

### **SBCC Consultative Meeting - August 13<sup>th</sup>, 2018**

A consultative meeting took place at the PINS PMU on Monday, August 13<sup>th</sup> to discuss the finalized SBCC Toolkit with various focal partners including sector coordinators from the AAP, FAO, Action Against Hunger and RSPN.

The meeting progressed as follows:

- Mr. Anjum introduced the background of how the SBCC toolkit came to be. He explained the different components within PINS (ER-1, 2 and 3) and what each Component is responsible for, including the nature of intervention within each.
- Mr. Anjum explained the various indicators that are to be achieved through the behaviour change strategies defined within the SBCC toolkit which included the following:
  - Percentage increase of expenditure dedicated to a minimum of four food groups (outside staples) by target households;
  - Percentage of women, age 15-49 years from targeted population, who consume at least 5 out of 10 defined food groups of Minimum Dietary Diversity-W;
  - Percentage of children (age 6-23 months) that consume a minimum acceptable diet;
  - Percentage decrease in incidence of diarrhoea in U-5 children in programme target areas; MDD-W is defined as: Women 15-49 years of age that have consumed at least five out of ten defined food groups the previous day or night
  - Minimum acceptable diet: Proportion of children 6–23 months of age who receive a minimum acceptable diet (apart from breast milk).
- He also explained the process of compiling the toolkit that included a literature review, consultative meetings at different points, a draft review meeting for feedback and a pre-test carried out in the field.
- One of the main feedback received was regarding the clarity of the illustrations for which another consultant was hired. The SBCC toolkit was also translated into Sindhi once the illustrations were finalized.
- The methodology of the pre-testing that took place in Matiari and Sajawal was also explained including the FDGs that took place that called for a critical review of the different slides.
- Mr. Anjum also delved into explaining the feedback such as increasing clarity in illustrations and messages given below with pictures in the kit needs to be removed. Valid feedback given has been incorporated within the revised toolkit.
- He then went through the toolkit session by session, explaining the rationale behind each illustration as well as what approach endorsed by different organisations (UNICEF, FAO etc.) they are based upon.

- There were some general recommendations given on illustrations as follows:
  - In S1, C7: Number the steps in the different steps detailing hand washing.
  - In S5, C19: The illustration showing the child being breastfed should be held in a better way to avoid showing a choking hazard.
  - In S5, C24: The glass of milk and corn should be removed since it isn't what natives consume on a daily basis.
  
- There were questions regarding the water purification method where Mr. Anjum explained in detail of the purification methods at both community and household level. There was a case made for focusing on prevention rather than treatment by Ms. Jamali of UNICEF as well as focusing on government accountability by Ms. Schumann. Mr. Anjum explained that each of these measures are accounted for, explaining how each of the illustration deals with their concerns.
  
- Mr. Soomro also asked to elaborate on the purification method using glass bottles. Mr. Anjum explained that the details of the purification method have been detailed as part of the session points given behind the slides. He also explained the rationale for giving options to the community.
  
- Regarding the collection of water, Ms. Aziz pointed out that there are hazards like attracting mosquitos. She asked whether this has been incorporated with the session. Mr. Anjum agreed and asked for recommendations by ACF on prevention methods, backed by studies to be included in the session.
  
- In Session 4, Chart 16, Ms. Aziz also pointed out that in the meat and poultry group, there was a piece of ham that can be misconstrued. She suggested putting something related to lamb instead while checking other slides that focused on dietary diversity. She also mentioned replacing pineapples with fruits eaten natively that are high in vitamin C.
  
- There was also a discussion in terminology with regards to the urgency that they child is to be fed colostrum. Ms. Hussaini also encouraged differentiating colostrum from breast milk but Ms. Aziz countered that differentiating on the basis of color can be a little tricky.
  
- The division of the income was also discussed, with regards to the way the division was showcased. It was explained that the division was based on what the community practices at this point while the next slide showed what the recommended division should be. Ms. Syed pointed out that milk powder should be clearly labelled as tea whitener. In similar vein, corn was also asked to be removed since it is not native largely to the targeted audience. For the display of money, it was decided that the bowl collecting money should be removed.
  
- There was another discussion with regards to another pre-testing since there were reservations shared about who was present in the pre-test, with Mr. Soomro questioning that there should be a communication expert to understand what the SBCC lacks. Further discussions will be

carried out with Mr. Soomro and relevant members over the week that will be incorporated before the SBCC toolkit is printed.

**The Way Forward:**

- Ms. Jafar will share the SBCC Toolkit with all the participants of the meeting, who are to share their feedback by Thursday 16th August 2018 11:00 AM.
- This feedback will be consolidated by Mr. Kayani and herself with a final review meeting held with Mr. Soomro on the 17<sup>th</sup> at the PINS PMU.

### List of Participants

Sr#	Name	Designation	Organization
1	Muhammad Akbar Raza	Programme Director	RSPN
2	Asghar Sommro	Communication Specialist	Task Force Secretariat - AAP
3	Habib Wardag	Project Officer	FAO
4	Rao Ayub Khan	Technical Agriculture Manager	ACF
5	Aaliya	M&E Officer	RSPN
6	Shahana Ali	M&E Officer	RSPN
7	Dr. Akhtar Ali	Deputy Programme Director	AAP
8	Dr. Abdul Khaliq	GTLO	RSPN
9	M R Kayani	WASH Specialist	RSPN
10	Rabab Jafar	Communication Officer	RSPN
11	Syeda Ghanwa Hussaini	Assistant Director	SPU (SWD)- GoS
12	Ambreen Zehra Syed	Deputy Director	SPU (SWD)- GoS
13	Rabia Rauf	Technical Coordinator	ACF
14	Ayesha Aziz	Chief of Party	ACF
15	Shaista Jabeen	WASH Consultant	LGD
16	Dr. Ute Schumann	Team Leader	PINS ER1
17	Zahida	WASH Officer	UNICEF
18	Zaheer Ahmed	Capacity Building Officer	RSPN
19	Ghulam Mustafa Nangraj	DPC - AAP Agri	AAP
20	Ghulam Sarwar	Admin Assistant	RSPN