

## KENYA

### Focus on women, youth and environment

### Diversifying diets and driving commercialization of traditional grains



*The ICRISAT nutrition behavior change team recently used 'Photovoice', a methodology to assess the impact of activities implemented in one of the counties in Kenya. Photo: C Wangari*

### **Accelerated Value Chain Development (AVCD) Drought Tolerant Crops Value Chain Nutrition Activities**

To improve nutrition and health consciousness in mandate counties in Kenya, ICRISAT and partners (Egerton University, KALRO, County Departments of Health and Agriculture) developed nutrition activities along three pathways: (1) production for own consumption pathway, (2) agricultural income pathway, and (3) women's empowerment pathway. The pathways include educating the local population on the importance of dietary diversity, encouraging them to reserve produce for the household consumption, using social marketing approaches to build markets for cereals and legumes, and working to support women with knowledge and skills on nutrition, energy saving technologies/innovations, and income generating activities.

### **People reached**

So far the team has trained over 10,000 men and women through 2-day workshops. Over 6,000 women farmers have been trained through participatory cooking classes where they were introduced to new recipes and energy efficient innovations. Over 100,000 households have been reached with nutrition

messages through a variety of behavior change communications activities. Over 60,000 children below 5 years have been reached with nutrition messages through their parents. About 800,000 Kenyans reached with messages to increase knowledge, change attitudes and consumption behavior through the [Smart Food TV show](#).

### **Behavior change**

In only one year, the behavior of women and children changed significantly towards a more micronutrient diet, indicated by an increase of 20% of the dietary diversity score for women and almost 100% of the children's dietary diversity score. Similarly, consumers showed a considerable change in buying patterns since data showed an increase in sales of grain for all crops except the ones that are typically bought during droughts. Rich in iron and fiber, both cowpea and pearl millet sales at the farm level have more than doubled in the period of one year.