



USAID
FROM THE AMERICAN PEOPLE

fhi360
THE SCIENCE OF IMPROVING LIVES



2020 Australasian Aid Conference

Private sector delivery of multisectoral nutrition interventions: exploring possibilities through implementation research

Jennifer Crum, Project Director

USAID's Strengthening Multisectoral Nutrition Programming through Implementation Science Activity, FHI 360

Canberra, Australia | 19 February 2020

Co Author: Amy Weissman, DrPH, Deputy Regional Director/Technical Director Health and Nutrition, Asia Pacific Region, FHI 360

Why private sector engagement?

- Bangladesh nutrition successes have been driven by the public sector
- Rate of improvement has slowed
- Agriculture, health and SBCC private sector actors are ripe for engagement



The Multisectoral Nutrition Project (MSNP) is conducting implementation research of private sector nutrition intervention delivery

GOAL: Nutrition policy making and implementation in Bangladesh is informed by high quality local evidence.

IR 1

Increased availability of evidence to guide multi-sectoral nutrition programming implementation

MIXED METHODS RESEARCH DESIGN

- ▶ 2 RCTs to measure impact of sets of multisectoral nutrition interventions
- ▶ Implementation research to assess fidelity, adequacy, acceptability, coverage, utilisation, equity, and cost-effectiveness

① Process evaluation

② Qualitative investigations



Positive health seeking behaviours



Increased HH income used for nutrition-related behaviours



Improved nutrition-related knowledge, attitudes and practices



Positive gender norms



**IMPROVED MINIMUM
ACCEPTABLE DIET
FOR CHILDREN**

Private sector pathways to improve outcomes



Potential public sector challenges

Cost of social and behavior change communication (SBCC)

Lack of sustained sources of quality agriculture inputs and technical assistance for production

Limited access to health services and goods



Potential private sector solutions



Alternative SBCC delivery mechanisms



Community retailers source inputs to improve nutrition and provide technical assistance when needed



Non-graduate health providers deliver nutrition services

MSNP interventions

Traditional methods



Innovative methods



Implementation research



Methods

- Effectiveness trial (community RCT)
- In-depth interviews
- Focus group discussions
- Assessment of routine M&E data



To understand

- Reach
- Effectiveness
- Adoption
- Implementation (fidelity, cost, feasibility)
- Maintenance (acceptability)



Evidence utilization

Effectiveness trial: baseline household survey results

	Barishal (n=2368)	Khulna (n=4627)
ANC during last pregnancy	79	92
Mother's dietary diversity	36	43
Mother's child feeding knowledge and practice score (of 7)	3.1	3.2
Usual place of seeking health services		
• Unqualified village doctor	33	61
Reasons for visit		
• Growth monitoring	0.3	0.7
• Nutrition counseling	2	3
Household has a mobile phone	96	96
Mother has own mobile phone	64	52

Implementation research questions

Outcome	Illustrative Questions
 Reach	<ul style="list-style-type: none">• What percentage of targeted beneficiaries actually receives the service?• What factors explain the extent to which services reach intended beneficiaries?
 Implementation Effectiveness	<ul style="list-style-type: none">• What proportion of beneficiaries have the knowledge and skills required for successful home agriculture?• In what ways have child feeding practices been influenced by home agriculture?
 Adoption	<ul style="list-style-type: none">• What proportion of private sector actors carry out assigned responsibilities consistently on a sustained basis?• What percentage of the private sector facilities expected to offer nutrition services are doing so routinely?
 Implementation <ul style="list-style-type: none">• Fidelity• Cost• Feasibility	<ul style="list-style-type: none">• In what percentage of encounters with beneficiaries are programme components delivered as intended?• What are the material, technical, human, and financial resources required to offer the service?• What factors explain the consistency, completeness, and correctness of intervention implementation?
 Maintenance <ul style="list-style-type: none">• Acceptability	<ul style="list-style-type: none">• How willing are programme implementers to continue delivering the intervention package?• How committed are decision makers to offering the multisectoral nutrition package to be offered as a routine service?

Implications for evidence-based policies and programs



Implementation Evidence

- Effectiveness assessments – Did child feeding improve?
- In-depth process evaluation – **How** and **why** did child feeding improve or not improve?

Limitations

- Relatively small area of exploration
- Limited time to explore private sector engagement considering natural market development



The big picture: How does the private sector contribute to scalable solutions?



Thank you

This presentation is made possible by the support of the American People through the United States Agency for International Development (USAID). The contents of this presentation are the sole responsibility of FHI 360 and do not necessarily reflect the views of USAID or the United States Government.