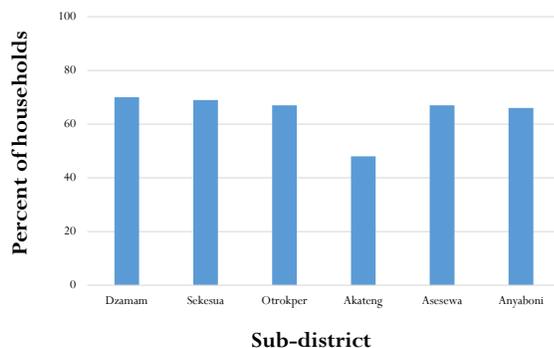
- \* Behaviour change communication (BCC) is an interactive process where customized messages are developed with community members and delivered using a variety of communication channels to promote positive behaviours<sup>1</sup>.
- \* Key components of successful BCC interventions include multiple delivery channels, emphasis on key messages that are developed through formative research and consider the cultural setting, and clear impact pathways to behaviour change<sup>2</sup>.
- \* Radio-broadcasting is a cost-effective BCC intervention, and some studies have shown its effectiveness in improving health behaviour<sup>3,4</sup>.

### References:

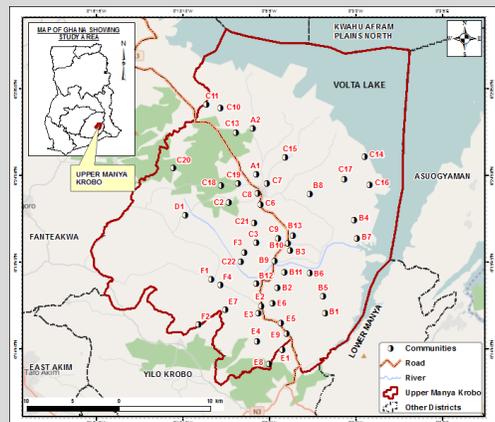
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## News From the Field

Radio ownership in UMKD, by sub-district



Among households with an infant < 12 mo in 2014, 64% owned a radio while 36% did not. Fewer households with an infant < 12 mo in the Akateng sub-district owned a radio compared to all other sub-districts ( $p < 0.0001$ ).



In the UMKD, 34% of communities have access to Rite 90.1, the local radio station that will air Nutrition Links' nutrition education messages.

### Household radio access

In most households, men own the radio and also control what is listened to on it.

## Child nutrition knowledge among households with access to Rite 90.1 radio

### Knowledge to reinforce

- \* Parents understand that poor birth spacing and over-working young children will hinder their growth and development.

*"...so when the man is approaching you, you have to go for family planning so that pregnancy will not come early for you to be able to take good care of the child to grow healthy..."* - Mother

*"When the child always carries loads that are heavier than them, that doesn't allow children to grow"*  
- Male resident

### Knowledge to improve upon

- \* Many mothers think infants need water and do not exclusively breastfeed. However, infants < 6 mo of age do not need to be given water regardless of how hot it is outside; breast milk is enough to satisfy their thirst.
- \* Mothers commonly mentioned that "one breast is the food and one is the water". However, breast milk is always nutritious, regardless of which breast is given.

*"As for me, frankly speaking I feel the child is thirsty. When he is crying even after you breast feed him then, I feel he is thirsty"* - Mother

### Project Activities

The Nutrition Links project, in collaboration with Farm Radio International, is implementing a 12-mo radio campaign on Rite 90.1 FM. Formative research has informed the types of nutrition and health messages that will be broadcasted twice weekly across the district. Communities were selected at random to either have access to the radio broadcasting only or have additional audio or text messages sent directly to individuals' phones, in addition to monthly visits to obtain feedback on the program. Information is being collected from households with children < 5 y before and after the campaign to assess improvement in knowledge and practices between the two groups.



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The Project is funded by the Government of Canada, through Global Affairs Canada.



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Additional funding is provided by: McGill University, World Vision Canada, Population Council

Website:

<http://www.mcgill.ca/cine/research/building-capacity-sustainable-livelihoods-and-health-ghana>

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