

## Helpdesk Report: Behaviour Change in Under 2's

Date: July 2010

**Query:** To conduct a short literature review of the evidence for using behaviour change communication, e.g. mass media, IPC etc, to impact positively on caring practices (breastfeeding, complimentary feeding, hygiene, IYCF) on the under 2's in India (or South Asia if evidence limited). Also include evidence of successful behaviour change in India mobilised by BCC/IPC campaigns to improve child underweight rates and infant mortality.

**Enquirer:** DFID India.

### Content

1. Academic Literature
2. Cochrane
3. India specific materials
4. Intrahealth briefs
5. Outside Asia
6. Other

#### 1. Academic Literature

Bolam A, Manandhar DS, Shreshtha P, Ellis M, Costello AML. The effects of postnatal health education on infant care and family planning practices in Nepal: a randomized controlled trial. *BMJ* 1998; 316 : 805-11.

<http://www.bmj.com/cgi/content/abstract/316/7134/805>

Bhandari N, Mazumdar S, Bahl R, Martines J, Black RE, Bhan MK. Use of multiple opportunities for improving child feeding practices in undertowns within child health programs. *Health Policy Plan* 2005; 20 : 328-36.

<http://heapol.oxfordjournals.org/cgi/reprint/20/5/328>

An evaluation of post-campaign knowledge and practices of exclusive breastfeeding in Uganda. Gupta N, Katende C, Bessinger R. *J Health Popul Nutr*. 2004 Dec; 22(4):429-39.

<http://centre.icddr.org/images/jhpn224-an-evaluation.pdf>

An Educational Intervention to Promote Appropriate Complementary Feeding Practices and Physical Growth in Infants and Young Children in Rural Haryana, India. Nita Bhandari, Sarmila Mazumder, Rajiv Bahl, Jose Martines, Robert E. Black and Maharaj K. Bhan. *J. Nutr.* 134:2342-2348, September 2004

<http://jn.nutrition.org/cgi/content/abstract/134/9/2342>

Recent Evidence of the Effectiveness of Educational Interventions for Improving Complementary Feeding Practices in Developing Countries. Shi L, Zhang J. *Journal of Tropical Pediatrics*. 2010 Jun 17

<http://www.ncbi.nlm.nih.gov/pubmed/20558381>

(Abstract only)

Effectiveness of an educational intervention on complementary feeding practices and growth in rural China: a cluster randomised controlled trial. Shi L, Zhang J, Wang Y, Caulfield LE, Guyer B. Public Health Nutr. 2010 Apr;13(4):556-65. Epub 2009 Aug 26. PMID: 19706219 <http://journals.cambridge.org/action/displayAbstract?fromPage=online&aid=7359528> (abstract only)

Training in complementary feeding counselling of healthcare workers and its influence on maternal behaviours and child growth: a cluster-randomized controlled trial in Lahore, Pakistan. Zaman S, Ashraf RN, Martines J. J Health Popul Nutr. 2008 Jun;26(2):210-22. PMID: 18686554 <http://www.bioline.org.br/pdf?hn08023>

Prevention of malnutrition among young children in rural Bangladesh by a food-health-care educational intervention: a randomized, controlled trial. Roy SK, Jolly SP, Shafique S, Fuchs GJ, Mahmud Z, Chakraborty B, Roy S., Food Nutr Bull. 2007 Dec;28(4):375-83. <http://dSPACE.icddr.org/dSPACE/bitstream/123456789/605/1/2007-FoodNutrBull-375-RoySK.pdf>

## 2. Cochrane

Support for breastfeeding mothers. Britton C, McCormick FM, Renfrew MJ, Wade A, King SE. [http://mrw.interscience.wiley.com/cochrane/clsysrev/articles/CD001141/pdf\\_fs.html](http://mrw.interscience.wiley.com/cochrane/clsysrev/articles/CD001141/pdf_fs.html) (but not on behaviour change communication)

## 3. India specific materials

Presentation by Laxmikant Palo, (Vistaar Project, India) to Technical meeting held in Bangkok, 2007 on: Scaling Up High-Impact FP/MNCH Best Practices:

[Presentation](#)  
[Complementary Feeding](#)  
[Promising Practices](#)  
[Complementary Feeding Evidence Review](#)

Or go to page : [http://www.esdproj.org/site/PageServer?pagename=Conf\\_ANE\\_Presentations\\_Topic\\_NIC](http://www.esdproj.org/site/PageServer?pagename=Conf_ANE_Presentations_Topic_NIC) then go to NIC4: Complementary Feeding: An Evidence Review from India

## 4. Intrahealth briefs

Two Evidence Review Briefs from the Vistaar Project:

- Improving Complementary Feeding Practices: A Review of Evidence from South Asia
- Community-Based Interventions that Improve Newborn Health Outcomes: A Review of Evidence in South Asia

<http://www.intrahealth.org/page/maternal-neonatal-and-childrens-healthfamily-planning>

*(the zip files have more detailed information than the briefs)*

## 5. Outside Asia

Experience LINKAGES: Behavior Change Communication

<http://www.linkagesproject.org/publications/index.php?series=7>

Parlato M, Seidel R (eds). 1998. Large scale application of nutrition behavior change approaches: Lessons from West Africa. Arlington, VA: BASICS Project

<http://www.pronutrition.org/files/Large%20Scale%20BCC%20Approaches.PDF>

Menon, Purnima, Cornelia Loechl, Gretel Pelto, and Marie Ruel. Development of a Behavior Change Communications Program to Prevent Malnutrition in the Central Plateau of Haiti: Results and Challenges from a Formative Research Study. Washington, D.C.: Food and Nutrition Technical Assistance Project, Academy for Educational Development, 2002.

[http://www.fantaproject.org/pm2a/IFPRI\\_R12\\_0902.pdf](http://www.fantaproject.org/pm2a/IFPRI_R12_0902.pdf)

## 6. Other

Maternal behaviour change for child health and nutrition. A Kalita, Social Initiatives Group, ICICI Bank, Mumbai, March, 2006

[http://www.icchn.org/pdf/publication/Maternal\\_Behaviour\\_Change\\_for\\_Child\\_Health\\_and\\_nutrition\\_ak\\_final.pdf](http://www.icchn.org/pdf/publication/Maternal_Behaviour_Change_for_Child_Health_and_nutrition_ak_final.pdf)

(see page 16 “intervention evidences” – but it doesn’t say much on evidence)

Seidel (2005) Behaviour change perspectives and communication guidelines on six child survival interventions [again not much on the evidence]

[http://www.jhuccp.org/pubs/cp/child\\_survival/BehaviorChangePerspectives.pdf](http://www.jhuccp.org/pubs/cp/child_survival/BehaviorChangePerspectives.pdf)

## 7. Additional information

### Author

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