Appendix 1. Illustrative Project Gantt Chart

| No. | **Project Activities** | **Oct** | **Nov** | **Dec** | **Jan** | **Feb** | **March** | **Apr** | **May** | **June** | **July** | **Aug** | **Sep** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **Initiation** | | | | | | | | | | | | |
| **1.1** | **Mobilization** | | | | | | | | | | | | |
|  | Select villages |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Select priority themes and key behaviors to be promoted through videos |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Identify video production team (video resource persons – VRP) |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Recruit/select video production team |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Recruit/select a full-time field coordinator |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Recruit/select a full time field agent--management information systems (MIS) for data entry, video production and quality assurance |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Recruit field agents to carry out quality assurance (QA) checks |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Select/recruit video mediators (the dissemination teams) |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Identify and recruit local actors |  |  |  |  |  |  |  |  |  |  |  |  |
| **1.2** | **Situational Analysis** | | | | | | | | | | | | |
|  | Conduct landscape/desk review |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Conduct formative research |  |  |  |  |  |  |  |  |  |  |  |  |
| **1.3** | **Capacity Strengthening** | | | | | | | | | | | | |
|  | Adapt the training manual to the context and develop specific job aids |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Train VRPs on video production |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Train field agents (MIS and Video Production) on COCO data entry and analytics dashboard |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Train field agents (QA) on quality dissemination observations |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Train mediators on dissemination |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Train community mediators, community health workers, and key stakeholder staff on high impact MIYCN and hygiene behaviors and video dissemination |  |  |  |  |  |  |  |  |  |  |  |  |
| **2** | **Production** | | | | | | | | | | | | |
| **2.1** | **Content Development** | | | | | | | | | | | | |
|  | Organize consultations with various stakeholders and community representatives to review formative research results and prioritize video content |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Develop “packages of practices” for the nutrition and hygiene content of each of the prioritized videos |  |  |  |  |  |  |  |  |  |  |  |  |
| **2.2** | **Video Production** *– Each video takes only about 3 days from storyboarding through editing.* | | | | | | | | | | | | |
|  | Develop a storyboard for each topic |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Identify positive deviants as actors in the community to feature in the videos. |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Produce videos |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Edit videos |  |  |  |  |  |  |  |  |  |  |  |  |
| **2.3** | **Quality Assurance** | | | | | | | | | | | | |
|  | Pre-test each video in non-intervention villages |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Edit and revise each video based on community feedback |  |  |  |  |  |  |  |  |  |  |  |  |
| **3** | **Diffusion** | | | | | | | | | | | | |
| **3.1** | **Dissemination** | | | | | | | | | | | | |
|  | Plan the dissemination schedule. |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Hold monthly or bimonthly dissemination preparation meetings as MIYCN refresher trainings for mediators. |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Conduct facilitated dissemination of videos on a regular basis |  |  |  |  |  |  |  |  |  |  |  |  |
| **3.2** | **Adoption and Promotion** | | | | | | | | | | | | |
|  | Monitor attendance, interest in adopting and/or changing and/or promoting the behaviour being promoted by the video |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Conduct home visits to check if expressed adopters adopted/changed the practice correctly, or if the non-target audience has accurately promoted the practice to others |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Enter data in Connect Online, Connect Offline (COCO) |  |  |  |  |  |  |  |  |  |  |  |  |
| **3.3** | **Monitoring and Evaluation** | | | | | | | | | | | | |
|  | Enter monitoring data into COCO for analysis |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Regularly cross verify a random sample of adoptions to ensure verification quality |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Review participants’ feedback and adoption data to improve the video production and dissemination processes and identify content for new videos |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Conduct evaluation for priority behaviors |  |  |  |  |  |  |  |  |  |  |  |  |