



2021 Scaling Up Nutrition National Conference



27th -29th April 2021

Location: Virtual/Lusaka





Date: 29th April 2021

Presentation Title: The Application of Mobile-Based Technology in Nutrition Programs

Presenter: Mubanga Chilufya, Country Manager, Viamo

Organization: Scaling Up Nutrition Technical Assistance

“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”



UNITED NATIONS
ZAMBIA



USAID
FROM THE AMERICAN PEOPLE



IMPLEMENTED BY:
KFW



Sweden
Sverige



Outline

- Acknowledgements
- Introduction
- Approaches
- Results outcomes
 - The implications
 - Sustainability
- Next steps
 - Lessons learned.
 - Recommendations





Acknowledgements



“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”



INTRODUCTION



Republic of Zambia



“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”



Background



SUN TA is a four-year (February 18, 2019 - February 17, 2023) contract with three additional options for a total of 7 years

USAID funded Project



Major stakeholders: GRZ/NFNC and Key Line Ministries



Contractor:

DAI Global LLC

Subcontractors:

TechnoServe & Viamo

Objectives

- Contribute to the reduction of stunting among children under two years of age in Zambia
- Adequate quantity and quality of dietary intake among target groups
- Adequate health conditions for biological utilization of nutrients
- Multisectorial Approach
- Applied at all levels of implementation in 13 districts four provinces



“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”



Objectives Of VIAMO on SUN-TA

Data
Collection &
Feedback
Mechanisms

Remote
Training
and
General
Information
Dissemination

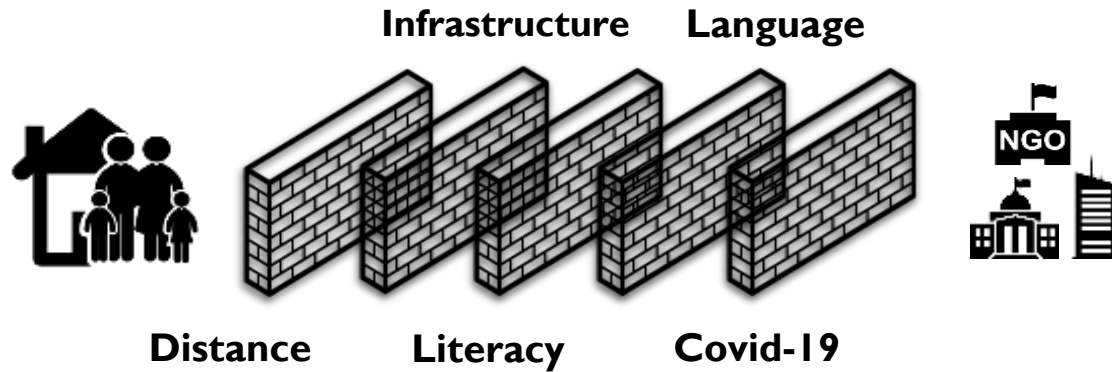
Social
Behavior
Change



“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”



Breaking Barriers To Information



Supporting both Governments and Development Organisations with Mobile Technology Solutions



“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”



WHY MOBILE?



Reach across distance, infrastructure, language and literacy rates



Lowest cost per person reached resulting in cost reductions



Each person can get the right message at the right time



Real-time communication, short feedback loops and quick learning



“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”

A magnifying glass with a dark blue frame and handle is positioned on the left side of the image. The lens is focused on a single, dark grey puzzle piece. The background is a light blue gradient with a pattern of faint, white puzzle piece outlines. The word "APPROACHES" is written in white, bold, uppercase letters in the center of the image, with a short white horizontal line above it.

APPROACHES



Thematic Areas



WASH



AGRICULTURE



FINANCIAL LITERACY



HEALTH, NUTRITION AND CHILD CARE



“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”

Remote Training And Infoline (Outbound Campaign)

100
Most
Critical
Days
THE BARRIERS TO LIFE

The aim of this guide is to help you learn how to use your mobile phone to hear content sent to you or answer questions using your phone's keypad.

Voice Calls

-  1 You may receive a voice call or survey that is sent to your phone.
-  2 Answer and listen to the call.
-  3 Press the buttons to respond to the questions.
-  4 Listen to the next question after pressing the buttons.

