



IMPROVING FOOD SECURITY: INTEGRATED LIVELIHOOD AND NUTRITION PROGRAMS FOR YOUNG WOMEN

Making Cents International's
Global Youth Economic Opportunities
Conference – September 2011

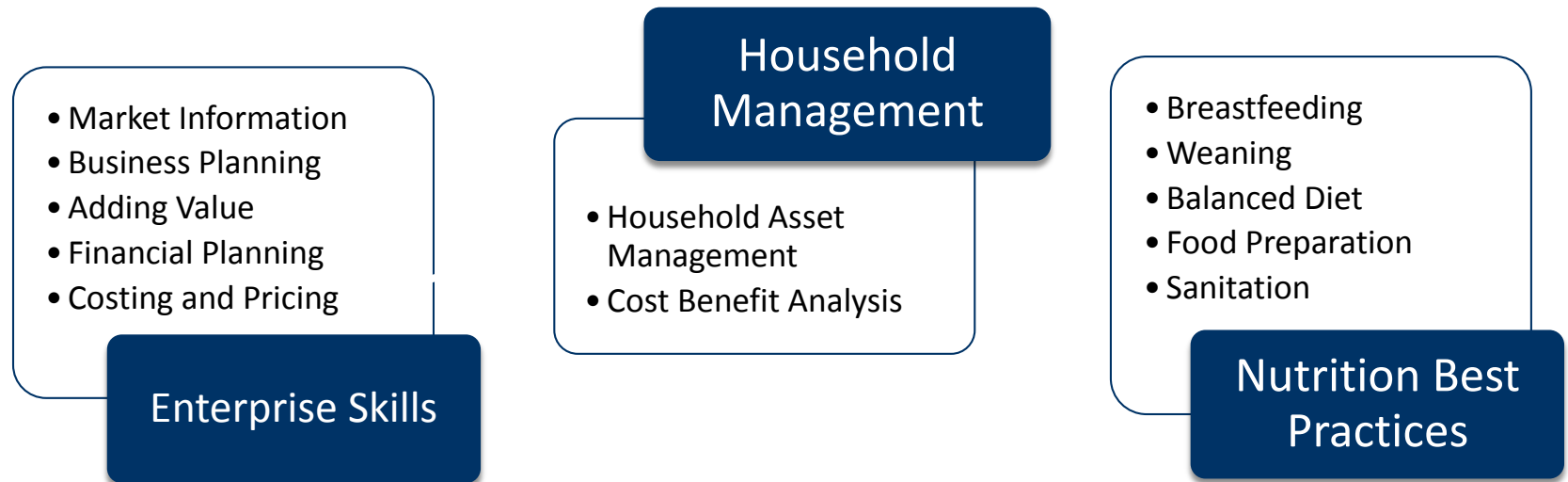
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Integrated Programs

- Often in agrarian societies/developing countries:
 - Young women do not have access or control over assets
 - Trust issues and cultural norms need to be considered when considering household dynamics
 - Knowledge of livelihood and nutrition best practices is limited, but knowledge alone does not always mean people are empowered to change
 - Poverty is often affiliated with under/malnutrition
 - Increasing income, alone, does not necessarily lead to improved nutrition

