



# **Advancing successful Behaviour Change Communication (BCC) programmes for improved nutrition in Sri Lanka**

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**Scaling Up Nutrition  
People's Forum**

**Assessment of behaviour change  
communication (BCC) programmes on food  
consumption and improved nutrition status  
in Sri Lanka**

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# EXECUTIVE SUMMARY

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The Scaling Up Nutrition Civil Society Network (SUN CSN – People's Forum) conducted an extensive evaluation of Behaviour Change Communication (BCC) programmes implemented across Sri Lanka. These programmes, aimed at improving food consumption and enhancing nutritional status, were assessed to understand the overall effectiveness and sustainability in addressing critical nutrition related challenges in the country.

Seven organisations namely, Sabaragamuwa Janatha Padanama (SJP), Network for Education of Children and Youth (NECY), World Vision, Child Fund, People's Livelihood Development Foundation (PLDF), Community Development Foundation (CDF) and Minimuthu Community Development Foundation (MMCF), presented the relevant BCC initiatives. These programmes were evaluated against a rigorous set of criteria, which included relevance, effectiveness, efficiency, accessibility, community engagement, communication and messaging, sustainability, adaptability, impact and lessons learnt.

The evaluation revealed distinct strengths and areas for improvement across the participating organisations. World Vision and Child Fund emerged as strong performers, scoring well across most criteria, particularly in areas such as behavioural outcomes, community involvement, and communication clarity. Both demonstrated well rounded programmes that effectively addressed the specific nutritional needs of target populations while ensuring robust community engagement.

The NECY and SJP also performed notably, especially in relevance and stakeholder engagement, although NECY's long-term impact and adaptability scores showed room for further enhancement. PLDF, CDF and MMCF showed lower overall performance, particularly in the areas of sustainability, resource utilisation, and long-term capacity building. However, these programmes demonstrated considerable effort in addressing the nutritional needs of specific communities, reflecting their potential for future development with improved strategies in place.

Overall, the BCC programmes evaluated made significant strides towards improving nutritional behaviours in Sri Lanka, with varied success across different organisations. Key recommendations include bolstering cost effectiveness, enhancing scalability and strengthening monitoring and evaluation frameworks. As Sri Lanka continues to address pressing nutrition challenges, these findings provide valuable insights to inform the strategic scaling and refinement of BCC programmes across the country.

## SCALING UP NUTRITION (SUN)

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Today, over one third of young children globally suffer from some form of malnutrition, which has devastating consequences for health, education, economic development and resilience. Addressing malnutrition, particularly among children, yields numerous benefits, including improved health outcomes, enhanced learning potential and greater economic productivity. Recognising the critical importance of nutrition, the Scaling Up Nutrition (SUN) movement was established in 2010. The movement is founded on the principle that everyone has the right to access adequate food and nutrition. Through its collaborative efforts, SUN unites governments, civil society, the United Nations, donors, businesses and researchers to tackle malnutrition in all its forms.

Sri Lanka joined the Global SUN movement in 2012, demonstrating its commitment to improving national nutrition outcomes. In 2014, the **Scaling Up Nutrition People's Forum (SUN PF)** was established as the country's SUN Civil Society Alliance (CSA). The SUN PF Sri Lanka is a key stakeholder in the country's efforts to combat malnutrition through a multi-sectoral, evidence-based approach and it brings together a diverse network of national and international non-governmental organisations, civil society organisations (CSOs) and professional groups, all working collaboratively to improve the nutritional status of the population. It is committed to building strong partnerships that span national, regional and district levels, fostering the development of sustainable solutions to nutrition challenges.

The vision of SUN PF is to work towards a future free from malnutrition, where every mother, child, and family can realise their full potential and their right to adequate nutritious food. The forum's mission is to collaborate with stakeholders across sectors to address malnutrition through evidence based interventions, ensuring that every mother, child and family can realise their right to nutritious food.

The core objectives of SUN PF focus on:

- Mobilising stakeholders to hold relevant parties accountable for implementing nutrition related policies and plans.
- Building the capacity of stakeholders through tailored learning processes on nutrition policies and practices.
- Ensuring that multi-stakeholder platforms and CSOs work together to reach communities with impactful nutrition interventions.
- Strengthening the governance and sustainability of SUN PF to ensure long-term effectiveness in its advocacy and nutrition programming.

With a governance structure led by prominent nutritionists, medical professionals and representatives from the government, UN and international/non-governmental organisations (I/NGOs), SUN PF actively supports and implements national nutrition policies and plans.

The organisation is dedicated to scaling up nutrition interventions in a way that ensures equity, inclusivity and a multi-sectoral approach. Through its inclusive approach, SUN PF has created a platform where CSOs, I/NGOs and other stakeholders collaborate, share resources and strengthen nutrition interventions.

As part of the broader SUN Civil Society Network (CSN), which encompasses more than 4,000 organisations across 65 countries, SUN PF is dedicated to advancing the global agenda to eliminate malnutrition. In its initial years, SUN PF successfully engaged over 283 CSOs across 13 districts and provided training to nearly 2,000 village leaders. Through training programmes targeting village leaders and community based organisations (CBOs), SUN PF has empowered local leaders to advocate for and implement nutrition interventions. In 2020, SUN PF continued its advocacy and policy work, further strengthening multi-stakeholder collaborations both at the national and district levels. The organisation plays a pivotal role in driving policy discussions and ensuring that global recommendations from the SUN movement are integrated into national nutrition strategies.

Furthermore, SUN PF operates as a part of the broader SUN Civil Society Alliance (CSA) of Sri Lanka, which brings together a wide array of stakeholders, including civil society, businesses, government representatives, and international partners. The alliance is composed of professional organisations, youth groups, and local CSOs actively engaged in scaling up nutrition interventions. Together, they advocate for improved nutrition policies, promote the "First 1,000 Days" nutrition initiatives and work towards enhancing food security at both local and national levels.

By fostering collaboration and advocating for multi-sectoral approaches, SUN PF continues to be a key player in Sri Lanka's efforts to combat malnutrition and build resilient communities capable of achieving sustainable development. This collaborative structure ensures that SUN PF remains at the forefront of nutrition advocacy in Sri Lanka, driving the country's progress towards achieving its nutrition goals in alignment with the global SUN Movement's vision for a world free of malnutrition by 2030.

# I. INTRODUCTION

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The Scaling Up Nutrition Civil Society Network (SUN CSN), also known as the People's Forum (SUN PF) in Sri Lanka, plays a critical role in advancing the country's efforts to improve nutrition and food security through a multi-stakeholder approach. Malnutrition remains a significant challenge, affecting the health, development and economic prospects of vulnerable populations, particularly children. Addressing this issue requires behaviour change communication (BCC) strategies that encourage improved food consumption and nutritional practices.

In line with SUN PF's mission, a review was initiated to assess successful BCC programmes that have been implemented in Sri Lanka over the past five (5) years. The primary goal of this was to evaluate and document effective programmes that have demonstrated measurable improvements in nutrition related behaviour. This assessment will inform future initiatives and help scale up successful models, ultimately contributing to national efforts in reducing malnutrition.

The focus was on assessing and promoting Behaviour Change Communication (BCC) strategies that have been successfully implemented to improve food consumption and nutritional practices in Sri Lanka. As noted, BCC plays a crucial role in influencing attitudes, behaviour and practices related to nutrition, helping communities adopt healthier food choices. In Sri Lankan context, malnutrition remains a significant issue, especially among children and vulnerable populations, where cultural, economic, and socio-demographic factors affect food consumption patterns.

Given Sri Lanka's diverse population and regional disparities, the focus on culturally sensitive, evidence-based approaches in BCC was considered as essential for ensuring that the interventions resonate with local communities and result in sustainable improvements in nutrition. The ultimate goal was to contribute to national efforts in reducing malnutrition and building healthier, more resilient communities across the country.

## 2. ASSESSMENT OF BEHAVIOUR CHANGE COMMUNICATION (BCC) PROGRAMMES

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The detailed review aimed to evaluate BCC programmes implemented during the past five years that have effectively addressed the noted challenges by promoting behavioural changes in line with better nutrition and food security. This evaluation included developing criteria to assess such programmes, selecting the most impactful ones and providing recommendations for scaling up the interventions.

### Objectives

The key objectives of the review were:

- To apply the developed criteria and select the best BCC programmes that have demonstrated effectiveness in improving nutrition and food consumption.
- To provide recommendations on the criteria to be used in future BCC programming and selection of implementing agencies or organisations.

