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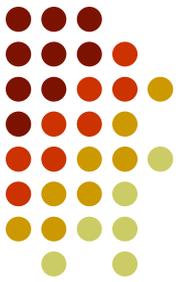
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Nutrition Project

# **USAID's Infant and Young Child Nutrition Project: Creating Demand and Ensuring Appropriate Use of Complementary Foods**

**WISHH Conference, Washington, D.C.,  
March 13, 2008**

**By Rae Galloway**

This presentation was produced through support provided to the Infant & Young Child Nutrition (IYCN) Project by the U.S. Agency for International Development, under the terms of Cooperative Agreement No. GPO-A-00-06-00008-00. The opinions herein are those of the author(s) and do not necessarily reflect the views of the U.S. Agency for International Development.



IYCN is implemented by **PATH**  
in collaboration with **CARE**,  
the **Manoff Group**,  
and **University Research Co., LLC.**

# Three IYCN Goals:

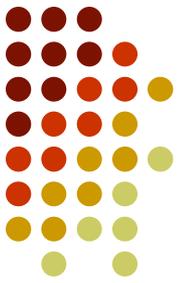
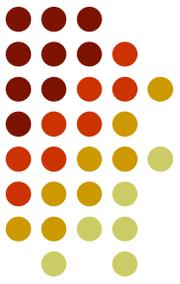


Photo: The Manoff Group

- **Improve infant and young child nutritional status**
- **Increase HIV-Free Survival**
- **Improve maternal nutritional status**

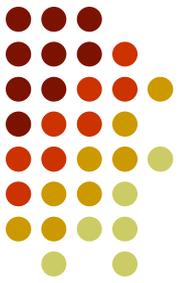
# IYCN achieves these goals by identifying, institutionalizing and scaling up:



- **Cost-effective interventions to improve breastfeeding, complementary feeding and caring practices for all children and those at high risk for HIV and other infections**
- **Cost-effective interventions to improve maternal nutritional status**

Photo: Ram Shrestha, IYCN

# IYCN WILL ALSO:



- Develop public-private partnerships to increase the availability of high quality foods.
- Increase national & donor commitment to improve infant and young child nutrition.

Photo: The Manoff Group

# IYCN COUNTRIES TO DATE



## COUNTRY PROGRAMS or ACTIVITIES (field support or Global Health funded)

Africa: Côte d'Ivoire, Kenya, Lesotho, Madagascar, South Africa, Swaziland, Zambia

LAC: Haiti

## TARGETED GLOBAL LEADERSHIP COUNTRIES (Core)

Africa: Malawi (infant and young child feeding study); Cote d'Ivoire, Zambia (FCF)

Asia: Bangladesh, Cambodia, India (FCF)

LAC: Peru (responsive feeding indicator)

