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USAID's Strengthening Multisectoral Nutrition Programming through Implementation Science Activity

Can engaging the private sector revitalize plateauing nutrition gains in Bangladesh? Implementation research investigates

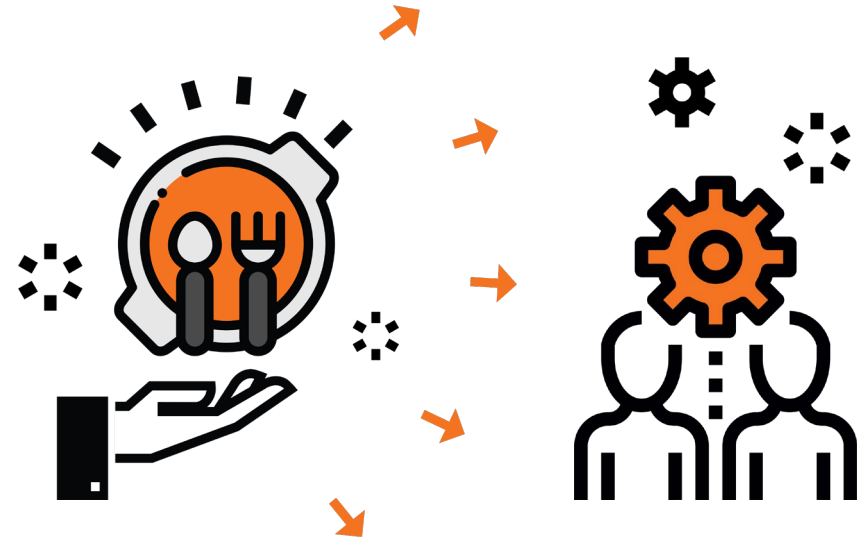
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Why private sector engagement?

- Bangladesh nutrition successes have been driven by the public sector
- Rate of improvement has slowed
- Bangladesh must adopt innovative service delivery models using the private sector



The Multisectoral Nutrition Project (MSNP) is conducting implementation research of private sector nutrition intervention delivery

GOAL: Nutrition policy making and implementation in Bangladesh is informed by high quality local evidence.

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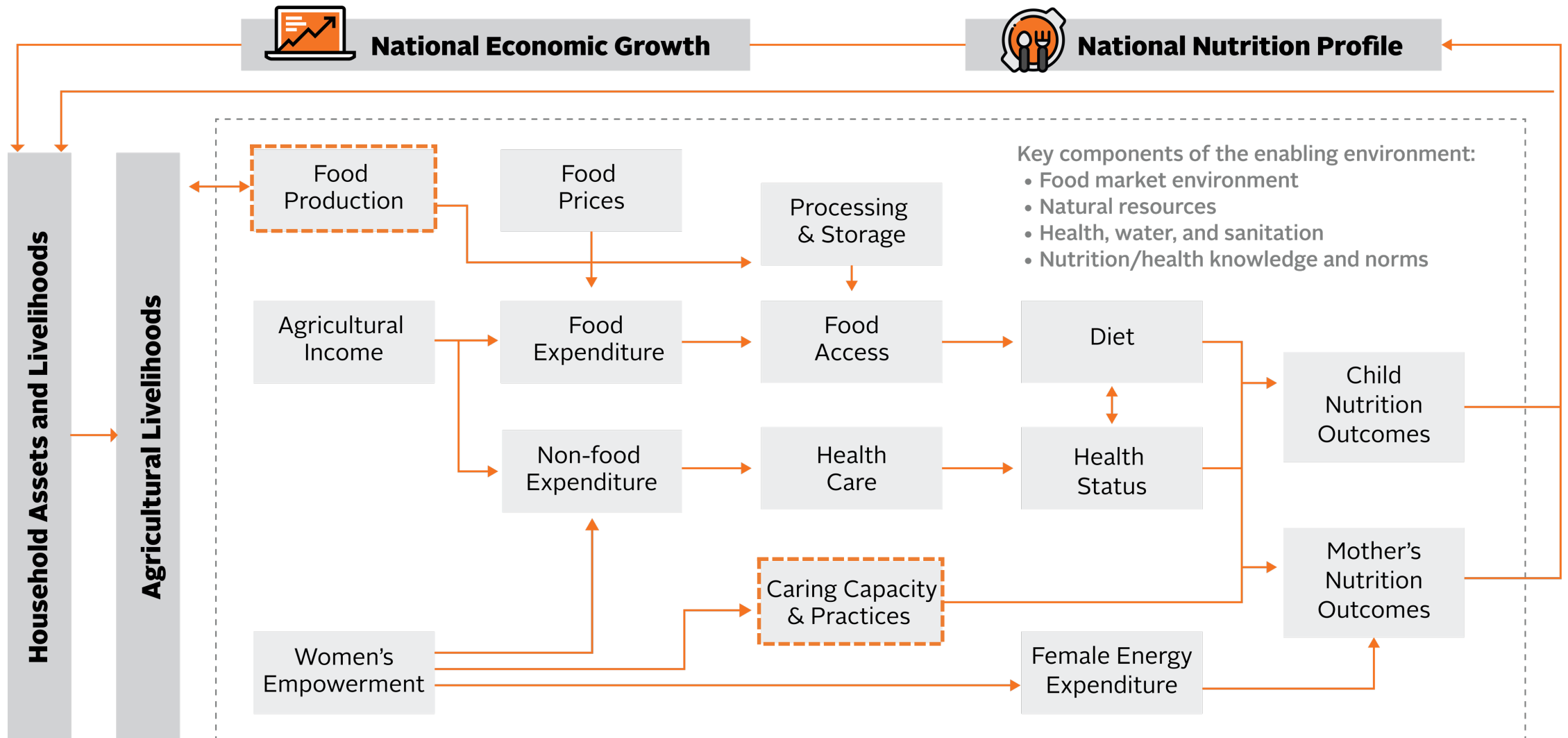
Increased availability of evidence to guide multi-sectoral nutrition programming implementation

IMPLEMENTATION RESEARCH DESIGN

- ▶ Type-1 Effectiveness Implementation Hybrid Trial
- ▶ Process Evaluation –REAIM framework
- ▶ Cost Effectiveness Analysis



Conceptual agriculture-nutrition pathways



Adapted for Feed the Future by Anna Herforth, Jody Harris, and SPRING, from Gillespie, Harris, and Kadiyala (2012) and Headey, Chiu, and Kadiyala (2011).

Early lessons for the agriculture-nutrition-health pathway



- Ag private sector actors should be engaged in the design process and require frequent mentoring
- Digital messages offer convenient individual communications
- Project beneficiaries consider retailers accessible, trustworthy agricultural inputs and knowledge suppliers
- Retailers now consider poor and extreme-poor households potential clients

Future implications for evidence-based policies and programs



Project Evidence

- Effectiveness assessments – Did child feeding improve?
- In-depth process evaluation – **How** and **why** did child feeding improve or not improve?



The big picture: How does the private sector contribute to scalable solutions?



Thank you!

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