

# Social Marketing to Promote Egg Consumption in Indonesia

## Formative research findings

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- > The campaign will be implemented as a 3-month pilot in three villages in the Palu and Sigi districts of Central Sulawesi province. A baseline and end-line evaluation will be used to measure the effects of the campaign on attitudinal changes and egg consumption.

### Key messages

- > A joint research study was conducted by Wahana Visi Indonesia (WVI) and *Sight and Life* (SAL) to better understand the drivers of egg consumption in Central Sulawesi, Indonesia.
- > The research used social marketing principles focused on gaining insights into what moves and motivates the audience and which emotional drivers influence egg consumption and related food choices.
- > Three key actionable insights emerged from the research: (1) being a good mother and wife is what matters most to female research participants, and influences their food choices, including the incorporation of eggs into daily meals; (2) eggs are not the 'top-of-mind' animal-source protein and are less valued by research participants than chicken and fish; and (3) consuming eggs daily is perceived as boring, and for eggs to be eaten daily, they need to be presented in versatile ways.
- > WVI together with SAL co-designed a social marketing intervention mix that will be translated into a social marketing campaign with multiple activities by a creative agency.

### Setting the scene

Given the potential of eggs to improve nutrition in the country, Royal DSM (a multinational company active in human and animal nutrition), *Sight and Life* (SAL) and World Vision, with the local partners being DSM Nutritional Products Indonesia and WVI (a partner of World Vision), joined forces to increase the availability, accessibility and consumption of eggs in Indonesia at the household level. This joint initiative is addressing bottlenecks in the supply chain and boosting consumer demand for eggs. A 2-year pilot is being implemented to improve egg consumption by pregnant women, lactating mothers and children under 5 in Central Sulawesi.

Indonesia is one of the most rapidly growing economies in the world; it has a healthy 5 percent GDP growth rate and a population of 261 million. Despite economic progress, however, malnutrition is a grave concern – 87 million Indonesians suffer from food insecurity, 15 million women are anemic and one child in three is stunted.<sup>1</sup>

A wide body of evidence suggests eggs are one of the highest nutritionally dense foods, and recent breakthrough research studies have shown that consuming an egg a day has the potential to significantly improve growth and reduce stunting.<sup>2</sup>

“Consuming an egg a day has the potential to significantly improve growth and reduce stunting”

**BOX 1: Main research domains**

- .....
- > Current eating habits, taste preferences, particularly in relation to eggs
- .....
- > Perceived benefits of egg consumption
- .....
- > Barriers to egg consumption (including the exploration of social norms around the same)
- .....
- > How eggs can be added easily into existing cooking/meals
- .....
- > Attitudes and perceptions regarding eggs
- .....
- > Ambitions and hopes for the future (for themselves and their children)
- .....
- > Lifestyle, household roles and dynamics, daily routine
- .....
- > Key influencers and trusted sources
- .....
- > Communication channels
- .....
- > Health services (making use of health services; the perception of health services)

To ensure that a demand generation strategy for eggs is based on strong evidence about the target audience in Central Sulawesi province, formative research was conducted to gain insight into the lives of pregnant and lactating women and caregivers of children under five years of age. SAL provided technical guidance and support to WVI in designing, planning and carrying out the research. SAL also led data analysis. Together, WVI

and SAL co-designed a social marketing intervention mix that will be further developed and implemented with the help of a local creative agency in the coming months.

**Methods**

We employed a qualitative research approach, using in-depth interviews with key informants that were designed to provide a thorough understanding of the target audience. Specifically, the research examined the following key domains (see **Box 1**).

Purposive convenience sampling was used for qualitative data collection in order to interview a broader spectrum of informants. Participants were recruited through a collaboration with community health volunteers (see **Table 1**). A total of 51 participants were recruited for this study. The research areas included three villages in the districts of Palu and Sigi, namely Sunju, Duyu and Pengawu. These villages were selected because of their high rates of malnutrition, along with other project criteria.

For the purpose of qualitative data collection, eight enumerators were trained by SAL in qualitative data collection skills.

Data was transcribed, translated and analyzed in tranches, using NVivo software until data saturation was reached.

**Research findings**

In the following section, we summarize the key findings that emerged from the analysis.

