

SELEVER Lessons Learned Report

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Acronyms

ACF	Association Chant de Femmes
CBDF	Coalition Burkinabé de Droits de Femme
MSC	Most Significant Change
VVV	Village Volunteer Vaccinator

Executive Summary

Soutenir l'Exploitation Familiale pour Lancer l'Elevage des volailles et Valoriser l'Economie Rurale (SELEVER) was a five-year Bill & Melinda Gates Foundation-funded project implemented by Tanager. The project sought to improve poultry productivity and income through producers' improved knowledge of poultry health and husbandry together with improved ability of those producers to access needed resources. Additionally, the project leveraged the poultry value chain to improve women's agency and income by engaging them as private-sector providers and shared key nutrition messaging to encourage diversified and healthy diets of poultry-raising families. SELEVER had three main objectives.

- Increase quality, efficiency, and reach of inclusive poultry services throughout the poultry ecosystem.
- Increase women's economic empowerment through equitable value capture and representation in the poultry value chain, greater decision-making power over resources, and increased income.
- Increase equitable consumption of safe and nutritious foods stimulated by greater demand, increase supply of nutritious foods, higher incomes, and shared household decision making in food choices.

When SELEVER began in 2015, it was one of the few programs at the time that was integrating agriculture, gender, and nutrition. As such, it was viewed as a learning opportunity, allowing Tanager flexibility to adapt approaches and implementation as different ideas were tested around poultry production, women's empowerment, and diet diversification. The original SELEVER proposal included 25 learning questions to be explored over the life of the project.

This Lessons Learned report pulls together content from SELEVER project reports and analysis to summarize the findings around the learning questions, which are listed below. While most of the learning questions are addressed in this report, we were not able to answer some as they required additional data collection, which was not possible due in part to COVID-19 pandemic.

Lessons Themes	Learning Questions
Technical Approach	What information dissemination strategies are most effective at reaching men, and at reaching women?
	Can Village Volunteer Vaccinators (VTV) serve to facilitate access to veterinary, financial, extension and other services needed by family farms?
	What are the key factors of vaccinator profitability and what is the viability of the village vaccinator model?
Poultry Production	What does an appropriate scaling-up of poultry production look like for different risk-profiles of farm households?
	To what degree will inter-linked value chain systems interact with household poultry production (for better or worse)?
	What is the growth trajectory for poultry family households that adopt recommended upgrades?
	To what degree will increases in poultry incomes affect increases in overall household incomes?
	At what scale production are local traders incentivized to buy directly from the household?
	How do women benefit from increased sales of poultry directly from the household?
Women's Empowerment	What changes over the life of the project are most influential in increasing women's decision-making power?
	To what degree will local leaders take a more proactive role in promoting gender equity in their communities?
	How will messages lead to significant difference in women's decision-making at the household level?
	What is the viable role of an association, such as IPVL, in increasing women's decision-making power?
	Are there key barriers in terms of knowledge or confidence that limit women from taking out loans for investment?
	To what extent will women continue to grow poultry flock versus cashing out to pursue other career interests?
	To what degree will income diversity correspond with increases in reported generalized self-efficacy?
	To what degree is increased income associated with reported influence in household decision-making?
	Will women manage to save their own income or will husbands manage household funds?
Nutrition Outcomes	What is the potential influence of village vaccinators and village leaders in extending nutrition messages to men and women?
	What level of positive nutrition behavior is motivated by nutrition messaging in women's groups?
	To what degree is nutritional awareness by men associated with improved nutritional outcome?
	How will an increase in income diversity by women affect household's seasonal access to nutritious foods?

	To what degree are women's empowerment and improved nutritional knowledge associated with increased diet diversity?
	To what degree can diet diversity be shifted among households with equivalent incomes?
	How does the inclusion of nutrition messaging affect women's participation in other types of groups?

Key Findings

During the review of SELEVER's technical approaches, we identified two that appear to be particularly helpful in boosting poultry production, increasing household income, and broadening women's influence in their households: the Village Volunteer Vaccinator model and working with community leaders to share women's empowerment messages to women and men.

SELEVER leveraged local agribusiness entrepreneurs within project area communities and provided them with trainings on poultry production and business skills. These VVVs then delivered various products to poultry-farming households for a fee, such as veterinarian services, extension services and production trainings, and aggregation and sale of poultry and eggs. The VVVs filled a gap in the market system, and poultry-farming households in the project area now have access to the products critical to successful poultry production such as deworming, antibiotics, and vaccinations. During the endline survey, SELEVER learned that 76% of the poultry producers in the project area now vaccinated their birds, which is 23% higher than the national average. Utilizing these veterinarian services, upgraded poultry production equipment, and improved techniques led to a reduction of poultry mortality, increased flock size, and average annual household income increase of \$257 in the project area.

Surveys conducted during the SELEVER project showed that producers were largely satisfied with the products and services they purchased from VVVs and 99% of those surveyed said they would use the VVV's services again¹. Supporting this market approach was equally beneficial for the VVV entrepreneurs (21% women) as 90%² noted that their profits increased as a result of SELEVER's work. Those that diversified their products and services and worked with producer associations and multiple villages saw the highest increase in income.

