



Food and Agriculture
Organization of the
United Nations



**BEHAVIOUR CHANGE COMMUNICATION STRATEGY FOR FOOD
SECURITY AND AGRICULTURE PRODUCTIVITY PROJECT**

“You are what you eat!”



2022 to 2024

**Behaviour Change Communication Strategy for Food Security and Agriculture
Productivity Project**

**Food and Agriculture Organization of the United Nations
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Abbreviations and acronyms

AEO	Agriculture Extension Officer
BCC	Behaviour Change Communication
Coop	Cooperative
CRP	Community Resource Person
CSO	Civil Society Organisation
FAO	Food and Agriculture Organization of the United Nations
FG	Farmer Group
FSAPP	Food Security and Agriculture Productivity Project
FYP	Five Year Plan
GAFFSP	Global Agriculture Food Security Program
HDD	Household dietary diversity
IEC	Information, Education and Communication
MoAF	Ministry of Agriculture and Forests
MoE	Ministry of Education
MTR	Mid Term Report
NCD	Non-communicable Diseases
NNS	National Nutrition Survey
PG	Producer Group
ToT	Training of Trainers
ToTM	Training of Trainers Manual
UNICEF	United Nations Children's Fund
WHO	World Health Organization
WFP	World Food Programme

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Glossary

Audience: Audiences may be segmented into primary and secondary. Primary audience refer to the people on whom the BCC objectives are focused on.

Behaviour Change Communication: An interactive process with communities to develop tailored messages and approaches using a variety of communication channels to develop positive behaviours; promote and sustain individual, community, and societal behaviour changes; and maintain appropriate behaviours.

Channel: A medium through which a message is transmitted to an intended audience, e.g., TV, radio.

Chupon: A village messenger who disseminates information to the community members.

Chiwog: An administrative unit, which is comprised of four-five villages or 50-80 households. The average population of a *chiwog* is around 3 000 persons.

Folk or local media: A local channel of communication that are usually culture or community specific.

Gewog: A *gewog* or sub-district is comprised of five to six *chiwogs*. A *gewog* has 350-400 households.

Gup: *Gup* is the head of the *gewog* who is elected by the community.

Information, Education and Communication: Development of communication materials such as posters, pamphlets, and flip charts targeted at influencing behaviour among specific groups.
Stakeholder: A person or group with an interest in the outcome of an intervention.

Tshechu: A local festival, which takes place monthly in which people gather and donate food.

Tshogpa: *Tshogpa* is a representative of a village, or a cluster of villages.

1. Introduction

In the context of the Food Security and Agriculture Productivity Project (FSAPP), the update of the Behaviour Change Communication (BCC) strategy is based upon the recommendations established in the Mid-Term Report (MTR) carried out by the World Bank (2020). The MTR proposes recommendations in three out of the four components defined to reach the FSAPP objectives and strategic collaboration:

- **Component 1: Strengthening farmer and producer groups:** The specific BCC intervention challenges mentioned the lack of alignment of the BCC intervention with the project intervention areas in agriculture, food consumption, and diets¹. Other challenges related to the implementation time and accountability were cited. The nutrition related recommendations regarding this component include: 1. Upscale Behavioural Change and Communication (BCC) strategy and material (Component 1.2), and 2. Establish systematic link between kitchen garden training and nutrition consultation / education (Component 1.1).
- **Component 3: Enhancing access to market:** The BCC intervention complements activities related to capacity building in nutrition related recommendations: 1. Avoid food loss of perishables (Component 3.1) and 2. Promote nutrient rich value chains through further training (Component 3.1).
- **Component 4: Project management:** The MTR recommends focusing on the work plan around key priority areas, such as farmer group (FG) training and nutrition activities (including BCC support). Also recommends developing a BCC delivery database under the data collection and management section.
- The MTR recommends **partnerships and collaborations** with the World Food Programme (WFP) nutrition activities including realignment of the FSAPP BCC strategy and interventions and support to the Prime Minister's *Healthy Druknyul* campaign, and International Food and Agriculture Development (IFAD) and the support to the Ministry of Agriculture and Forests' (MoAF) *Food for Health* initiative.

1.1 Rationale for review of the Behaviour Change Communication Strategy

The World Bank MTR (2020) indicated that the existing BCC strategy is health biased and served little purpose to the project in achieving the desired targets and outcomes. The strategy lacks the agriculture production theme aligned to the project's objective to increase agricultural productivity and enhance access to markets for farmers in selected gewogs in south-west Bhutan.

1.2 What is Behavior Change & Behavior Change Communication?

Behavioural change communication aims to change clients' current undesirable behaviour into a desired set of behaviours that will aid a certain development programme in achieving its goals. Because the growth of current desired behaviours is a major function of the strategy, the BCC approach will also reinforce and preserve existing beneficial client behaviours.

