DESIGN OF FOOD SAFETY INTERVENTIONS

Feed the Future’s Evidence and Action Towards Safe, Nutritious Foods (EatSafe) is a five-year, multi-country project that seeks to enable lasting improvements in the safety of nutritious foods purchased in traditional markets by empowering consumers to demand safer foods. Led by the Global Alliance for Improved Nutrition (GAIN), with a consortium of partners including the International Livestock Research Institute, Pierce Mill Entertainment and Education, and Busara Center for Behavioral Economics, the program is implemented in two phases: Formative Research and Intervention Implementation and Learning.

EatSafe in Nigeria targeted Kebbi State for formative research, a state in the northwest region of the country. Learnings from global, country and state-specific research were combined to identify obstacles and opportunities for food safety interventions in traditional markets. The full breadth of learnings from Formative Research activities are available here.

EatSafe developed five preliminary intervention prototypes to fill knowledge gaps and generate new evidence on how best to increase consumer demand for safe, nutritious foods in traditional markets. The intervention ideas were designed to be consumer and market actor focused, behavioral in nature, measurable over time, and informed by community norms, local priorities, values, and cultural practices.

### Formative research

- **Enabling environment for food safety** (i.e., guidelines for traditional markets, regulation, and policy)
- **Consumer and vendor food safety values, perceptions, and practices**
- **Gender norms and its implications for food safety practices**
- **Food safety risks in markets**
- **Food safety champions and stakeholders**

### Intervention prototypes

Next are five, draft interventions – including one umbrella intervention and four flagship learning interventions – that EatSafe will test and implement during the Intervention Implementation and Learning of the program. Interventions will be tested in several target traditional markets in Nigeria and are subject to change.
Interventions will be assessed to explore their feasibility, acceptability, and desirability with market actors, including vendors and consumers. For those interventions deemed feasible and acceptable, EatSafe will develop workplans and measurement frameworks with a supply and demand-driven approach to support their launch and operation in traditional markets. Interventions will be deemed successful based on indicators measuring their uptake and ability to empower consumers and vendors to demand and provide safe, nutritious food.