# IYCN FUNDING



**USAID Core Funding  
GH/HIDN/NUT**

**USAID Field Support  
Country Missions**



**US\$46 m. Ceiling Over 5 Years**

# IYCN GLOBAL LEADERSHIP ACTIVITY: DEVELOPING AND MARKETING FORTIFIED COMPLEMENTARY FOOD



## INCREASING SUPPLY AND DEMAND

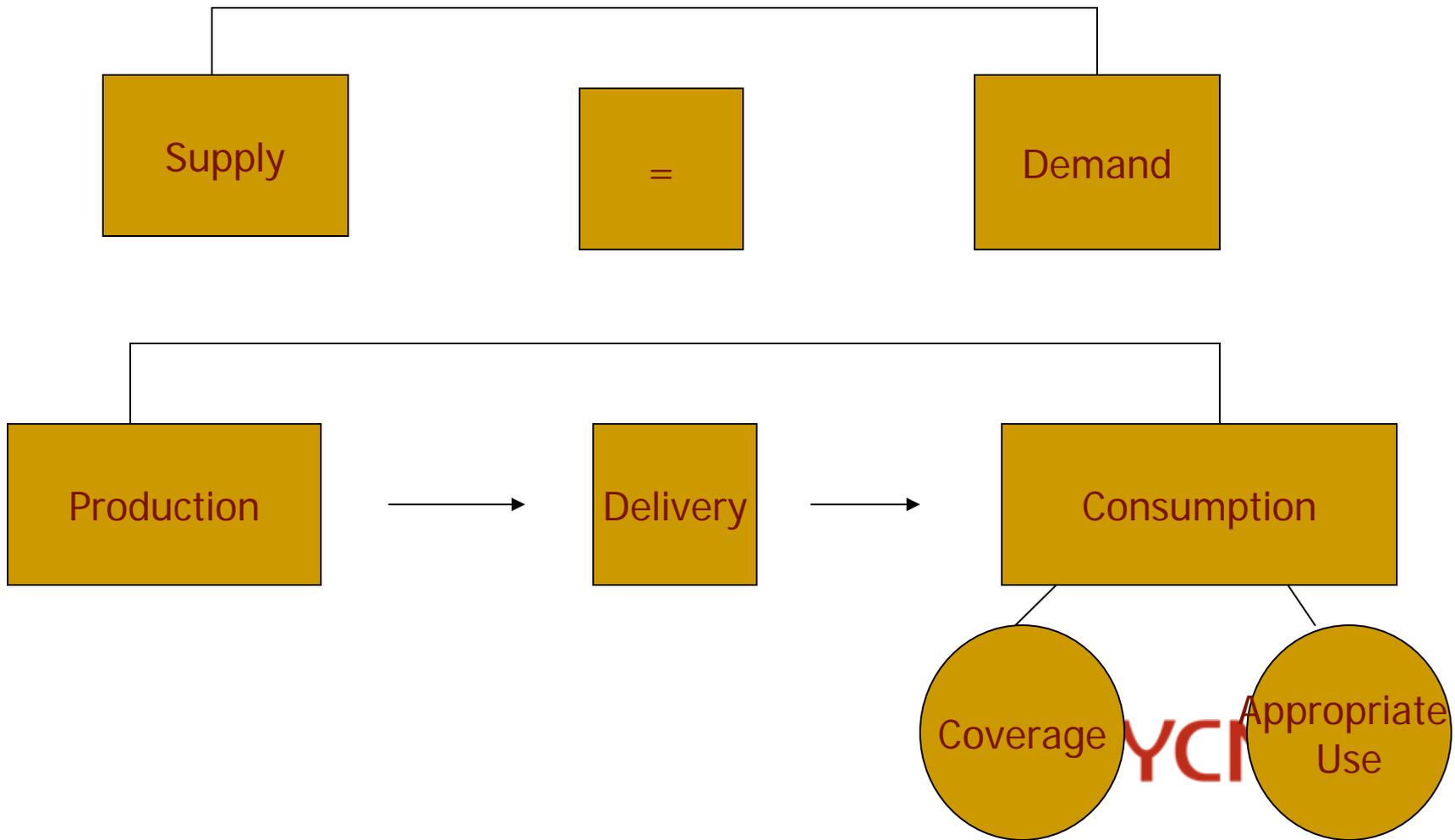


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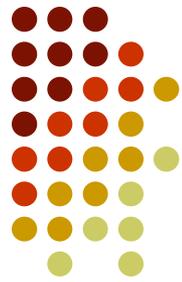
## Delivery of FCF and PUF is Dependent on Inter-Related Supply Side and Demand Side Issues





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**We can't forget the Demand Side to this Equation—While We Agree There is a Need for FCF and PUF, What are the Needs for and Demand by Consumers for these Products in Developing Countries?**



Photo: Ram Shrestha, IYCN

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## Demand for Nutritious Foods for Children

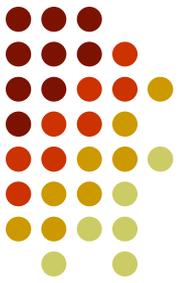
- In Many Culture the Concept of a Diverse Diet for Young Children Doesn't Exist—beliefs are often that children are too young for and unable to digest animal foods, fruits and vegetables

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## Example 1: Lao PDR

- In Lao PDR, village food listing surveys found communities consumed 19-55 foods during the year but children were served only 9-13 foods by more than one mother.
- Many caregivers believed that children shouldn't be given meat and fruits until after 1 year of age.
- Creating demand for nutritious foods will need to be part of the marketing strategy in Lao PDR

