Barriers to Household Fish Consumption amongst Inland Fish Producing Households

Wahyu Nugroho* and Avelina Costa**

*Director of Agriculture and Food Security Programs, Mercy Corps Timor-Leste, wnugroho@mercycorps.org, **DM&E Officer of Mercy Corps Timor-Leste, acosta@mercycorps.org

Abstract

The overall objective of Mercy Corps' Combatting Malnutrition and Poverty through Inland Aquaculture in Timor-Leste (COMPAC-TL) Program is to decrease malnutrition and poverty in Timor-Leste by promoting inland fish farming and integrated agri-aquaculture systems (IAAS). A Designing for Behaviour Change (DBC) process was done and identified 6 key determinants as barriers for the promoted behaviour: 1) Perceived self-efficacy; 2) Perceived Social Norms; 3) Perceived Access; 4) Perceived Cues for Action; 5) Perceived Susceptibility; 6) Perceived Action Efficacy.

Introduction

From November 2014 to February 2015 a Designing for Behaviour Change (DBC) process was carried out to identify key determinants hindering household consumption of inland fish using Barrier Analysis (BA).

Methods

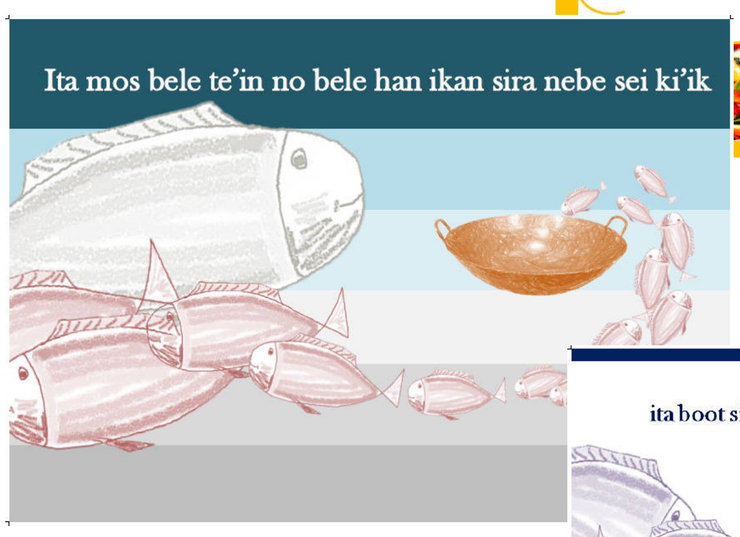
- A desk assessment and two FGDs were done to identify the priority group and to determine the behaviour to be promoted.
- The behaviour: "*Targeted caregivers/women in fish farming households, who prepare food for their households' own consumption, are feeding to all household members over 6 months with fish from their ponds, at least 2 times per week*."
- Total 45 doers and 45 non-doers respondents were interviewed.
- The BA assessed 12 key determinants

Results and Discussions

The BA identified 6 key determinants as barriers for the promoted behaviour:

1) Perceived self-efficacy/Skills: where the non-doer caregivers are lack of ability to determine the 'appropriate' size of fish to be collected from the pond and if there will be enough fish inside the pond if collected regularly for home consumption;
2) Perceived Social Norms: where the doers expressed that their whole family members are very supportive when fish is served;
3) Perceived Access: would be easy if fish ponds are located close to the house;
4) Perceived Cues for Action/Reminders: non-doers expressed that it is difficult to remember the importance of consuming fish, while doers mentioned the opposite;
5) Perceived Susceptibility/perceived risk: it is perceived that household members are susceptible to become malnourished;
6) Perceived Action Efficacy: it is believed that consuming fish will help prevent household members from becoming malnourished.

Developed BCC to address identified barriers



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