| **Behavior** | **Priority Group or Influencing Groups** | **Determinants** | **Bridges To Activities** | **Activities** |
| --- | --- | --- | --- | --- |
| Mothers of children 0 – 23 months eat iron-rich foods at least three times a week. | Demographics:  Daily Routine:  Big Desires:  Known Barriers to the behavior:  Current feelings/practices:  Gender Issues:  Stage of Change:  **Influencing Group:**  Husbands | 1.Self-efficacy/  Access:  Far from the market/difficult to get iron rich foods  2.Positive consequences:  Eating iron rich foods increases blood  3.Social Norms:  Husbands approve  4.Susceptibility:  Doers know they can become anemic  5.Action Efficacy:  Doers believe that eating iron-rich foods will prevent anemia | 1. Increase the perception that every mother has easy access to iron-rich foods (green leafy veggies)   2.Re-inforce the perception that eating iron-rich foods helps make strong blood/  Gives a mother energy;  3.Re-inforce the perception that husbands approve of wives eating iron-rich foods  4.Increase the perception that all mothers are at risk of anemia  5.Re-enforce the perception that eating iron-rich foods can prevent anemia | Create a module for CNC and CNF on maternal nutrition and the effects of anemia.  In the module cover each of these points through a story comparing two mothers and their families.  Write discussion questions to generate a dialogue among the mothers to examine their own situations and abilities/desires to begin to adopt this behavior.  Discuss ways to overcome the barriers they face  Encourage women to commit to take steps to try the behavior.  Follow up with Home Visits 2 -3 weeks after the meeting/story to provide support/encourage/track behavior adoption. |
| Outcome Indicator: Proportion of mothers of children under two years of age who consumed iron-rich food | | | Process Indicators: # CG Modules developed based on formative research; # CNC trained; #CNFs trained; # CNF & NG meetings held; CNF attendance; NG mother attendance at meetings | |