USAID MARKETS Livelihood and Nutrition Activity for Women

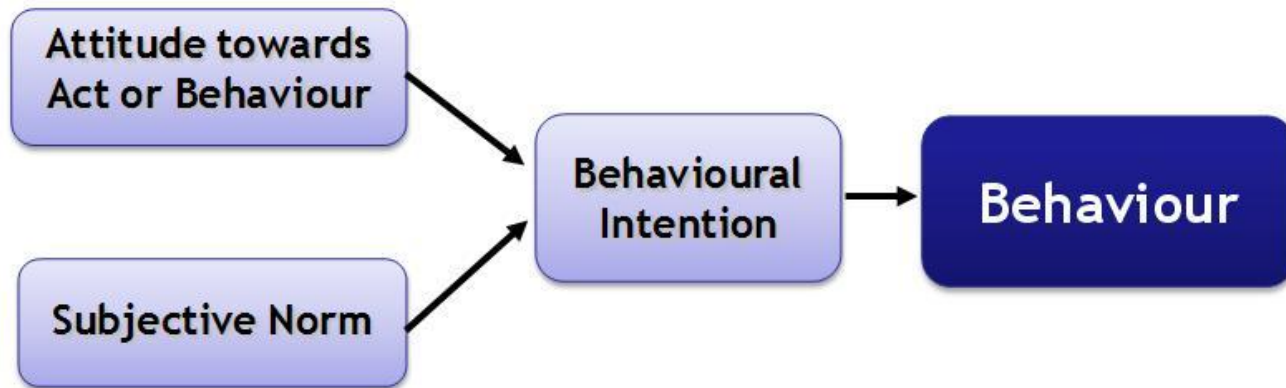
Integrated Nutrition, Enterprise Development, and Household Asset Management



Behaviors and Attitudes



Behaviors and Attitudes



Program Design and Delivery Elements

- I. Accessing Beneficiaries- Reaching the beneficiary and achieving impact
- II. Integration- Integrating activities and messaging
- III. Sustainability -Maximizing change and building a sustainable program
- IV. Monitoring &Evaluation- Building capacity to monitor and evaluate and focusing on impact

Accessing Beneficiaries

Program Design and Delivery Elements	Challenges	Opportunities to Maximize Impact
<i>Accessing Beneficiaries</i> Reaching the beneficiary and achieving impact	<ol style="list-style-type: none">1. Location2. Select the target beneficiary3. Address diverse cohorts4. Select the right vehicle5. Scale up and achieve impact	<ol style="list-style-type: none">1. Target areas with higher prevalence means a higher chance of reaching the right beneficiary2. Find actors already trusted by communities3. Know what motivates your audience, don't start with your objectives4. Create demand for the intervention

Accessing Young Women in Nigeria

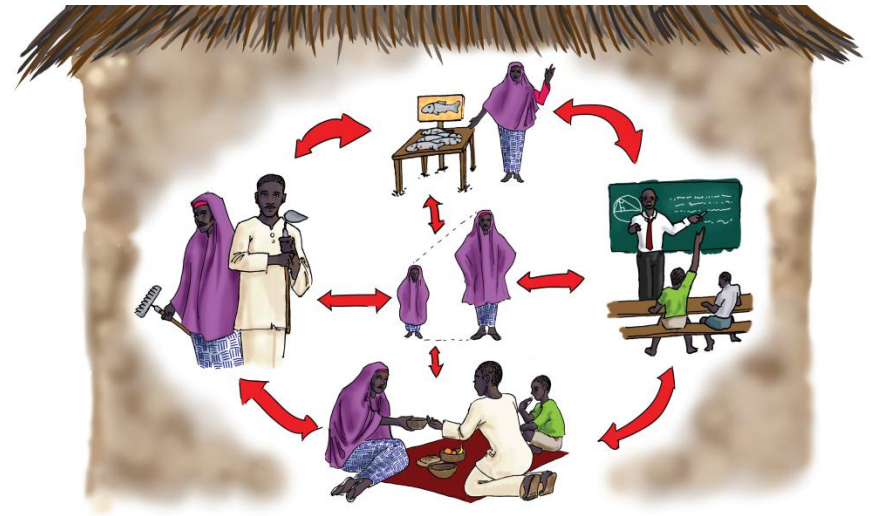
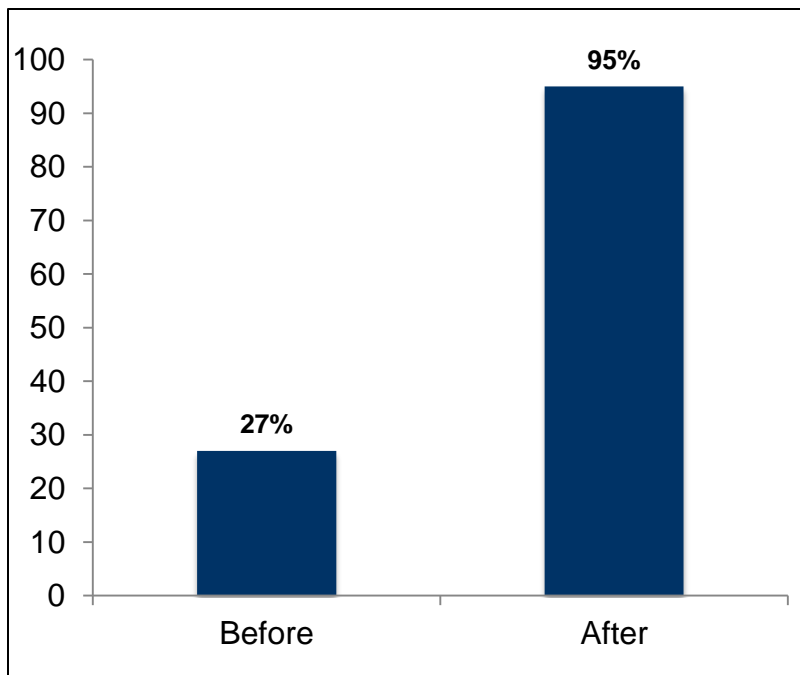


