

RENFORCER LES CONSEILS NUTRITIONNELS AU NIGERIA POUR LES PERSONNES LES PLUS DIFFICILES À ATTEINDRE : DE NOUVEAUX OUTILS POUR FAVORISER UNE EXPÉRIENCE EMPATHIQUE DES SOINS

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USAID
FROM THE AMERICAN PEOPLE

Breakthrough
ACTION
FOR SOCIAL & BEHAVIOR CHANGE



Speakers



Shittu Abdu-Aguye
BA Nigeria



Angela Samba
BA Nigeria

Contexte

Pourquoi les ASC doivent-ils mettre l'accent sur les conseils en matière d'alimentation complémentaire ?

L'alimentation complémentaire de 6 à 24 mois est essentielle à la nutrition du jeune enfant et donc à sa croissance et à son développement tout au long de sa vie, mais elle reste un défi mondial.

Les conseils prodigués par les agents de santé communautaires (ASC) aux personnes qui s'occupent des enfants constituent une approche universelle pour améliorer les pratiques en matière d'alimentation complémentaire.



Pourquoi créer un outil de conseil pour les ASC ?

Situation actuelle :

Les ASC enseignent généralement aux soignants ce qu'ils doivent faire sur la base de recommandations génériques, mais ne favorisent pas toujours une expérience où les soignants peuvent exprimer leurs besoins, poser des questions ou trouver des solutions à leurs problèmes.

Il y a souvent un manque de confiance entre les ASC et les soignants. Les outils actuels ne permettent pas de lever suffisamment cet obstacle à la qualité des conseils.



But

Fournir aux ASC des outils qu'ils **conçoivent eux-mêmes** et qu'ils jugent faciles à utiliser, utiles et efficaces.

Focus Question

How can Nigerian CHWs better **educate, empower, and activate** caregivers to initiate complementary feeding from 6 months and improve diet diversity for young children from 6-24 months?



Human Centered Design Process



Découvrir les défis



Qualitative Research Overview: Nigeria

Kebbi State

Community
Health
Workers

Mothers
and
caregivers

Community
and peer group
leaders

Household
influencers

Total

63

60

29

31

183

Research Methods

Remote/Digital

In-Person

EnGauge

Desktop research

One-on-one interviews



Highlights: Gaps in CHW Job Aids

- **Absence of support to build trust and empathy between CHWs and caregivers**
Current tools do not help CHWs make a personal connection or give space for and encourage CHWs to show empathy during counseling.
- **Absence of tools to tailor counseling to situation**
CHWs deliver information in one-way, without understand the situation of the mother and the child to tailor to specific challenges or needs.
- **Unmet needs of fathers and mothers-in-law**
CHWs don't have tools that speak to mothers-in-law and fathers' interests, such as, the value of local, nutrient-rich foods appropriate for young children, nor do CHWs often trigger them to bring or support feeding more diverse foods.

Développer des solutions



Des idées aux prototypes

Observations

Confiance et empathie

Les outils actuels ne donnent pas l'opportunité/n'encouragent pas les ASC à faire preuve d'empathie pendant les séances de conseil et ne donnent pas non plus aux soignants la possibilité d'exprimer leurs besoins sans craindre d'être jugés.

Défi et solution :

Établissement de relations

Amener les relais communautaires à faire preuve d'empathie à l'égard des soignants et des patients et établir un lien pour fournir des conseils et des soins efficaces afin d'améliorer les comportements en matière d'alimentation complémentaire

Des outils pour relever les défis.

Prototype 1
VOTRE PROPRE AVENTURE

Prototype 2
EMPATHWAYS

Prototype 3
JEU DE CARTES

Prototype 4
TRIVIA (avec Qs T&F)

Incertitude et peur

Motivés par les résultats d'une bonne alimentation, les soignants, les membres de la famille et de la communauté peuvent apprendre de nouvelles recommandations pour surmonter la peur de faire du mal à l'enfant tout en encourageant patiemment l'introduction d'aliments sains.

Normes alimentaires

Les normes relatives à ce qu'il est acceptable de donner à manger aux enfants sont des facteurs déterminants et sont véhiculées par les belles-mères, les pairs et les communautés.