### Methodology

The evaluation followed a systematic approach to ensure a thorough and comprehensive assessment of BCC programmes in Sri Lanka. The following methodology was adopted under two phases:

#### Phase I

- **Development of draft criteria for evaluation:** Development of a set of evaluation criteria by the consultant and team of experts or professionals, drawing on evidence based approaches, best practices in BCC and contextual considerations specific to Sri Lanka. These draft criteria were prepared for discussion and refinement with key stakeholders.

- **Preparation of assessment tools:** Customised tools were developed for assessing the effectiveness and impact of BCC programmes. These tools were designed to capture both qualitative and quantitative data, ensuring a robust analysis of the programmes.
- **Call for applications:** A public call for submissions was published in Sinhala, Tamil and English newspapers, sending emails to the database contacts, publishing on Facebook (Annexure 1) and with follow up telephone calls, inviting governmental and non-governmental organisations involved in BCC programmes related to nutrition and food consumption over the past five years to apply. The call was aimed at identifying the most successful programmes for further evaluation and recognition.
- **Programme assessment:** Once applications were received, the panel of experts/professionals applied the pre-determined evaluation criteria to assess the submitted programmes to short list the submissions. This process involved reviewing programme descriptions, analysing the objectives, methodologies and results and selecting the most promising initiatives for further consideration.

The preliminary evaluation criteria included the following.

### 1. Themes of Behaviour Change Communication (BCC)

The themes of the BCC programmes primarily focus on critical areas that promote sustainable food. These include;

- **Utilization of local agriculture:** Emphasizing the importance of leveraging locally available agricultural resources to improve food security and dietary diversity.
- **Link between nutrition and health:** Highlighting the relationship between proper nutrition and overall health, particularly in preventing malnutrition and related diseases.
- **Food safety:** Educating communities on food safety measures, from production to consumption, to minimize health risks associated with contamination.
- **Food diversity:** Encouraging a varied diet that incorporates multiple food groups to ensure balanced nutrition and reduce nutrient deficiencies.

- **Innovation and harvest management:** Introducing innovative farming practices and improved harvest management to ensure food security and sustainability.
- **Business development and management:** Equipping small-scale farmers and entrepreneurs with business management skills to enhance the economic viability of agricultural practices and food production.

## 2. Target audiences

The BCC programmes are tailored to a wide range of target audiences to ensure inclusivity and relevance. The target groups are categorized based on their socio-economic, demographic, and regional profiles. Key aspects include:

- **Levels:** Programmes are designed to cater to multiple levels, including community-level beneficiaries, small-scale farmers, women, and children, who are critical stakeholders in food and nutrition security.
- **Categories:** The target categories include vulnerable populations, marginalized communities, and those at risk of malnutrition. The aim is to ensure equitable access to nutrition education.
- **Number of direct beneficiaries:** Evaluating the programme's reach is based on the number of direct beneficiaries impacted. The programme aims to reach a significant number of individuals within targeted communities to ensure broad impact.

### 3. Key messages

The effectiveness of a BCC programme heavily relies on the clarity and relevance of its messaging. The key messages are designed with the following characteristics in mind:

- **Relevance to the theme:** Each message aligns directly with the central themes of the BCC, ensuring the content is contextually appropriate.
- **Simplicity:** Messages are conveyed in simple, easy-to-understand language to ensure maximum comprehension among diverse audiences.
- **Depth of information:** While keeping the message simple, the content remains rich in information to equip the audience with actionable knowledge.
- **Flexibility of languages:** Messages are crafted to be adaptable in multiple languages (Sinhala, Tamil, and English) to ensure accessibility.
- **Adaptation to the audience:** The communication is adapted to the literacy levels and cultural context of the target audience to ensure it resonates effectively.

### 4. Communication strategies

Effective communication strategies are key to delivering BCC programmes. The following methods are employed to ensure wide reach and engagement:

- **Interpersonal communication:** One-on-one or small group interactions, such as community workshops or health worker consultations, allow for tailored and in-depth communication.
- **Mass communication:** Media platforms like radio, television, and digital channels are utilized to reach a broader audience, particularly in rural areas.
- **Advocacy:** Campaigns advocate for better nutritional practices, influencing both public behaviour and policy decisions.
- **Community participation:** Actively involving the community in the planning, execution, and evaluation of BCC programmes ensures that the interventions are grounded in local realities and foster ownership.

## 5. Sustainability

Sustainability is a core component of the BCC programmes, ensuring long-term impact through the following strategies:

- **Assessments:** Ongoing assessments are conducted to monitor progress and measure the effectiveness of the programme in changing behaviour over time.
- **Stakeholder engagement:** Strong collaboration with local government agencies, NGOs, and community-based organizations ensures continued support and resources for the programme.
- **Shared resources:** Sharing knowledge and resources among stakeholders helps build a collective approach toward sustainable nutrition solutions.
- **Reflections:** Regular feedback loops and reflective sessions with the community ensure that the programme remains responsive to emerging needs and challenges.
- **Community ownership:** Building local capacity and fostering ownership within the community ensures the sustainability of BCC programmes, with community members continuing the efforts beyond the initial intervention period.

## Phase II

- **Presentation review:** The shortlisted applicants from Phase I were required to deliver a detailed presentation of the respective implemented BCC programmes. The presentations were structured according to a specific template shared in advance, ensuring a standardized approach to the evaluation. The template included comprehensive information on various aspects of each BCC programme, such as: name of the organization; general details about the organization; including district and project locations; project information; objectives; baseline information; behaviour change; methodology; relevance and effectiveness; efficiency and accessibility; engagement and participation; communication and messaging; sustainability; monitoring and evaluation; adaptability; impact and way forward. The panel of experts rigorously evaluated each presentation based on the above criteria, assigning scores accordingly. This evaluation process ensured a detailed and comprehensive review of the shortlisted programmes, leading to the selection of the most impactful and sustainable BCC initiatives.

The phase II criteria for evaluation of the implemented BCC programmes included the following:

<b>1. Evidence based approaches</b>	<p>Use of scientific evidence and behaviour change theories or models. The strategies and interventions employed were evaluated for their relevance and effectiveness, especially in similar contexts.</p>
<b>2. Target population</b>	<p>The extent to which the programme was tailored to the specific needs and characteristics of the target population was examined. This included consideration of demographic factors, cultural norms, socioeconomic status, literacy levels and language preferences.</p>
<b>3. Clear objectives and outcomes</b>	<p>The clarity and specificity of the programme objectives, particularly in relation to nutrition behaviour change. Objectives needed to be measurable, achievable, and aligned with broader public health priorities in Sri Lanka.</p>
<b>4. Behavioural focus</b>	<p>Focus on specific nutrition related behaviours known to have significant health impacts, ensuring that they addressed key areas of concern in improving food consumption practices.</p>
<b>5. Participatory approach</b>	<p>A critical evaluation to determine the level of participation from the target population in the programme design, implementation and evaluation processes as participatory approaches foster ownership and sustainability.</p>
<b>6. Cultural sensitivity</b>	<p>Assessing the cultural appropriateness of the key messages, materials and delivery methods used, with a focus on how well the programme respected local beliefs and practices related to food and nutrition.</p>
<b>7. Accessibility and reach</b>	<p>Reach of the programme and its ability to effectively communicate with underserved or marginalized. Analysis of the selection of communication channels and the suitability for the target population.</p>
<b>8. Multi sectoral collaboration</b>	<p>Review of ability to collaborate and coordinate across multiple sectors, including government agencies, non-governmental organisations, and community-based organisations.</p>

<b>9. Capacity building and sustainability</b>	<p>Inclusion of capacity-building components, such as training for local stakeholders or community health workers and evaluation of the steps taken to ensure the sustainability of the programme beyond the initial intervention.</p>
<b>10. Monitoring and evaluation</b>	<p>Assessment of the presence of robust monitoring and evaluation mechanisms, designed to track progress, measure outcomes, and identify areas for improvement considering the long-term impact of the programmes.</p>

- **Preparation of final report:** A detailed report was prepared, documenting the assessment findings, highlighting best practices, and making recommendations for future BCC programming.

This thorough methodology ensured that only the most effective and sustainable BCC programmes were selected for recognition, with a view to scaling up these initiatives for broader implementation across Sri Lanka.