SELEVER also worked with two local organizations to share women's empowerment and diet diversification messages. Both organizations used a different technical approach and because they worked in specific regions – we were able to compare the outcomes of the different methodologies. As detailed in the Technical Approaches section below, engaging community change agents, such as community leaders, model women, women leaders, and male champions, to integrate women's empowerment messages into action plans in their communities appears to result in better outcomes for women in terms of their ability to contribute to household decisions on income-generating activities and make decisions regarding the use of their own income, as well as their willingness to speak in public and improve their access to credit.

Methodology

The approach to gather responses for the learning questions included conversations with the SELEVER technical team and collaboration with the project M&E team for additional data as

¹ Lead Data Survey and detailed in the Village Vaccinator Model section below.

² Lean Data Survey and detailed in the Village Vaccinator Model section below.

needed. However, the largest source of information came from existing SELEVER documents and analysis reports. In total, the desk study reviewed more than 20 documents, which included annual project reports, the evaluation framework and behavior mapping tool, trainer guides on nutrition and women's empowerment, and the project's evaluation reports.

There were several analysis reports that also supported the Lessons Learned review with insights and data, such as the following.

- **Gender Analysis Report** (October 2016) – Conducted to make recommendations for the project to address gender gaps, challenges, risks, and opportunities to improve income and nutritional status for women and children through participation in poultry production and to increase women's empowerment in the household and community.
- **Qualitative Nutrition and Diet Study (QuaNDiS)** (May 2017 and September 2018) – These two reports assessed community and household dynamics around the availability, accessibility, and utilization of food products, as well as hygiene practices of poultry-producing households.
- **Insights from Deep Dives: Producers and Village Vaccinator** (October 2018) – Produced by Lean Data this report reviewed high level outcomes of SELEVER with VVVs and producers. Identified throughout this report as the Lean Data survey.
- **Blending Finance and Building Poultry Market System** (March 2019) – Reviewed lessons learned from blended finance facilities in Burkina Faso (SELEVER project) and Ghana (Ghana Poultry Program) and identified best practices for future financing models.
- **Measuring the Effects of the SELEVER Project: Most Significant Change (MSC) Methodology** (October 2019) – Complements the project's monitoring, evaluation, and learning system and evaluated the impact of SELEVER on project participants.

Lessons Learned

Based on existing project documents and conversations with technical staff, this report attempts to address the learning questions established by SELEVER to better understand the results of the project's technical approaches and outcomes from boosting poultry production. The report also includes stories from the field addressing SELEVER's work in supporting women's empowerment and improving household nutrition.

Technical Approaches

SELEVER shared messages on women's empowerment, and dietary diversity through two local Non-government organizations, Coalition Burkinabe de Droits de Femme (CBDF) and Association Chant de Femmes (ACF). They each promoted a standard set of messages; however, the two organizations used slightly different approaches.

CBDF engaged established community change agents (community leaders, model women, women leaders, and male champions) to integrate these messages into action plans in their communities in Centre-Ouest and, starting in Year 4, Hauts-Bassins. ACF mobilized communities and provided training to 120 community members in each of their target villages in Boucle du Mouhoun. From those trained, they selected a core group of community leaders who developed an activity plan to support community members in practicing behaviors promoted during the training.

Question Addressed
<ul style="list-style-type: none"> • To what degree will local leaders take a more proactive role in promoting gender equity in their communities? • What changes over the life of the project are most influential in increasing women's decision-making power?

Figure 1: SELEVER Project Implementation Areas



Tanager wanted to explore if the different approaches employed by the two organizations produced different results by the end of the project. Several SELEVER documents noted that women in the Hauts-Bassins region have greater opportunity to own poultry (Endline Report shows that they are four times more likely to own poultry than their male counterparts), but this is linked to a unique cultural context that accepts women's role as poultry producers and women's relative autonomy in owning and producing chickens.

There appears to be a difference in the results per region for women's empowerment, which may be attributed to the different technical approaches. Given the later start of activities in Hauts-Bassins and the cultural context regarding a greater role in poultry ownership for women in the region, the following information only compares results from Centre-Ouest and Boucle du Mouhoun to get a sense of the impact of the different approaches.

When comparing women's ability to take part in the decision-making process, the Endline Report highlights that women in Centre-Ouest are more likely to contribute to decisions on agriculture (subsistence and commercial) than their counterparts in Boucle du Mouhoun. Table 1 below also shows that there is little difference between the two regions on women's ability to contribute to decisions around poultry production.

Table 1: Percentage of Women Contributing to Decisions Around Activities by Activity and Region³

Activities	Centre Ouest			Boucle du Mouhoun		
	B	M	E	B	M	E
Subsistence Agriculture	34%	41%	52%	32%	18%	24%
Commercial Agriculture	N/A	52%	55%	N/A	23%	30%
Poultry Raising	N/A	32%	38%	N/A	24%	39%
Salaried Work	41%	42%	46%	62%	58%	59%
Non-Ag Activities	67%	71%	67%	62%	66%	51%

Note: Calculated as a percentage of women participating in each activity
B= Baseline, M= Midline, E= Endline
Note: Information not available from baseline is marked as N/A

In terms of women’s ability to make decisions regarding the use of their income, 74% of the women in Centre-Ouest said they had control of their income compared to 59% in Boucle du Mouhoun. The Endline Report also noted other differences in women’s empowerment between the two regions, including⁴:

- Women reported being comfortable speaking in public – 49% Centre-Ouest and 43% in Boucle du Mouhoun; and
- Women’s access to finance opportunities – 53% in Centre-Ouest and 40% in Boucle du Mouhoun.