Connaissances et normes

Permettre aux soignants de s'informer sur la diversité des régimes alimentaires pour leurs enfants et reconnaître l'expertise des ASC en matière de conseils personnalisés.

Des idées aux prototypes

Observations

Normes

Les normes et traditions relatives à ce qu'il est habituel et acceptable de donner à manger aux enfants signifient que la plupart d'entre eux ne reçoivent que de la bouillie.

Valeur perçue des aliments locaux

Les mères pensent que les aliments coûteux sont "meilleurs" et nécessaires pour les enfants.

Confiance dans l'introduction d'aliments diversifiés

Les séances de conseil des ASC pourraient mieux équiper les mères pour qu'elles se sentent en confiance pour essayer d'ajouter des aliments divers à la bouillie/dans le bol.

Défi et solution :

Attitudes

Augmenter la valeur perçue des produits disponibles localement, des aliments riches en nutriments

Confiance et agence

Augmenter la confiance pour nourrir les enfants avec des aliments diversifiés

Des outils pour relever les défis.

Prototype 5 & 6 ; 8

ACTIVITÉ DE COMPARAISON DES PRIX ; FLUX DE CONSEILS

Prototype 7
JEU DE TRIVIA

Prototype 8
FLUX DE CONSEIL ET PLAN D'ACTION

Tester et améliorer les solutions



User-testing Overview

Testing Sprint

8
PROTOTYPES

Focus Group
Discussions

One-on-one
interviews

Shadowing

Co-design
sessions

Community
Health
Workers

Mothers
and
Caregivers

Community
Leaders

Household
influencers

Total

22

22

16

6

66

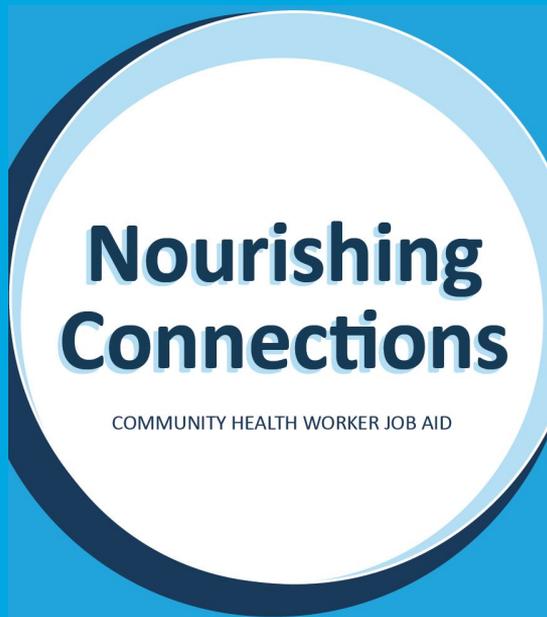
Starting with Empathy

Building block of a trusted relationship.

Empathy is good for health. Evidence shows that health workers with empathy have patients who enjoy better health.

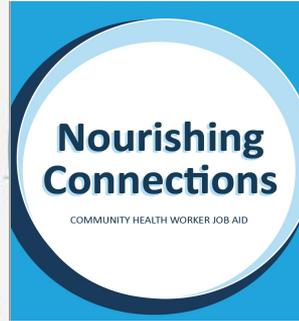
Goal of these tools are in part to transform the interaction between a CHW and a caregiver/family and move from one-way communication and information sharing to building a true connection and depth of understanding.

Practicing compassion can improve the experience for both CHWs and caregivers.



**Outils d'aide à l'emploi en matière
de conseil et de soutien**

Home Visits



1 EMPATHWAYS

2 ASSESS CAREGIVERS' KNOWLEDGE

3 COUNSELING FLOW

4 ACTION PLAN

 Total duration:
30- 35 min



TRIVIA



CARD GAME



PRICE COMPARISON



Up to
20 min
per tool

Activity 1. Empathways to Nutrition

Questions for CHWs and caregivers to answer.

For example, “Can you share your experience about feeding your child?
What do you find challenging?”

