

CASE STUDY

Participatory Video as a Behavioural Change Modality

Perceptions and Consumption of Iron-Rich Offal Among Pregnant Women in Sikasso, Mali

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ABSTRACT

Background: Iron deficiency anaemia remains a critical public health challenge for pregnant women in sub-Saharan Africa. In Mali, despite the availability of nutrient-dense traditional foods like offal, cultural perceptions and taboos often limit their consumption during pregnancy, necessitating innovative behaviour change communication strategies.

Purpose and objectives: This case study assessed the effectiveness of a participatory video intervention designed to shift perceptions and increase the consumption of iron-rich offal among pregnant women in the Sikasso Region. The primary objective was to evaluate changes in knowledge, attitudes, and reported dietary practices following the intervention.

Keywords: *Participatory video, Behavioural change communication, Maternal nutrition, Sub-Saharan Africa, Iron deficiency anaemia, Food perceptions, Offal consumption*

Article Highlights

- Mixed-methods study shows participatory video significantly increased reported weekly offal consumption.
- Qualitative data revealed increased agency among women to advocate for nutritious foods.
- Statistical model estimated a mean increase of 1.8 weekly servings post-intervention.
- Findings support community co-creation as effective for addressing cultural food taboos.

Methodological Note

Analysis used a generalized linear mixed model to estimate changes in consumption frequency, accounting for individual random effects.

This case study demonstrates the potential of participatory media in nutrition-sensitive programming.

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

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