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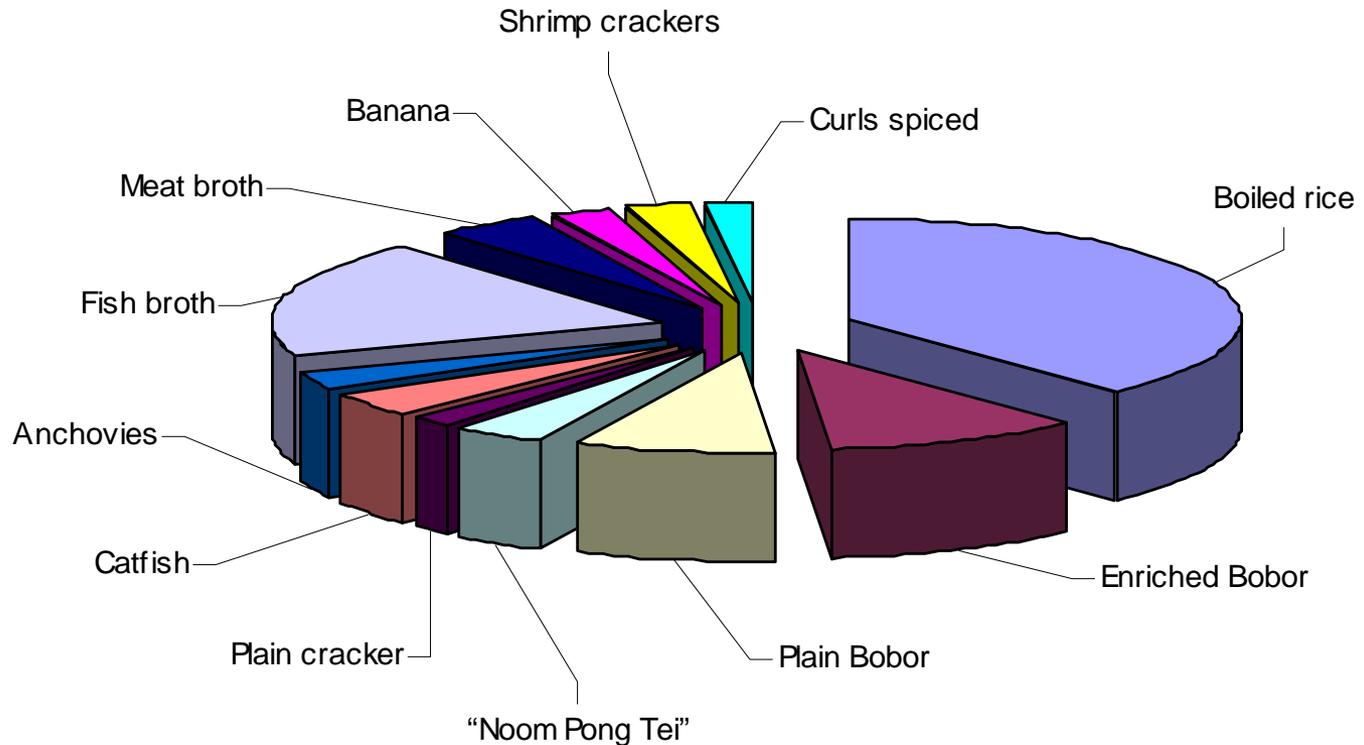


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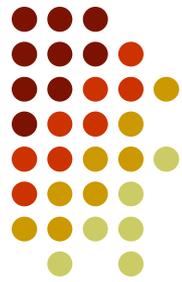
# Example 2: Cambodian children eat a more diverse diet. There is a concept of “enrichment”.





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## THREE EXAMPLES OF DIFFERENT HOMEMADE FOODS BEING FED TO CHILDREN IN CAMBODIA



**ABOVE: PLAIN *BOBOR*; TOP RIGHT: BROTH WITH MEAT; BOTTOM RIGHT: *BOBOR* W/LIVER, EGG, PUMPKIN, GREENS. PHOTOS BY RAM SHRESTHA, IYCN**

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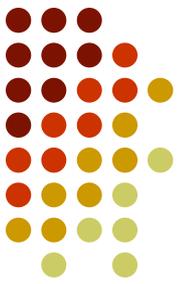
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## How Can Demand be Created?

- For private sector sales to be successful, will marketing need to be aggressive and can this aggressive marketing also promote appropriate use? How complicated can our message be?
- Will private sector companies allow the length of time needed for demand creation for product sales to take off?
- Can/should donors and the public sector assist the private sector in creating demand for FCF and PUF?
- How do we ensure appropriate use of these foods?