Of the 21% of women who met the MDD-W standard, 55% [of the women who met the MDD-W standard] live in the Centre Ouest region⁵. There were two additional nutritional indicators broken out by region, though there appears to be little difference:

- Average number of food groups consumed by women: 3.87 in Centre-Ouest and 3.21 in Boucle du Mouhoun; and
- Percentage of children age 6-23 months in SELEVER participating families that met minimum acceptable diet standards – 26% in Centre-Ouest and 30% in Boucle du Mouhoun.

These results suggest that working with recognized community change agents, such as community leaders, model women, women leaders, and male champions, may be the best method to share messages regarding women’s empowerment to men and women. However, it is unclear, based on available data in the Endline Report, if this approach is also the best method for changing nutrition behaviors at the household level. As women strengthen their voice in the household and have better control over their financial resources, the assumption is that in time they will have the ability to better provide diverse and nutritious foods for themselves and their families.

³ Table and analysis come from the Endline Report

⁴ Not all indicators for women’s empowerment were broken out by region and therefore are not included in this section. The only other indicator that compared the responses by region was percentage of women who were employed. In this case, there was only a difference of 1% point between the two regions.

⁵ The Endline Report does not provide a percentage specific to the Boucle du Mouhoun region, but the assumption is that the value would be close to 20-25%.

Village Volunteer Vaccinator Model

SELEVER used a Village Volunteer Vaccinator model, leveraging a market systems approach to improve producers' access to critical inputs to reduce poultry mortality, increase flocks, and strengthen household incomes. SELEVER trained 342 VVVs, 21% of whom were women. Trainings included eight poultry management modules, an entrepreneurial module, and a marketing module. By Year 4, SELEVER added a video training module to improve VVVs performance in promoting key poultry practices to producers, diversify their business services, and improve the quality of their services. During the life of the project, VVVs were also trained on gender concepts and nutrition messaging and received tools to share these messages with their clients.

Based on the report from the Lean Data survey and the Endline survey, the VVV model supported a unique market systems approach. Overwhelmingly, poultry producers noted that they cannot easily find VVV services and quality of products from other resources⁶. The Endline survey showed that 66% of producers were satisfied with the services and equipment they received and trainings provided by the VVVs. The Lean Data survey also showed that 99% of the producers said they see themselves using the VVV services five years from now. This all showcases that VVVs can serve as a valuable input provider and are needed as market actors in Burkina Faso's poultry value chain.

SELEVER's work to professionalize these entrepreneurs succeeded in making the VVV model viable and profitable. As the VVVs diversified their products and expanded outreach to producer groups and multiple villages, there was a reported increase in their profits. In fact, 90% of the VVVs surveyed in 2018 said that their earnings have "very much" improved since they started engaging with SELEVER⁷. By the end of the project, 50%⁸ of the VVVs had diversified the services they provided, and the Lean Data survey noted that 27% of producers used a combination of at least three VVV services with vaccinations, deworming, and feed being the most frequently used services.

The following table is from the Year 3 Annual Progress Report and highlights the realized income from VVVs diversified services.

Questions Addressed

- What are the key factors of vaccinator profitability and what is the viability of the village vaccinator model?
- Can Village Volunteer Vaccinators serve to facilitate access to veterinary, financial, extension and other services needed by family farms?



⁶ Lean Data survey noted that only 5% of the producers surveyed said they can easily find alternatives to the VVV model.

⁷ Lean Data survey identified the average 2017 income for VVVs was 181,000, representing a third of the individuals' overall income.

⁸ As reported in the SELEVER Endline Report

Table 2: VVV Performance in Year 3

Annual	Average	StDev	Maximum
# Birds vaccinated	5,895	7,382	39,603
# Households	205	846	10,400
# Doses	5,376	8,466	56,473
Revenue from vaccinations	\$634	\$780	\$4,226
Revenue from deworming	\$174	\$361	\$1,916
Revenue from poultry feed	\$71	\$ 305	\$2,561
Revenue from starter chicks	\$61	\$331	\$4,000
Other revenue	\$49	\$257	\$2,400
Total revenues	\$989	\$1,371	\$8,351
Total costs	\$499	\$665	\$3,563
Total profits	\$490	\$1,120	\$7,456

Source: SELEVER 2018 Annual Evaluation

By the end of the project, the VVVs were providing financial services in addition to the veterinarian services (as illustrated in the table above) and poultry production trainings. The most popular services reported during the endline survey are identified in the table below.

Table 3: Most popular VVV services used as reported in the Endline survey

Services	Percentage of VVVs providing the service
Vaccinations	100%
Poultry production trainings	86%
Veterinarian products (such as deworming and antibiotics)	73%
Capacity building on animal husbandry	35%
Aggregation and sales of poultry	18%
Financial services (linking producers to MFIs)	18%

Sharing messages with women and men

While there was little data among the various SELEVER reports and analyses to determine which methodology works best to engage men with messages on women's empowerment, the assumption is that using CBDF's approach of working with community leaders is most effective. This conclusion is based on the expectation that men must be involved at some level in the changes practiced at the household level to realize the results reported by women in terms of decision-making, control over income, and public speaking. One women's group leader noted it is important to encourage men to support women's economic

Question Addressed

- What information dissemination strategies are most effective at reaching men and at reaching women?

empowerment and “make men understand that if women are involved in all decisions in the household, they will be more committed to the well-being of the family⁹.”

