

Consultative Meeting on SBCC Toolkit - 9th July, 2018

A consultative meeting was held at the PINS PMU hosting focal persons from UNICEF, FAO, Accelerated Action Plan for Reduction of Stunting and Malnutrition in Sindh (AAP), Action Against Hunger and Conseil Sante to review the SBCC toolkit and give their feedback on what all should be modified.

The meeting started off with introducing the toolkit, the theme of the messages within and the steps to creating it (review of existing materials, consultative meetings). The format of the toolkit and a description of what a session would entail was also discussed including the frequency of sessions being carried out (twice in a year). Each session would be carried out in an interactive manner with both the male and female members of the households. The pretest carried out will then gauge the difference in response between men and women to the messages disseminated in the sessions.

There was a discussion over highlighting the lack of dietary diversity through the dependence on limited sources. Mr. Nangranj said that this is both through the insistence of production and consumption, focusing more on producing cash crops.

The majority of the meeting focused on making changes to the pictorial representation of the messages that were being covered in the toolkit. These included:

- On the cover, include depiction of livestock and poultry and merge handwashing within latrine management illustration.
- In Session 1, chart 2, merge open defecation with the picture of the polluted village. Similarly, depict dietary diversity more clearly and change the wording for junk food in Urdu.
- In Session 1, chart 3, include a picture of a baby where the mother is drinking milk.
- In Session 2, chart 4, include hand pump that is being contaminated by the latrine.
- In Session 2, chart 6, include a handwashing station
- In Session 2, chart 9, in the first box (upper right), the three pictures will be combined to illustrate the proper management of cow dung and its use as a fertilizer. In box two, only the second picture will remain while the others will be removed. In the third, only the first illustration will remain and a new illustration will replace the fourth picture.
- In Session 3, chart 12, include a *matka*
- In Session 3, chart 13, adapt the pictures to reflect the local Sindhi context where the collection is done on ground level rather than the roof. Mr. Orakzai said that he had pictures that reflected it.
- In Session 4, chart 17, all the illustrations are to be modified to articulate clearly.
- In Session 6, chart 25, the second picture will be removed and include buying seeds to encourage creating kitchen gardening. Also, in the box depicting personal hygiene, water treatment methods

Illustrations that were unclear throughout the toolkit are also to be revised by using a more crisp art style to depict them in a clearer manner. Similarly, characters depicted should be outfitted in a way to depict continuity.

Ms. Jamali also insisted on including latrine management and the technical aspects to pay heed to while construction. Mr. Anjum pointed that based on consultation before, that this message will be part of the training imparted to masons and plumbers since it would be too technical (and excessive) to be included

in the water and hygiene session. Ms. Jamali also insisted that the Environmental and Social Management framework should also be paid heed to while constructing latrines. Mr. Anjum requested this to be shared if available.

There was a considerable discussion on charts depicting complementary diet in Session 5 that the child is to be fed from 6-9 months and onwards. There would be a more detailed discussion on this with Rabia Rauf (ACF Pakistan) and other experts to illustrate the type of diet, the number of servings and the portion size.

When discussing the slide on income patterns, Mr. Nagranj mentioned that they are collecting household data across 14 villages, the findings of which will be prepared in around 25 days. RSPN has requested for this data to be shared.

Mr. Soomro also pointed out that we should keep in mind how behaviour changes. That too many messages may cause saturation and that messages need to be prioritized. He urged pretesting the toolkit to validate its messages. The appropriate word in Sindhi for malnutrition and stunting should also be included to ensure that it resonates with the audience.

Mr. Anjum agreed, and reinforced that messages within the toolkit are kept crisp and clear for the audience to understand clearly and for the CRPs disseminating the messages to do so with ease and clarity.

The Way Forward:

- Inputs from stakeholders be incorporated
- Draft revised toolkit and conduct pre-testing to gauge understanding and capture further nuances
- Carry out final review post-field testing
- Finalize the SBCC Toolkit and translate in Sindhi

List of Attendants

	Name	Designation	Organisation
1	Dr. Abdul Khaliq	Govt. Technical Liaison Officer	RSPN - PINS
2	Ammar Orakzai	WASH Specialist	UNICEF
3	Zahida Jamali	WASH Officer	UNICEF
4	Shaista Jabeen	WASH Technical Consultant	Local Govt. Consultant
5	Dr. Akhter Ali	DPP - AAP	AAP
6	Mustafa Nangranj	Deputy Programme Coordinator	AAP
7	Rao Ayub Khan	Technical Manager Agriculture	ACF Pakistan
8	Alee Kapri	M&E Coordinator	RSPN - PINS
9	Imtiaz Ali	M&E Officer	RSPN - PINS
10	Jennifer Khan	Country Director	ACF Pakistan
11	Habib Wardej	Project Officer	FAO
12	Rabab Jafar	Comms Officer	RSPN - PINS
13	Shahana Ali	M&E Officer	RSPN - PINS
14	Areesha Banglani	M&E Officer	RSPN - PINS
15	Dr. Ute Schumann	Team Leader	EU PINS 1
16	Shafique – ur- Rehman	Social Mobility Specialist	AAP Task Force
17	Asghar Soomro	Communication Specialist	AAP Task Force
18	Bashir Anjum	Social Sector Specialist	RSPN