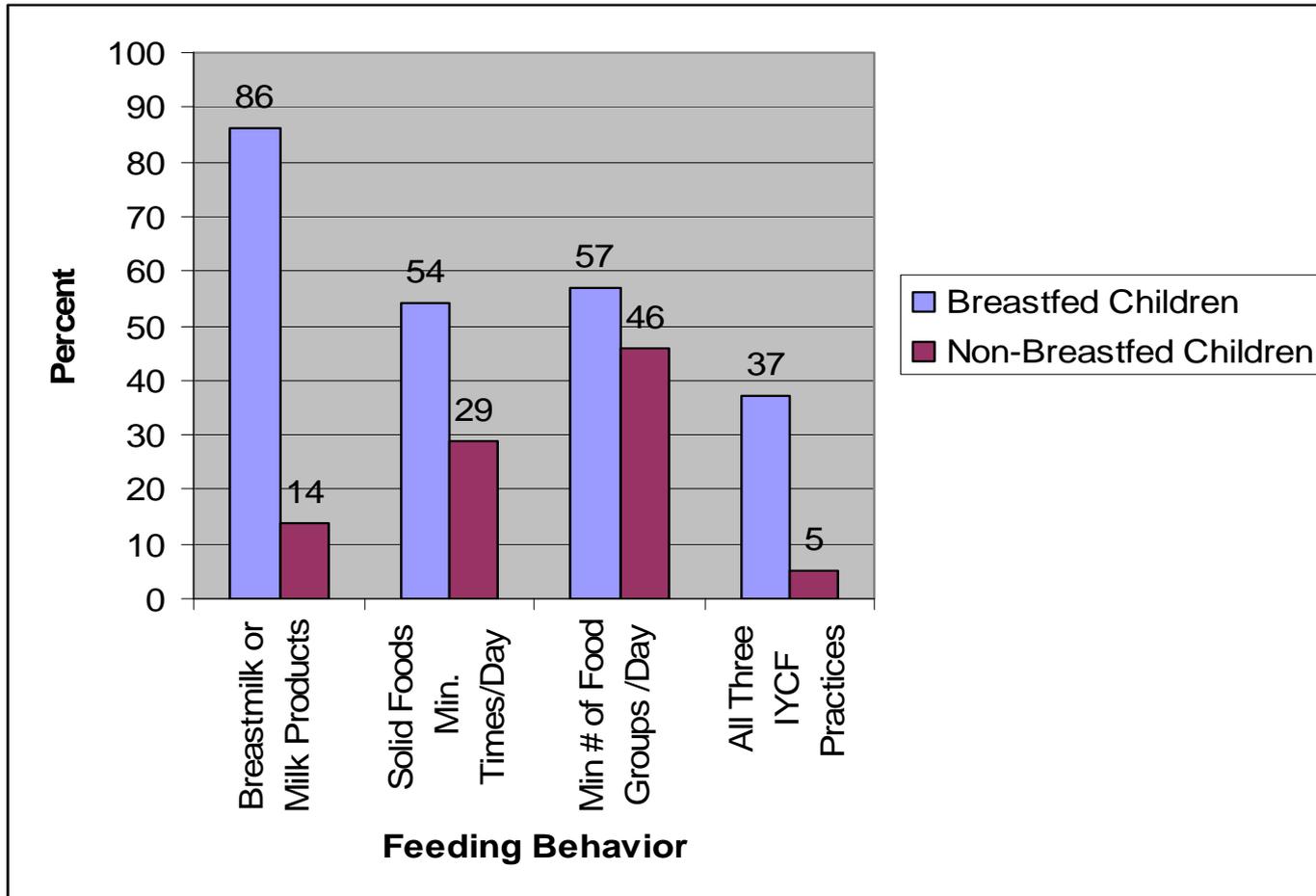
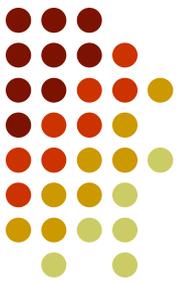
# Zambia



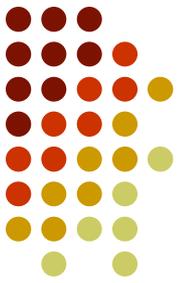
## Background on need and demand for FCF:

- Nearly half of children are stunted in their growth
- Good economic growth in the last 7-8 years because of favorable copper prices worldwide
- A large urban population participating in the cash economy

# Zambia: the State of Infant and Young Child Feeding is Poor: Only 37% of BF & 5% of NBF IYC being fed by three optimal IYCF practices