The VVV-led model was also successful in reaching both men and women. In fact, 75% of women producers reported being satisfied with the services they receive from VVVs compared to 66% for male producers¹⁰. The Endline report noted this “emphasizes the ability of the current service delivery system to provide equal access to key productive resources regardless of sex.”



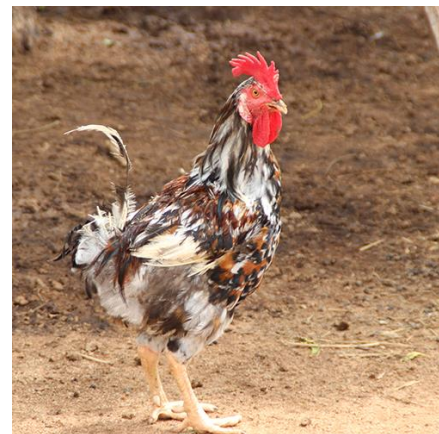
Increasing Poultry Production

Tanager’s expectation was that by innovating a service system, improving market linkages, and expanding business models, producers would see lower poultry mortality leading to a larger stock, resulting in higher income. Tanager’s experience under SELEVER demonstrated that as the village vaccinator sold vaccines and animal health products, and producers improved their poultry production techniques and adopted these practices, this resulted in increased demand for vaccines, health products, feed, equipment, chicks, which led to healthier, more productive flocks and increased capital for producers¹¹. Furthermore, producers’ income from selling chickens and poultry products was reinvested into their poultry business and household needs. Over the life of the project, the VVVs trained 65,000 producers (59% women).

Questions Addressed

- To what degree will inter-linked value chain systems interact with household poultry production (for better or worse)?
- At what scale production are local traders incentivized to buy directly from the household?

In addition to training and improving access to services and financing, SELEVER sought to improve market linkages for poultry producers and other value chain actors both for supplying the market with poultry related products or inputs and diversifying the types of actors involved in these transactions. The figure below (from the Year 4 Annual Progress Report) is an example of how linkages expanded, in this case in the village Poa. Poa poultry aggregators connected with mining sites, restaurants, and urban aggregators. The number of VVVs in Poa did not increase, but the volume of transactions, whether in terms of vaccines, feed, or chickens bought, did increase.

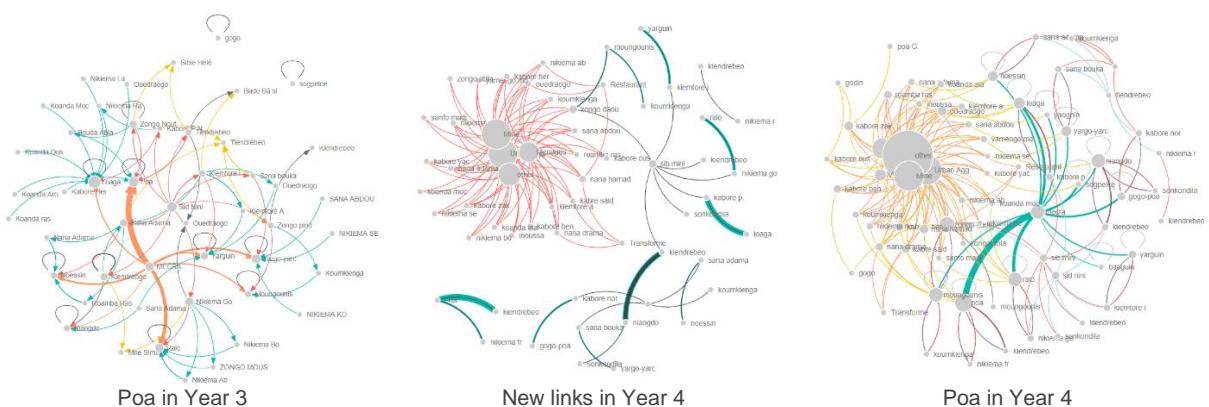


⁹ Endline survey

¹⁰ Endline Report

¹¹ Blended Finance Report

Figure 2: Market Linkages in Poa



Tanager wanted to see if improved market linkages and improved poultry production incentivized local traders to buy directly from the household. The Gender Analysis Report noted that in Burkina Faso, women are typically responsible for maintaining the birds’ health and care; however, the cultural norm is that they should not sell their birds at the market. In fact, some men expressed that women selling poultry themselves at local markets demonstrates a lack of respect for husbands. A woman from Safafé noted, “I have no problem because when I want to sell poultry, I have two choices: either I defer to my husband when present and available, or if he is absent or indisposed, I call the buyer to my home.”

This was further evident from the results of the Lean Data survey, which showed that men are more likely to sell at the local market while women sell their poultry from home. However, there were some villages where women were more likely to sell at the market than others – for example, 95% of women in Sanguie (in the Centre Ouest) sold at the market, compared to 11% of women in Kossi.

