

Childhood Stunting

A NATIONAL BEHAVIOR CHANGE CAMPAIGN TO REDUCE CHILDHOOD STUNTING

FUNDING LEVEL

\$4.1 million • 2014 – 2017

DONOR

Millennium Challenge Corporation/ Millennium Challenge Account — Indonesia

PARTNERS

University of Indonesia, Center for Nutrition and Health Studies, Mobile Accord Inc., Scale Up Nutrition (SUN) Working Group, Indonesia Ministry of Health

KEY ACHIEVEMENT

Completed formative research in collaboration with the University of Indonesia designed to identify key contributors to malnutrition and the most effective behavior change and communications approaches.

- Launching the full campaign in August 2015

BACKGROUND

Chronic malnutrition is a key challenge facing the health sector in Indonesia.

Although much development and health progress has been made in recent years, the problem of childhood stunting remains significant with 35.6% of Indonesian children considered to be stunted. Stunting affects cognitive capabilities and contributes to reduced potential for access to higher incomes, risk of having infants with low birth weight, and a shorter life span.

To address this challenge, the Millennium Challenge Corporation (MCC) is collaborating with the Government of Indonesia to carry out the Community-Based Health and Nutrition to Reduce Stunting Project to prevent low birth weight babies, childhood stunting, malnourishment of children and women in project areas, and increase income through cost savings, improved productivity, economic growth, and higher lifetime savings. A key component of this project includes the design and implementation of a National Nutrition Communications Campaign (NNCC) to change behaviors and practices that contribute to malnutrition and childhood stunting.



IMA World Health (IMA) is designing and implementing a National Nutrition Communications Campaign to change behaviors that contribute to malnutrition and childhood stunting in Indonesia

PROJECT APPROACH

The IMA World Health is designing and implementing the NNCC using a combination of national mass media, local media and interpersonal communications approaches in 11 provinces that have been identified as most affected by stunting (West and East Java, West and East Nusa Tenggara, Gorontalo, Maluku, North and West Sulawesi, West and Central Kalimantan, and South Sumatra).

The objectives of the communication campaign are to:

- Increase awareness and understanding of the causes, symptoms, long-term implications, and prevention of stunting among parents, community members, MOH personnel, government officials, and the general public.
- Gain commitment from a broad array of stakeholders in the public and private sectors to tackle the problem of stunting.
- Foster individual and community behavior change related to health and nutrition among parents, other community caregivers, and MOH personnel who deliver community health/nutrition services.

The project will be conducted from 2014 – 2017 including formative research to inform design of the NNCC over a two year period. Project accomplishments will be tracked through a monitoring and evaluation framework and lessons learned will be collected and disseminated throughout project implementation.