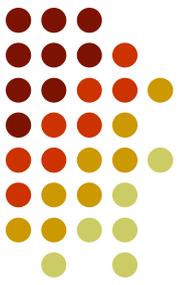


# Prevalence of Malnutrition is High Even in the Richest Income Quintile

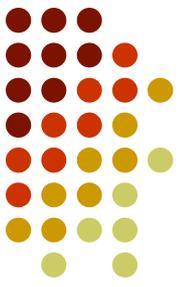


Stunting in children <5 year is 32% in the richest income quintile

# IYCN is Working to Develop and Create Demand FCFs for Several Types of Consumers

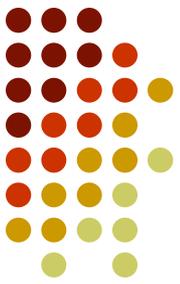


- Special FCF for children living in HIV-affected households
- FCF for children living in households with different SES backgrounds



## Zambia Work To Date

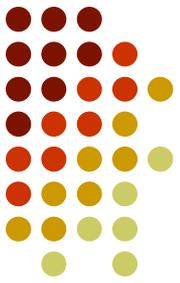
- A food technologist has visited Zambia and identified companies that may be able to develop these foods and the types of foods needed
- No food company in Zambia have production environments that are hygienic enough to produce FCF for children 6-12 months
- One food company has the interest and technical to take on this challenge but may need technical assistance to do so



## Zambia Next Steps

- Conduct a market survey to determine the demand for FCF and pricing structures for different food products
- Develop and implement a demand-creation/marketing strategy for different food products including appropriate use strategies
- Develop a monitoring and evaluation strategy to track uptake and appropriate use of FCF

# Cambodia



## Background on need and demand for FCF:

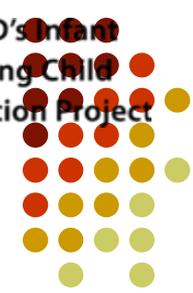
- Prevalence of stunting is lower than Zambia (37% in Cambodia compared to 47% in Zambia)
- A local dish *bobor* or rice porridge is commonly fed to children; an enriched version of *bobor* is commonly eaten by adults and fed to a smaller proportion of children
- *Bobor* is often purchased from other families or restaurants in the village



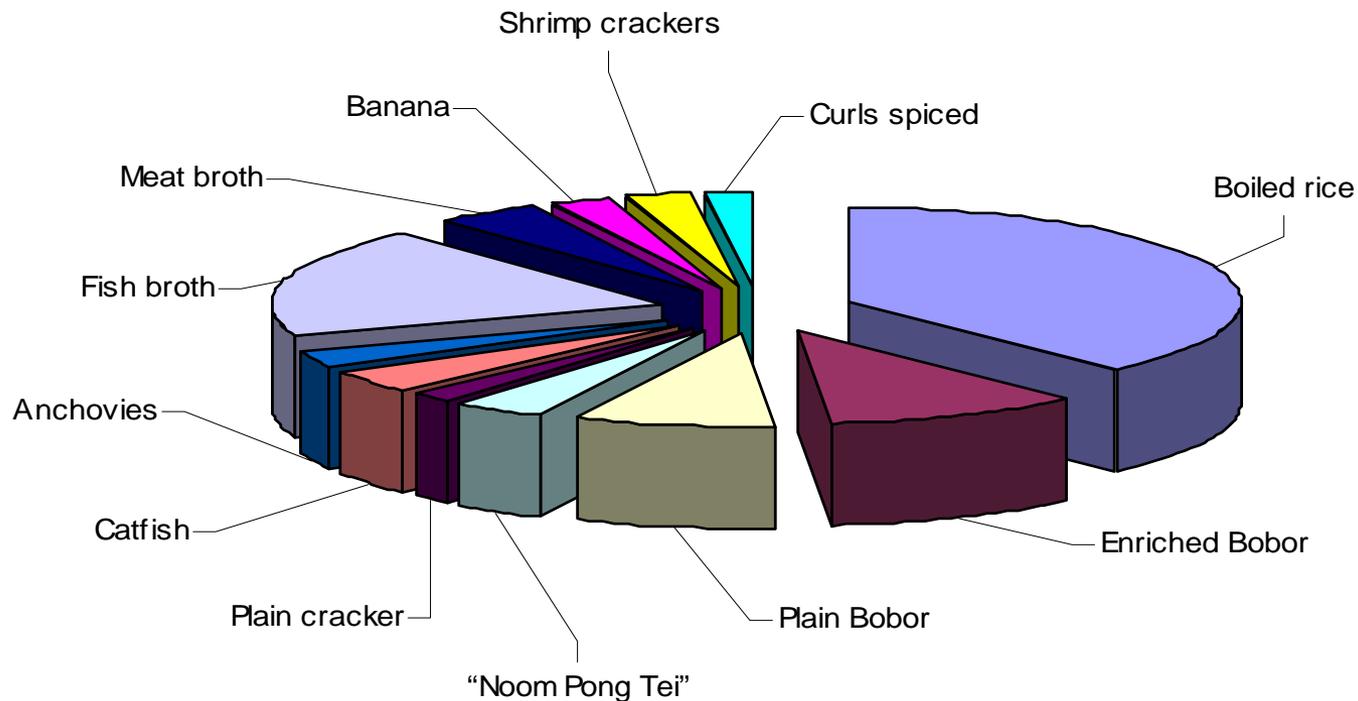
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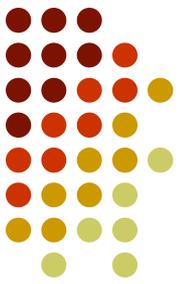
**Cambodian children eat a more diverse diet. There is a concept of “enrichment”.**



