**Results of the Barrier Analysis Studies and Suggested Behavior Change Activities**

| **Behavior** | **Priority Group or Influencing Groups** | **Determinants** | **Bridges To Activities** | **Activities** |
| --- | --- | --- | --- | --- |
| Mothers of children 6 – 23 months feed them foods each day from the four food groups | \*see annex 5 for complete Priority Group Description  Demographics:  Daily Routine:  Big Desires:  Known Barriers to the behavior:  Current feelings/practices:  Gender Issues:  Stage of Change: | 1.Self- efficacy  Access:   1. It’s easy to grow food 2. Difficult access to market/ places to buy foods   c. Need money to buy different foods  2.Cue for Action:  Can’t remember to prepare meals with four food groups  3. Risk  Not at risk of malnutrition  4.Severity:  Malnutrition is a very serious condition | 1a&b.Increase the perception that it’s easy to grow or get different kinds of foods  1c. Increase the perception that it doesn’t cost a lot of money to feed your baby different foods  2. Increase the ability of mothers to remember how to prepare meals for babies that contain foods from the 4 food groups  3. Reinforce the perception that children who eat a variety of foods are not at risk of becoming malnourished.  4.Increase the perception that children can die from malnutrition | Create a module for CNC and CNF on feeding a baby meals using local ingredients from the four food groups each day.  In the module cover points 1a, b, c and 3 and 4 through a story comparing two mothers with 6 – 23 old children.  Write discussion questions to generate a dialogue among the mothers to examine their own situations and abilities/desires to begin to adopt this behavior.  Discuss ways to overcome the barriers they face  Encourage women to commit to take steps to try the behavior.  Follow up with Home Visits 2 -3 weeks after the meeting/story to provide support/encourage/track behavior adoption.  2. Cue for Action  Create a match-the-food-to-the-food group game and during the CG meeting and during home visits play the game.  Create recipes for balanced, low cost meals for different age babies (6-8 months; 9- 12 months and 12 – 23 months) that consist of locally available ingredients.  Create visual aids that depict these recipes and also showing the frequency of feeds and portion size  As part of the Care Group and Neighbor Group meetings conduct cooking demonstrations with the CNF and the Neighbor Moms. |
| Outcome Indicator: Proportion of children 6-23 months provided with all 3 minimum infant and young child feeding practice. | | | Process Indicators: # CG Modules developed based on formative research; # CNC trained; #CNFs trained; #meetings | |