

Traveling photo exhibitions to disseminate family-invented uncommon solutions to overcome malnutrition in Madhya Pradesh, India

Marie Haas¹, Nadine Bader², Bhavana Nagar³, Aspasia Werner¹ and Gudrun B. Keding¹

¹Justus-Liebig University Giessen, Dept. of Nutritional Science, International Food and Nutrition Security, Germany. ²Wageningen University / Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, India. ³Independent Development Consultant, India

Background and Objectives

- In rural areas of the central Indian state Madhya Pradesh (MP), 25% of women of reproductive age are **undernourished** and 37% of children < 5 years are **stunted** (IPPS, 2021).
- The **Positive Deviance (PD)** approach: community-driven process (Fig. 1) that identifies uncommon practices of positive outliers living in similar socio-economic circumstances (Pascale et al., 2010).
- Indo-German Securing Nutrition Enhancing Resilience (SENU) project identified 23 PD families in 7 villages with well-nourished children in 2 districts in MP and discovered and validated their **uncommon practices** ranging from child nutrition to gender dynamics and nutrition gardens (step 1-3, Fig. 1).
- Qualitative research: understanding **adoption, barriers and enablers** towards the disseminated uncommon practices via photo exhibitions (step 4, Fig.1).

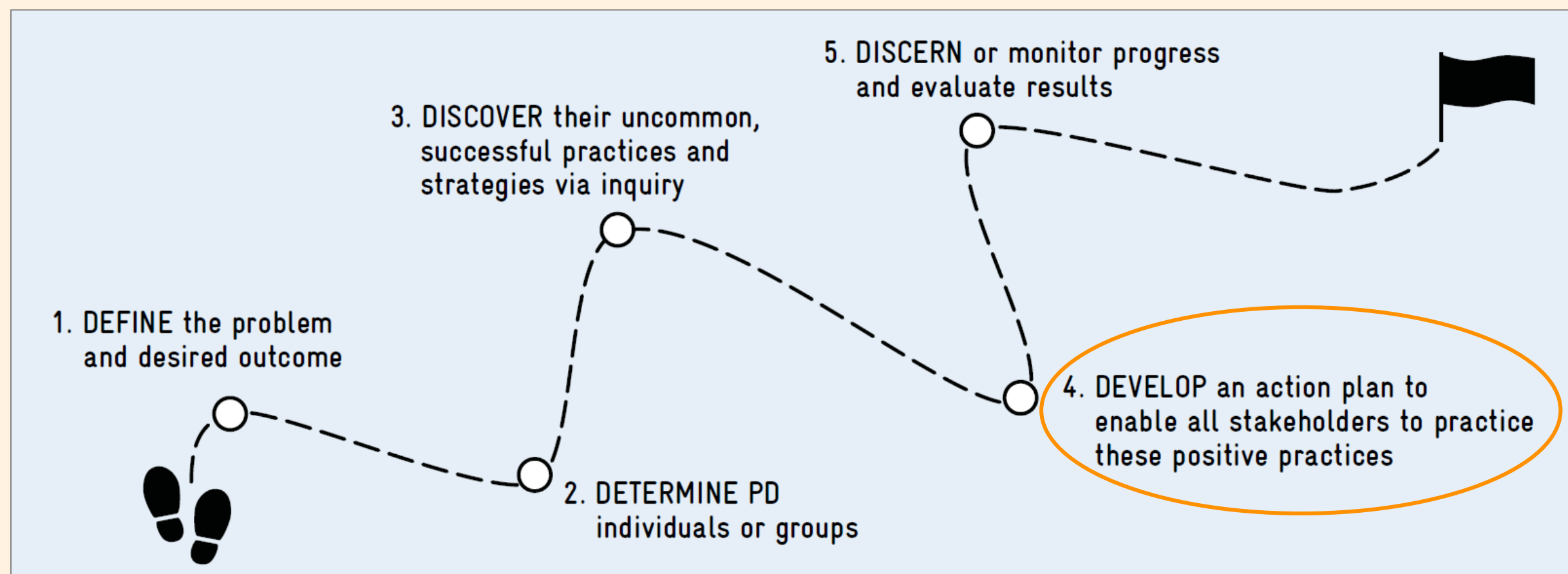


Figure 1: Positive Deviance process map. (Bader & Reinbott, 2023)

Methods

Traveling and participatory photo exhibition in 6 villages:

- Training of 14 **adolescent girls**: PD approach and photography to capture uncommon practices.
- 14 **Focus Group Discussions (FGDs)** using photographs as visual support possibilities of uncommon practices.
- 5 **Follow up FGDs** two months post exhibition in 4 villages.



Guided exhibition walk. © GIZ SENU 2024



Traveling photo exhibition. © M. Haas 2024



FGD priority ranking of photos with pebbles. © GIZ SENU 2024



Father is fetching water. © GIZ SENU 2024



FGD with men. © GIZ SENU 2024



FGD with frontline workers. © GIZ SENU 2024



Daughter-in-law is eating together with the family. © GIZ SENU 2024

Barriers

Results I

Men's lack of interest and rejective mindset: "For example, I may make time, but these men might not show up. And if everyone else comes except that one person, then next time people might refuse to attend. [...]" (Frontline worker (FW))

Alcohol: „We can do these things... Only if we ban liquor, we can do all of them.” (FW)

Enablers

Discussion circles, especially for men: FW 1: "[I] suppose we first hold a women's meeting, get the mother-in-law involved, and then we can hold sessions with the men and explain things to them. [...]" FW 2: "Men can explain things to other men." (FW)

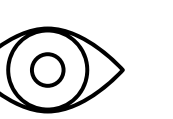
Differing values of young generation: „Well, the younger guys are starting to help out more these days. The older men would never. [...]" (Woman)

Desire for change: "We would like to see improvements in our community and even within our homes." (Adolescent girl (AG))

Feedback photo exhibition



- **Better advertisement** needed, e. g. by involving village heads or beating drums.
- Use of **puppet theatres or devotional songs** to integrate and disseminate uncommon practices.



Results II

Peer to peer learning: "By seeing it, they can also learn... those who are sensible will understand, but even those who aren't will still pick up something. If others are feeding their families this way, we can do the same." (FW)

Visual method left a positive impression: "Yes, there's a big difference with the photo. It's understood much faster... if we just speak, they don't pay attention, but when there's a picture, they focus on it, saying yes, they are feeding their child." (FW)

Understanding of content & context: "The benefit, madam, is that whoever sees the photo becomes aware." (Man)

Photos convey role models: "[...] if we show a photo where a man is working in the field and also teaching his child, then other men might see that and relate; they might learn something from it." (FW)

Follow ups

Results III

Varying retention levels of uncommon practices: "We kind of forgot once we got back..." (FW)

A few participants adopted uncommon practices: „Everyone started eating together. We started consuming more fruits!" (AG)



Conclusions & Recommendations

- Many enablers identified and shared but high emphasis on barriers, such as **alcohol consumption**; requires comprehensive structural and behavioural prevention efforts.
- Gender-related uncommon practices** major selected topic in FGDs, however, often controversial discussion with different opinions; continuous dialogue formats especially with men and potential of adolescent boys' perspectives to be leveraged.
- Young generation as ambassadors** for uncommon practices; involve teachers in the further dissemination and discussion through project.
- The exhibitions were a pilot, a **one-off activity**; continuity of uncommon practices dissemination via frontline workers highly desired, 400 frontline workers equipped with photo books.
- Photo exhibition as a dissemination method was decided by the project; further pathways need to be **co-decided** with community members.