 **viamo**
improving lives via mobile

Launched
in 2021

7K
Farmers
Reached

3k
Participants
have
Completed
Lessons



“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”



6-6-7 Hotline Service

6-6-7 User Guide

The aim of this guide is to help you learn how to use your mobile phone to hear important messages using your phone's keypad.

- 1 Use your phone keypad to dial 6-6-7.
- 2 Listen to the options.
- 3 Press the buttons to choose a topic to listen to.
- 4 Listen to the messages and repeat!

Only available for MTN subscribers



- Content Launched In August 2020
- 74K Listeners
- 158k Key Messages

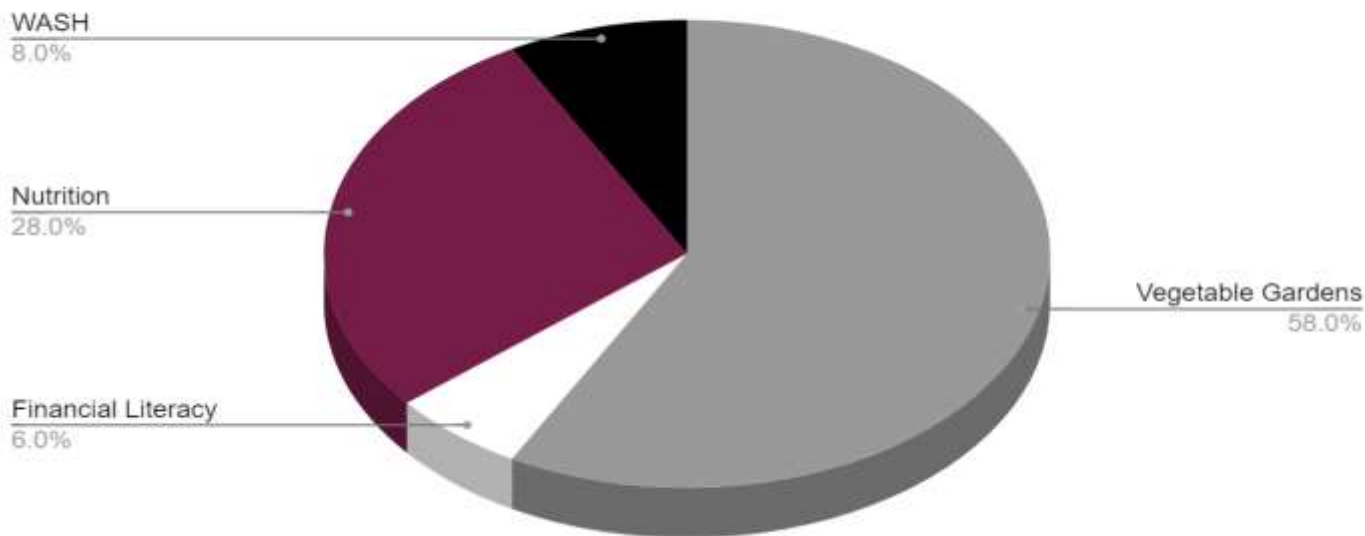


“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”



6-6-7 SUN TA Content Listeners

Listeners



“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”

IMPLICATIONS

Two darts are shown in the foreground, one light green and one teal, both with gold-colored barrels. They are positioned as if they have just been thrown and are about to hit a target. The target is visible at the bottom of the frame, showing yellow and green concentric rings. The background is a solid blue gradient.



Nutrition and Child Care Stats

From August 2020 to March 2021,
a total of **20,858** listeners listened to
27,817
key messages on Nutrition and child
care.