- Puts caregivers at ease
- Creates a two-way connected relationship and builds trust
- Shifts experience to a safe and non-judgemental place to speak openly

“It has never been so easy to talk to them. In fact, they talked a lot.”

CHW

“That was the first time I was asked something during the session. and that is the first session that I think I will remember what was said.”

Caregiver

The screenshot shows a document with four steps for conducting a counseling session:

- Step 01. The Pledge:** Involves you and the caregiver. You must read this aloud to the caregiver, as a commitment to be honest and open.
- Step 02. Get to know each other:** Choose 1 question and connect with the caregiver.
- Step 03. Information seeking:** Choose 1 question to understand more about the caregiver's situation.
- Step 04. Addressing needs:** Choose 1 question to understand the caregiver's needs. If you select the 8 you most need the scenario.

Each step includes specific questions and instructions for both the counselor and the caregiver.

Activity 2. Assess the Caregiver's Knowledge of Nutrition

Step 1: Ask the following questions
Ask the caregiver one of the 5 questions listed on the answer provided by the caregiver.

- 1. What is the importance of feeding and the community to encourage caregivers of 6 to 24 months-old children to provide a variety of food for healthy growth at that age?**
Know or understand the importance to feeding the children.
Know and understand the importance to healthy growth.
Know and understand the importance to healthy growth.
- 2. What are the benefits of adding different foods, such as dried fish or yogurt, when a child turns 6 months?**
Know or understand.
Know but don't fully understand or to provide the children.
Know and understand the importance to healthy growth.
- 3. What nutrient sources (foods) can be added to a child's meal each day (6 to 24 months old)?**
Know or understand.
Know but don't fully understand or to provide the children.
Know and understand the importance to healthy growth.
- 4. Why is it good for children over 12 months to eat to their own food?**
Know or understand.
Know but don't fully understand or to provide the children.
Know and understand the importance to healthy growth.
- 5. What are the consequences for a family and community when a 6 months-old child only eats plain porridge?**
Know or understand.
Know but don't fully understand or to provide the children.
Know and understand the importance to healthy growth.

Step 2: Register the score
The caregiver will be asked to register the score. Start the number of correct and the caregiver give that correspond to each language.

EXAMPLE:

Knowledge = 3 answers
Understanding = 2 answers
Practice = 1 answer

Step 3: Pick a tool
This step is optional. Pick the tool together and according to the caregiver's concern that demonstrated at the end of the session.

The caregiver has the choice to use:

- Knowledge
- Card game
- Table
- Practice
- Video explanation
- Practice
- Video explanation

Questions to assess current knowledge, attitudes, and practices related to feeding children aged 6 to 24 months.

For example: What are the benefits of adding different foods, such as dried fish or yogurt, when a child turns 6 months?

"This tool made my session faster, because I know what I have to talk to them about. This is by far my favorite tool".

CHW

"The questions are simple and everything went well so fast, I liked it".

CHW

Activity 3. Counseling Flow

STEP 1 Ask	STEP 2 Follow up	STEP 3 Explain	STEP 4 Solve together
<p>Diet diversity</p> <p>Do you eat a variety of fruits and vegetables? If not, how many servings of each?</p>	<p>How often do you eat fruits and vegetables? How many servings of each?</p> <p>What type of fruits and vegetables do you eat? How many servings of each?</p>	<p>Are you trying to eat more fruits and vegetables? If not, why not?</p>	<p>What are some ways to eat more fruits and vegetables? How many servings of each?</p>
<p>Complementary feeding</p> <p>When you feed your child, do you use any complementary feeding practices? How many times a day?</p>	<p>What type of complementary feeding practices do you use? How many times a day?</p> <p>How often do you use complementary feeding practices? How many times a day?</p>	<p>Are you trying to use more complementary feeding practices? If not, why not?</p>	<p>What are some ways to use more complementary feeding practices? How many times a day?</p>
<p>Diet diversity</p> <p>Do you eat a variety of fruits and vegetables? If not, how many servings of each?</p>	<p>How often do you eat fruits and vegetables? How many servings of each?</p> <p>What type of fruits and vegetables do you eat? How many servings of each?</p>	<p>Are you trying to eat more fruits and vegetables? If not, why not?</p>	<p>What are some ways to eat more fruits and vegetables? How many servings of each?</p>
<p>Complementary feeding</p> <p>When you feed your child, do you use any complementary feeding practices? How many times a day?</p>	<p>What type of complementary feeding practices do you use? How many times a day?</p> <p>How often do you use complementary feeding practices? How many times a day?</p>	<p>Are you trying to use more complementary feeding practices? If not, why not?</p>	<p>What are some ways to use more complementary feeding practices? How many times a day?</p>
<p>Identifying needs</p> <p>How do you usually identify your child's needs? How often do you identify your child's needs? How many times a day?</p>	<p>What type of needs do you usually identify? How many times a day?</p> <p>How often do you identify your child's needs? How many times a day?</p>	<p>Are you trying to identify your child's needs more often? If not, why not?</p>	<p>What are some ways to identify your child's needs more often? How many times a day?</p>