**A look at the participants' lives in the round**

Most female participants interviewed are housewives with occasional labor opportunities. Many dropped out of school once they got married. They spend most of their time at home, taking care of their children and husband, cleaning and cooking. Being a mother and wife takes a priority role in their lives, which often translates into prioritizing their children's and husband's needs and wants over their own, and also in relation to food choices (see **Box 2**).

**TABLE 1:** Sampling framework

Research participants	Sigi	Palu	
	Sunju	Duyu	Pengawu
Pregnant women	3	1	1
Mothers of children aged 6 months to 5 years	5	7	6
Spouses of pregnant women and mothers with children under 5	3	0	3
Elderly family members living with pregnant women and mothers with children under 5	4	2	2
Frontline health volunteers operating through Posyandus (Community Health Centers)	2	1	1
Health staff at Puskesmas (Health Clinics)	4	3	3
Total number of research participants in Palu and Sigi	21	14	16

## BOX 2: A mother feeding her child with patience and care in Palu



### Portrait of our primary consumer

- > Rural Indonesia, educated to high school
- > Mundane, monotonous daily routine – cooking, cleaning, looking after family
- > Lack of me-time, no community events to go to
- > Values community for being helpful, but is also very cautious of gossip
- > Had dreamed of becoming a working woman when she was younger; now dreams that her child will be successful and stay healthy
- > Fears being judged by others as not being a good mother or a good wife
- > Faces pressure at multiple levels – cultural, social, familial
- > Obeys her husband and plays an essential role in satisfying his needs and wishes
- > Confides only in her husband, her parents, siblings, other elderly relatives and the midwife (for health advice only)
- > Prioritizes her child's and husband's demands, then foods that are filling, then convenience of preparation
- > Sees less value in eggs than in red meat, fish and chicken
- > Biggest reasons for not using eggs in cooking are fear of allergies and the view that eggs are boring and consequently less attractive than other tempting options
- > Biggest motivators for using eggs are their affordability, access and versatility

*“Every day I like to be at home. At home taking care of the children, I can nurse her every day and not use formula, that is what I like. There isn't any other activity other than that, at home taking care of the baby. Like that, that's all.”*  
(Mother of two, age 22)

Many women reported that they prefer spending their free time at home, in their comfort zone. This was often because they were expected to fulfill their housewifely duties, obey their husbands and prioritize their role as a mother and wife over other things such as going out. Another main reason for choosing to be at home was a strongly expressed fear of being the subject of gossip when socializing with other women, outside of their homes. The fear of judgment was expressed throughout the interviews and in relation to making food choices. It often meant that women would fear being judged for making the wrong choices, such as giving their children eggs – something that was in many instances believed to cause visible boils on their children's faces.

*“I don't want to talk about people. We don't talk about people, I don't want to talk about people either. My husband told me, if you want to go to the neighbor's*

*house, you aren't allowed to talk about people. You have to watch yourself. If I want to go anywhere, I need to ask for my husband's permission. I am like that every day, that is why earlier I first asked for my husband's permission to go to the Integrated Health Post. ‘I want to go to the Integrated Health Post.’ ‘Oh ya,’ my husband said. Like that every day.”* (Mother of two, age 33)

*“But as for the mother ... the mother works in the pharmacy ... the mother says it isn't because of ... she says it is because of snacks that he gets boils. His mother gives him eggs, but after he eats them, he gets a boil right away ... so I don't know which one is right.”*  
(Mother of two, age 30)

The father's role was described by both female and male participants as being the breadwinner. From the male participants' perspective, being productive and providing for their families was their main role and ambition. From the female participants' perspective, the father did not have a major role to play in taking care of the child, other than making a financial contribution to the household and approving decisions. Male

**BOX 3: Key influencers**

**The father/husband – for validating all decisions at home**



A father at work at a layer farm at Posyandu Dahlia in Duyu village; he was so happy to collect all the eggs

- > Hardworking, breadwinner
- > Is obeyed and listened to
- > His needs and wishes are prioritized before those of others
- > Dictates what is to be cooked
- > Has the say in how money is spent

**The community – for creating social norms and validating decisions**



Mothers in Duyu village wait to have their children weighed, while community health volunteers record the children's weight after weighing

- > Mother easily feels judged and fears gossip
- > The community's judgment (both positive and negative) is important to the mother
- > Mother seeks validation from the community
- > Mother compares herself with others
- > The community sets standards and social norms

**The health professional – for validating health and nutrition information**



A community health volunteer weighs a child under 5 at Posyandu Krisan in Duyu village

- > Disseminates health and nutrition information in the community
- > Is the main and the most credible source of health information, along with the internet
- > Recommends foods to eat during pregnancy and the first 1,000 days of life

participants reported enjoying the freedom of spending time with their friends outside working hours, but also minding the children in order to support their wives.