### 3. EVALUATION OF BEHAVIOUR CHANGE COMMUNICATION (BCC) PROGRAMMES

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#### Phase I: Shortlisting of BCC programmes for evaluation

In response to the trilingual advertisements published and circulated via emails, the Scaling-Up Nutrition People's Forum (SUN PF) received numerous applications from organizations across Sri Lanka. These applications, submitted by governmental and non-governmental entities, detailed the BCC programmes aimed at improving food consumption and nutrition outcomes within communities.

During Phase I of the evaluation, 15 organisations were shortlisted based on the initial review of the applications, which fulfilled the key criteria stated in the published advertisement. These criteria ensured that only the most promising programmes were selected for further assessment.

The following organisations were shortlisted for evaluation under Phase I:

- 1) Janatha Sahabgithwa Padanama
- 2) Sahana Association
- 3) Sabaragamuwa Janatha Padanama (SJP)
- 4) Network for Education, Children and Youth (NECY)
- 5) Muslim Hands
- 6) Minipe Minimuthu Community Development Foundation (MMCF)
- 7) Peoples Livelihood Development Organization
- 8) Hope of People
- 9) Dhakshina Friendship Community Development Facilitation (DFCDF)
- 10) Community Development Foundation
- 11) Child Fund
- 12) Centre for Performance Arts
- 13) Arunalu Sanwidanaya
- 14) World Vision Lanka
- 15) Heart Ceylon Foundation

These short listed applications were further evaluated based on five (5) key criteria i.e. 1) themes of BCC 2) target audiences 3) key messages 4) communication strategies and 5) sustainability.

Each organization’s submission was evaluated according to a rating system, ranging from 0 (No programme) to 5 (Excellent), using the following scale:

No programme	Very poor	Poor	Average	Good	Excellent
0	1	2	3	4	5

This structured evaluation allowed the panel to objectively assess the potential impact of each BCC programme, setting the foundation for Phase II, where shortlisted organizations were required to present more in-depth overviews of the implemented BCC programme work.

**Phase II: Detailed presentations and expert engagement**

In Phase II of the evaluation process, the selected applicants from Phase I were invited to present a detailed PowerPoint presentation (PPT) on the BCC programmes implemented by the respective organisations/ institutions. The participants were allowed to deliver their presentations in their preferred language, either English or Sinhala language, providing the panel of experts the opportunity to ask questions, seek clarifications and also offer their valuable insights to the applicants.


A structured PPT template was shared in advance, guiding applicants on the areas or topics to cover during their presentations. A summarized overview of each applicant’s presentation, aligned with the key topics outlined in the provided template is detailed as follows.

## Presentation 1

<b>Name of organisation</b>	<b>Sabaragamuwa People's Development Association's (Sabaragamuwa Janatha Padanama - SJP)</b> 
<b>Themes of BCC</b>	<p>Primarily addressed climate change adaptation and nutrition enhancement within farming communities, focusing on reducing malnutrition through homegrown food consumption and sustainable agricultural practices. It also highlighted the importance of organic food and self-sufficiency in nutrition</p>
<b>Target audiences</b>	<p>Targeted 1,200 farming families in the Elapatha Pradeshiya area, a region prone to floods and malnutrition. The beneficiaries totalled 6,000 individuals, including elderly adults, women and children, making the programme highly inclusive across different demographic groups.</p>
<b>Key messages</b>	<p>Emphasised on the benefits of home cooked, organic meals over alternatives bought from outlets. It also aimed to shift dietary habits, encouraging communities to consume locally grown foods such as rice, vegetables and fruits instead of processed foods. Another key message revolved around flood resilience, promoting the cultivation of paddy varieties that could withstand flooding.</p>
<b>Communication Strategies</b>	<p>The association used a mix of traditional and creative approaches, including:</p> <ul style="list-style-type: none"> <li>▪ Street dramas and leaflets to create awareness about organic nutrition.</li> <li>▪ Competitions for the best homegrown produce, fostering community engagement.</li> <li>▪ Field visits to showcase successful agricultural practices.</li> <li>▪ Partnerships with institutions like the Peradeniya University and the Department of Agriculture for technical guidance.</li> <li>▪ Practical demonstrations on compost generation and home gardening techniques were organized to encourage hands-on participation.</li> </ul>
<b>Sustainability</b>	<p>The programme's sustainability was ensured through:</p> <ul style="list-style-type: none"> <li>▪ Community involvement, with local monitoring by the Pradeshiya Sabhas.</li> <li>▪ The establishment of seed banks and the introduction of flood-resilient paddy varieties, ensuring the longevity of agricultural activities.</li> <li>▪ The incorporation of nutrition education into broader themes like sanitation and environmental conservation, contributing to long-term behavioural change.</li> <li>▪ Plans to replicate the model in other farming areas, ensuring the project's impact spreads beyond Elapatha.</li> </ul>

Overall, the project contributed both short term nutrition improvements and long term agricultural sustainability, while creating a model for future expansion.

## Presentation 2

<b>Name of organisation</b>	<b>Network for Education Children and Youth (NECY)</b> 
<b>Themes of BCC</b>	Addressed Sustainable Healthy Lifestyle through Dehydration of Fruits and Vegetables
<b>Target audiences</b>	School community of CP/K/Gurudeniya Maha Vidyalaya and the families, with 265 direct beneficiaries and over 1,000 indirect beneficiaries.
<b>Key messages</b>	The one-year project aimed to promote a sustainable healthy lifestyle by instilling healthy food habits, enhancing food security and empowering children with social and financial skills aligned with the UN's Sustainable Development Goals (SDGs). The programme also sought to foster entrepreneurship among children and reduce malnutrition, aiming to lower the rate of children with below average BMI by 5%, minimize the number of children with above average BMI to 2%, and reduce addiction to fast food.
<b>Communication Strategies</b>	Addressed prevalent malnutrition among schoolchildren, with 21% having below-average BMI and 6% having above-average BMI. A strong reliance on junk food was also highlighted, which impacted students' performance in academics and extracurricular activities, as well as school attendance.
<b>Sustainability</b>	Promoted long-term sustainability by encouraging lasting behaviour changes related to nutrition and savings. Students used the earnings from healthy food sales toward savings, while the programme helped to build local capacity for delivering nutrition education and establishing access to nutritious food. Peer-to-peer learning within the clubs further strengthened these practices.
<b>Monitoring and Evaluation</b>	Regularly monitored participants' BMI and savings records, holding monthly club meetings to discuss challenges, share knowledge and generate new ideas. A feedback loop ensured continuous improvement, while adaptability allowed for responsive changes based on community needs and participant feedback.
<b>Scalability</b>	Due to high demand, the programme is being expanded to other schools, with numerous requests for implementation from additional regions. Its success demonstrated potential for broader replication, with growing community involvement from parents and teachers initiating their own agricultural practices based on the programme's training.


Overall, the programme achieved short-term health improvements, with better growth metrics observed among children and a decrease in diet related diseases. It had also fostered a culture of healthy eating and financial independence among students, positioning them as change agents within their communities.

### Presentation 3

<b>Name of organisation</b>	World Vision 
<b>Themes of BCC</b>	Special Nutrition Programme focused on malnourished (underweight) children. It was aimed to change feeding, caring, health, and hygiene behaviours among children and their families to improve nutritional status, utilising a home-based approach that applies local knowledge and resources.
<b>Target audience</b>	Under weight children (1 to 5 years)
<b>Methodology</b>	Stakeholder orientation sessions, health authority approvals, volunteer selection, focus group discussions and training for volunteers on programme implementation. It utilised locally available foods to develop 75 nutrient rich menus that provided essential vitamins and minerals, such as vitamin A, iron and zinc, using homegrown ingredients.
<b>Key messages</b>	<ul style="list-style-type: none"> <li>▪ Introduce a sustainable, community based rehabilitation approach for malnourished children.</li> <li>▪ Support families in sustaining improved nutritional status through new feeding, health seeking, hygiene, and caring behaviours.</li> <li>▪ Raise awareness that malnutrition can be addressed affordably through positive practices.</li> <li>▪ Prevent future malnutrition among children in the community by promoting behaviour change.</li> <li>▪ Enable communities to use local solutions to address malnutrition.</li> </ul>
<b>Behaviour change approach</b>	Adopted a Positive Deviance approach, which identified successful behaviours already practiced by certain households within the community (positive deviants) and promoted these behaviours to others. The programme involved a 12-day intensive behaviour change activity that taught successful feeding and caring practices to caregivers of malnourished children. This was followed by a three-month period of monitoring and reinforcement.
<b>Effectiveness</b>	Out of 7,506 enrolled children, 6,951 completed the three-month programme. Of these, 1,618 (23.3%) showed measurable improvement in nutritional status, gaining weight during the intervention. The programme's holistic approach, addressing food security, health and hygiene, proved to be effective in improving the dietary habits and health outcomes of participating children.
<b>Relevance of the project</b>	Particularly relevant in the context of the COVID-19 pandemic and the ongoing economic crisis, which has exacerbated child malnutrition. Many families have reduced their food intake, and disruptions in