Figure 1: Responses on Location of Chicken Sales

Q: Where did you sell the chickens?
 n = 492, % of respondents selling through channel

		MAN MAKES SALE n = 410	WOMAN MAKES SALE n = 81
THE MARKET	56%	62%	25%
DOOR STEP COLLECTION	57%	54%	70%
OTHER	2%	1%	3%

While these reports addressed why it is important for women to have direct access to buyers from their home, and based on the data in the above figure they are able to do so, it is unclear if SELEVER activities were able to incentivize buyers to increase their purchase directly at producers’ homes.

Poultry-Raising Households Outcomes

As a result of the VVV model, producers in the SELEVER project areas did see a reduction in mortality. Tanager reported a drop in the mortality rate – from 34% at the baseline to 25% at the endline. Furthermore, the Endline Report noted that of the producers surveyed, 76% said they followed the leading method to reduce poultry mortality and vaccinated their poultry, which is 23% higher than the national average.

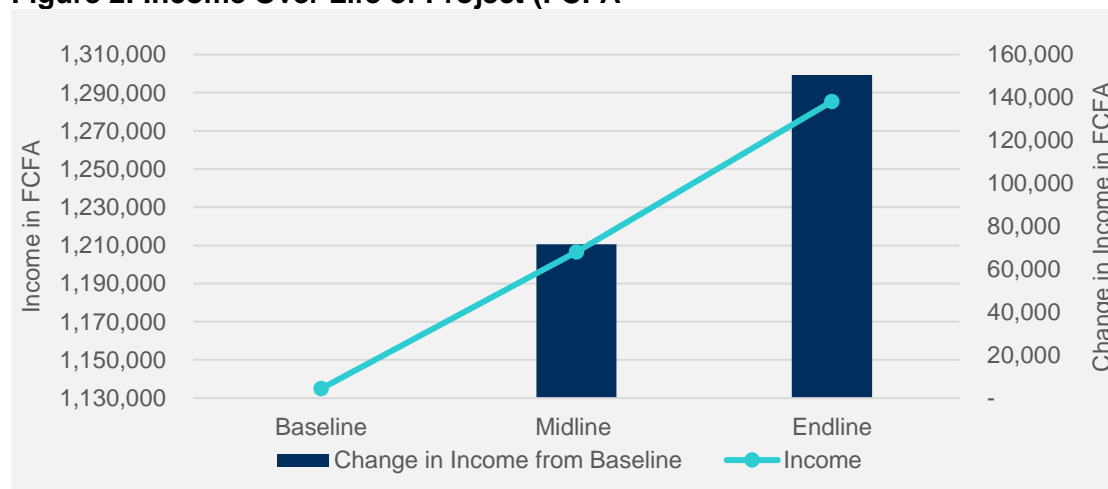
Questions Addressed

- What is the growth trajectory for poultry family households that adopt recommended upgrades?
- To what degree will increases in poultry incomes affect increases in overall household incomes?
- How do women benefit from increased sales of poultry directly from the household?

As poultry producers noted the decrease in mortality of their birds due to access to vaccinations and ability to improve coops¹², they also reported an increase in their overall flock sizes. By the end of the project, 76%¹³ of the producers realized an increase in the quantity of their birds. Analysis in the Endline Report showed that the average household’s annual production was approximately 221 birds, which represents a 51% increase from baseline (146 birds). It is important to note that the producers who reported satisfaction with the services provided by the VVV, also produced on average more birds annually than those who did not report satisfaction with the services they purchased – by a difference of 76 birds on average annually¹⁴.

As a result of the poultry producers adopting recommended techniques and upgrades leading to increased flock sizes, producers also they reported an increase in their household income. By the end of the SELEVER project, producers were reporting a significant increase in their household income – an average of 1,285,420 FCFA¹⁵ (\$2,199), which is an increase of 150,501 FCFA (\$257) from the baseline.

Figure 2: Income Over Life of Project (FCFA)¹⁶



¹² Endline Report

¹³ Endline Report

¹⁴ Endline Report

¹⁵ Lean Data survey notes that poultry production accounts for 25-30% of the total household income, and the average earnings per producer were CFA 156,000 (though significantly less for women).

¹⁶ Endline Report

Tanager gathered testimonies from producers on what this increase in income means for them. One example comes from Karim Bakouan of Didyr, in the Kwem village¹⁷: *"I had a serious problem in my family with some of the expenses necessary for our proper functioning, school fees, health prescriptions, and even food purchases. As I went through the training, I thought that this could help me. So I decided to invest in it. After several attempts followed by failures and starting over, I am today the largest recognized poultry farmer in my neighborhood."* Mr. Bakouan used these funds to provide and care for his family. *"I pay my children's school fees on time, so they now have good grades. My family members rarely get sick because they have variety in their diet. My family doesn't go hungry anymore because I have enough money now to buy farming items."* This may speak to Tanager's work to leverage VVVs interactions with producing households to also provide nutrition messaging to improve the diversity and nutritional value of the household's diet.

Mr. Bakouan goes on to say, *"with the raising of poultry I am now financially fulfilled. Because of this drastic change in my financial situation, my presence is necessary for the decision-making of certain social facts in my community."*

Tanager also learned that more than 90% of producers reported that they have increased both their financial investments and time spent on their flocks since they started working with the VVV, and 54% of those respondents said they were fully comfortable with the increase¹⁸. This indicates that the producers value the dividends of their new activities over the time and production cost increase.