Supportive tools you could use at the end of the session

- Photo comparison
- Play
- Card game

Set of questions to identify current situation/ reflect on change since last session, **focus** on 1-2 issues, and **solve problems** together.
Counseling Flow: Ask, Follow-up, Explain, Solve together

"It was easy to discover the problem, because they talk a lot about this part. But, I have to get used to asking more questions."

CHW

"It was very good because we only talked about two subjects, so it's much better than when they come in and talk about all those stuff".

CHW

Activity 4. Action Plan

Action Plan

What do you have in your food stock?

What will you try to do this week?

1. Add healthy food foods to your child's bowl?
2. Add healthy food foods to your child behavior needs?
3. Feed your child with a separate bowl?
4. Share these suggestions with family members for support?

Identify barriers

Session's Recommendations

Left with caregivers to provide actionable recommendations and documents agreements made during the session.

For example: What will you try this week?

"The action plan is very easy to use, and helps both of us to define the next steps".

CHW

"Can I keep this paper? I want to put it on my wall...".

Caregiver

Orientation Videos for CHWs

Set of three videos to set CHWs up for success:

1

Understand importance and benefits of compassionate care

2

Receive tips on how to lead a counseling session with caregivers that is compassionate

Learning from Testing



CHWs resisted sharing personal stories

- **CHWs resisted sharing their own experiences** as a way to engage with mothers and caregivers, which became a barrier to building trust.
- **CHWs feared gossip, looking weak**, and of losing control of the process.

"I know that working this way will reduce the session time and improve the result, but I can't compromise my family. I don't know how to do JUST ENOUGH"

CHW



Compassionate counselling requires a different skill set

- Listening actively for more than 1 minute, being vulnerable, asking probing questions, writing down key points, developing and sharing recommendations *all at the same time* is a **drastic change in the skill set, mindset, and expectations for CHWs.**

"It was hard to listen to so much and think. However, these tools are so useful".

CHW



Gamification favorite format

- **Gamification lightened seriousness** and helped participants to relax and be open to new experiences and learning.
- **Gamification allowed for frank conversations**, routine breaks for both caregivers and CHWs, experimentation with new roles, experience of desired reality, knowledge gain without obligation, and curiosity to go beyond information provided.

"The game is my favourite by far. I don't need to ask for attention because everyone is paying attention, without me making much effort".

CHW

Global Application



Global Application for the Job Aid

1. Empathways creates an empathic counseling session

Two-way **relationship building** sets up an experience that is supportive and empathetic. As a result, caregivers felt more confident communicating their needs and trusted CHW advice. *Mothers talked!*

Note: CHWs need new training, mentoring and other community/facility support to change expectations about CHW roles.



Addresses global need to better equip CHWs to build trusted relationships and be curious to understand a caregivers' needs.

Global Application for the Job Aid

2. Focus on 1-2 topics to solve timely issues

Counseling flow actively helped CHWs ask questions and focus in on 1-2 topics most relevant for a given mother or caregiver.

Enabled CHWs to efficiently assess caregivers' current behaviors / situation and tailor counseling sessions to their needs/priorities.



Addresses global need to tailor counseling to the child's and family's situation and needs to avoid information overload.