

AWARENESS OF APPROPRIATE DIET

Output indicator

Indicator Phrasing

English: % of women of reproductive age aware of at least X out of X [specify numbers] promoted dietary practices

French: % de femmes en âge de procréer connaissant au moins X des X pratiques alimentaires promues

Portuguese: % de mulheres em idade reprodutiva que conhecem pelo menos X de X [especifique os números] das práticas alimentares promovidas

Czech: % žen v reprodukčním věku s povědomím o alespoň X z X propagovaných dietárních praktikách

What is its purpose?

This is a composite indicator summarising how many promoted, diet-related practices the caregivers are aware of (see examples below). It is highly recommended that you rephrase the indicator and measure also husbands'/ mothers-in-law's/ other influencers' awareness (see comments below).

How to Collect and Analyse the Required Data

Collect the following data by conducting individual interviews with a [representative sample](#) of the targeted women of reproductive age:

RECOMMENDED SURVEY QUESTIONS:

Ask simple questions assessing whether the woman is aware of the dietary practices your project promotes. Examples of such questions are:

Q1: *Do you think that women should breastfeed when they are ill?*

Q2: *During pregnancy, should women eat less, more or the same amount of food as before?*

Q3: ...

Focus only on those practices which will be / were promoted by your intervention and are proven to contribute to improved health and nutrition (the focus of your action and the guidance materials below will help you identify them).

An **example** of such composite indicator can then be: *"75% of women of reproductive age are aware of at least 4 out of 6 promoted dietary practices."*

To **calculate the indicator's value**, divide the number of women aware of the minimum number of promoted practices (e.g. at least 4 out of 6 practices) by the total number of interviewed women. Multiply the result by 100 to convert it to a percentage.

Important Comments

1) While women take most care of young children (and their awareness is therefore essential), their actual practices are significantly influenced by other family and community members, such as husbands, mothers-in-law, traditional healers and other informal authorities. Therefore, effective interventions have to influence and also measure their awareness. Therefore, it is highly recommended to also **use some of the following modifications of this indicator**:

- % of husbands aware of at least X out of X dietary practices
- % of mother-in-law aware of at least X out of X dietary practices

Access Additional Guidance

- FAO (2004) [Family Nutrition Guide - Part I](#)
- FAO (2004) [Family Nutrition Guide - Part II](#)
- WHO (2006) [IYCF Counselling: Participant's Manual](#)
- WHO (2013) [Essential Nutrition Actions](#)