Supporting Women's Empowerment

Tanager leveraged the poultry value chain to improve women's leadership opportunities and income by engaging them as private-sector partners. The SELEVER project worked with 3,299 women and mixed groups and trained 40 female VVVs. These groups and VVVs trained more than 86,000 (72% women) on women's empowerment messaging¹⁹. The project's focus was on engaging, promoting, and enabling women's access to opportunities, which was expected to lead to an increase in self efficacy.

While it can be difficult to quantitatively measure the impacts of these trainings, it is interesting to note how often participants' mentioned women's empowerment as their most significant change (MSC). In fact, nearly half of the stories provided by participants (49%) focused on women's empowerment²⁰ showcasing the positive impacts in the lives of these women and households. Changes included improving the distribution of domestic work among women and men as well as boys and girls, greater participation in decision-making in the household, and better control of their income.



¹⁷ Most Significant Change Analysis

¹⁸ Lean Data survey

¹⁹ BMGF Poultry Meeting Presentation

²⁰ The Most Significant Change Analysis sorted the participant stories into six subject areas: increase in poultry productions, women's empowerment, dietary diversity, nutrition status of women and children, improved food and living environment hygiene, and increase in income.

Modules to Strengthen Women’s Empowerment

As noted in the Technical Approach section, Tanager communicated women’s empowerment messages through local partners CBDF and ACF who shared training modules and videos (designed by SELEVER) to community leaders and groups. Overall, Tanager noted positive changes in women’s ability to participate in household decision-making, which is broken out by activity in the Endline Report as shown in **Table 4**. However, working through community leaders seems to be the best approach to strengthen women’s role in household decisions – as noted earlier.

Questions Addressed
<ul style="list-style-type: none"> • How will messages lead to significant difference in women’s decision-making at the household level? • What is the viable role of an association, such as IPVL, in increasing women’s decision-making power?

Table 4: Percent of Women Contributing to Activity Decisions, by Activity and Survey

Activities	Baseline	Midline	Endline
Subsistence Agriculture	33%	29%	36%
Commercial Agriculture	N/A	35%	40%
Poultry Raising	N/A	27%	41%
Salaried Work	53%	50%	70%
Non-Agriculture Activities	64%	68%	62%
Note: Information not available from baseline is marked as N/A			
Note: Baseline data does not include Hauts Bassins			
Note: Calculated as a percentage of women participating in each activity			

Associations and groups also appear to play a role in increasing women’s decision-making power. During SELEVER, more women became active members of local associations²¹ and the endline survey responses strongly indicate that women who are active members in associations or groups are more comfortable participating in household decisions than their counterparts who are not active members²².

Diversifying Women’s Income

Tanager worked directly to improve women’s income by engaging both women VVVs and poultry producers. While SELEVER documents and reports show that producers and VVVs increased their income as a result of the project, it was difficult to tease out the increase for women specifically. However, women entrepreneurs shared their stories about how their diversified income and increase in poultry revenue impacted their families. *“With the*

Questions Addressed
<ul style="list-style-type: none"> • Are there key barriers in terms of knowledge or confidence that limit women from taking out loans for investment?

²¹ SELEVER results framework shows that women’s active membership more than doubled from the first year bringing the total increase to 10,377 women who reported being members of a group.

²² Endline survey data suggest that women who are active members were more likely to make household decisions by about 75%.

revenues from my business, I help my husband by buying condiments. During the school year I bought notebooks and pens for my children who go to school. I use that same money to buy millet to prepare my dolo²³. Through this (poultry enterprise) I was able to preserve my dignity and take care of my children who were about to drop out of school.²⁴”

Through Tanager’s collaboration with MFIs, 3,030 women received loans at a total value of \$545,145 - representing 46% of the capital lent by MFIs under SELEVER. This improved access to capital has ultimately increased women’s ownership of assets, their access to new resources to improve their poultry production or other income-generating activities, and greater poultry market inclusion as they become significant contributors to their households’ income. During the endline survey, we learned that there continues to be key barriers in terms of women taking out loans for investment due to concerns or “fear” of the credit process or uncertainty that they have identified a successful income-generating activity. Most women who said they had difficulty in accessing credit noted it was in part due to doubt that they would be able to repay the loan (28% of the 355 respondents). “It’s the fear of getting credit,” said one women’s group leader, “the fear of not being able to pay it back. They are afraid of shame²⁵.”

Linking Economic Development and Women’s Empowerment

The Lean Data survey noted the significant difference in income between men and women producers. While the average earnings per poultry producer at the time was FCFA 156,000, the 34 women responding to the survey noted their average was FCFA 38,000. However, while women may not have seen income equality, there was an increase in the reported generalized self-efficacy score from 24 at the baseline to 30 at the endline.

Questions Addressed
<ul style="list-style-type: none"> • To what degree will income diversity correspond with increases in reported generalized self-efficacy? • To what degree is increased income associated with reported influence in household decision-making? • Will women manage to save their own income, or will husbands manage household funds?

As women and men participated in gender-focused activities, they expressed a change in diversifying work roles and supporting women in the household. Bintou Pousga, from the village of Goumogo in the Centre-Ouest region, said: “I used to be very busy collecting drinking water for us and the animals, wood for heating, doing the laundry, cleaning the yard. My husband took a lot of work off my back, related to collecting water and wood, and allowed me to spend time on income-generating activities, to strengthen my own field operations and manage my poultry farming.” In some cases, male heads of households encouraged their sons to help with household chores allowing for their daughters to have more time for their education²⁶.