*“It is like this, because I, I don’t think like, we all think differently. Usually there are other people that like to be at home, don’t like to work. For me, I think, because I now have this child, I have already thought for a long time I have been a worker. I work doing anything, whatever (...)”*  
(Father of two, age 23)

When asked about hopes and dreams, most male and female participants expressed a sense of failed personal dreams such as getting a good education and a reputable job. They hoped to be able to fulfill this ambition in respect of their children by working hard and saving up.

*“I really wanted to go to school, work and help my parents. But, well, I could not do anything, my parents weren’t able to. We were also poor before, when I met my mate I really wanted my child go to school, yeah, thanks to God,*

*it was granted, now she works.”* (Mother of three, age 41)

*“Yes, I hope that they become somebody, not like their parents. Not like their parents, like this. (...) Maybe like a midwife, doctor, this one wants to be a soldier. The plan is to open a small business: my husband just told me that he would like to open a small kiosk. We are waiting for the money to do so, saving up to open a kiosk so that the money from the kiosk can be saved up in the bank. (...) For our children’s future. One day later on, when they need money for a higher education, they can be sold.”*  
(Mother of two, age 27)

The key influencers of mothers’ decision-making overall include husbands and parents. Midwives and health professionals are trusted for health advice (see **Box 3**). Because of the fear of gossip, the circle of trust is usually restricted to close family.

*“Emm, the midwife. They know all about the nutrients in food, but for us as just regular people – I mean, we don’t know about nutrition, which nutrients are*

*more suitable. That is from the health department (they are the ones that know about this).” (Smiles)  
(Pregnant woman, age 24)*

*“For personal problems, I just go to my own family. For example, if I have a personal problem, ya, I just talk to the people in my home. If there is a problem within the family, most often my brother or my oldest relative, like my mother’s sister, as for others – no. We are more like that because problems are like a disgrace too, and disgraces can’t be out in the open but have to be covered.”  
(Pregnant woman, age 23)*

The findings from the mothers’ and father’s interviews correlate with the findings from the healthcare professionals in that the internet is a key source of health and other information. Many of the health professionals interviewed said they had WhatsApp groups for pregnant women, and some said they preferred them to Facebook because they feared exposing themselves and the women to the judgments of others, i.e., gossip.

*“Often (laughs). That is why the nurse should have Facebook and with those that have children under 5, it would be good to make a group. So you could see it in the comments, maybe about being told to gather together.”  
(Mother of two, age 26)*

*“Maybe too, now because they know about Facebook, Google, so they can search on their own. They can learn on their own if they want to search, they can also ask on WhatsApp because we have groups for pregnant women and children under 5 on WhatsApp. Now there are many mothers that use an Android phone, so they use WhatsApp more. So if there is something they don’t understand, or if they don’t know when the Integrated Health Post will be held, they ask on WhatsApp.”  
(Midwife, age 32)*

### Family eating habits

Most female participants said they were responsible for buying and cooking the food. Food choices often depend on market availability and the preferences of children and husbands, which are prioritized over nutritional content. A usual meal consists of vegetables, rice, sometimes beans and a side dish. The most preferred side dishes are chicken and fish, followed by eggs, tofu and tempeh. Most female participants said they would feed their children family food as soon as their children had teeth. The only consideration some mothers made was the spiciness level of the food they served to the children.

*“Well, if the fortune is here, we could eat delicious food. But, if not, we just eat simple food. Tofu and tempe. If we have good fortune, yeah, there will be some grilled fish and chicken. If we barely have money, we’ll eat tofu and tempeh. Sometimes just plain noodles.”  
(Mother of one, age 27)*

### Perceived benefits of egg consumption

Overall, most male and female participants said that eggs were easily accessible and available, more affordable than other animal-source foods and frequently consumed. When they were probed as to the exact number of eggs eaten in a week, the responses varied. Of those people who ate eggs, most said they consumed them 3–4 times a week on average.