Integration

Program Design and Delivery Elements	Challenges	Opportunities to Maximize Impact
<i>Integration</i> Integrating activities and messaging	<ol style="list-style-type: none">1. Our mandate2. Team structure3. Messaging4. Funding	<ol style="list-style-type: none">1. Our messaging- Everyone should know what you are trying to achieve and know what success looks like2. Deliver an integrated program3. Our team4. Our partners

The Integrated Hut

Percentage of participants responding yes that if everyone in their household eats nutritious meals, it can have a positive effect on their income and productivity?



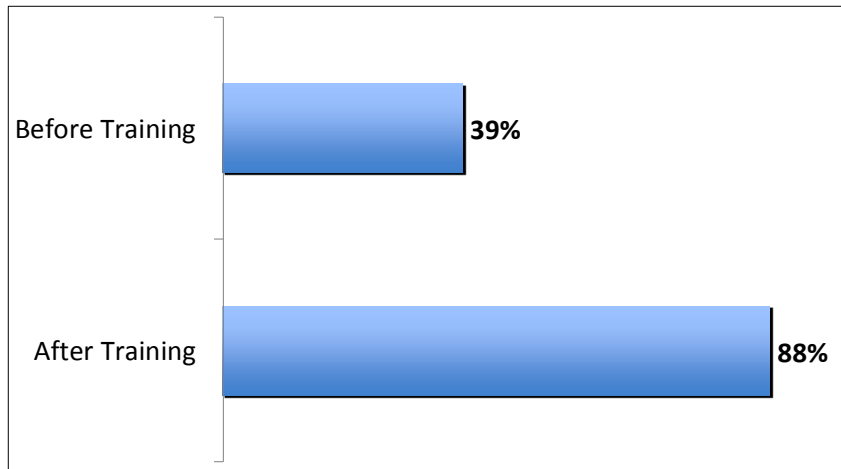
- 78% of participants said they save crops and/or livestock for household consumption.
- 57% of participants that know nutrition can have a positive effect on income and productivity are also investing in a homestead farm.
- 88% that know nutrition can have a positive effect on income and productivity are investing more in food.

Sustainability

Program Design and Delivery Elements	Challenges	Opportunities to Maximize Impact
<i>Sustainability</i> Maximizing change and building a sustainable program	<ol style="list-style-type: none">1. Opportunities and constraints in capacity2. Silo activities3. Donor overload4. Cultural and gender issues5. Enabling environment6. Conflict	<ol style="list-style-type: none">1. Integrate at design AND delivery2. Don't give everything for free- let part of the program come from the community3. Build the capacity of the participant and those in their household and community4. Reinforce messages5. Acknowledge the structure, the norms, strengthen existing roles

Building Social Capital

Participants who belong to a support group



“We have started a group as a result of the training and we are supporting each other by creating a savings program. Our goal is to become a registered association while our goal in the far future is to start a community rice processing plant.”