	<p>livelihoods have made it difficult for vulnerable households to provide adequate nutrition. Additionally, limited knowledge of nutritious food consumption remains a challenge in many communities.</p>
<b>Sustainability</b>	<p>Fostered local ownership by capacitating community volunteers and health workers to ensure long term sustainability. These individuals were trained in nutrition education and played a key role in sustaining the programme even after its official phase out. Partnering with government institutions and community organizations further strengthened the sustainability of the project.</p>
<b>Monitoring and Evaluation</b>	<p>The programme employed various monitoring tools, including project monitoring sheets and a Positive Deviance Hearth (PDH) database to track the progress of participants. Regular data collection on children's weight, health metrics, and behavioural changes helped to ensure ongoing improvement.</p>
<b>Recommendations</b>	<ul style="list-style-type: none"> <li>▪ Ensure that behaviour change activities are evidence driven by conducting formative research to understand barriers and motivators.</li> <li>▪ Recognize the limitations of behaviour change communication and it should go beyond messaging and address the real reasons behind behaviours.</li> <li>▪ Prioritise the strengthening of social and behaviour change (SBC) capacities among community level “agents of change”.</li> </ul>
<p>This intervention significantly increased community knowledge about locally available foods and nutritious recipes, while reducing the consumption of junk food. Vulnerable families also benefited economically from the integration of livelihood development initiatives, further contributing to household resilience and better nutritional outcomes for children.</p>	

## Presentation 4

<b>Name of organisation</b>	<b>Child Fund</b>	
<b>Themes of BCC</b>	Improve the nutritional status and age appropriate development of children	
<b>Target audience</b>	Children aged 0-5 years in Manmunai West District Secretariat Division (DSD)	
<b>Methodology</b>	The project utilised manuals, technical guidance and culturally relevant materials to address holistic child development. Parents and caregivers participated in peer education sessions led by recognised community figures (e.g. lead mothers), fostering a community based model of change.	
<b>Key messages</b>	Ensure access to high quality early childhood development (ECD) services, achieve appropriate weight-for-age among children and equip parents and caregivers with the knowledge, skills and attitudes necessary to promote healthy eating habits.	
<b>Behaviour change approach</b>	The Peer Education Approach, specifically the Lead Mother Approach, was employed to address the above challenges. This approach empowered community leaders to educate their peers on proper nutrition practices, using simple, accessible language and practical examples. National and international standards guided the development of these messages, ensuring that they were relevant and applicable to the local context.	
<b>Effectiveness</b>	<p>The project was delivered over two years with a budget of LKR 9,101,000 allocated to nutrition related outcomes. ChildFund played a technical and donor management role while partnering with local organisations for on-the-ground implementation. The programme's use of community support structures, such as the Lead Mother peer education model, proved to be a cost effective method for reaching the target population. The programme ensured inclusivity, addressing children from diverse socio-economic backgrounds.</p> <ul style="list-style-type: none"> <li>▪ There was a measurable improvement in the dietary habits of children, including regular mealtimes, increased fruit and vegetable consumption, healthier snacks and reduced intake of sugary foods.</li> <li>▪ 100% of participating parents and caregivers could articulate at least three recommended nutrition practices, demonstrating improved awareness of healthy eating habits.</li> <li>▪ The project contributed to a decrease in underweight children and a reduction in common illnesses/ diseases</li> <li>▪ Adopting chemical-free meals</li> <li>▪ Receiving balanced, nutritious meals on childhood illnesses in the target area</li> </ul>	

<b>Relevance of the project</b>	Project designed through comprehensive community consultations, using Participatory Rural Appraisal (PRA) tools such as Focus Group Discussions (FGDs) and community mapping. Lead Mothers played a key role in cascading their knowledge to other community members, ensuring active community participation. Stakeholders such as Medical Officers of Health, preschool teachers and other local officials supported the project throughout its implementation.
<b>Sustainability</b>	Project's impact on dietary habits and nutrition practices is expected to be sustained beyond its duration. Parents and caregivers have adopted healthier meal planning practices, incorporating a more balanced diet using locally available foods. Community members are empowered to continue promoting positive nutrition practices.
<b>Monitoring and Evaluation</b>	Data collection and analysis were handled by both Child Fund and the implementing partner, with external evaluators conducting baseline and end line surveys to ensure credibility. Peer educators played a key role in tracking behavioural changes among beneficiaries. Regular reflection meetings helped assess progress, identify challenges, and refine strategies.
<b>Recommendations</b>	<ul style="list-style-type: none"> <li>▪ Strengthening partnerships with local healthcare providers, community leaders, and organisations to sustain and scale the programme.</li> <li>▪ Continuing the engagement of parents and caregivers through Lead Mother cascade training is essential for reinforcing nutrition education.</li> <li>▪ The inclusion of livelihood activities, such as backyard farming and homegrown school feeding, will further enhance food security and nutrition outcomes.</li> </ul>
By leveraging the successful elements of this BCC programme, ChildFund is geared to expand its impact across other regions in Sri Lanka.	

## Presentation 5

Name of organisation	<b>People's Livelihood Development Foundation (PLDF)</b> 
Themes of BCC	Improving the nutrition and economic status of the community through “Bimmal” (mushrooms) related product industries
Target audience	<ul style="list-style-type: none"> <li>▪ Total of 500 identified families in DSDs of Eheliyagoda, Kuruwita, Kiriella, Ratnapura, Balangoda, Kalawana, Dehiowita, and Bulathkohupitiya in Ratnapura and Kegalle districts</li> <li>▪ Number of beneficiaries: Approx. 2,500 individuals</li> </ul>
Methodology	<ul style="list-style-type: none"> <li>▪ Established and registered eight (8) Bimmal Production Committees at Divisional Secretariat level</li> <li>▪ Started Bimmal cultivation households in every home</li> <li>▪ Provided knowledge, training, seeds and necessary raw materials</li> <li>▪ Encouraged the consumption of clean, quality products</li> <li>▪ Assisting in increasing family income through selling surplus products</li> <li>▪ Producing value added products and promoting exports</li> <li>▪ Starting Bimmal seed production and Bimmal flower production</li> </ul>
Key messages	<ul style="list-style-type: none"> <li>▪ Nutritious, chemical-free food consumption in 500 families</li> <li>▪ Generating an additional monthly income</li> </ul>
Behaviour change approach	<p>Changes in community behaviour as</p> <p><u>Current situation</u></p> <ul style="list-style-type: none"> <li>▪ Sourcing all vegetables from the market</li> <li>▪ Vegetables from the market often contain excessive agrochemicals</li> <li>▪ Family meals are not balanced</li> </ul> <p><u>Expected nutritional behaviour</u></p> <ul style="list-style-type: none"> <li>▪ All families getting accustomed to consuming Bimmal</li> <li>▪ Adopting chemical free meals</li> <li>▪ Receiving balanced, nutritious meals</li> </ul> <p><u>Behaviour change</u></p> <ul style="list-style-type: none"> <li>▪ Getting accustomed to consuming chemical free products</li> <li>▪ The possibility of using the income from selling the surplus for other family expenses</li> <li>▪ Meeting the family's protein needs from home-based sources</li> </ul>
Effectiveness	<ul style="list-style-type: none"> <li>▪ Quantity of vegetables purchased from the market for meals had decreased</li> <li>▪ Balanced meals were provided from the home garden itself</li> <li>▪ Through simple technology and continuous awareness, the entire family became interested</li> <li>▪ Business expanded as a home industry</li> <li>▪ Fulfilled the protein needs of children</li> <li>▪ Reduced consumption of food with agrochemicals</li> <li>▪ Minimizing the expenses on food</li> </ul>