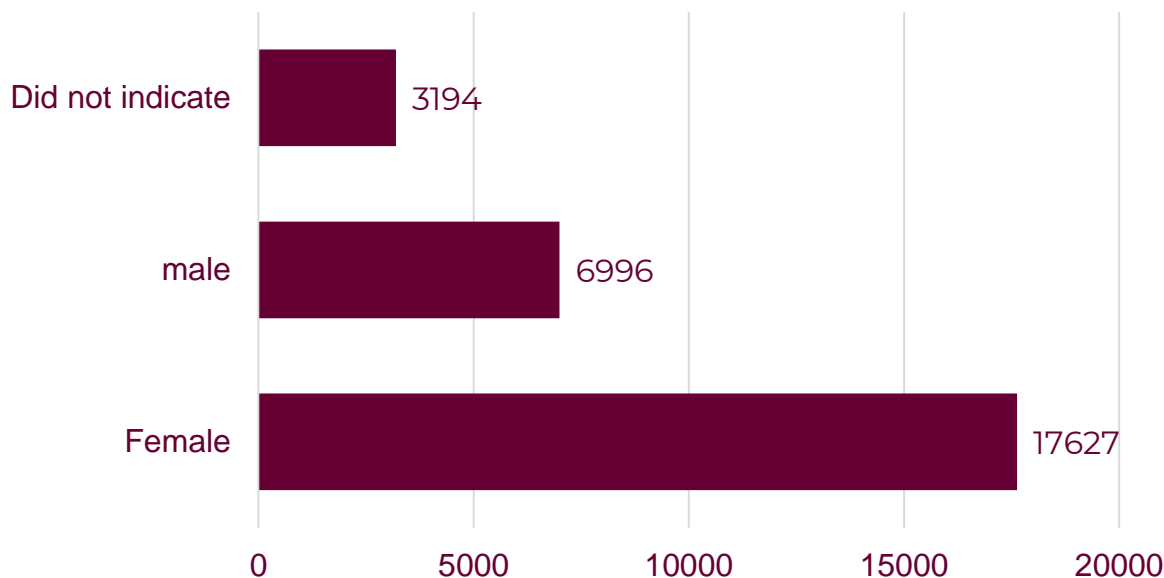


“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”

Gender distribution of listeners

Most listeners of Nutrition and child care are Female with a total of 17627 listeners. male listeners make a total of 6996..

3194 listeners did not indicate their gender.



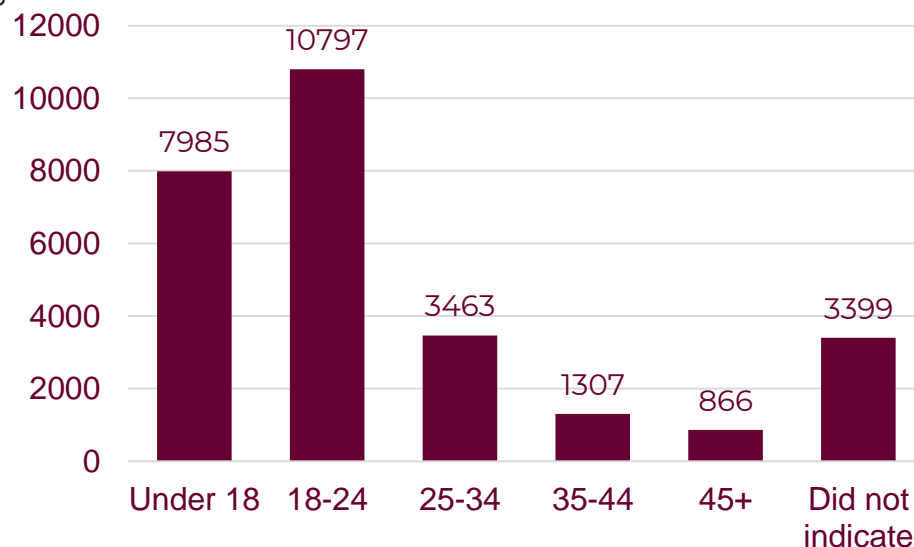


Age distribution listeners

Most of the Nutrition and child care listeners are between the age of 18-24 with a total of 10797 listeners.

The second most listeners make up a total of 7985 and these are aged under 18. The least listeners are aged 45 and above with a total of 866 listeners.

3399 listeners did not indicate their age.