¹ "While the project has developed a BCC strategy, it is unclear if the content of this BCC is well-aligned with agriculture, food consumption, and diets. Moreover, the rollout of this anyway misaligned BCC has been slow. The Community Resource Persons (CRPs) are expected to be key to delivering the BCC in project gewogs, but their role and accountability is unclear. The MTR mission recommends redesigning the BCC content so that it focuses on agriculture and household diets, and to review the roles and responsibilities of the CRPs in an effort to enhance their capacity and improve their incentives".

As a result, BCC can be defined as a collection of communication processes and strategies used in programming to influence social change and individual behaviour (UNFP, 2014).

The overall objective is to bring about desired changes in knowledge, attitudes, and practices of farmers, community resource persons and agriculture extension officers in terms of crop production and consumption behaviours via sensitization of producing and consuming nutrient dense crops ² at individual, household and community level in the 29 gewogs of project dzongkhags.

1.3 Context – Implementation of Behaviour Change Communication Strategy

The Food Security and Agriculture Productivity Project (FSAPP) is funded by the Global Agriculture and Food Security Program (GAFSP) and World Bank and is being implemented in five dzongkhags of Chhukha, Dagana, Haa, Samtse, and Sarpang. A total of 29 gewogs (five added during MTR) are identified from the five target dzongkhags for the project implementation.

The project will provide an opportunity to pilot the updated BCC strategy in the selected 29 gewogs. The Community Resource Persons (CRPs) will be the key implementing agents at the community level. Taking forward the earlier initiatives, additional CRPs will be identified and trained in communication and facilitation skills and equipped with the Information Education Communication (IEC) materials. Initially, CRPs will be coordinated by the agriculture extension agents for supervision and guidance. However, in the scale-up stage, the CRPs need to be institutionalised with the system for supervision and sustainability of the strategy. The BCC strategy is an evolving document and the FSAPP will help refine the tools and approaches that would be replicated or scaled up at the national level.

2. Behaviour Change Communication Strategy

2.1 Target audiences

Initially the BCC strategy will be implemented in the selected 29 gewog of five target dzongkhags benefiting approximately 11 938 households (47 752 individuals). However, later, the BCC framework will be adapted for other dzongkhags to scale up the BCC interventions. The target audiences can be divided into the following categories:

Primary audience

The primary audience refers to the core group of people around whom the BCC objectives are focused, and the primary behaviour change is to take place. Farmers including CRPs and AEOs are the primary audience for the BCC strategy.

Secondary audience

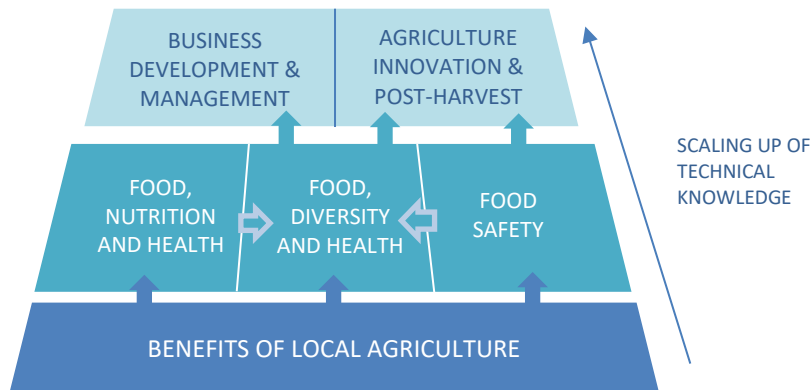
The secondary audience refers to people who directly relate to the primary audience, have strong influence and may either support or inhibit behaviour change among the primary audience. The secondary audience for the BCC strategy is comprised of school mess committee.

² Project prioritised crops include paddy, potato, chili, cauliflower, cabbage, beans, tomato, onion, broccoli, carrot, pea, green leafy vegetables, ginger, black pepper, quinoa, citrus and large cardamom.

2.2 BCC themes

The overarching BCC themes emerged during the analysis phase, by prioritising technical areas of work aligned with the FSAP project that would allow the implementation of the strategy in a technical scaling up logic (see Figure 1). These themes were identified during the MTR and the literature review while clustering food and nutrition related issues, determinants of malnutrition and potential areas of improvement. The strategy of defining technical themes helps in responding to the MTR recommended actions linking between component 1 and 3.

Figure 1: BCC Themes



2.3 Behaviour change objectives:

The overall objective is to bring about desired changes in knowledge, attitudes, and practices of farmers, community resource persons and agriculture extension officers in terms of crop production and consumption behaviours via sensitisation/training of producing and consuming nutrient dense crops at individual, household and community level in the 29 gewogs of project dzongkhags.

