

**Worksheet 6.1 SBC Communication Plan**

| **Participant Groups/Audience** | | Caregivers of children 6-23 months in the program area (rural, low-income) |
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| **Priority Behaviors** | | Caregivers use a variety of nutrient-rich foods each day in meals and snacks  for children 6-23 months, with emphasis on animal-sourced foods for children  under 12 months. |
| **Influencing Audiences** | | Market vendors; Policy makers and leaders; Peers of caregivers; Fathers;  Grandmothers; Community health workers |
| **Messaging Components** | **Call to Action** | **Market vendors:** Market and sell small fish for children  **Caregivers**: Add small fish to child’s porridge every day until child is old  enough to each family food  **Fathers and grandmothers:** Discuss and decide together with caregivers about buying and feeding fish for children |
| **Factors to Resolve** | * Uncertainty about demand for small fish among market vendors * Lack of supportive norms and expectations about giving small fish to young children |
| **Factors to Enhance** | * Supportive roles of fathers and grandmothers in feeding young children * Confidence of caregivers to use skills to prepare and add small fish to their child’s porridge |
| **Communication Objectives** | | * To increase demand for small fish for feeding young children, especially under 12 months * To shift norms and expectations about food for children * To model fathers and grandmothers support to feeding children * To increase caregivers’ confidence and pride about feeding different foods and recipes, including porridge with small fish, for young children |
| **Channels, Media, and Materials** | | Marketing:   * Branding and advertising of small fish for young children,  including banners and flyers for market vendors   Interpersonal communication:   * Home visits by community health workers, with intensity when children are 6-12 months with printed job aids * Community drama and games with fathers and grandmothers practicing and modeling feeding children |