



Behavioural Economics in Promoting Nutrition Interventions Among Pregnant Women in Abidjan Rural Communities: A Five-Month Impact Analysis

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Abstract

Nutrition interventions are crucial for promoting healthy pregnancies in rural communities, especially among pregnant women who may face barriers to adherence. A randomized controlled trial was employed, with participants randomly assigned to either the intervention group or control group. Data collection included pre- and post-intervention surveys and dietary diaries. The intervention led to a significant increase in the consumption of fruits and vegetables by 25% among pregnant women compared to baseline levels. Behavioural economics strategies can effectively enhance nutrition practices among rural pregnant women, with measurable improvements observed within a short timeframe. Implementing behavioural economic interventions should be considered as part of broader health programmes targeting nutritional status in rural communities.

Keywords: *Geography, Africa, Behavioural Economics, Pregnancy, Nutrition, Intervention, Ethics*

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