Proposed BCC objectives are based on; 1) the desired changes intended for the target audiences (based on their current practices, knowledge, and attitudes, which are aligned with; 2) FSAPP objectives and components. For the purpose of this, update of the BCC strategy, specific recommendations of the MTR based on the Project components will be considered (see Figure 2).

Figure 2: BCC objective development



2.3 Key messages

The BCC efforts will follow the strategic objectives delineated in the National Food and Nutrition Security Strategy, Bhutan. Therefore, the key messages have been developed to improve the identified behaviours in order to achieve the strategic objectives of the National Food and Nutrition Security Strategy. The messages will be disseminated to the right target audiences through a multipronged communication approach to facilitate behaviour changes.

3. Key BCC objectives by theme and messages

Theme 1: Benefits of local agriculture	
<i>BCC Objective 1: Producers and consumers are sensitised in the economic, health, social and environmental benefits of production/consumption of local nutritious products.</i>	
<p><u>Audiences:</u> Farmers (including PG/FG/Coop, CRPS) School Menu Committee, Teachers, Students</p> <p><u>Desired attitudes and practices:</u> Producers/Consumers vindicate the (cultural) value attributed to fresh products (as opposed to (ultra)processed products) from local farmers and prioritise the production and consumption of local production.</p>	<p><u>Project component and MTR Recommendations:</u></p> <ul style="list-style-type: none"> • Component 1, MTR Recommendation 1: Prepare promotional materials for the School Linking Programme model in Bhutan. Describe modality and its societal benefits along with the food systems approach. • Component 1, MTR Recommendation 2: Kitchen Garden –Develop and scale-up mechanism by linking existing kitchen garden training with local extension officers on nutrition: A set of nutrient rich and diverse crops and their benefits for schoolchildren, women as well as men, and all forms of malnutrition.
<p><u>Messages:</u></p> <p>Main messages (food systems approach):</p> <ul style="list-style-type: none"> - Local products are produced with care to keep them fresh, tasty, and healthy for people and nature. - Production of local nutritious crops (Quinoa, bio-fortified potato and vegetables) - Local products are close to you all year round. <p>Messages for School Linking Program:</p> <ul style="list-style-type: none"> - Farmers are parents and want your children to be healthy. - Farmers supply school meals with fresh seasonal and local products. <p>Kitchen garden</p> <ul style="list-style-type: none"> - Production of nutritious food through kitchen garden counts - When your garden products are colourful, you, your family, and customers are well fed. - COVID-19 taught us that local varied production can feed us all. 	

Theme 2: Nutrition and health link with food

BCC objective 2: Promote awareness about illnesses, risk factors and symptoms linked to malnutrition and foodborne diseases and agriculture.

Audiences: Farmers (including PG/FG/Coop, CRPS) AEOs,

Desired knowledge and attitudes:
Farmers understand the link between nutrition, health and malnutrition related illnesses, cultural attitudes towards food related illnesses and the most pressing nutrition related illnesses in Bhutan.

Project component and MTR Recommendations:
Component 1, MTR Recommendation 2: Link between Kitchen Garden training and nutrition consultation / education through “food is medicine” and “you are what you eat”: Link existing kitchen garden training with local extension officers on nutrition: A set of nutrient rich and diverse crops and their benefits for schoolchildren, women as well as men, and all forms of malnutrition. Support the Healthy *Drukyl* campaign and Food for Health (MoAF)

Messages:

General message:

- A healthy child will be a strong and smart adult.
- Grow local, Eat local.

Messages about Foodborne illness and malnutrition:

- Respiratory problems and diarrhoea derive in nutritional problems that would affect human health.
- Small children with low energy are more likely to have problems of health and development.
- Feeling always tired might be anaemia.
- Often falling sick may mean a need more vitamins and minerals.

Messages about Non-Communicable Diseases (NCD) risk factors:

- Before, being fat was good, it meant healthiness; now, being fat represents risk of getting illnesses like diabetes or hypertension.
- Too much sugar, oil, and salt in your meals and drinks are dangerous for your health.

Theme 3: Food safety

BCC objective 3: Teach food producers³ and consumers how to practice food safety standards at different stages of handling of the food chain to avoid foodborne illnesses

Audiences: farmers (including PG/FG/Coop, CRPS)

Desired knowledge, attitudes and practices: Farmers understand the link between good health and food safety and implement food safety standards during food handling.

Project component and MTR Recommendations:

Component 1, MTR Recommendation 1:

- Prepare promotional materials for the School Linking Program (Farm to School) model in Bhutan. Describe modality and its societal benefits (schools and communities) along with the food systems approach.

