PROJECT BACKGROUND

**Feed the Future Ethiopia Growth through Nutrition Activity** is a five-year multi-sectoral nutrition and Water, Sanitation, and Hygiene (WASH) project which aims to improve the nutritional status of women and young children in four regions of Ethiopia. The project focuses on the first 1,000 days, from pregnancy through a child’s second birthday, recognized as the critical window of opportunity for a child’s growth and development. Save the Children manages the implementation of the project through a consortium of six international and five local partners.

Growth through Nutrition delivers results through five intermediate result (IR) areas including agriculture and livelihoods, social and behavioral change communications, health and nutrition, WASH construction and marketing, and multi-sector coordination and pre-service education. The project also implements cross-cutting activities, including gender and women’s empowerment, a rigorous learning agenda, convergence and overlay of multi-sector activities, and a crisis modifier to respond to emergency situations in the project’s implementation areas.

IR 2: Optimal Nutrition, WASH, and Agriculture Behaviors Adopted

Growth through Nutrition generates and applies strategic messages and tailored approaches to promote healthy behaviors and maximize nutrition, WASH, and agriculture related results in its target communities. The project targets adolescent girls, women, family members/caretakers of children under two years of age, and most vulnerable households.

Growth through Nutrition also enhances communication resources for frontline workers and builds their interpersonal communication skills to increase their capacity in delivering quality nutrition, agriculture, and health counseling, community mobilization, and other technical assistance services for women, children, and their families.

Save the Children leads the implementation of community SBCC activities with strategic and technical guidance from The Manoff Group while Population Services International
The project also implements Enhanced Community Conversations (ECCs) through the following local NGOs in selected kebeles:

- Common Vision for Development Association (CVDA) in SNNPR
- Ethiopian Muslims’ Relief and Development Association (EMRDA) in eastern Oromia Region
- Fayyaa Integrated Development Organization (FiDO) in western Oromia Region
- Ethiopian Orthodox Tewahedo Church-Development Association (EOTC-DICAC) in Amhara Region
- Mums for Mums (MFM) in Tigray Region

1. Evidence based SBCC approaches to improve nutrition, WASH, and agriculture related behaviors
   - Produced and disseminated formative research reports on maternal nutrition trials of improved practices and adolescent nutrition to build the knowledge base and inform new program approaches.
   - Created an adolescent nutrition radio program in collaboration with 12 educational stations and the Federal Ministry of Health. The content is reaching 18 million students in four regions.
   - Developed 23 nutrition sensitive messages with the Federal Ministry of Agriculture. The project is sending text and audio messages to more than 175,000 Development Agents (DAs) and farmers via the Agriculture Transformation Agency’s farmers’ hotline.

2. Develop frontline agriculture and health workers’ skills for SBCC
   - Updated existing nutrition counseling materials and provided them to health facilities, frontline workers, religious leaders, and Community Change Agents.
   - Train Health Extension Workers and DAs on counseling skills as part of Maternal, Infant, Young, Child Nutrition/ Nutrition Sensitive Agriculture training and provide regular coaching on nutrition counseling.

3. Promote standardized nutrition, hygiene, and agriculture behaviors
   - Conducted ECCs over 10 sessions for groups of mothers, fathers, and grandmothers of children under two to promote adoption of nutrition related skills, behaviors, and gender transformative roles.
   - Reached nearly 19,000 people with ECCs supported by local NGOs and frontline workers.
   - Mobilized and trained 247 Orthodox Church clergy members in Amhara and Tigray Regions with EOTC-DICAC to address fasting and nutrition.
   - Developed a WASH marketing and communication strategy in collaboration with USAID Transform WASH and trained 671 sales agents, business operators, and government staff on sales skills.