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FROM THE AMERICAN PEOPLE



USAID-PRIME (Pastoralist Areas Resilience Improvement through Market Expansion) is a five-year project aimed at increasing incomes of 250,000 households and enhancing resilience to climate change through market opportunities in Ethiopia's pastoral dry land areas.

The project achieves these goals through five objectives:

- Improving livestock and livestock products marketing systems
- Increasing resilience and ability to adapt to climate change
- Strengthening alternative livelihoods for people transitioning out of pastoralism through long-term market opportunities
- Improving household nutritional outcomes
- Enhancing knowledge management and learning of pastoralist issues

PRIME

**PASTORALIST AREAS RESILIENCE
IMPROVEMENT THROUGH
MARKET EXPANSION**

NUTRITION

Chronic malnutrition is the single largest contributor to mortality for children under the age of five in Ethiopia. Children and Pregnant and Lactating women in pastoralist areas are particularly vulnerable. The decline in natural resources and insufficient information about diet diversification and good nutrition threaten food security in pastoralist households.

PRIME Nutrition focuses its efforts during the crucial first 1,000 days of a child's life (which is the period from conception up to two years) and follows USAID's three pillars of food security—access, availability, and utilization. Doing so, achieves nutritional impact by increasing demand for nutritious foods and leveraging other PRIME initiatives, like increased livestock productivity.

DAIRY AND OTHER LIVESTOCK PRODUCTS FOR CHILDREN UNDER FIVE

Animal milk, one of the most nutritionally complete foods, plays a critical role in the diet of pastoralist children. Findings from USAID's Milk Matters project demonstrate a direct link between fodder availability and access during the dry season and child nutrition. PRIME activities strengthen the availability of fodder during periods of drought and build more sustainable access to milk and animal products. Increasing milk consumption improves the nutritional status for children.

PRIME leverages private sector investments for nutrition support. The project also capitalizes on its knowledge base and learning management to inform policy and practices

regarding pastoral nutrition and food security. PRIME creates demand for diversified food and establishes a strong social behavior change communication (SBCC) strategy to address both the underlying and immediate causes of malnutrition: child and maternal health, inequitable access to resource, and household decision making processes.

HOUSEHOLD UTILIZATION AND BEHAVIOR CHANGE COMMUNICATION

PRIME enhances the use of nutritious foods using SBCC strategies such as interesting and appealing participatory edutainment programs that spark social change. The project conducts research and barrier analyses to identify motivators and barrier determinants associated with a particular behavior so that more effective research based SBCC messages and support activities (e.g. changing social norms) can be developed. PRIME collaborates with local production talents on scriptwriting and creating compelling messages for radio, comics, posters, and live theaters/circuses.

STRENGTHEN LOCAL CAPACITY

PRIME promotes the adoption of integrated nutrition approaches for both communities and institutions. It also trains health and agricultural extension workers on the Essential Nutrition Action framework, an integrated package of preventative nutrition centered on infant and young child feeding and nutrition and the importance of diet diversity.

PRIME INQUIRIES

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