Messages:

- Foodborne illnesses can be prevented through food safety practices.
- Keep in mind the six keys for food safety in the kitchen: 1) keep clean; 2) separate raw and cooked; 3) cook thoroughly; 4) keep food at safe temperatures; 5) use safe water and raw materials; and 6) proper handling of leftover food.
- Wash your hands before cooking, eating, and after going to the toilet/latrine.
- Store your food in dry sealed and labelled containers, avoiding direct contact with the ground.

Theme 4: Food diversity

BCC objective 4: Promote the nutritional benefits of a locally produced diverse diet through (culinary) solutions that are culturally appropriate and affordable

Audiences: Farmers (including PG/FG/Coop, CRPS), AEOs, School Menu Committee, and teachers

Desired knowledge and attitudes: Farmers' families chose to diversify production with nutrient dense crops in their gardens and their diets, as they understand the benefits of eating self-produced diverse foods.

Project component and MTR Recommendations:

Component 1, MTR Recommendation 1:

Upscale BCC strategy in the role of the agriculture sector by emphasising safe and nutritious food's contribution to dietary diversity and healthy life.

Component 1, Recommendation 2: Kitchen

Garden training and nutrition consultation / education:

- Nutrition-related awareness raising on the benefit of dietary diversity.
- Module on nutrition-sensitive value chains and healthy consumption pattern.
- Develop and scale-up mechanism by linking existing kitchen garden training with local extension officers on nutrition: A set of nutrient rich and diverse crops and their benefits for schoolchildren, women as well as men, and all forms of malnutrition.

Component 3, MTR Recommendation 4:

Embrace the concept of local markets with locally available seasonal, traditional nutritious food items

³ Indicates farmers who are part of PG/FG/Coop

Theme 5: Agriculture innovation and post-harvest management

BCC objective 5: Teach and guide farmers about agriculture innovations they can apply to optimise their food production and prevent food loss, increasing the value of their products.

Audiences: farmers (including PG/FG/Coop, CRPs)

Desired knowledge, attitudes, and practices: Farmers acquire knowledge and implement agriculture innovations to guarantee all year-round food availability and add value to their production

Project component and MTR Recommendations:

Component 1, MTR Recommendation 1:

Kitchen Garden

- Prepare modules on nutrient-rich crops supported by innovations (e.g., drip irrigation; polyhouse for off-season crops; and methods to preserve perishables). Component 3, MTR Recommendation 3:

Promotion of the reduction of food loss of perishables through post-harvest management of nutrient-rich crops.

- Conduct capacity development and training needs assessment to cover post-harvest handling and market linkage (for schools/ local markets) – linking with Component 1;

- Develop a capacity development plan to provide a cluster-wide training on networking and experience sharing amongst FGs/ POs schools and local markets.

Messages:

- Do not throw away your perishable products, you can apply the following preservation methods (**product diversification, pickling, sun drying**, vacuum packing, oiling, milling, pulverisation) and add value to your products.

- Increase your production through (select from needs assessment: improved seeds, poly houses, sprinklers, pipes, water harvesting tanks, tools, electric fencing, farm machines and equipment, drum seeders, hedge cutters, stone pickers, and post-harvest equipment (i.e., crates)).

Messages for seasonal crops:

- Nature provides what you need if you plan well and know how to preserve food.

- When consuming your seasonal products, you make sure to have fresh and healthy food for you and your family.

- You can plant off-season crops by (mention innovations like poly house, drip irrigation)

Messages for food storage and market infrastructure training

- Excess vegetables can be value added by sun drying, blanching, pulverising or converting into pickles.

Theme 6: Business development and management

BCC Objective 6: Guide farmers along the basics of farm business management to optimise profits from their nutrient rich products.

<p><u>Audiences:</u> farmers (including PG/FG/Coop, CRPs), and school mess committee</p> <p><u>Desired knowledge, attitudes, and practices:</u> Farmers learn and understand basic farm business management tools and the concept of cost of production. FGs and PGs are trained on post-harvest management techniques for reduction of nutrient-rich crops.</p>	<p><u>Project component and MTR Recommendations:</u> Component 1, MTR Recommendation 2</p> <ul style="list-style-type: none"> • Review and prepare packaged capacity development module tools and materials on contractual arrangement and business development etc. for Component 1.1 (group mobilisation). <p>Component 3, MTR Recommendation 3: Special attention to promotion of food loss reduction of perishables through post-harvest management of nutrient-rich crops.</p> <ul style="list-style-type: none"> • Conduct capacity development and training needs assessment to cover post-harvest handling and market linkage (for schools/ local markets) – linking with Component 1. • Develop a capacity development plan to provide a cluster-wide training on networking and experience sharing amongst FGs/ POs schools and local markets. <p>Component 3, Recommendation 4: Promote nutrient-rich value chains through further training. Initially 16 crops were selected for promotion in the project area with training for each crop: production, distribution; marketing, and delivery to consumers.</p>
<p><u>Messages:</u></p> <ul style="list-style-type: none"> - Link to feed - Link yourself to increase your profits - Keep a track of your production through record keeping. - Marketing management will help you promote the added value of your products. - Social media will help you improve your visibility - Learn how to put a price on your production and perceive profit from your exceeding crops. - Contractual agreement will keep you and your customer accountable. - Business planning is the first step to grant you revenue. 	

