

The conflict between knowledge and practice among breastfeeding mothers in Mozambique. An SBCC campaign to support exclusive breastfeeding to 6 months and promote best feeding practices

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Enhancing childhood nutrition in Mozambique through an SBCC campaign

INTRO AND OBJECTIVE

While approximately 69% of children in Mozambique are breastfed in the first hour of life, just 43% of are exclusively breastfed until 6-months of age.

- MAGENTA joined forces with UNICEF Mozambique and the Mozambican Ministry of Health to establish an evidence-based Social and Behavioral Change campaign aimed at promoting exclusive breastfeeding.

METHODS

- Interactive co-design workshop with UNICEF, Ministry of Health, creative teams, and key national stakeholders, all focused on addressing the issues of childhood nutrition
- Quantitative and qualitative preliminary research
- Piloted training programme with health workers

RESULTS

- 400 quantitative phone surveys
- 9 FGDs and 10 KIIs
- Tailored SBC training programme for Mozambican health workers
- Animated videos on breastfeeding

CONCLUSIONS

- The capacity building and co-design approach was welcomed and praised by all stakeholders ranging from the government to community health workers.
- The project’s direct outputs (communication materials, campaign plans, training manuals) were shared to local leaders and actors, ensuring the sustainability of the programme through local initiatives.

