

Televised video promoting consumption of fruits and vegetables to urban households in Ethiopia

Project Title: P330 - Evidence base on the effectiveness and impacts of food systems interventions

Description of the innovation: Short video covers messages on the World Health Organization's recommended consumption of fruits and vegetables, i.e., at least two servings of fruit and three servings of vegetables per day. The messages mimic current practices of Ethiopia's public health extension workers and features local characters.

New Innovation: No

Stage of innovation: Stage 3: available/ ready for uptake (AV)

Innovation type: Research and Communication Methodologies and Tools

Geographic Scope: National

Number of individual improved lines/varieties: <Not Applicable>

Country(ies):

- Ethiopia

Description of Stage reached: Developed in consultation with NEED Nutritional Services and tested by IFPRI researchers with 900 households in Addis Ababa. Short summary of the experiment was published in an IFPRI project note. Results were promising enough that the video was broadcast by Sewegna TV Show on Ethiopian television in 2020.

Name of lead organization/entity to take innovation to this stage: IFPRI - International Food Policy Research Institute

Names of top five contributing organizations/entities to this stage:

- NEED - Nutritional Products and Services
- AAU - Addis Ababa University

Milestones: No milestones associated

Sub-IDs:

- 15 - Increased access to diverse nutrient-rich foods

Contributing Centers/PPA partners:

- IFPRI - International Food Policy Research Institute

Evidence link:

- <https://www.youtube.com/watch?v=TWAAgcr54RU>
- <https://www.youtube.com/watch?v=TWAAgcr54RU&t=1957s>
- <https://tinyurl.com/2adxuvaw>

Deliverables associated:

- D14312 - Video from Ethiopia intervention
(<https://www.youtube.com/watch?v=TWAAgcr54RU&t=1957s>)

Contributing CRPs/Platforms:

- A4NH - Agriculture for Nutrition and Health