4. Activities and products

Activities and products are the mechanisms that will help achieve BCC objectives. This section of the BCC Work Plan will include detailed information on the implementation of products and specific activities.

4.1 Activities

Based on the MTR recommendations, the overarching BCC activities that help fulfil all BCC objectives are:

- **Capacity development process and training:** Includes participatory needs assessment with farmers to understand specific training needs in food loss, agriculture innovations, prioritise nutrient-rich value chains (from: paddy, citrus mandarin, potato, large cardamom, black pepper, ginger, quinoa, chili, cabbage, cauliflower, carrot, beans, peas, tomatoes, broccoli, green leaves, and onion) produce healthy foods and delicious products (fact sheets and recipes), and other(s) determined in the scope of the project. The training of trainers and training of local farmer groups are considered as part of the capacity development process. A pilot test of the training is considered as part of this activity.
- **Counselling** will take place during house visits by CRPs or AEOs, who will be trained in the technical topics and the use of supporting material.
- **Sensitisation workshops** to present the updated BCC activities (and potentially would serve to conduct needs assessments and validate the BCC activities).
- **Exchange experiences:** visiting farms to share successful stories during the training modules.
- **Contests:** conduct seasonally depending on the COVID-19 restrictions.

4.2 Products

Based on the activities, the following products are proposed:

- **Training of trainers Manual (ToTM):** for Farmers Groups (FGs), Producer Organisations (POs) to Community Resource Persons (CRPs), and Agriculture Extension Officers (AEOs) that will include training in modules based on the proposed six technical themes and BCC objectives:
 - Module I: Benefits of local farming**
 - Introduction to updated modules
 - The use of the counselling flipchart
 - Module II: Nutrition and health link with food**
 - What is nutrition and why it is important
 - Nutritional problems, and Non-Communicable Diseases
 - Module III: Food safety**
 - Foodborne illnesses
 - Food safety practices in the kitchen
 - Food safety practices in post-harvest management
 - Module IV: Food diversity and health**
 - “My Healthy Plate”: Food groups and health benefits
 - Natural products vs (ultra)processed products
 - Cooking with diverse seasonal nutrient-rich crops
 - Module V: Agriculture innovation and post-harvest management**
 - Product diversification through crop calendar and associated crops
 - Pickling, sun drying, vacuum packing, oiling, milling, pulverisation
 - Improved seeds, poly houses, sprinklers, pipes, water harvesting tanks, tools
 - Electric Fencing, farm machines and equipment, drum seeders, hedge cutters, stone pickers, and post-harvest equipment
 - Off-season crops optimisation like polyhouse, drip irrigation
 - Module VI: Business development and management**
 - Leadership

- Books and record keeping
 - Marketing management: post-harvest management, product development, value addition (sorting, grading, packaging, labelling, etc.)
 - Basics on digital marketing: advertising through social media.
 - Product promotion and pricing: usage of effective media, concept of pricing (CoP and market price)
 - Market linkage: commodities listing, conditions setting in the contractual agreement, price negotiation process, etc.
 - Simple business planning process
- **Training and advisory material** depending on the training methodology developed for each technical topic, the toolbox may include:
 - **Flipchart:** for food, nutrition and health; agriculture innovation and post-harvest management; and business development and management modules.
 - **Toolkit:** including information about seasonal crops, nutrition fact sheets, recipes, preservation methods, and other training information.
 - **Videos:** aimed to be short, viral and proposing applicable food solutions if a filmmaker or photographer can be hired:
 - Briefing the link between farmers and health, the benefits for the School Linking Program and of Kitchen Gardens.
 - Traditional recipes (one for each season) with diverse seasonal nutrient-rich crops applying food safety practices.
 - Food preservation methods of nutrient rich crops.
 - *Ap Bokto* character would ideally develop an introductory video of each module.
 - **Posters:** to be placed in storage facilities about food safety standards and post-harvest management
 - **Success stories:** to be posted online about the progress of the project.