*“Eh, usually I eat eggs three times a week. Sometimes I do [eat eggs] only if I make fried rice, hehe (laughs), that’s all.” (Pregnant woman, age 24)*

Many female participants said they liked cooking eggs because eggs could be prepared in different ways. However, those ways were usually limited to fried, boiled or sometimes scrambled eggs.

*“Before, she used to eat them often. I would fry them. If we needed something fast, I would just cook her an egg and she would eat it. But she didn’t eat too much of the egg, just a lot of rice.” (Mother of two, age 27)*

Some perceived eggs as an easy food that could be prepared quickly, when time is short. A key perceived benefit of eggs from the mothers’ perspective was that their children liked them.

*“I don’t know about the benefits, because that is indeed what they like.” (Mother of four, age unknown)*

Some mothers valued eggs because they were perceived to help with their children’s weight gain and were good for their growth and development.

*“The benefits for him, he would gain weight too, grow – grow more naughty, this Faruq here.” (Laughs)  
(Lactating mother, age 35)*

### Perceived barriers to egg consumption

When discussing eating habits, most participants expressed that if they can afford it, they prefer to choose chicken or fish over eggs. Throughout the interviews, an unofficial food hierarchy emerged, showing that people place a lower value on eggs than on other animal-source foods, with eggs being placed at almost the same level as plant-based protein such as tofu and tempeh.

TABLE 2: Actionable insights

Actionable insight	Supporting quotes	Relevance for social marketing intervention
<b>1. Being a good mother and wife</b> <ul style="list-style-type: none"> <li>&gt; Need to be perceived by others as good wife and mother – to prevent gossip</li> <li>&gt; Making child and husband happy – immediate happiness, fullness</li> <li>&gt; Fulfilling child's dreams – saving up, but no link to nutrition</li> </ul>	<p><i>"In my opinion, a good mother is a mother who can meet the needs of the whole family. That is, anything that is asked for by a child can be fulfilled, but a reasonable request. (...) In the community, she interacts/engages like other people."</i> (Mother of four, age unknown)</p> <p><i>"The husband's words should be done. It can't be resisted. Households are prioritized over neighbors or friends. The family takes precedence. You can go out after finishing the housekeeping and cleaning the home. It's impossible to get out if you don't ask permission."</i> (Mother of one, age 25)</p>	<ul style="list-style-type: none"> <li>&gt; Social marketing intervention must create demand for eggs in fathers and children</li> <li>&gt; Social marketing intervention must empower women and equip them with the confidence and skills to prepare delicious meals with eggs for the whole family, making them feel like good mothers in the eyes of their community</li> <li>&gt; Social marketing intervention must link eggs to achieving dreams: eggs = brain food</li> <li>&gt; Social marketing intervention must debunk the allergy myth and make the caregivers and health professionals believe that eggs are not the primary source of allergies and that a woman is a good mother if she feeds her children eggs</li> </ul>
<b>2. Food hierarchy</b> <ul style="list-style-type: none"> <li>&gt; Low perceived value of eggs</li> <li>&gt; Eggs not aspirational, often associated with low financial means</li> </ul>	<p><i>"I have [suggested eating eggs], here we see if they have higher education too, we look at their economic condition too. If we tell them to give foods that are high in protein like meat, they can't, so mainly they will fulfill their nutrition, protein, from eggs like that."</i> (Midwife, age 28)</p> <p><i>"There usually aren't any side dishes [proteins], except if there isn't fish, then tofu, if there isn't tofu, then eggs."</i> (Mother of four, age 35)</p>	<ul style="list-style-type: none"> <li>&gt; Social marketing intervention must increase the value of eggs by making eggs fun to eat, easy to prepare and popular</li> <li>&gt; Egg consumption must be endorsed by influential media figures, health professionals, community leaders and family members – linking eggs to their key perceived benefits</li> <li>&gt; Intervention must 'nudge' or remind people to choose eggs at critical decision touchpoints: kiosks, street vendors, health centers, Posyandus, social media, goodie bags</li> </ul>
<b>3. Food versatility</b> <ul style="list-style-type: none"> <li>&gt; People already eat eggs, mainly as a side dish: they are available, affordable and accessible</li> <li>&gt; However, the idea of eating eggs every day is perceived as boring and unimaginative</li> <li>&gt; Mothers want to vary the foods they prepare so as to please their child</li> </ul>	<p><i>"I don't know, maybe it is recommended to eat that, but you have to vary it too. You can't just eat them all the time."</i> (Pregnant woman, age 24)</p> <p><i>"I don't know if it is good every day to consume [eggs], good or not, but likely not either, if all the time. [She eats eggs all the time.]"</i> (Pregnant woman, age 30)</p>	<ul style="list-style-type: none"> <li>&gt; Social marketing intervention must show that eggs can be versatile</li> <li>&gt; Social marketing intervention must show that eating eggs every day can be delicious, taste-forming, fun for everyone</li> <li>&gt; Social marketing intervention must show that mothers can easily incorporate eggs into their child's daily meal in a variety of ways</li> </ul>