<b>Relevance of the project</b>	<ul style="list-style-type: none"> <li>▪ Involvement of the entire family</li> <li>▪ Suitable for both children and adults, including those who do not consume meat</li> <li>▪ Can be started with simple technology and low cost</li> <li>▪ Provides valuable employment opportunities for unemployed women and youth</li> <li>▪ Provides additional household income</li> </ul>
<b>Sustainability</b>	<ul style="list-style-type: none"> <li>▪ After consumption, excess Bimmel is facilitated for sale in the local market</li> <li>▪ Value-added Bimmel products are directed to national and international markets</li> <li>▪ Supplying seeds and other raw materials, along with advisory services, for Bimmel cultivation</li> <li>▪ Providing low-interest loan facilities for women, youth, and caretakers.</li> </ul>
<b>Monitoring and evaluation</b>	<p>Continuous monitoring and evaluation are carried out through the SAPP programme, Provincial Deputy Director of Agriculture's office, Agrarian Service Centres and our organization.</p>
<b>Recommendations</b>	<p><u>Short-term:</u></p> <ul style="list-style-type: none"> <li>▪ Creation of 500 jobs</li> <li>▪ Access to nutritious, chemical-free meals</li> </ul> <p><u>Long term:</u></p> <ul style="list-style-type: none"> <li>▪ Reduction of malnutrition and contribution to national income</li> </ul> <p><u>Future actions:</u></p> <ul style="list-style-type: none"> <li>▪ Focusing on cultivating high-value Bimmel for export</li> <li>▪ Increasing the quantity of value-added products</li> <li>▪ Expanding the number of Bimmel cultivators</li> </ul>

As a response to unemployment, this has succeeded as a business that provides the opportunity for women, youth, and individuals with low education, as well as female-headed households, to contribute labour from home and earn an additional income.

## Presentation 6

Name of organisation	Community Development Foundation (CDF)	 <b>Community Development Foundation</b> <small>Nonprofit Charitable Organization</small>
Themes of BCC	Home gardening, health and Nutrition <ul style="list-style-type: none"> <li>▪ Nutrition improvement through home gardening</li> <li>▪ Sustainable livelihoods and self sufficiency</li> <li>▪ Gender equality and women’s entrepreneurship</li> </ul>	
Target audience	School students (2,500) and families of the plantation community (800)	
Methodology	Workshops, focus group discussions, one-on-one nutritional counselling	
Key messages	<ul style="list-style-type: none"> <li>▪ "Anyone can garden: start small, grow big."</li> <li>▪ "Grow your own health: fresh food, better nutrition."</li> </ul>	
Behaviour change approach	<ul style="list-style-type: none"> <li>▪ Improve the consumption of fresh, organic fruits and vegetables.</li> <li>▪ Provide hands-on learning experiences in agriculture, nutrition, and sustainable living.</li> <li>▪ Enhance food security and diet diversity, targeting school children, pregnant mothers, and the general population.</li> </ul>	
Effectiveness	<ul style="list-style-type: none"> <li>▪ Direct: 2,500 school students and 800 families engaged in home gardening</li> <li>▪ Indirect: Broader community members, improving dietary intake and food security</li> </ul>	
Relevance of the project	<ul style="list-style-type: none"> <li>▪ Designed for expansion across multiple DS areas, with the potential to scale based on the lessons learned</li> </ul>	
Sustainability	<ul style="list-style-type: none"> <li>▪ Long term impact by promoting skills in sustainable agriculture</li> <li>▪ Building a network of community participants involved in ongoing activities.</li> </ul>	
Monitoring and evaluation	<ul style="list-style-type: none"> <li>▪ Regular monthly visits and diary based tracking of dietary changes</li> <li>▪ Quarterly reports, M&amp;E reports and surveys.</li> </ul>	
Recommendations	<ul style="list-style-type: none"> <li>▪ Encourage stronger monitoring mechanisms for continued feedback</li> <li>▪ Develop additional BCC components for wider mass media outreach to ensure scalability across new geographical regions</li> </ul>	

Provides a clear and structured presentation of the CDF’s BCC project while integrating the relevant content.

## Presentation 7

<b>Name of organisation</b>	<b>Minimuthu Community Development Foundation Programme (MMCF)</b>
<b>Themes of BCC</b>	Nutritional awareness, food security, organic farming and sustainable practices.
<b>Target audience</b>	<ul style="list-style-type: none"> <li>▪ Low-income earners</li> <li>▪ Pregnant and nursing mothers</li> <li>▪ Children under five years of age</li> <li>▪ Adolescents and school children</li> <li>▪ Female headed families</li> <li>▪ Persons with disabilities (PWDs)</li> </ul>
<b>Methodology</b>	<ul style="list-style-type: none"> <li>▪ Conduct awareness and practical workshops on the preparation of organic fertilizers and poison free food</li> <li>▪ Introduce traditional food preservation methods</li> <li>▪ Engage participants in growing non-toxic, nutritious food in their own gardens</li> <li>▪ Involve Public Health Medical Officers and related department officials in planning and implementing the workshops</li> </ul>
<b>Key messages</b>	<ul style="list-style-type: none"> <li>▪ Importance of producing and consuming toxic-free, nutritious food</li> <li>▪ Encouraging organic gardening to reduce dependency on artificial food and increase health benefits</li> <li>▪ Raising awareness about traditional food preservation methods to ensure long-term nutritional stability</li> </ul>
<b>Behaviour change approach</b>	Food security, organic farming and sustainable practices
<b>Effectiveness</b>	<ul style="list-style-type: none"> <li>▪ To expand the programme by involving youth groups and providing additional technical equipment and advice</li> <li>▪ Promote financial support options such as loan facilities for participants interested in self employment through organic farming</li> </ul>
<b>Relevance of the project</b>	<ul style="list-style-type: none"> <li>▪ Awareness and practical workshop on gardening using organic fertilizers and preparation of poison free food</li> </ul>
<b>Sustainability</b>	<ul style="list-style-type: none"> <li>▪ Collaboration with Public Health officials and department officers to ensure long term adoption of organic farming and nutritious food practices</li> <li>▪ Integration of local community support systems, such as family health workers and village officials</li> </ul>
<b>Monitoring and evaluation</b>	<ul style="list-style-type: none"> <li>▪ Collection of baseline nutritional data using body measurements and dietary indicators</li> <li>▪ Monthly household visits by organizational officers to assess progress and collect feedback</li> <li>▪ Infant nutrition cards to track children's growth and health improvements</li> </ul>

## Recommendations

- Technical support: Provide necessary equipment and continuous technical advice.
- Training programmes: Offer structured training on organic farming techniques and food preservation.
- Provisions for financial assistance: Ensure financial aid or loan facilities are available for participants interested in self employment.
- Youth engagement: Encourage youth groups to participate in organic farming initiatives

## 4. EVALUATION REVIEW

Under the SUN CSN - People's Forum, a comprehensive evaluation of BCC programmes on nutrition, specifically focusing on improving food consumption and nutrition status in Sri Lanka was conducted. Accordingly, the further short listed applicants were given the opportunity to present the implemented BCC programmes, which were assessed based on a detailed set of criteria including relevance, effectiveness, efficiency, accessibility, community engagement, communication, sustainability, adaptability, impact and lessons learned. Detailed below is a concise analysis of the overall evaluation based on the above mentioned criteria.