5. Work plan

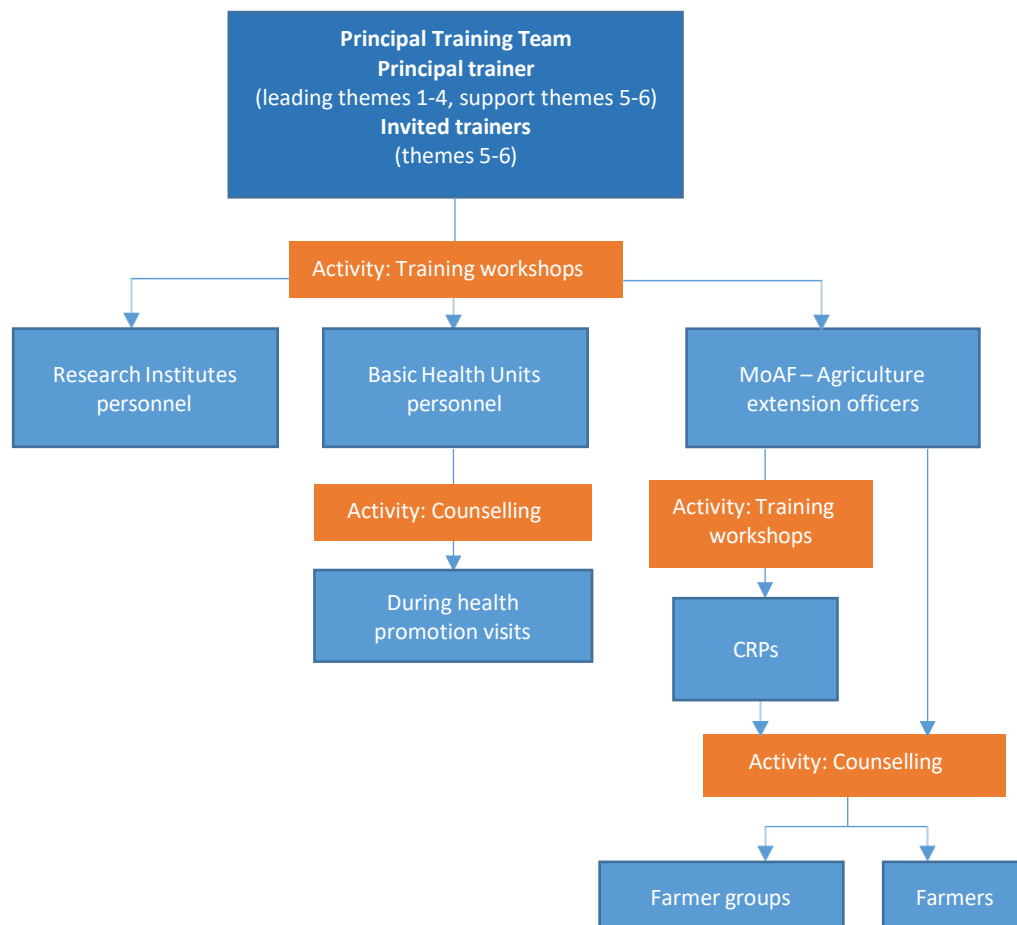
Cascade training

Thirty-six (13 female, 23 male) trainers in research institutes and Dzongkhags trained via ToT mode between 2019 and 2020 under previous BCC strategy in Chhukha (Bongo, Dungna, Getena, Metekha, and Sampheling gewogs), Haa (Eusu, Gakiling, Samar, and Sangbaykha gewogs), and Sarpang (Gakidling, Dekiling, Shompangkha, Samtenling, and Taraythang gewogs) dzongkhags. Similarly, sensitisation for Dzongkhag Tshogdu (DT) members (10 female, 36 male) of Dagana and Sarpang Dzongkhags was conducted in March 2020.