*"There usually aren't any side dishes [proteins], except if there isn't fish, then tofu, if there isn't tofu, then eggs."  
(Mother of four, age 35)*

This value perception was echoed by most health professionals. They believe that chicken and fish are more nutritious than eggs and tend to recommend eggs as a source of protein when they feel that people cannot afford other animal-source foods, but rarely as their first choice.

*"Fish. A primary source of protein, first fish, I mean it is the easiest to get, fish is the first one. (...) Fish is better than eggs ... fish possibly."  
(Nutritionist, age 25)*

*"I have [suggested eating eggs], here we see if they have higher education too, we look at their economic condition too. If we tell them to give foods that are high in protein like meat, they can't, so mainly they will fulfill their nutrition, protein, from eggs like that."  
(Midwife, age 28)*

#### BOX 4: From the audience perspective



##### Current feelings – Mother

- > Stressed about being a good mother and good wife
- > Fears being judged by others for failing as a mother/wife
- > Gives in to her child's demands without thinking of the future
- > Does not see much value in eggs because they are perceived as:
  - > inferior to other foods such as fish and chicken
  - > not versatile
- > Feels that the health center is boring



##### Aspired feelings – Mother

- > Should feel that she is a good mother if she feeds her child eggs
- > Should believe that eggs can contribute to the success of her child
- > Should feel that eggs are as valuable as fish and other animal-source foods
  - > Cooking eggs is fun
  - > Her husband and child(ren) like eggs
  - > Eggs are versatile and not boring
  - > Eggs are popular
- > Should feel that health center visits are something to look forward to



##### Current feelings – Health professional

- > Feels she is already doing a great service to the community
- > Feels she is giving the right advice when it comes to eggs, that is:
  - > eggs cause allergies
  - > NB the few health professionals who do not believe that eggs cause allergies make no effort to prove their point
- > Feels that no-one listens to her
- > Does not empathize with the mother
- > Does not think that mothers can help her to do her job better



##### Aspired feelings – Health professional

- > Feels trusted by mothers
  - > Needs to be seen as a TRUSTED source of advice by the mothers who come to her
- > Feels that giving eggs and advising mothers to give eggs can help her achieve her own targets (e.g., targets for reducing stunting)
- > Feels that she can make visits to the health center a fun experience for mothers, by making interactions meaningful, playful, joyful and interesting



##### Current feelings – Father

- > Does not have eggs at top of mind when he thinks of food
- > Considers eggs less valuable and less nutritious than other foods
- > Does not link eggs to health and strength, either for the baby or for himself
- > Wants to be a good father
- > Wants his child to have a good education and succeed in life

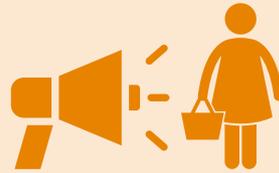


##### Aspired feelings – Father

- > Feels that eggs are valuable, like other foods
- > Feels that eggs lead to increased productivity – better strength, immunity, etc.
- > Feels that he is a good father when he spends money on eggs
- > Feels that eggs are a good investment

**BOX 5: Translating consumer insights into a social marketing intervention mix**
**Support consumers and influencers**


- > **Activities for health professionals**
- > National Nutrition Day workshop
- > Egg info merchandise
- > Government/Pediatric Association memo/press release
- > Motivational interviewing training
- > **Yummy Mummy Group**
- > Cooking classes
- > Arts and crafts activities
- > Facilitated chat sessions
- > **Activities for kids**
- > Lunches
- > Fun games
- > Child Chef

