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

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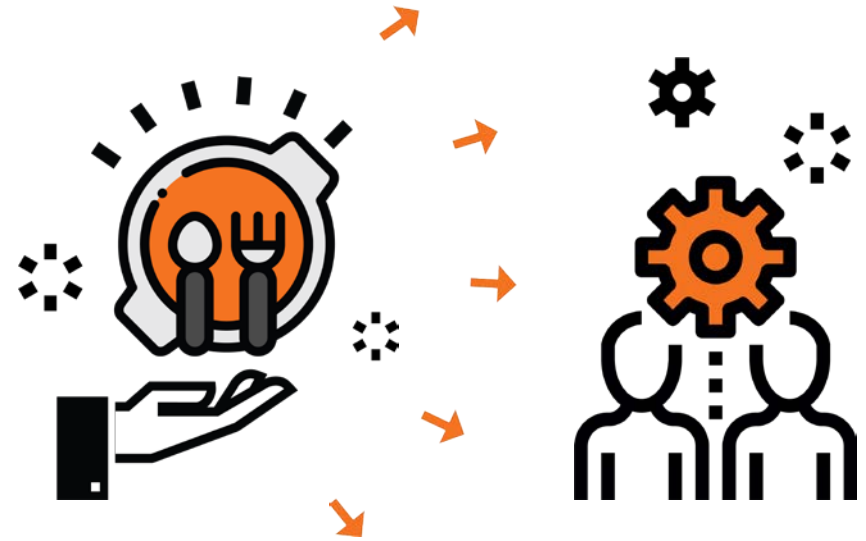
USAID's Strengthening Multisectoral Nutrition Programming through Implementation Science Activity, FHI 360

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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



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

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