<b>Relevance</b>	<p>The ability of the BCC programmes to address specific nutritional needs and challenges notably varied. World Vision scored the highest (9.0), demonstrating a robust alignment with the target population's needs, followed closely by Child Fund (8.4). Both organizations showed substantial commitment to tailoring the specific programmes to the unique cultural and socio economic contexts of the communities that were targeted. In contrast, SJP (5.2) and MMCF (5.3) scored the lowest, indicating that the relevant needs assessment and contextual adaptation could be more comprehensive.</p>
<b>Effectiveness</b>	<p>In terms of measurable behavioural outcomes, World Vision (13.0) and Child Fund (13.2) outperformed others, with the specific programmes displaying tangible improvements in target behaviours such as increased consumption of nutritious foods and improved dietary practices. However, CDF (7.6) and MMCF (6.3) lagged behind, reflecting less measurable change in the respective target populations. The knowledge and awareness criteria followed a similar trend, where World Vision and Child Fund consistently led.</p>
<b>Efficiency</b>	<p>The resource utilisation analysis showed moderate to high levels of efficiency across most applicants, with World Vision (8.2) and Child Fund (8.2) again demonstrating sound financial and resource management. In contrast, CDF (6.6) and MMCF (6.3) exhibited lower levels of cost effectiveness, signalling potential areas for improvement in the use of time, money and personnel.</p>

<p><b>Accessibility and coverage</b></p>	<p>The reach of the programmes was another significant differentiator. World Vision (8.4) and Child Fund (8.2) achieved high scores, indicating that a substantial proportion of the target populations were reached. Inclusivity was reflected in the applicants' ability to cater to different age groups, genders and socio-economic backgrounds. Meanwhile, CDF (6.6) and MMCF (7.3) showed more limited coverage, possibly due to constraints in resources or geographic reach.</p>
<p><b>Community engagement and participation</b></p>	<p>World Vision (13.2) and Child Fund (12.2) scored highly in involving the community in programme design and execution. Their strong stakeholder engagement fostered trust and sustainability. In contrast, MMCF (8.6) and CDF (10.0) performed less well in this section, suggesting that the community involvement mechanisms need strengthening.</p>
<p><b>Communication and messaging</b></p>	<p>This was one of the most variable among applicants. Child Fund (15.6) and World Vision (14.8) developed clear, consistent and easily understood messages that resonated with the target audiences. However, the lower scores for CDF (8.0) and MMCF (7.3) highlighted weaknesses in message clarity and the effectiveness of chosen communication channels, such as media or community workshops.</p>
<p><b>Sustainability</b></p>	<p>The long-term sustainability of behaviour changes was best demonstrated by Child Fund (8.4) and World Vision (7.8), with capacity-building efforts that aimed to equip communities with ongoing nutritional education and support. The scores for MMCF (5.0) and CDF (5.6) were concerning, indicating that without further investment in local capacity, the programmes may not have lasting effects.</p>
<p><b>Monitoring and evaluation</b></p>	<p>Strong mechanisms for monitoring and evaluation were present in World Vision (8.5) and Child Fund (8.1), ensuring that data collection was robust and feedback loops allowed for programme improvements. MMCF (5.0) and CDF (4.3), on the other hand, scored the lowest, suggesting a need to incorporate more rigorous monitoring and evaluation (M&amp;E) methodologies.</p>

<b>Adaptability</b>	Flexibility and scalability were strong points for World Vision (8.7), which displayed an ability to adjust its programme based on community feedback and changing needs. However, CDF (6.0) and MMCF (6.0) lagged in this area, indicating limited capacity to adapt or expand the chosen interventions.
<b>Impact assessment</b>	Immediate and long-term impacts on nutritional behaviour and health were most visible in World Vision (8.2) and Child Fund (7.4). Both programmes showed significant improvements in health indicators and nutritional practices. On the other hand, SJP (7.0) and MMCF (5.0) exhibited lower immediate effects, calling for a stronger focus on impact measurement.
<b>Lessons learned</b>	World Vision (9.0) and Child Fund (8.6) provided comprehensive documentation of lessons learned, enabling the refinement of future interventions. Lower scores for CDF (4.6) and MMCF (4.0) suggested that these organisations need to place more emphasis on reflective practice and documenting experiences for future learning.
<b>Recommendations</b>	All applicants submitted recommendations based on project implementation, with SJP (10.0) and Child Fund (9.0) standing out for offering well structured suggestions for future action. Lower scores for CDF (6.3) and MMCF (5.0) pointed to a need for more thorough post-project evaluations.

**The overall scores highlighted Child Fund (115.1) and World Vision (114.4) as top performers, demonstrating consistent effectiveness, strong community engagement, and clear sustainability strategies. The NECY (105.9) and SJP (101.8) performed moderately well but required improvements in effectiveness and monitoring. The CDF (77.6) and MMCF (70.7) showed significant gaps, particularly in impact, sustainability, and communication, indicating areas where substantial improvements are needed for future success.**

## Evaluation of Behaviour Change Communication (BCC) programmes (2024)

CRITERIA/ DESCRIPTION	SCORE	SJP	NECY	WORLD VISION	CHILD FUND	PLDF	CDF	MMCF
<b>1.0 Relevance</b>								
<b>1.1 Needs assessment:</b> Does the programme address the specific nutritional needs and challenges of the target population?								
<b>1.2 Contextual adaptation:</b> Is the programme tailored to the cultural, social and economic context of the community?	10	5.2	7.6	9.0	8.4	8.0	8.0	5.3
<b>2.0 Effectiveness</b>								
<b>2.1 Behavioural outcomes:</b> Has there been a measurable change in the target behaviours (e.g. increased consumption of nutritious foods, improved dietary practices)?								
<b>2.2 Knowledge and awareness:</b> Has the programme increased knowledge and awareness about nutrition and healthy eating habits?	15	10.0	11.2	13.0	13.2	8.3	7.6	6.3
<b>2.3 Health outcomes:</b> Are there improvements in health indicators such as reduced malnutrition rates, improved growth metrics in children, or decreased incidence of diet-related diseases?								
<b>3. Efficiency</b>								
<b>3.1 Resource utilization:</b> Are resources (time, money, personnel) used efficiently to achieve the desired outcomes?	10	8.0	8.4	8.2	8.2	7.3	6.6	6.3
<b>3.2 Cost effectiveness:</b> Is the programme cost-effective compared to alternative interventions?								
<b>4. Accessibility and coverage</b>								
<b>4.1 Reach:</b> What proportion of the target population has been reached by the programme?								
<b>4.2 Inclusivity:</b> Are all segments of the target population (e.g., different age groups, genders, socio-economic backgrounds) adequately covered?	10	7.8	8.2	8.4	8.2	7.3	6.6	7.3

CRITERIA/ DESCRIPTION	SCORE	SJP	NECY	WORLD VISION	CHILD FUND	PLDF	CDF	MMCF
<b>5. Community Engagement and Participation</b>								
<b>5.1 Community involvement:</b> Are community members actively involved in the design, implementation, and evaluation of the programme?	15	11.6	12.3	13.2	12.2	11.3	10.0	8.6
<b>5.2 Stakeholder engagement:</b> Are key stakeholders (e.g., local health workers, schools, community leaders) engaged and supportive of the programme?								
<b>6. Communication and messaging</b>								
<b>6.1</b> Key messages are developed based on objectives	20	14.2	14.8	12.2	15.6	10.0	8.0	7.3
<b>6.2 Clarity and consistency:</b> Are the messages clear, consistent, and easily understood by the target audience?								
<b>6.3 Channels of communication:</b> Are the chosen communication channels (e.g. media, workshops, social media) effective in reaching the target audience?								
<b>6.4 Interpersonal communication:</b> methods are used appropriately								
<b>7. Sustainability</b>								
<b>7.1 Long-term impact:</b> Are the behaviour changes likely to be sustained after the programme ends?	10	8.2	7.8	7.0	8.4	6.6	5.6	5.0
<b>7.2 Capacity building:</b> Has the programme built local capacity to continue nutrition education and support?								
<b>8. Monitoring and evaluation</b>								
<b>8.1 Monitoring and evaluation methodology:</b> The Inbuilt M&E Method was available from the inception of the project	10	6.8	6.8	8.5	8.1	5.0	4.3	5.0
<b>8.2 Data collection:</b> Are there robust mechanisms for collecting and analysing data on programme outcomes?								
<b>8.3 Feedback loops:</b> Is there a system for incorporating feedback from participants to continuously improve the programme?								