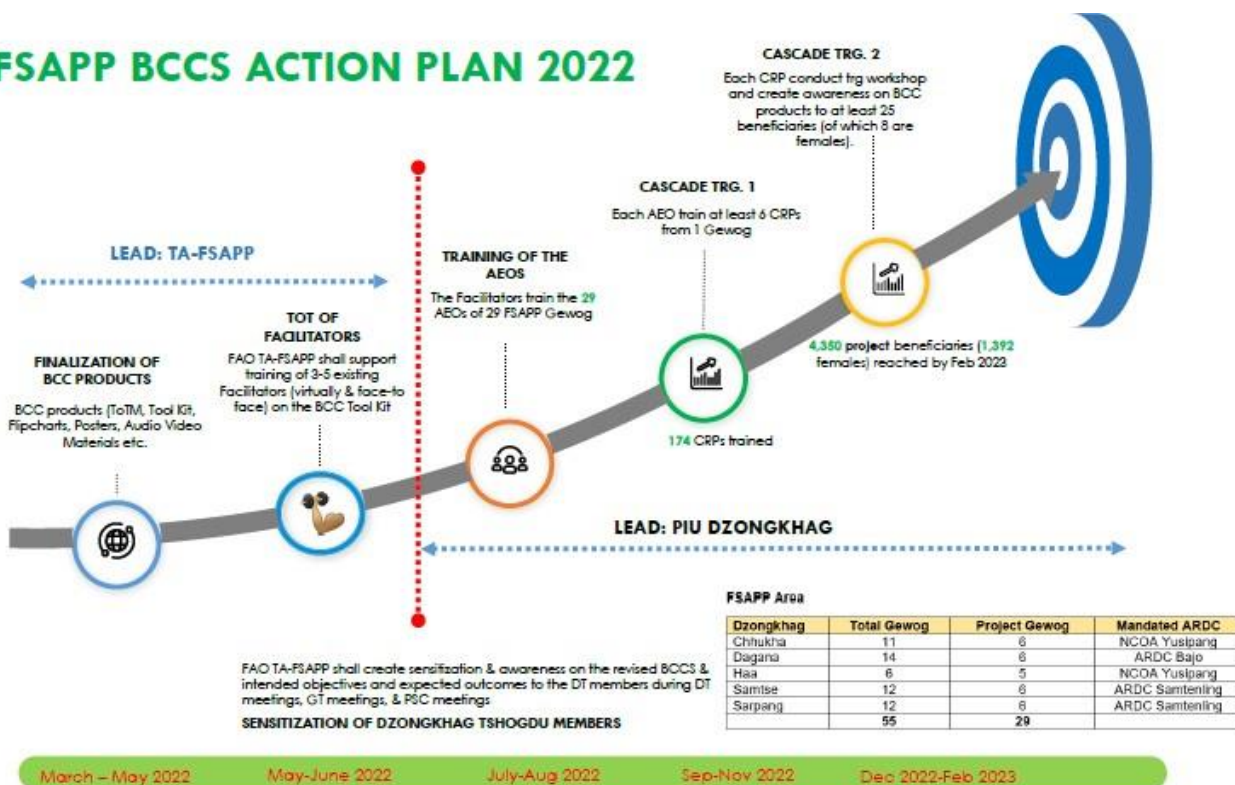
Beneficiaries expected to be covered: 6 000 individuals. So far, 2 000 beneficiaries have been covered. Community Resource Persons (CRPs): 151 (up to 180) total, five dzongkhags and 29 gewogs.

Total trainers expected: approx. 50

Agriculture extension officers: 29 (for each gewog)



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2-day cascade training for CRPs is envisaged consisting of 7 sessions covering 6 themes on food, nutrition and health; agriculture innovation and post-harvest management; and business development and management modules including information about seasonal crops, nutrition fact sheets, recipes, preservation methods, and other training information. Training materials would mainly consist of flipchart, comic strips, toolkit, posters and case/success stories.

Trainings								
Local government		Trainees				Training		
Dzongkhags	Gewogs	Research Institutes trainees ⁴ (#)	Basic Health Units trainees ⁵ (#)	Agriculture extension officers (AEOs) (#)	Community Resource Persons (CRPs)	Training cluster (place)	1 st training workshops (#)	2 nd training workshops (#)
Chhukha	Bongo			1	5	1	1	
	Dungna			1	5	1	1	
	Getana			1	5	1	1	
	Metakha			1	5	1		1
	Sampheling			1	5	1		1
	Phuentsholing			1	5	1		1
Dagana	Drujeygang			1	5	1	1	
	Kana			1	5	1	1	
	Karmaling			1	5	1	1	
	Lhamoizingkha			1	5	1		1
	Nichula			1	5	1		1
	Lajab			1	5	1		1
Haa	Gakiling			1	5	1	1	
	Uesu			1	5	1	1	
	Samar			1	5	1	1	
	Sangbaykha			1	5	1		1
	Katsho			1	5	1		1
Samtse	Dophuchen			1	5	1	1	
	Norbugang			1	5	1	1	
	Sangngagcholing			1	5	1	1	
	Tading			1	5	1		1
	Tendruk			1	5	1		1
	Yoeseltse			1	5	1		1
Sarpang	Gakidling			1	5	1	1	
	Shompangkha			1	5	1	1	
	Dekiling			1	5	1	1	
	Samtenling			1	5	1		1
	Tareythang			1	5	1		1
	Umling			1	5	1		1
Total				29	145	29	15	9

⁴ 1 each from ARDC Bajo, ARDC Samtenling & NCOA Yusipang

⁵ Start with 2 Health Officers from each dzongkhag to support the health aspects of food nutrition & safety

BCC champions selection criteria

Champions will be selected from the approximately 180 Community Resource Persons (CRPs) already involved in the FSAP project. The purpose is to capitalise on resources and the interest of people who already know and are involved in the FSAP project.

