

# A 'Sneak Peek' into Capacity Building at *Sight and Life*

**Yana Manyuk**  
Social Marketing Specialist,  
Formerly *Sight and Life*, Basel, Switzerland

At *Sight and Life*, one of our core strategic areas involves building public-private partnerships in nutrition. Through consumer insights, market research and private-sector expertise, we design, test and innovate viable (business) models that will increase supply and demand for nutritious foods for the reduction of malnutrition in all its forms. *Sight and Life* is currently actively engaged in public-private partnerships with UNICEF, the World Food Programme, World Vision and DSM, as well as OBAASIMA and initiatives such as Sizanani Mzansi.

**“Building our partners’ capacity  
to strengthen programmatic efforts  
in demand creation is an  
exciting journey”**

Building our partners’ capacity to strengthen programmatic efforts in demand creation is an exciting journey. One recent example is a three-day social marketing training we conducted in Jakarta in September 2019, as part of the Joining Forces for Last Mile Nutrition partnership between DSM, *Sight and Life* and World Vision, together with local partners DSM Nutritional Products Indonesia and Wahana Visi (a partner of World Vision). The training was part of a joint capacity-building effort, supporting the demand creation component of the EGGciting project, which aims to build supply and increase demand for egg consumption among pregnant and lactating women and children under the age of five.

The aim of the training was to equip a cadre of Wahana Visi professionals working on different field projects (focused respectively on agriculture, nutrition and health) with social marketing concepts, principles and tools. Social marketing is an evidence-based process that capitalizes on marketing concepts – product and service design, appropriate pricing, sales, distribution and promotion – to create demand for specific health and social behaviors. We chose social marketing as an approach rather than more traditional education and information approaches because we believe that it has the most potential to help the Wahana Visi teams around Indonesia to accelerate the uptake of health and nutrition behaviors and products.

The training combined brief knowledge-sharing sessions and practical group exercises, which allowed the participants to apply learned concepts and principles to real-life behavioral challenges that are relevant to their work in the field. To make the training as applicable to the participants’ fieldwork as possible, groups of participants worked on actual health- and nutrition-related issues, such as stunting, maternal malnutrition and infectious diseases caused by lack of hygiene.

In a range of interactive and creativity splurging exercises using case study examples, participants put on a social marketing hat and developed audience profiles, practiced using research to generate key actionable insights for a social marketing campaign and then used these insights to design a social marketing intervention mix.

The training started with a deep dive into human behavior, or what we know of it, looking at the basics of why people do what they do and what motivates change.

Because many behaviors can contribute to a single health and nutrition issue, participants were first asked to define the behaviors contributing to the issue they were working on. They were then requested to prioritize those behaviors that they regarded as easiest to tackle and which, if tackled successful-



Audience profiles developed by each group



Sample training slides used to encourage discussion about behavior change



The full team of training participants with the trainer, Yana Manyuk

© Puja Peyden Tshering

© Puja Peyden Tshering



© Kesso Gabrielle van Zutphen

Teams involved in group activities during the training



© Kesso Gabrielle van Zutphen

Group activities involved a great deal of thinking and discussion



© Kesso Gabrielle van Zutphen

A participant receives her certificate of attendance from Yana Manyuk

ly, would have the greatest impact on the problem. Next, they selected audiences who were most affected by the issue and identified stakeholders whose engagement was critical for the success of a given project. Finally, groups worked on defining how much they already knew about their audience and which knowledge gaps they had to fill, making a plan for conducting further research.

On the last day of training, each group was asked to 'pitch' how they would approach tackling their assigned health and nutrition issue, using a social marketing approach. In their pitches, each group answered the following questions, which closely resemble the questions social marketing and other behavior change practitioners are frequently asked in real life: What is

the problem you want to address? Why is this important? Why do you intend to use social marketing to address this problem? (What is social marketing?) Which behaviors are you planning to change and why? Are you intending to conduct formative research and why? What resources do you need?

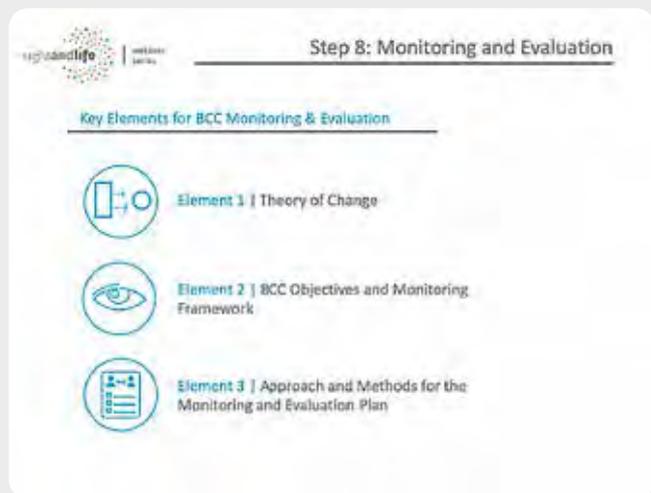
For the pitches, a panel of stakeholders was invited, acting as representatives of the Ministry of Health, an international donor agency and an academic institution. The best pitch won a fictitious donation to realize their plan.

