©ILRI

Lessons Learned from the Content Development Stream of the mNutrition Initiative

Key Recommendations for Content Creation

mNutrition

Between 2014 and 2017, the GSMA delivered the mNutrition Initiative. This programme developed and scaled up the delivery of nutrition and agriculture-related services using mobile-phone based platforms. The mNutrition Initiative delivered a range of services in health and agriculture with an aim to improve nutrition.

mNutrition's aim: Improved nutrition for the poor as a result of behaviour change promoted by accessible mobile-based services delivered at scale through sustainable business models.

The mNutrition Initiative was implemented across 12 countries: **Bangladesh, Ghana, Kenya, Malawi, Mozambique, Myanmar, Nigeria, Pakistan, Sri Lanka, Tanzania, Uganda and Zambia**.

The content development stream at a glance

The GSMA's mNutrition Initiative brought together five global content partners (GCPs), BMJ, CABI, Global Alliance for Improved Nutrition (GAIN), International Livestock Research Institute (ILRI) and OXFAM, to deliver the content development stream of the Initiative across the 12 implementing countries. Led by CABI, GCP activities included: developing a general framework for nutrition content creation; carrying out landscape analyses of nutritional needs in each implementing country; and identifying key factors for sustainable content services beyond the project. GCPs contracted and provided technical assistance to local content partners (LCPs) so that they were able to partner with mobile service providers and/or mobile operators to either scale up existing or develop, launch and market new mNutrition content services.

The content development process

End-user testing

Quality control ✓

Source material collation and assessment → **Content writing** →

Content editing and review → **Publish content**

Content validation

Translation

Highlights:

🌍 **Localised content creation in 12 countries**

💬 **Content available in 24 local languages**

📱 **Nutrition Knowledge Bank live and freely accessible**

📱 **Over 12,000 messages produced**

📄 **Over 1,500 factsheets produced**

📖 **12 local partners trained in quality content development**

©ILRI

©ILRI

Key Recommendations for Content Creation

The experiences of the GCPs in the mNutrition Initiative content development stream have resulted in the following key recommendations for practitioners undertaking similar work.

Clarify ownership

A multilayered, multipartner content development process will have a level of complexity that has the potential to hinder the ownership of outputs. The mNutrition Initiative's content development process emphasised localisation, which is key to producing relevant content. Localisation was carried out by LCPs, recommended and selected based on factors such as their access to local resources, knowledge of the subject area and/or experience in social behaviour change communication programming. Content development technical capacity building and training were provided by the GCPs. LCPs were equipped with tools and structures to guide content development, such as global content frameworks. In some instances, resulting content was not of a quality expected and questions over ownership hindered the content's improvement. Clarity of relationships between project partners and external stakeholders is a must for transparent roles, responsibilities and delivery. This is especially important in a content development stream, where multiple

factors need to run simultaneously to produce high quality content. For this reason, **the many actors involved in the content process need to ensure they take an appropriate level of ownership to achieve effective delivery of a high quality output. Content ownership should be established during the project's inception.**

Conduct a pilot

Many processes and hypotheses were being tested across the mNutrition Initiative and the content development stream by project partners including GCPs, LCPs, in-country government validators and service providers. These involved a high level of complexity, and could have been tested, and expectations clarified, if a pilot project had been implemented. **The piloting of complex content development streams before roll-out is a core recommendation resulting from the GCPs' experiences of the mNutrition Initiative.**

Ensure content development is user-centric throughout

Much of the user design activity took place at the end stages of the content development stream, when the content was passed to the service provider, and comparatively little user-centred evaluation took place in the content development process itself. This was due to the assumption that much of the content would be used on multiple platforms in the same country, and so generic content was seen to be

©ILRI

most practical. The assumption that generic, high level content could be developed by LCPs and adapted to precise needs by the service providers themselves proved incorrect. End-user testing was largely carried out in the latter stages of content development. Although informative, testing was often too late for feedback into the content development process. **Content must be developed with specific users in mind throughout the content development stream to ensure it is as relevant as possible and can support behaviour change.**

Provide training continuity

One-off training at the start of the content process is insufficient to prepare LCPs on the processes, tools and expectations for high quality outputs. Furthermore, because of changes to the content development stream during the project lifecycle, the training offered was no longer effective for the altered project processes. Of course, changes to the project should be kept to a minimum by providing clarity surrounding the project processes and testing their effectiveness right at the start.

However, the project would have greatly benefitted from the provision of ongoing training to LCPs, who often experienced high staff turnover and compounding factors that resulted in the blended learning (training workshops and online resources) not being adequate for purpose. **Training should be delivered on an ongoing basis and to a fully constituted content team, subsequent to clarified project aims and a fully evaluated set of project activities.**

Validation may be at the expense of behaviour change

On request of the partner mobile operators, government validation of content, in the form of a signed-letter, was introduced. This often led to the development of clinical content which was not so effective at changing behaviour.

Although end-user testing had occurred, in many cases messages were revised after this step based on the needs of national stakeholders. This had the potential to alter the messages in ways that disseminated knowledge but may have lacked the "catch" to motivate behaviour changes. **If government validation is required, involvement should not be limited to final sign-off processes at the end of the content development stream.**

Limit the changes in project aims and expectations

When partners or contractors have been brought on board, further changes should be kept to a minimum to avoid misaligned objectives, delayed implementation of processes and project fatigue. For example, the project's initial quality control process was a check on whether the LCPs had adhered to the recommended development process.

A year into the project, the quality control process was altered to introduce a 'gateway' in which GCPs and GSMA gave content the go-ahead for publication, or returned it to LCPs for further editing. This increased the time required for content production without increasing timeframes for delivery.

It is important that, if a project's aims are not being met and changes need to be introduced, timeframes are also reviewed. However, these changes could be prevented by adequately piloting project activities and processes.

You can read more about the project and access content by visiting the Nutrition Knowledge Bank:
www.cabi.org/nutritionkb