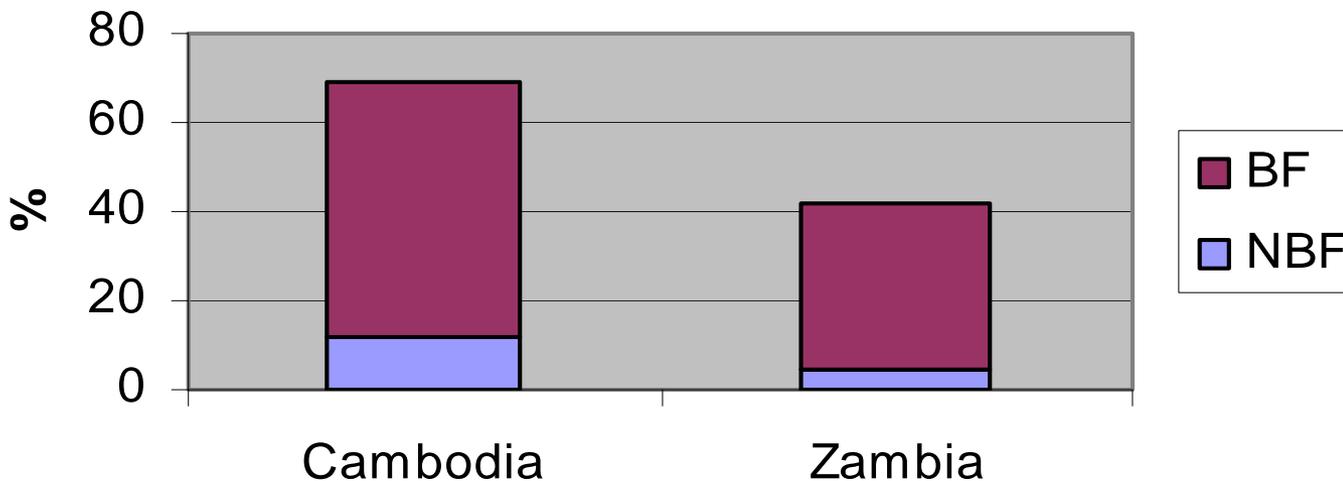
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# As a Result Cambodia Feeding Practices are Better Than Zambia

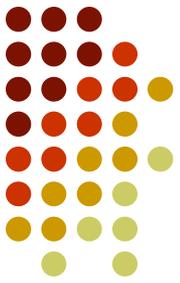


## Comparison on Optimal IYCF in Cambodia and Zambia

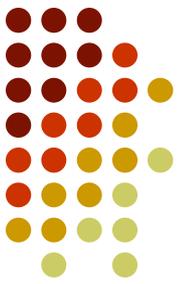


Following 3 Optimal IYCF Practices

# Cambodia Strategy



- Investigate the capacity of the private sector to produce suitable foods for children
- Create greater demand for families to feed their children enriched *bobor* and introduce strategy to ensure appropriate use
- Introduce a commercial FCF to meet increased demand for more nutritious and more convenient foods for children



# Other activities

- In Côte d'Ivoire IYCN is investigating if fortified oil can be packaged and marketed at a low cost as a way to enrich foods for infants and children
- In Malawi IYCN is conducting an IYCF practices study and will determine demand for commercial FCF products in different segments of the population
- Under Global Leader, IYCN is supporting the development of a Responsive Feeding indicator which will improve the appropriate use of FCF

# Thank you!

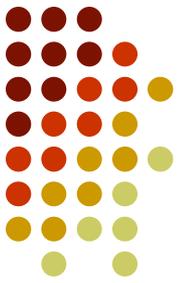


Photo: Ram Shrestha, IYCN