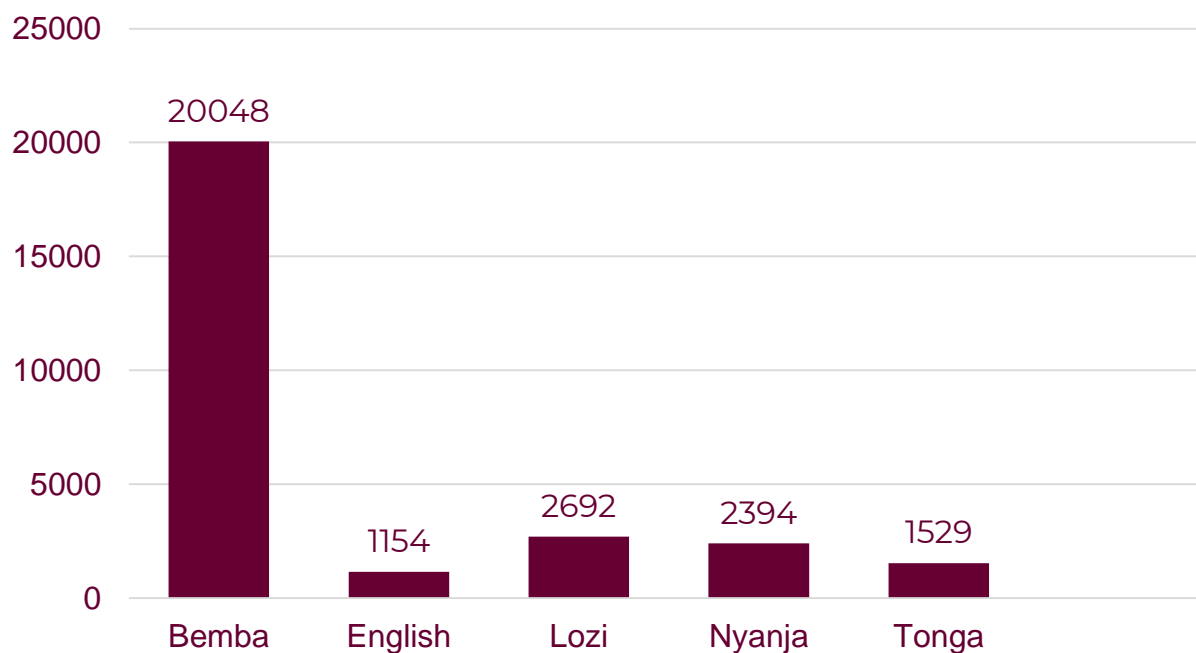
“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”



Language distribution of listeners

Bemba is the most listened language with 20048 listeners followed by Lozi with 2692.

English is the least with 1154 listeners.



“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”

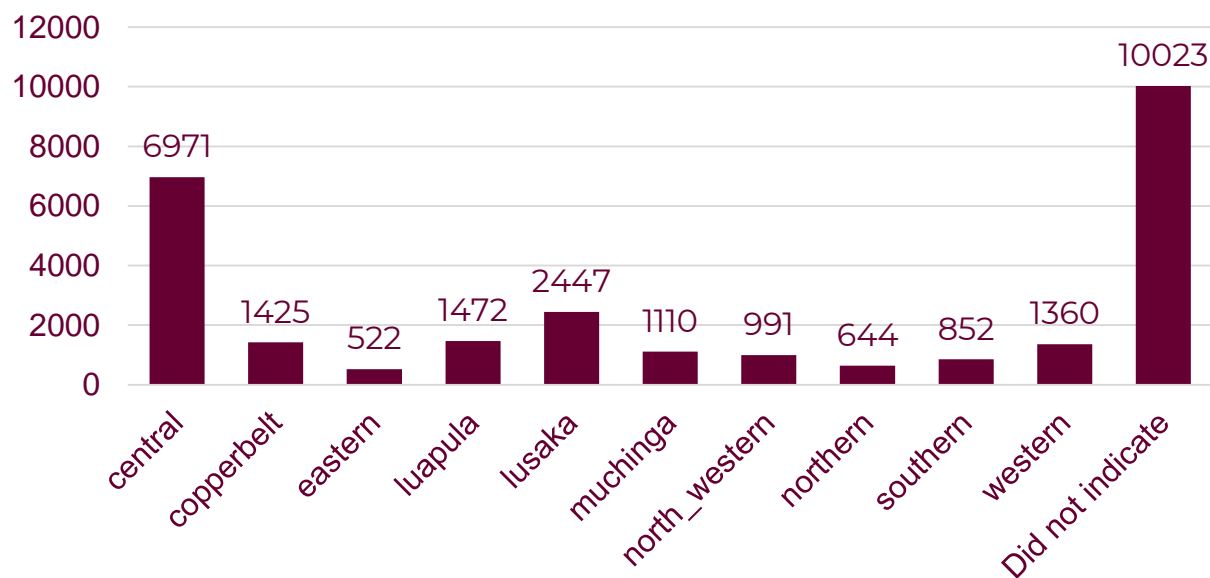


Location distribution of listeners

Most of the Nutrition and child care listeners did not indicate their location. A total of 10023 did not indicate their location.