**Inform consumers and influencers**


- > **Using local/social media influencers to promote eggs**
- > Vice mayor/band leader of Palu
- > Cooking class with social media influencer
- > Local Mum role models
- > Fun, easy and versatile egg recipes
- > **Egg fair/bazaar – egg cooking competition, workshop using Dr Oz style, egg games, local music, mascot**
- > **Religious events**
- > **Egg mascot – every family’s favorite and fun helping hand – featured in all media and communications**
- > **Series of adverts – using positive psychology, Good Mum image (positive gossip)**
- > **Jingle – Dangdut music**
- > **Integration with soccer matches**
- > Flash mob
- > Murals
- > Cheerleaders
- > **Point-of-sale advertising**
- > Street vendors
- > Mobile sellers
- > Specific farmer-sellers

**Design for consumers**


- > **Calendar with recipes, pictures, fun messages**
- > **Tupperware shaped like an egg**
- > **Egg-themed goodie bag**
- > **Comic strip/book for kids**

It was a commonly expressed belief among almost all participants that eggs can cause allergies in children, appearing in the form of “itchy red spots” or “white spots.” This belief was also expressed by lactating mothers, who believed that eating eggs while breastfeeding would cause allergies in their children. Many participants said they had experienced an egg allergy in their own children and also in those of friends and neighbors. Some participants said that eating eggs “once in a while” would not necessarily cause issues but that eating “too many” eggs could trigger an allergy. How many is “too many” was not specified.

*“Eating too many eggs, in my opinion doesn’t ... isn’t beneficial if it is too many, because it is feared that, feared that what is it called, allergies. So it is feared to eat too many. Eh, actually, eh, actually, it would be beneficial but if there are too many, a large quantity, I am scared that it would cause an allergy [allergic reaction] later on.”*  
(Mother of one, age 23)

This belief was echoed by most health professionals, who would recommend discontinuing the consumption of eggs for a while

when children experienced symptoms of allergies, even if the cause of the symptoms was unclear.

*“Indeed there are those that have allergies to eggs, but, eh, the protein in an egg is really high. So the allergy is formed by the food that we eat, high protein, sometimes that protein doesn’t correspond with the genes in the body. Nah, usually because the protein is high in eggs, nah, many can’t eat eggs. So indeed, if they are allergic to eggs, we can suggest other things too.”*  
(Doctor, age 24)

Most participants said that eating eggs every day could get boring and that it was important to vary the foods one consumed.

*“I don’t know, maybe it is recommended to eat that, but you have to vary it too. You can’t just eat them all the time.”* (Pregnant woman, age 24)

.....  
*(Smiles) “It would get boring every day, eating eggs like that.”* (Mother of three, age 38)

**Key actionable insights**

Research, particularly in-depth qualitative research, can provide a wealth of interesting findings. However, in social marketing, practitioners need to focus on the findings that help them understand why people demonstrate a particular behavior, and the key insights that could be used to trigger change. This information is often referred to as ‘actionable insights’ – key information that one can act upon.<sup>3</sup>

.....  
**“In social marketing, practitioners need to focus on the key insights that could be used to trigger change”**  
.....

Three insights were identified as having potential to translate into actionable recommendations for a social marketing intervention mix (see **Table 2**).

SAL supported WVI in a brainstorming session to translate actionable insights into a fun, easy and popular social marketing intervention mix (see **Box 4**). Three main audiences for the social marketing intervention were identified: the mother, the father and the healthcare professional. The team explored different intervention options by first asking themselves: “How does our audience currently feel with regard to egg consumption and the things that really matter to them?”

and “How do we want them to feel?” in order to achieve behavior change.

The co-design session resulted in a range of ideas for social marketing activities (see **Box 5**) that would: **(1)** inform and communicate about eggs in a meaningful way; **(2)** teach, inspire and build the skills of mothers and health professionals in preparing eggs in a tasty and versatile way and recommend them as valuable; and **(3)** design products and services to facilitate behavior change.

