Improving the Quality of Nutrition Counseling in Primary Health Care Settings

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Hoja 8
Alimentación de niños y niñas de 12 a 24 meses

12 a 24 meses

Variedad de alimentos
Cantidad y veces al día
Preparar
Common characteristics of counseling

• Interactive
• Collaborative
• Client-focused
• Action-oriented
• knowledge
• Changes attitudes
• Changes behaviors
Role of a nutrition counselor
What does the evidence suggest?
Nutritional counseling aims to—

• Increase a client’s nutritional literacy
• Improve an individual’s dietary intake and energy expenditure
• Support mothers and other caregivers in feeding infants and young children
• Address a wide range of health problems (from heart disease and diabetes to eating disorders)
The quality of counseling matters!
But roles are often misunderstood!
Multiple core competencies are needed for effective counseling

- Show respect and empathy
- Follow ethical standards
- Ask open-ended questions
- Listen actively
- Encourage + practices
- Address client’s concerns
- Communicate correct information
- Check for understanding
- Use communication materials effectively
- Discuss and agree on action
- Make appropriate referrals
- Schedule next meeting
- End on a positive note
- Provide follow-up
Let’s review the basics
Training is critical, but not enough!
To provide high-quality nutrition counseling, health workers need:

- Clear expectations
- Timely feedback
- Appropriate job aids
- Incentives and motivation
- Adequate environment
Crosscutting recommendations for effective counseling

- Establish quality standards for counseling
- Focus training to improve counseling skills
- Improve counseling content
- Provide high-quality take-home educational materials for clients
- Prioritize supportive supervision
- Monitor and collect data on the adoption of key behaviors, adherence and outcomes.
Emerging opportunities
Theory of Change for Improving Health and Nutrition through Improved Counseling

External Inputs
- User-friendly communication materials
- Skills-based training and ongoing coaching
- Stakeholder sensitization
  - Community-based SBCC activities

Provider Outcomes
- Knowledge
  - ART
  - Nutrition
  - Common barriers & enabling factors
  - WASH
- Skills
  - IPC skills
  - Ability to identify and address barriers
  - Ability to use materials
- Motivation & Confidence

Client Outcomes
- Improved Counseling
  - Improved Client Knowledge, Skills, Motivation, Confidence
- Improved Client Behaviors
  - Adhere to treatment
  - Eat adequate diet
- Social Support
  - Peer support
  - Supportive community norms

Data for Implementation
System & tools to monitor results
Theory of Change for Improving Health and Nutrition through Improved Counseling

External Inputs
- User-friendly communication materials
- Skills-based training and ongoing coaching
- Stakeholder sensitization
- Community-based SBCC activities

Data for Design
- Assessments
- Community consultations

Provider Outcomes
- Knowledge
  - ART
  - Nutrition
  - Commonbarriers & enabling factors
  - WASH
- Skills
  - IPC skills
  - Ability to identify and address barriers
  - Ability to use materials
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Client Outcomes
- Improved Counseling
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Data for Implementation
System & tools to monitor results

Improved Nutrition and Health Status
Theory of Change for Improving Health and Nutrition through Improved Counseling

External Inputs
- User-friendly communication materials
- Skills-based training and ongoing coaching
- Data for Design: Assessments, Community consultations
- Stakeholder sensitization
- Community-based SBCC activities

Provider Outcomes
- Knowledge: ART, Nutrition, Commonbarriers & enablingfactors, WASH
- Skills: IPC skills, Ability to identify and address barriers, Ability to use materials
- Motivation & Confidence
- Improved Counseling

Client Outcomes
- Improved Client Knowledge, Skills, Motivation, Confidence
- Improved Client Behaviors: Adhere to treatment, Eat adequate diet
- Social Support: Peer support, Supportive community norms

Improved Nutrition and Health Status

Data for Implementation System & tools to monitor results

FANTA III
Theory of Change for Improving Health and Nutrition through Improved Counseling

External Inputs
- User-friendly communication materials
- Skills-based training and ongoing coaching
- Stakeholder sensitization
- Community-based SBCC activities

Data for Design
- Assessments
- Community consultations

Provider Outcomes
- Knowledge
  - ART
  - Nutrition
  - Commonbarriers & enabling factors
  - WASH
- Skills
  - IPC skills
  - Ability to identify and address barriers
  - Ability to use materials
- Motivation & Confidence

Client Outcomes
- Improved Counseling
  - Improved Client Knowledge, Skills, Motivation, Confidence
- Improved Client Behaviors
  - Adhere to treatment
  - Eat adequate diet
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  - Peer support
  - Supportive community norms

Data for Implementation
System & tools to monitor results

FANTA III
Codifying the basic steps in effective nutrition counseling
Nutrition Assessment Counseling and Support (NACS)

1. **GREET the client**
   - Ask open questions and listen to the client
   - How have you been feeling?
   - What have you been eating?
   - How is your treatment going?

2. **SHOW kindness and respect**
   - Prioritize the client’s most important problems

3. **EXPLAIN with client TEACH-BACK**
   - What do you understand?

4. **SUGGEST and DISCUSS what the client can do**
   - What makes it hard to do ____?
   - What/who can support you to do ____?

5. **PLAN and AGREE on action and follow-up steps**
GALIDRAA Counseling Model
Greet, Ask, Listen, Identify, Discuss, Recommend, Agree, Appoint
GATHER Counseling Model

Greet, Ask, Tell, Help, Explain, and Return
The 5 As – a simple mnemonic

Ask → Assess → Advise → Agree → Assist
Triple A: Assess, Analyze, and Act
Community IYCF Counseling Package
Start complementary feeding at 6 months
But we also need greater investments in tools and training...
...in supportive supervision
...and in the innovative application of new technologies for these and follow-up care.
Investments in nutrition counseling are needed now!
USAID Advancing Nutrition is the Agency's flagship multi-sectoral nutrition project, addressing the root causes of malnutrition to save lives and enhance long-term health and development.