.....  
**To learn more about our face-to-face trainings on demand creation principles and process, contact us at: [info@sightandlife.org](mailto:info@sightandlife.org)**

## Want to learn more about capacity building at *Sight and Life*?



Take a look at our webinars on designing step-by-step behavior change interventions. This four-part webinar series presents evidence-based concepts along with the principles and processes of behavior change design in an easy-to-follow, visual and fun way: [sightandlife.org/resources/#videos-podcasts](https://sightandlife.org/resources/#videos-podcasts)

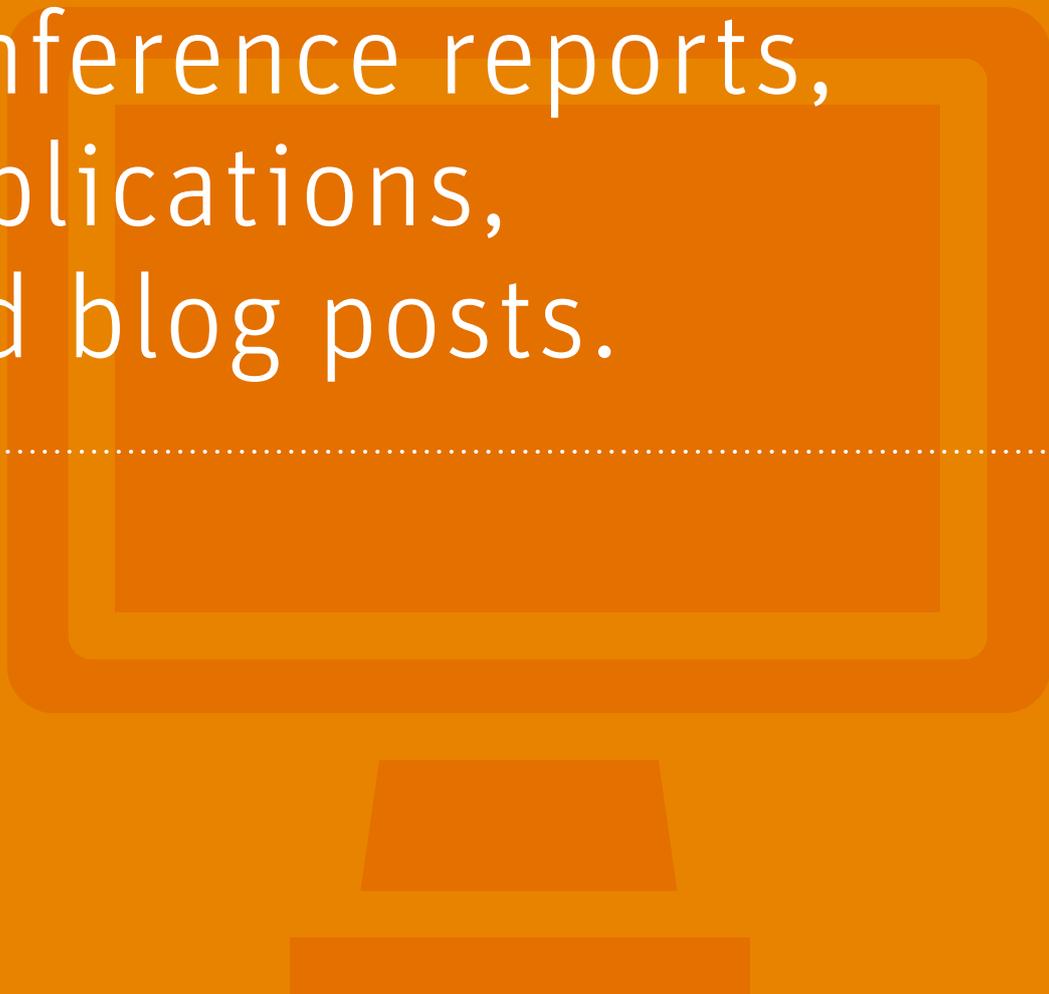


*Sight and Life* provides a range of online educational materials and resources covering a variety of topics in nutrition from strategies to combat malnutrition to behavior change communication.

---

••• Visit  
**sightandlife.org**  
for the most recent  
conference reports,  
publications,  
and blog posts.

---



For a world  
free from  
malnutrition.



Connect with us!



@sightandlife



@sightandlife



sight-and-life



@sightandlife