# Small Challenges Videos: Strengthening Implementation in Nutrition Programmes

## Why Small Challenges?

Nutrition practitioners often encounter seemingly small, nuanced challenges during implementing that can have a substantial impact on nutrition outcomes. Some examples are:

- Inaccurate measurement of the Mid-Upper Arm Circumference (MUAC);
- Inadequate counselling by service providers; or even
- Inefficient management of a large group of mothers during screening for malnutrition.

These challenges are usually widespread but innovative approaches can help to tackle them.

## A Collaborative Contextualized Initiative

The Global Nutrition Cluster (GNC) collaborated with Nutrition Clusters in Mali and Somalia to identify challenges and brought on board SeenTV, an agency with expertise in mobile journalism (MOJO) and augmented reality. Scan the QR code here to view the films. The process followed to produce the videos was:

## How are these videos different?

The videos aim to address local challenges identified by local actors. The video content is generated by national/local actors by filming clips in the local language and considers local sensitivities and other contextual factors.

**Scan this QR code to watch some videos**

## 1  The Process

| Identify the challenge | Scripting and Storyboard | Online Training of MOJOs | Video Recording & Remote Guidance in Real Time | Editing & Packaging | Development of Complementary Materials* |
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*Materials intended as reminders for key messages. Currently include comic strips and GIFs to be circulated on WhatsApp. For low internet bandwidth, other options in print form could be developed

## 2  Role of NNGO/INGO/Cluster

**Brainstorm, Identify & Brief**
Identify small challenges and a team of MOJOs. Brief the media agency about the challenge and potential solution
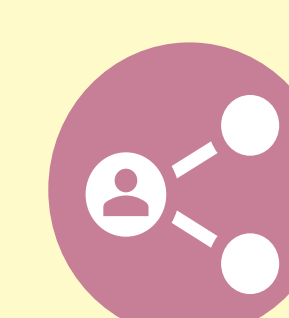
**Review & Approve Scripts, Edited Videos**
Ensure technical accuracy, local sensitivity and consensus among stakeholders.

**Organize, Film & Ensure**
Arrange for team to attend online training, organize logistics for filming (phone, location) and record the video clips. *Ensure written/video consent of participants*

**Disseminate & Track Response**
Develop a dissemination plan, disseminate widely and track response.

## Cost considerations

- Local costs of transportation, venue (if required)
- Cost of media agency

## Functional Requirements

- Smart phones with working camera and audio recording
- Internet at filming sites

**If you are interested in developing small challenges videos for your country, scan the QR code to share your details.**