The selection process will include:

- a volunteer will to be the BCC champion;
- must show their involvement in local farming via videos/pictures or explaining what the CRP produces in their farms or garden and explaining one healthy meal they prepared using at least one of their products, or explaining a preservation technique they use for their produces. The posting of videos and pictures can be done using a hashtag (what would be the hashtag) through social media (e.g., Facebook, Instagram) or via WhatsApp;
- the calling would be done through the project webpage and other stakeholder channels. Specific support of partner institutions will be required, and female participation will be particularly encouraged;
- the selection of ten BCC Champions will be decided internally, with the participation of FAO and other stakeholders. The jury will prioritise (agriculture) engagement, originality, and geographical distribution convenience. FAO will insist in gender balance in the application and selection process, particularly in the encouragement and selection of female participants. Ideally, at least 30 percent of selected CRPs should be females;
- rewards and incentives, which is currently being considered, can be exchange programmes in a neighboring country (like Nepal) with an alike project;
- the BCC Champion will have a diploma recognition on their participation;
- the BCC Champions will have the chance of being the visible face in any FSAP project related posts; and
- the BCC champions will be specifically trained in the technical topics of the project and will be trained in communication and training skills. They will help disseminate products and support in the implementation of training and other BCC activities.

6. Monitoring and evaluation

6.1 Monitoring

Monitoring is a continuous procedure used to determine whether our BCC operations are on track and whether the target communities' actions are resulting in the anticipated behavioural changes. The following monitoring actions will be done to verify the BCC strategy is implemented smoothly and effectively:

6.1.1 Logistics

During monitoring visits two to three months after distribution of IEC materials and support group meetings, the following observations will be made:

- whether the materials (posters) are displayed at the appropriate common social places;
- whether the volunteers are using the BCC products (flip charts, posters, toolkits, videos, and pamphlets) correctly;
- whether the community members receive a pamphlet after a support group session;
- how is the quality of women support group;
- who is participating in the support group sessions (male/female); and
- Whether the timing of the support group sessions is appropriate.

These monitoring visits and observations will allow for an assessment of the quality of BCC implementation and prompt resolution of any concerns. For instance, if community engagement in the support group is limited, consider changing the location or scheduling of support group sessions to encourage community members to participate actively.

6.1.2 Support group and cooking session monitoring

Simple monitoring checklists will be developed to assess the support group and culinary sessions' quality. These checklists will be used by CRPs to record critical information such as the number of participants, their level of participation, the topic addressed, and the issue presented. CRPs will utilise monitoring checklists for all sessions, including cooking and healthy food festivals, and will submit these forms to the project team during monthly meetings.

6.1.3 Kitchen garden monitoring

Existing kitchen gardens and new ones will be monitored by the respective CRPs to gauge the diversity of nutrient dense crops cultivated as an effect of the BCC interventions. Increased number of kitchen gardens with nutrient rich and diverse/colourful crops is a positive benefit of BCC counselling and sensitization programs in improving the overall health of schoolchildren, women as well as men, and all forms of malnutrition. The CRPs will monitor the kitchen gardens monthly and report to the respective AEOs. This information will then be linked to support the Healthy *Drukyul* Campaign and Food for Health (MoAF) initiatives.

6.1.4 Interim effects

After six months, the team will conduct Focus Group Discussions (FGDs) and In-depth Interviews (IDIs) with members of the target groups to assess their perceptions of the messages and activities.

- How many people recall nutrition and food safety sessions?
- How many women (pregnant and lactating) correctly received the messages?
- Are there any success stories or instances of positive behaviour changes that could serve as a role model for other community members during support group or cooking sessions?

This stage enables BCC implementers to enhance, amend, or adjust the messages and activities.

6.1.5 Target behaviours

Following a year of BCC intervention, it is critical to conduct focus group discussions with target audiences to observe any behavioural changes (anecdotal). A few gender-balanced focus groups with important target audiences will assist in correcting, reorienting, and re-designing the BCC strategy to ensure intended outcomes.

6.2 Evaluation

The project will track and measure the intermediate result indicator 1.3 (Number of people receiving improved nutrition services and products through the project - GAFSP Core Indicator # further bifurcated into 1.3.1 Number of people who received nutrition counseling/education (Number) and 1.3.2 Number of people receiving extension support for nutrition-relevant techniques (Number). Household dietary diversity (HDD) survey of project households included in the project annual outcome survey (AOS) will also give a picture of BCC interventions effect at household level and community. At the end of the project, an impact assessment to assess the outcomes of BCC interventions and achievement of project indicators will be carried out. Concurrently, the BCC strategy will also aim to achieve the national targets for commodities prioritised by the MoAF in the 12th Five Year Plan (FYP) based on their contribution to food security, nutrition, import substitution, export potential, income and employment opportunities.

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