– Livelihood and Household Nutrition Pilot Activity Participant, Kano State

“I now see my wife as a partner in managing my house.”

Husband of Livelihood Household Nutrition Activity Beneficiary

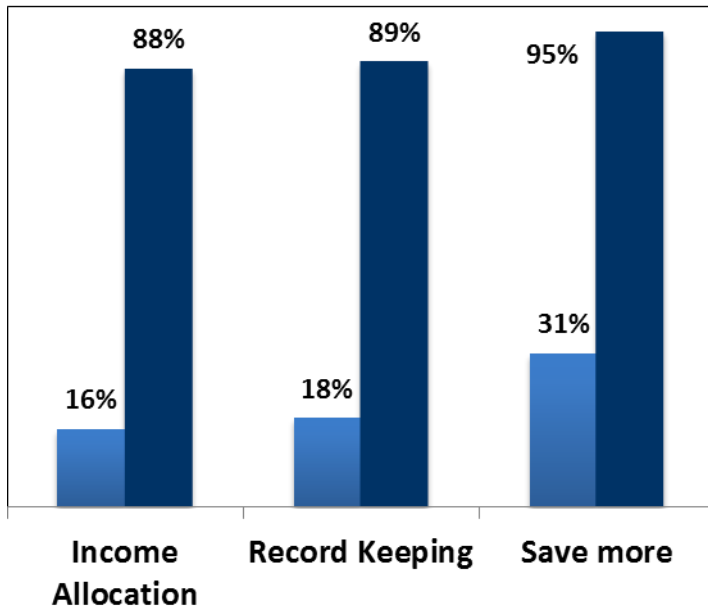
Kano, Nigeria

Monitoring & Evaluation

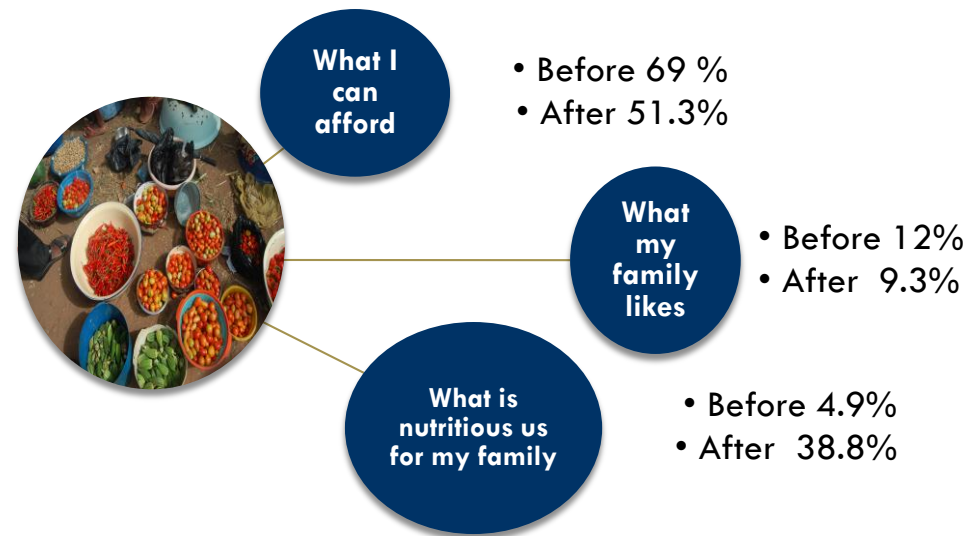
Program Design and Delivery Elements	Challenges	Opportunities to Maximize Impact
<i>M&E</i> Measuring Impact	<ol style="list-style-type: none">1. Incentive to collect good data2. Baselines3. Timing of data collection	<ol style="list-style-type: none">1. Everyone should know what you are trying to achieve and know what success looks like

Results

Percentage of participants who reported change in business practices before and after the training



Shift in the number one factor when deciding which foods to prepare for the household



Implementing partners were trained and monitored in data collection procedures.

Program Design and Delivery

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