From the listeners that indicated their location, most of them are from Central Province with a total of 6971 listeners followed by Lusaka with 2447 listeners.

Luapula follows with a total of 1472 listeners. The least listeners are from Eastern province with a total of 522 listeners..



“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”



NEXT STEPS AND RECOMMENDATIONS



2021 Mobile Engagement Plan

	01 SBC Messaging (6-6-7Service) Dynamic Nutrition Recipes	Supports Pillar #1 Nutrition-specific priorities to reduce stunting in children	All 13 Districts
	02 SBC Messaging (outbound IVR calls to heads of households on 4 seasonal vegetables)	Pillar #2: Nutrition-sensitive Agriculture priorities to reduce stunting in children	50,000
	03 SBC Messaging 6-6-7& IVR Outbound Campaign For Community Savings and Lending Groups		All 13 Districts
	04 SBC Messaging (outbound IVR Calls for women with kids between 0 and 6 months)	Nutrition-specific priorities to reduce stunting in children under two	10,000
	05 SBC Messaging (outbound curriculum for women with kids between 7 and 12 months)	Nutrition-specific priorities to reduce stunting in children under two	10,000



“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”



2021 Mobile Engagement Plan



06

SBC IVR (outbound curriculum for pregnant women)

Desired Behavior #1: Pregnant women and mothers of children under two add a healthy ingredient to a traditional meal each day

15,000



07

Remote training: CBVs and SUN Mother Group Volunteers on roles for SUN TA

Part of the strategy of Capacity strengthening for health staff, agriculture extension workers, community leaders, and volunteers

3052

COMMUNITY HEALTH

08

Remote training: CBVs on family planning & contraceptive use

Part of the strategy of Capacity strengthening for health staff, agriculture extension workers, community leaders, and volunteers

1500



09

6-6-7 Service Promotion across all themes

Use different media other than SMS to create awareness around the 3-2-1 information database.

All 13 Districts



10

Data Collection (IVR Rapid Surveys)

Rapid Mobile Surveys to help with monitoring and evaluation

50890 X 4



“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”

Lessons Learned



- ❑ On ground sensitization is required
- ❑ Farmers appreciate the service
- ❑ Shared mobile phones therefore content reaching the wrong person(s) in some cases
- ❑ Incentivizing for surveys increases response rates as was seen on a WASH survey
- ❑ Information becomes stale due to challenge in receiving mobile numbers on time

Closing



“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”



Additional Resources

Additional resources may be accessed at: www.viamo.io

Or Contact

Mubanga Chilufya

Country Manager Viamo Zambia

Email: mubanga.chilufya@viamo.io

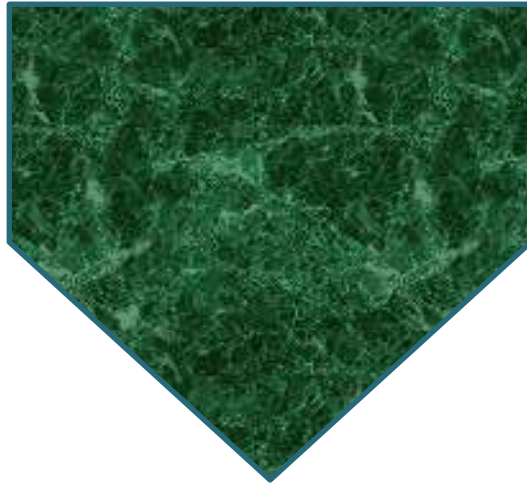
Mobile: +260 966 99 33 99



“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”



No 5 Osidian House,
Bwnjimfumu Road
Rhodespark, Lusaka, Zambia
Contact: Mubanga Chilufya
Position: Country Manager Zambia
Email: mubanga.chilufya@viamo.io
Phone 0966993399



Thank you



“Sustaining stunting reduction through creating an enabling environment for nutrition programmes”