CRITERIA/ DESCRIPTION	SCORE	SJP	NECY	WORLD VISION	CHILD FUND	PLDF	CDF	MMCF
<b>9. Adaptability</b>								
<b>9.1 Flexibility:</b> Can the programme be adapted based on feedback and changing needs of the community?	10	7.6	7.8	8.7	8.2	7.6	6.0	6.0
<b>9.2 Scalability:</b> Is the programme scalable to other regions or populations with similar needs?								
<b>10. Impact assessment</b>								
<b>10.1 Short-term impact:</b> What immediate effects has the programme had on nutritional behaviour and health?	10	7.0	5.8	8.2	7.4	5.3	5.3	5.0
<b>10.2 Long-term impact:</b> What are the long-term outcomes of the programme on nutritional status and overall well being?								
<b>11. Lessons learnt</b>								
<b>11.1 Experiences and Lesions learnt identified and recorded</b>	10	8.0	6.8	9.0	8.6	5.3	4.6	4.0
<b>12. Recommendations</b>								
<b>12.1</b> Recommendations based on project implementation and future action are submitted	10	10.0	7.4	8.4	9.0	8.6	6.3	5.0
	<b>SCORE</b>	<b>SJP</b>	<b>NECY</b>	<b>WORLD VISION</b>	<b>CHILD FUND</b>	<b>PLDF</b>	<b>CDF</b>	<b>MMCF</b>
<b>TOTAL</b>	<b>140</b>	<b>101.8</b>	<b>105.9</b>	<b>114.4</b>	<b>115.1</b>	<b>88.3</b>	<b>77.6</b>	<b>70.7</b>

(SJP - Sabaragamuwa Janatha Padanama; NECY - Network for Education Children and Youth (NECY); PLDF- People's Livelihood Development Foundation; CDF - Community Development Foundation; MMCF- Minipe Minimuthu Community Development Foundation)

## 5. OBSERVATIONS

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The panel of experts (Annexure II), representing a range of sectors including health, nutrition, social protection, general management and administration, made the following key observations during the evaluation process of the applicants' presentations:

- A significant number of organisations implementing community nutrition programmes had relied on traditional methods without incorporating innovative or evidence based approaches.
- Many organisations lacked baseline data and demonstrated a limited understanding of the key focus areas needed to guide the identified interventions.
- The projects were not grounded in established Behaviour Change theories or strategies, resulting in a lack of structured approaches to achieving long term impact.
- Monitoring mechanisms were notably absent related to most programmes, which hindered the respective organisation's ability to track progress and measure effectiveness.
- Many project personnel had insufficient knowledge of behaviour change processes, limiting their capacity to drive sustainable change within communities.
- There was a general absence of follow-up activities, raising concerns about the long term sustainability of most programmes that were evaluated.

## 6. RECOMMENDATIONS

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Based on the observations made by the expert panel during the evaluation of presentations, a set of key recommendations were identified. These recommendations aim to enhance the effectiveness, sustainability and impact of future nutrition interventions in Sri Lanka, ensuring that programmes are evidence based, aligned with behavioural change strategies and supported by comprehensive monitoring and evaluation mechanisms.

- A comprehensive scientific study or landscape analysis should be conducted to assess the current state of nutrition interventions in Sri Lanka, providing insight into the effectiveness and outcomes of past initiatives.
- Programmatic tools specifically designed for Behaviour Change interventions in nutrition should be developed to ensure a structured and impactful approach.
- Nutrition intervention methodologies should be formulated based on established Behaviour Change theories to promote sustainable improvements in dietary practices and health outcomes.
- A robust monitoring, evaluation, accountability and learning (MEAL) framework should be integrated into all nutrition interventions to enable ongoing assessment and adaptation of programme strategies.
- Existing methodologies should be reviewed and adapted to suit the unique context and needs of Sri Lanka, ensuring relevance and effectiveness.
- Comprehensive reference materials should be made readily available to all organizations engaged in nutrition interventions, guiding best practices.
- Common proposal formats, inclusive of scientific monitoring mechanisms, should be developed to assist donors in better tracking progress and ensuring accountability.
- Evidence based training programmes should be provided to any organization undertaking nutrition interventions, focusing on planning, implementation, monitoring and evaluation.

- A national network should be established to facilitate the sharing of intervention results and lessons learned, while also linking with regional networks for broader collaboration and knowledge exchange.

## 7. CONCLUSION

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The evaluation of the Behaviour Change Communication (BCC) programmes under the Scaling Up Nutrition Civil Society Network (SUN CSN – People's Forum) highlighted the critical role of such initiatives play in addressing Sri Lanka's pressing nutrition challenges. By targeting improved food consumption and nutrition practices, these programmes have shown varying degrees of success across a range of criteria, including relevance, effectiveness, sustainability and impact.

World Vision and Child Fund demonstrated strong programme implementation, particularly in engaging communities and delivering measurable behavioural outcomes. The applied initiatives stood out and mirrored the effective communication strategies and capacity to drive change within the chosen target populations. These organisations have set a commendable benchmark, showcasing a high level of adaptability and a clear commitment to stakeholder engagement, making the specific programmes both impactful and scalable.

The NECY and SJP, while performing well in certain areas such as relevance and community engagement, presented areas for improvement, particularly in long term sustainability and adaptability. With targeted enhancements in these aspects, these programmes hold significant potential to create more lasting and widespread change.

In contrast, PLDF, CDF and MMCF, despite the lower overall performance, made notable contributions towards addressing specific local nutritional needs. The challenges experienced by these organisations, particularly in resource utilisation, long term impact and monitoring frameworks, signal the need for capacity building and strengthened strategies moving forward. However, with appropriate support and refinements, these organisations are well positioned to enhance the activities towards contributing to the country's nutrition goals.

The evaluation highlights the importance of continued investment in BCC programmes, particularly in enhancing the efficiency, cost effectiveness and monitoring mechanisms. Strengthening these areas, alongside fostering greater inclusivity and scalability, will be critical in ensuring that such initiatives can sustainably improve nutritional behaviours across diverse communities in Sri Lanka.

The lessons learnt from this evaluation provide a valuable foundation for refining future programmes, ensuring that they are well equipped to address the evolving nutritional challenges of the country.

While significant overall progress has been made, the findings of this evaluation highlight both the successes and areas for growth in Sri Lanka's ongoing efforts to improve nutrition through Behaviour Change Communication programmes. With continued focus and refinement, these initiatives have the potential to deliver long term, transformative outcomes for communities across the nation.

# APPENDIX

## Annexure I: Published advertisements calling for applications

(Mode: newspapers, e-mails, social media and follow ups over the phone)

MONDAY, MAY 23, 2024

**CALL FOR APPLICATIONS**

To present

**Nutrition and food consumption  
behaviour change communication  
programs which have shown changes  
among communities**

This call is made by

**The Scaling Up Nutrition Civil Society Network  
SUN CSN (People's Forum)**

From

Governmental and Non-governmental organizations  
engaged or engaging currently in nutrition  
**behaviour change programs** to send a description  
of their programs

**The objectives of this call are twofold.**

- 1) to publicize the best programs and organizations and
- 2) to make recommendations to select these approaches for future programs in Sri Lanka

Please send your Expression of Interest (EOI) to apply for this process to the E-mail [sun.pfsl@gmail.com](mailto:sun.pfsl@gmail.com) on or before 17<sup>th</sup> May 2024 to get an application. (If you have more than one project during the last five years - apply for all of them). Program submissions will only be entertained through the filling up of the standard application forms.

If you have any questions or clarifications, please email [sun.pfsl@gmail.com](mailto:sun.pfsl@gmail.com) with your telephone numbers. SUN PF will respond to you within 24 hours.

You may submit the application form on or before 27<sup>th</sup> May.

**Scaling Up Nutrition People's Forum  
120A, Srinath Anagarika Dharmapala Mawatha,  
Colombo 07**

E-Mail: [sun.pfsl@gmail.com](mailto:sun.pfsl@gmail.com) Telephone: 076 4700868

අනුමැතිය

**අයදුම්පත් කැඳවීමයි**

**පෝෂණය සහ ආහාර පරිභෝජනය සම්බන්ධ වර්ගාත්මක වෙනස්කම් පිළිබඳ සන්නිවේදනය කිරීම තුළින් ප්‍රජාවන් තුළ සැබවින්ම වෙනසක් ඇති කළ හැකි වැඩසටහන් පිළිබඳව**

**අයදුම්පත් කැඳවීමයි**

"පෝෂණය සහ ආහාර පරිභෝජනය සම්බන්ධ වර්ගාත්මක වෙනස්කම් පිළිබඳ සන්නිවේදනය කිරීමේ වැඩසටහන්" ක්‍රියාත්මක කර ඇති හෝ දැනට ක්‍රියාත්මක කරන රාජ්‍ය ආයතන සහ රාජ්‍ය නොවන සංවිධාන පිළිබඳ විස්තර ලබාගැනීම සඳහා **Scaling Up Nutrition Civil Society Network SUN CSN (SUN පීපල්ස් සමාජ සංසඳය)** විසින් අයදුම්පත් කැඳවයි.