The Endline survey reported an increase in women contributing to decisions on the use of household income from 49% at the baseline to 66% at the end of the project. While this may be in part due to women bringing more funds into the household, it may also be attributed to the gender trainings with local groups (women and mixed groups) and the support of community

²³ A traditional African beer for sale

²⁴ Most Significant Change Analysis

²⁵ Endline survey

²⁶ Most Significant Change Analysis.

leaders in sharing similar messages. The gender messaging may have provided both husbands and wives with better communication tools to discuss household matters.

Kadiatou Kantoro in the Centre-Ouest region said, *"I'm a chicken producer and...my husband took a rooster and bartered it for a puppy that he gifted to my co-wife without informing me. In the evening, I realized that a rooster was missing I asked my husband, he violently replied that he was the one who traded my rooster for a puppy that he gave to his youngest wife... I managed to stay calm, I waited until the next morning and spoke to him without getting angry. He listened to me calmly and promised to refund me my poultry. The procedure worked well, and he gave me another rooster."*

From Tanager's SELEVER reports, analysis did show that there was a positive change in women saving their own income, rather than their husband managing these household funds. Tanager conducted two QuaNDiS analyses, one in 2017 and the other in 2018, measuring the change in key indicators around women's access to funds and nutrition. From these reports, we see that the percentage of women who kept their income increased from 67% to 71%²⁷. Furthermore, the proportion of women who controlled the income kept (81%) in 2018 was relatively higher compared to the 2017 QuaNDiS 1 report (76%).

Table 5: Control over Income Kept²⁸

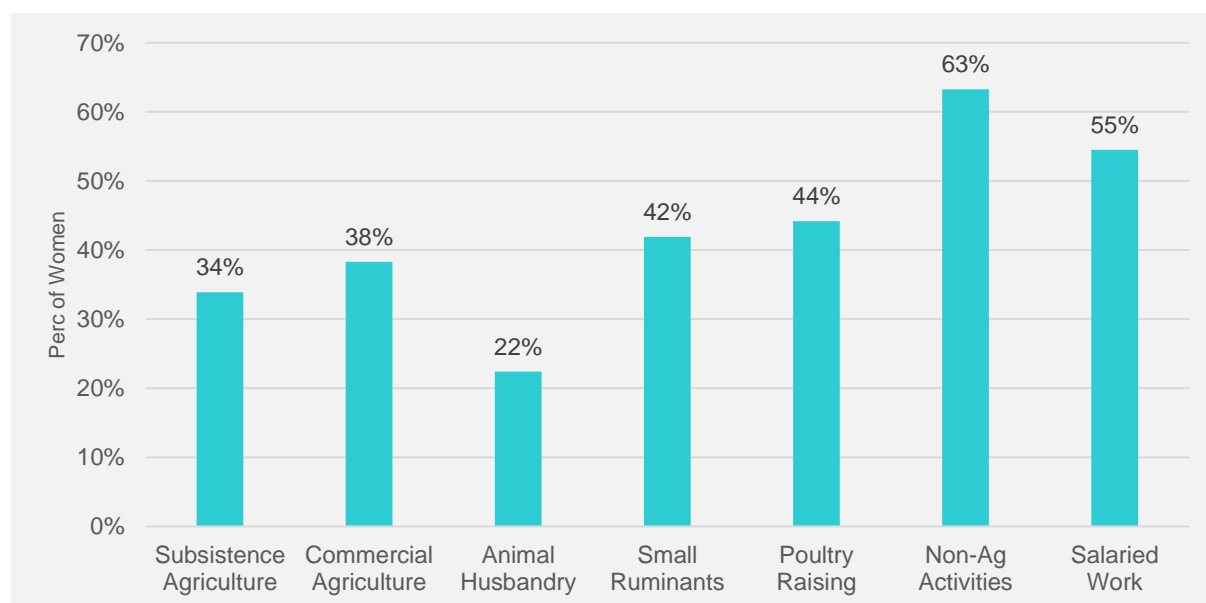
Keeping the income	Control on income		
	I have control	I use but I inform my husband	I don't have control
Herself	81%	18%	1%
Head of household	64%	9%	27%
Father in law	100%	0%	0%
Mother in law	100%	0%	0%

Data from the SELEVER Endline survey found that 95% of women in the participating communities reported managing their own income earned through different activities. The Endline report goes on to note that almost 66% of women have a say in the usage of the overall household income, as compared to 49% at the baseline. This was particularly evident with income from non-agricultural activities (63% of women) and salaried work (55% of women), which are the two activities in which women have the greatest say in the use of income. Forty-four percent of women cited contributing to decisions regarding the use of revenue from poultry production, which represents a noticeable increase from the midline (32%).

²⁷ The Endline Report stated that almost 66% of women reported having some degree of control over the use of household income and this was an increase from the baseline where it was 49%. The difference between the values presented in the QuaNDiS 2 and Endline Report may be due to the different populations surveyed.

²⁸ Table and analysis from QuaNDiS 2 Report (2018)

Figure 3: Percent of Women Reporting to Control Income by Activity ²⁹



Improving Nutrition Outcomes

SELEVER’s strategy to increase equitable consumption of safe and nutrition foods was to use similar platforms as those used for the women’s empowerment components to engage leaders and men and train community members on key nutrition and WASH messaging, as well as integrate this messaging into VVVs service delivery. The expected results were that minimal dietary diversity for women and children would increase.

