

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](#).



Phase II will be implemented in Kebbi and Sokoto States.

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.

UMBRELLA INTERVENTION

Alliance for Clean Food

Brings together vendors, consumers, market actors, and governing representatives to sustainably establish a collective goal of “clean” and safe food in traditional markets.

- Market actors consider food safety a joint responsibility recognizing roles for each stakeholder
- An Alliance facilitates market managers and government officials to convene and align
- Participating vendor associations reinforce compliance and serve as advocates
- The Alliance serves as an advocacy tool for improved food safety policies and investment in market infrastructure

FLAGSHIP LEARNING INTERVENTIONS

1

Commodity Festival

An exciting and immersive environment in the market that is a positive reinforcement for consumers and vendors to feel engaged and receptive to new food safety activities and messages.

- Vendors are highly motivated to avoid food safety issues and act in accordance with fellow vendors' actions
- Festivals touch on key themes of collective community safety, civic contribution, relationships and trust-building
- Community leaders participating in festivals can serve as advocates

2

Clean Brand and Vendor Award

A brand awarded by consumers to vendors that adhere to minimal acceptable standards for cleanliness in traditional markets.

- Consumers have some food safety knowledge
- Cleanliness attributes to purchasing decisions
- Consumers use visual cues to select vendors
- Intervention tests whether brands and awards (visual cue) improves vendor practices
- Intervention elevates importance of non-product-related food safety attributes

3

Safe Food Market Stand

A space within the market serving as a hub for consumers and vendors to learn about food safety related topics important to market shoppers.

- Consumers have knowledge gaps around causes of foodborne illness
- Shopping styles differ between men and women, with women expected to be more receptive to new information
- Food safety is recognized and can be prioritized in consumer decision making.

4

Clean Food Radio Show

A radio show that develops a compelling, story-based program to provide food safety information and reinforce consumer opportunities to improve food safety standards in traditional markets.

- Entertainment-education programming is used and can be effective in helping change consumer behaviors
- Radio is widely accessed and reaches a large audience beyond market actors
- Family members can influence market choices
- The household audience engages in one or many parts of the meal preparation process

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.