**Next steps**

In the coming weeks, the WVI team, with support from SAL, will work on implementing the social marketing intervention mix, with the expert help of a local creative agency. The intervention will be implemented during 3 months as a pilot in three villages in the Palu and Sigi districts of Central Sulawesi province. A ‘before and after’ evaluation will be conducted to measure the effects of the social marketing intervention on egg consumption, as well as related attitudinal changes.

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# A world free from malnutrition.



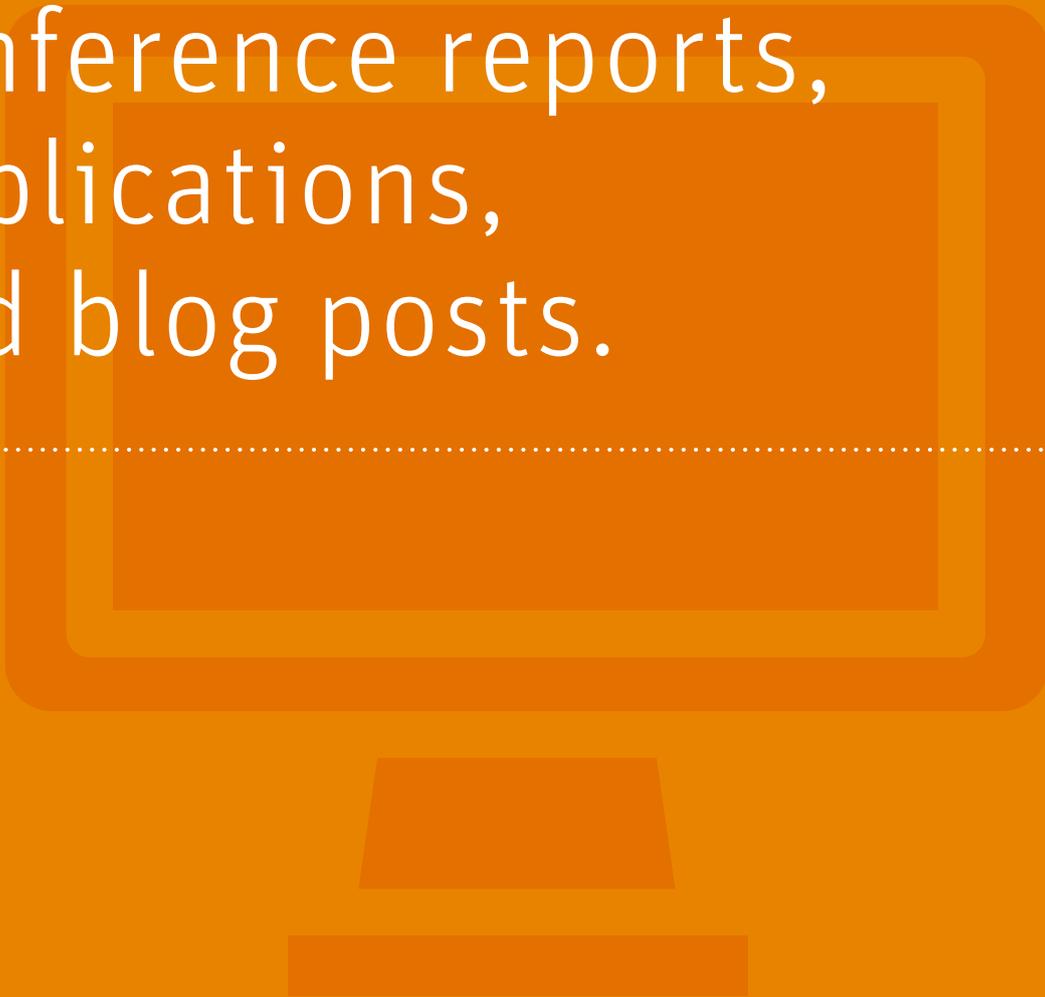
*Sight and Life* is a humanitarian nutrition think tank delivering innovative solutions to eliminate all forms of malnutrition in children and women of childbearing age and improve the lives of the world's most vulnerable populations.

*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.

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A stylized, minimalist illustration of a computer monitor. The monitor is represented by a large, rounded rectangle with a thick orange border. Below the rectangle is a trapezoidal shape representing the base of the monitor, also in orange. The entire graphic is centered at the bottom of the page.