

FAMILY MEMBER

• Reflect on gender norms

Share responsibilities to

support caregivers with

follow-up actions

related to household tasks

nutrition-related behaviors

· Attend health services visits

and carry out recommended

Social and Behavior Change Helps Improve Nutrition

SBC = **FARMER** • Increase sustainable production of nutritious foods · Safely store food Join producer groups or cooperatives to access **COMMUNITY LEADER** information, build social cohesion, and collectively • Encourage community members to bargain for benefits demand quality nutrition services and diverse foods in markets Engage the support of community members to limit the availability of highly-processed foods Encourage community members to shift traditional practices or community norms that prevent caregivers from obtaining and **RETAIL MARKET VENDOR** feeding nutrient-rich foods to • Sell safe, diverse, affordable nutrient-rich children foods each season · Promote nutrient-rich foods TRANSPORTER Monitor and forecast stock of food items Use food-grade packaging **HEALTH WORKER** for hygienic transportation Provide accurate and timely counseling on nutrition behaviors to mothers and family members POLICYMAKER • Provide treatment for acute · Develop and enforce policies to increase malnutrition according to national access to safe, affordable, diverse foods Develop and enforce policies to ensure • Use data from quarterly district high-quality nutrition services reports to adjust implementation Increase funding for nutrition

pregnant women

RELIGIOUS LEADER

- · Shift norms around food taboos for
- Lead reflection on gender norms to increase positive male engagement in nutrition
- Promote immediate care-seeking for all sick children at health facilities

www.advancingnutrition.org