Nutrition Messaging Methods

We learned through the Lean Data survey that only 15% (76) of the producers surveyed recalled receiving nutrition-related messages from their VVV. The top two recommendations recalled were to consume poultry and eggs (39%) and to give poultry and eggs to children (20%).

The survey also noted that among the responses regarding “improvements to the quality of their life as a result of their work with the VVVs,” 11% of the producers said that their household hygiene was improved.

Questions Addressed
<ul style="list-style-type: none"> • What is the potential influence of village vaccinators and village leaders in extending nutrition messages to men and women? • To what degree is nutritional awareness by men associated with improved nutritional outcome? • What level of positive nutrition behavior is motivated by nutrition messaging in women’s groups? • How does the inclusion of nutrition messaging affect women’s participation in other types of groups?

These responses are echoed in the VVVs comments during the Endline survey on the results they observed after sharing nutritional and sanitation messages with their clients. Of the VVV’s

²⁹ Table and analysis from the Endline Report

surveyed, 73% (37 of the 51 surveyed) said that they provided training to farming households on nutrition. Most noted the changes at the household level included better sanitation for the family, improved cleanliness around animal habitation areas, and retaining some poultry and eggs for the family's diet.

In reviewing the various SELEVER reports and analysis, we did not find significant information regarding the degree to which men played a role in improved nutritional outcome. However, it was noted through various documents that Burkinabé men contribute by purchasing meat and fish for the household and providing funds to

women for other food purchases. Therefore, by sharing nutritional messages with men as well as women, SELEVER likely improved the potential for better diet diversification at the household level. Gilbert Bombe of Boho-kari talked about the changes he saw in his family after he started investing in fish for them based on the nutrition messages he learned. He said, "*The next day (after training), I went to pay for 3kg of fish to give to the women, I did this for 3 months. I saw no child being sick, I continue until now,*" he continued, "*I sat with my wives, we counted that from March 2018 until January 2019 no children have been hospitalized.*"³⁰

Nutrition messages and trainings were also shared through women's groups and among their members. During the Endline survey, 93% of the leaders of these women's groups said that they noticed a change in the nutritional practices among their members. For example, one leader said that "*previously when a woman prepares the evening meal she used the same meal to give the children the next day at noon, but if there were no leftovers the children, especially the little ones, were content with peanuts for lunch. But with the advice she cooks something at noon for the children and now uses the vegetables from the garden for family consumption.*"

The Endline survey also asked group leaders if they noticed positive changes within the behavior of the group as a result of adding nutrition messages to the groups' activities. Three-quarters of the respondents asserted they have seen a positive dynamic within the group such as their members participating more at the meetings, showing up on time, and supporting each other by giving advice and sharing experiences on family management. "*The women are more interested in the training because they are attracted by the messages we give,*" as one leader noted, "*and as a recent activity, we made a kitchen group to discuss (nutrition) and teach the women to cook.*"

When asked if they have observed changes among their clients, one VVV responded – "*(Yes) hygiene is improving, people are building their latrines. I helped three people (dig) latrines because of the hygiene (training).*"

"We pay more attention to hygiene, it's good for our health."

-Women's group leader on changes she's seen as a result of the nutrition messages (from endline survey)

30 Most Significant Analysis

Linking Women's Economic Empowerment and Household Nutrition

From the first QuaNDiS report we learned that women's income is, for the most part, used for purchasing food products along with items needed for the household such as laundry soap, clothes, kitchen and home goods, and health care. From this, we can presume that when women have the necessary income and can control that income, in time they can have an impact on positive changes in the family's meals. However, they do not always have the power to decide or to initiate changes for the household concerning the diversification of the family's diet.

Questions Addressed

- How will an increase in income diversity by women affect household's seasonal access to nutritious foods?
- To what degree are women's empowerment and improved nutritional knowledge associated with increased diet diversity?
- To what degree can diet diversity be shifted among households with equivalent incomes?

Analysis in the QuaNDiS report indicated that one diversified meal for a six-person household³¹ costs FCFA 1,512³² (\$2.49). The Endline Report noted that household spending on nutritious food increased by 10%³³ over the life of the project. Despite this increase, the project did not report increases in consumption of more diverse diets as measured by the Minimum Dietary Diversity score for women (MDD-W) or the minimum acceptable diet (MAD) for children.

While the quantitative data does not show a significant increase in dietary diversity for women and children, stories from the Most Significant Change Analysis indicated that some project participants have increased their understanding of the importance of and behaviors around dietary diversity. Alizèta Yameogo from the village of Bayandi-Naabyiri talks about how her sons started to invest in their family's nutrition following the advice she gained from participating in a nutritional training: *"My sons have decided to support their wives by contributing financially to improve household nutrition. Since our meeting, every day the woman who prepares for the household receives at least 300 CFA francs...they several times (bought) tomatoes, meat, and cabbage to support the women. They also agreed to give eggs to the children."*

This is an excellent example of what SELEVER sought to achieve through the nutrition messaging shared with both women and men so that the household works together to make decision to improve the nutrition and health of the family.

³¹ Burkina Faso average based on 2006 General Census

³² QuaNDiS 1 report

³³ 37% reported at the endline