**මෙම අයදුම්පත් කැඳවීමේ පරමාර්ථ දෙකකි.**

- 1) හොඳම වැඩසටහන් සහ ඒවා සිදුකරන සංවිධාන පිළිබඳව ප්‍රචාරය කිරීම.
- 2) ශ්‍රී ලංකාවේ අනාගත වැඩසටහන් සඳහා ප්‍රවේශයන් තෝරා ගැනීමට මෙමගින් නිර්දේශ ඉදිරිපත් කිරීම.

මේ සඳහා සහභාගීත්වයට ඔබගේ කැමැත්ත ප්‍රකාශ කරමින් 2024 ඔැයි 17 දිනට හෝ එදිනට පෙර [sun.pfsl@gmail.com](mailto:sun.pfsl@gmail.com) යන ඊමේල් ලිපිනය වෙත විදුන් කැඳවුම් පණිවිඩයක් එවීම ඔබගේ ව්‍යාපෘති පිළිබඳ විස්තර ලබාදීම සඳහා වන අයදුම්පත්‍රය ලබාගත හැකිය. (පසුගිය වසර පහ තුළ ඔබ ව්‍යාපෘති එකකට වඩා ක්‍රියාත්මක කර තිබේ නම් එම ව්‍යාපෘති සියල්ල සඳහා අයදුම් කරන්න). වැඩසටහන් පිළිබඳව තොරතුරු ලබාදීම අප විසින් ලබාදෙන අයදුම්පත්‍රය පිරවීම හරහා පමණක් සිදු කළ යුතු බව කාරුණිකව සලකන්න.

ඔබට මේ සම්බන්ධයෙන් කිසියම් විමසීමක් ඇත්නම් හෝ පැහැදිලි කිරීමක් අවශ්‍ය නම් කාරුණිකව ඔබගේ දුරකථන අංකයද සඳහන් කරමින් [sun.pfsl@gmail.com](mailto:sun.pfsl@gmail.com) යන ලිපිනයට ඊමේල් පණිවිඩයක් එවන්න. SUN PF ආයතනය පැය 24 ක් ඇතුළත ඒ සඳහා ප්‍රතිචාර දක්වනු ඇත.

සම්පූර්ණ කරන ලද අයදුම්පත්‍ර 2024 ඔැයි මස 27 වන දින හෝ එදිනට පෙර ඉදිරිපත් කළ යුතු වේ.

**Scaling Up Nutrition People's Forum  
120A, ශ්‍රීමත් අනනාරික ධර්මපාල මාවත, කොළඹ 07**

විදුන් තැපෑල: [sun.pfsl@gmail.com](mailto:sun.pfsl@gmail.com)  
දුරකථන අංකය : 076 4700868

தினமணி // 2024 மே 12 திங்கட்கிழமை

**"போசாக்கு மற்றும் உணவு நுகர்வு தொடர்பான நடத்தை சார்ந்த மாற்றங்கள் பற்றிய கருத்துப் பரிமாற்ற நிகழ்ச்சிகளையது, உண்மையிலேயே சமூகங்கள் மத்தியில் மாற்றங்களை ஏற்படுத்துகிறது" எனும் கருத்தை முன் வைப்பதற்கான விண்ணப்பங்களை அனுப்பி வைக்குமாறு விடுக்கப்படும் அழைப்பு**

போசாக்கு மற்றும் உணவு நுகர்வு தொடர்பான நடத்தை சார்ந்த மாற்றங்கள் பற்றிய கருத்துப் பரிமாற்ற நிகழ்ச்சித் திட்டங்களை நடைமுறைப்படுத்திய அல்லது தற்போது நடைமுறைப்படுத்தி வரும் அரசு நிறுவனங்கள் மற்றும் அரசு சார்பற்ற நிறுவனங்கள் நடைமுறைப்படுத்தி வரும் நிகழ்ச்சிகள் தொடர்பான விபரமான விளக்கங்களுடன் விண்ணப்பங்களை அனுப்பி வைக்குமாறு தி ஸ்கேலிங் அப் நியூட்ரிஷன் சிவில் சொசைட்டி நெட்வர்க் SUN CSN மக்கள் மன்றத்தினால் இவ் அழைப்பு விடுக்கப்படுகிறது.

**இவ் அழைப்பின் நோக்கமாவது இரண்டு பகுதிகளைக் கொண்டது .**

1. சிறந்த நிகழ்ச்சித் திட்டங்கள் மற்றும் அமைப்புகளைப் பற்றி பொதுமக்கள் அறிந்து கொள்ளச் செய்தல்.
2. எதிர்காலத்தில் இலங்கையில் நடைமுறைப்படுத்தப்படும் நிகழ்ச்சித் திட்டங்களுக்கு இவ் அணுகுமுறைகளைத் தேர்வு செய்வதற்கான பரிந்துரைகளை வழங்குதல்

இந்நடைமுறையில் கலந்து கொள்வதற்கு உங்களுக்கு உள்ள ஆர்வத்தை வெளிப்படுத்துவதற்கு 2024 ஆம் ஆண்டு மே மாதம் 17 ஆம் திகதி அன்று அல்லது அதற்கு முன்னர் உங்களது ஆர்வத்தை sun.pfsl@gmail.com எனும் மின்னஞ்சலுக்கு அனுப்பி வைப்புகள் : (கடந்த ஐந்து ஆண்டுகளில் நீங்கள் ஒன்றுக்கும் மேற்பட்ட செயல் திட்டங்களை நடைமுறைப்படுத்தி இருந்தால் - அச் செயல் திட்டங்கள் அனைத்திற்காகவும் விண்ணப்பங்களை அனுப்பி வைப்புகள்) தரப்படுத்தப்பட்ட விண்ணப்பப் படிவங்களை நிரப்பி அத்துடன் சேர்த்து அனுப்பி வைக்கப்படும் நிகழ்ச்சிகள் மாத்ரிமே கருத்தில் கொள்ளப்படும்.

உங்களுக்கு இது தொடர்பான ஏதேனும் கேள்விகள் இருக்குமானால் அல்லது விளக்கங்கள் தேவைப்படின் sun.pfsl@gmail.com எனும் மின்னஞ்சல் முகவரிக்கு மின்னஞ்சல் செய்க்கள். 24 மணி நேரத்திற்குள் SUN PF உங்களுக்கு பதிலளிக்கும். உங்களது விண்ணப்பப் படிவங்களானது 2024 ஆம் ஆண்டு மே மாதம் 27 ஆம் திகதி அல்லது அதற்கு முன்னர் சமர்ப்பிக்கப்படுதல் வேண்டும்

**ஸ்கேலிங் அப் நியூட்ரிஷன் பீப்பிள் :.பொரம்  
120A, ச்ரிமத் அனாகரிகா தர்மபால மாவத்தை,  
கொழும்பு - 07**

**மின்னஞ்சல்: sun.pfsl@gmail.com  
தொலைபேசி: 076 4700868**

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Scaling Up Nutrition People's Forum Sri Lanka

**Intro**  
Scaling Up Nutrition People's Forum is a part of the Scaling Up Nutrition global movement that uni

Page - Non-governmental organization (NGO)  
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**Scaling Up Nutrition People's Forum Sri Lanka**  
9 May · 🌐

**Call for Applications**  
To present: Nutrition and food consumption behavior change communication programs which have shown changes among communities by Scaling Up Nutrition People's Forum  
We invite Governmental and Non-governmental organizations engaged or engaging currently in nutrition behavior change programs to send a description of their programs

**Call for Applications**  
To present  
Nutrition and food consumption behavior change communication programs which have shown changes among communities  
This call is made by  
The Scaling Up Nutrition Civil Society Network - SUN CSN (People's Forum)  
From  
Governmental and Non-governmental organizations engaged or engaging currently in nutrition behavior change programs to send a description of their programs  
The objectives of this call are twofold:  
1) to publicize the best programs and organizations and  
2) to make recommendations to select these approaches for future programs in Sri Lanka  
Please send your Expression of Interest (EOI) to apply for this process to the Email sun.pfsl@gmail.com on or before 17th May 2024 to get an application. If you have more than one project during the last five years - apply for all of them. Program submissions will only be considered through the filling up of the standard application forms.

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## Annexure II: Panel of experts

1	Dr. H. Yakandawala
2	Ms. Vishaka Thilakaratne
3	Ms. Ramya Jivasinghe
4	Ms. Tasha Amarasinghe
5	Dr. Nayana Dharmakeerthi
6	Ms. Dilka Pieris
7	Mr. Asanka Supun



**Scaling Up Nutrition People's Forum**

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