Applying behavioural science across the food system

13 June 2023, 16:00 CEST
A big welcome from us all!
About this session

Across the whole food system

Sharing case examples and key lessons

Q&A session
Changing how we change behaviour

Exploring behavioural science for innovation across FAO

Cortney Price
Lead for Behavioural Science
Office of Innovation (OIN)
Exploring behavioural science in FAO

- Generate Evidence
- Engage Champions
- Build Partnerships
- Empower the Field
Example 1: Climate-resilient decisions
Define: What does low resilience look like?

- Farmers often do not adjust to changing climate
- Traditional crops and approaches provide suboptimal yields

BEHAVIOURAL TARGET: Choosing crops, approaches that are better adapted to the latest weather information and climactic conditions
**Design: Testing the impact of weather info**

<table>
<thead>
<tr>
<th>IV: Decision Making Process on farming operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographics / Baseline</td>
</tr>
</tbody>
</table>

**Intervention I: Weather Information: actual seasonal forecast for OND 2022**

<table>
<thead>
<tr>
<th>A: Weather Information with <strong>emotional framing</strong> with emotional cues such as school fees, community pride etc</th>
</tr>
</thead>
<tbody>
<tr>
<td>B: Weather Forecast Information <strong>standard</strong> (Scientific, standard weather forecast)</td>
</tr>
</tbody>
</table>

**Intervention II: Social Influences**

**Dependent Variables: Change in Crop Choice**

- Peer Conversation
- Authority Bias – Extension worker
- Risk Perception

Measurement: No. of optimal choices

<table>
<thead>
<tr>
<th>Exit Questions / Endline</th>
</tr>
</thead>
</table>
Test: Lab in the field

Experiment

- Lab in the field with 200 Farmers in Kenya

- Control: standard weather info

- Treatment:
  - Radio weather forecast with emotional framing
  - Authority bias – extension officer told farmers to plant certain crops
Results: Better decision making

1. Both treatment and control made better decisions and plans
2. Key insights gained

- Only 14% ever receive climate information
- Social norms and risk-aversion likely drivers of entrenched behaviour and lack of flexibility to change
Example 2: Slaughterhouse hygiene
Define: What does lack of slaughterhouse hygiene look like

- Mixing of fresh meat and waste
- Contamination
- Microbes

BEHAVIOURAL TARGET: More effective sorting of slaughterhouse products, better compliance with SOPs
Co-Innovation Workshop

Session 1:
Training Intervention lead by FAO

- Draw a map how you are slaughtering chicken at your personal slaughterhouse?
- Include areas that you have learned as part of the training and where they could fit into your daily lives.

Session 2:
Co-Innovation with Participants

- Colour-coded buckets
- Probe on Barriers and Levers
Test: Before-after field trial
Results: Co-ownership achieved!

1. Observable data showed high compliance for treatment, but overall null-effect
2. Stakeholders showed co-ownership
3. Needs iteration and more testing
Growing momentum
Building momentum for “behavioural thinking”

FFS 2.0, Food Loss and Waste and more

Reducing administrative burdens

Regional Innovation Hubs and Policy Labs
Behavioural science is unlocking innovation mindsets!

- Fail fast to spark learning
- New approach and newer solutions
- Engagement and community
Applying Behavioural Science Across the Food System

Rosamaria Dasso, Behavioural Insights and Knowledge Expert, Latin America and Caribbean, IFAD
Behavioural Toolkit for IFAD Projects

Quick and intuitive toolkit that helps IFAD teams diagnose and address behavioural barriers during project design and implementation.

C1. PILOT – AVANZAR RURAL PROJECT (CHOTA)

OBJECTIVE: Increase participation of rural women in the Avanzar rural trainings

Applying the Behavioural Design Methodology

PHASES:

Problem Definition

Behavioural Diagnosis

Design of Solutions & Interventions

Testing

C2. BEHAVIOURAL TOOLKIT - PROTOTYPE

Valuable operational knowledge and instruments

For any IFAD team to use behavioural design methodology during project design and implementation.

Accessible and easy to use for PDTs and PMUs

Informed by the results of Component 1

Benefited from interviews with key stakeholders such as CDIs, PDTs, among others.

Express path
**Pilot Avanzar Rural - Peru**

**Solution Design**

**Behavioral Solution**

“Notebook” to accompany the trainings and encourage reflection, including interventions such as self-affirmation, plan making (calendar), note-taking, etc.

**Definition of Testing Strategy**

Sample: 60 OPPs where the extension specialist will still hold training sessions (“not liquidated”) and are not too isolated.

**Implementation**

- WhatsApp group with Extension specialist of the treatment group
- Training of OPP (+ notebook)
- Training of Extension Specialist - ATP (+ delivery of notebooks)
- Monthly reminders to ATPs about self-affirmation exercises
- Continuous monitoring of ATP through WhatsApp group (and google forms)

**Testing**

To be conducted on mid 2023.

**Data**

Administrative data about the OPP and its members, and an endline survey that collects data from the members after the intervention is implemented

**Outcome variables**

- Meeting attendance and participation
- Positions filled by women in the OPP
- Empowerment
- Self-efficacy
- Aspirations
- Production
Applying behavioural science across the food system

Ivory Hackett-Evans

WFP Armenia
June 2023
Changing populations habits because overweight and obese due to excessive bread consumption

- Armenians consume 10.4 kg of white bread
- Engaging with farmers to produce whole grain and ensure low prices of whole wheat flour.
- Retail – packaging!!! Understand consumer choices.
- Research about the 8 behaviors in Armenia. Children’s role in deciding what to eat at home.
- Ensuring bakeries and training center to make it available for consumers/engage with consumers.
- Closing the loop – Government decree for children to eat whole grain in schools as part of Government school meals.
Applying Behavior Science to improve Prenatal Nutrition among Pregnant Women in Burkina Faso

Context

Main challenges:
• 72% of pregnant women suffer from anemia in Burkina Faso
• High rate of dropouts from antenatal care attendance

Solution:
Multiple Micronutrients Supplementation to pregnant women in two health districts, Yako and Ziniaré

Objectives for this intervention:
• Increase antenatal care attendance visits
• Increase uptake of Multiple Micronutrients Supplementation (MMS) tablets
Behavior Science support

- Formative Research
- Behavioral dissection to identify barriers and enablers

Findings of contextual and behavioral analysis

Current situation

1. Emphasis is laid on pregnant and less on changing the environment
2. Less emphasis is laid on improving the quality of services
3. Pregnant women’s household and community support is low
**Behavioural Dissection and Intervention Design**

**Intervention 1: The Pocket Guide to**
- Address the lack of standardized trainings and instructions
- Increase the trust in health workers through behaviorally informed interpersonal communication

**Intervention 2: The Pregnancy Calendar**
- Overcome language barrier, low illiteracy
- Reduce information overload
- Reduce forgetfulness of a) ANC visits and b) regular use of MMS
**Behavioural Experimentation**

**Burkina Faso**
(2000 – 2500 women)

**Yako**
(~1600 women)
(48 CHWs, 58 ANC staff)
- 47 health centers

**Ziniaré**
(~800 women)
(30 CHWs, 56 ANC staff)
- 47 health centers

**Main challenge**
The main challenge has been working in conflict area

**Next steps**
- Conducting the experiment to evaluate the impact of the interventions
- Based on results, possible scale-up the effective interventions
- Building on the current behavioral insights process for future behaviorally informed interventions with government ownership