Improving nutrition: RANAS campaign increases Moringa consumption

This project evaluation shows how a RANAS campaign substantially increased the consumption of Moringa leaves and Moringa powder in two provinces in Mozambique. It demonstrates that the RANAS approach can be successfully used to target nutrition behaviours.

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Aim & Methodology

Our aim was to quantify changes in the collection, preparation, and consumption of Moringa leaves and Moringa powder in response to a behaviour change campaign conducted with households in Nampula and Zambezia provinces, Mozambique. This evaluation study used a matched before-after design, with baseline data collection in August 2024 and endline data collection in July 2025 from the same participants (N=391).

Campaign

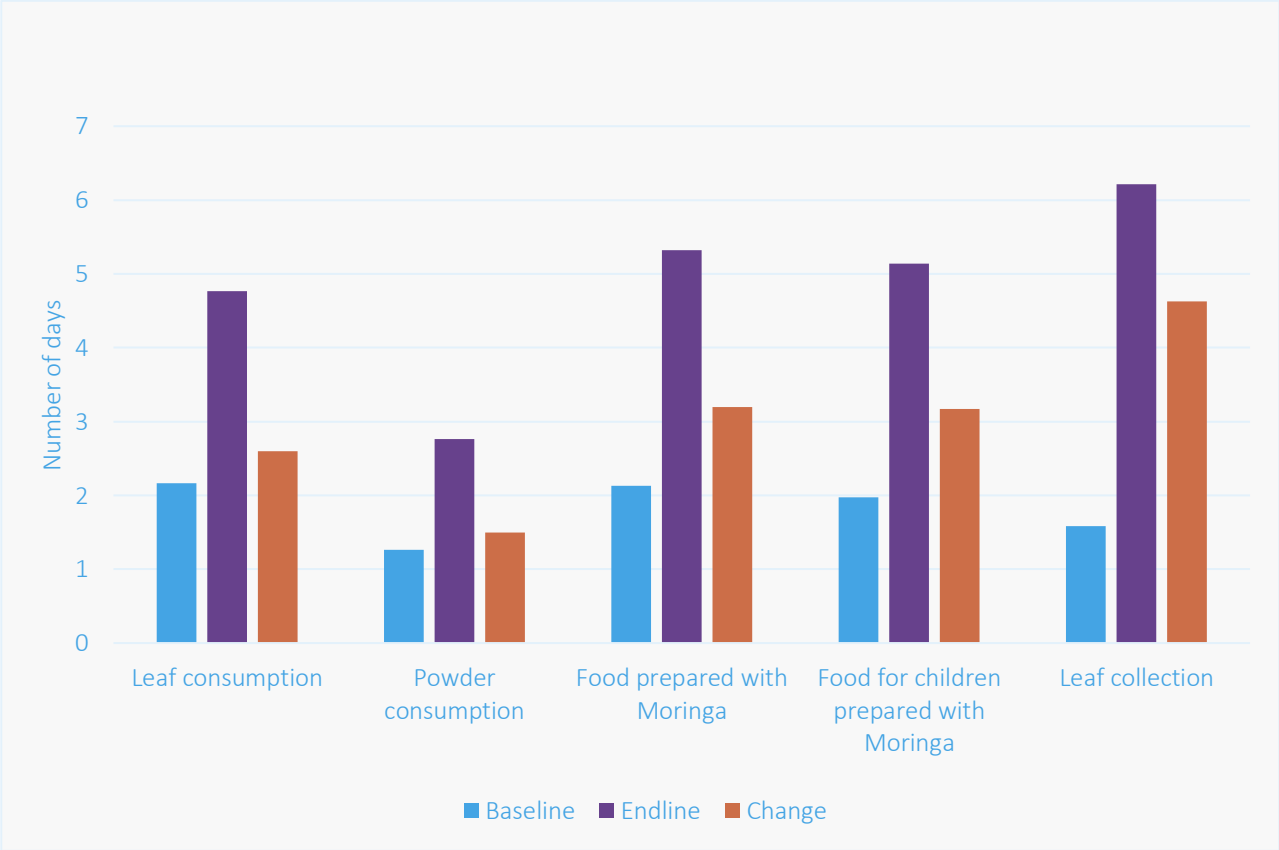
The campaign was designed using a mixed-method approach, combining qualitative and quantitative tools grounded in the RANAS approach. It revealed the following main motivators and enablers, so-called behavioural factors, of Moringa consumption: positive feelings towards Moringa and the perception that it made children stronger, perceptions that neighbours and friends also consume Moringa regularly, knowledge and confidence in the ability to prepare Moringa, as well as planning and self-monitoring to collect and prepare Moringa during the daily routine. The behaviour change techniques (BCTs) for the campaign were selected according to these identified behavioural factors. Below table outlines the selected BCTs and corresponding campaign activities. The campaign was implemented through community events, household visits, radio spots, and school activities.

Presentation of Moringa seeds during community event

RANAS Behaviour Change Techniques (BCTs)	Campaign Activities
BCT 9. Describe feelings about performing and about consequences of the behaviour	Theatre shows highlighting the feelings and benefits of consuming Moringa
BCT 15. Inform about others' approval	Public statements and appeals from community leaders and health professionals
BCT 23. Provide instruction, BCT 25. Prompt guided practice	Public cooking demonstrations and cooking competitions
BCT 32. Prompt specific planning, BCT 33. Prompt (self)-monitoring of behaviour	Individual planning of when, where and how to collect and prepare Moringa, self-monitoring exercise

Changes in Moringa consumption, preparation and collection

The following graph shows increases from baseline to endline for the five outcomes related to Moringa consumption, food preparation and leaf collection behaviours. Leaf consumption, for example, increased from about two days per month to nearly five days per month. Powder consumption increased from one day per month to nearly three days per month. And Moringa leave collection increased from less than two days per month to more than six days per month.



Changes in Moringa-related behaviours from baseline (before the campaign) to endline (after the campaign).

In addition, we checked to what extent the increases in Moringa consumption were associated with participation in the RANAS behaviour change campaign. The results showed that interviewees who had participated in the community meetings or household visits reported higher consumption of Moringa leaves and Moringa powder, as compared to participants who had not participated in the community meetings. Also, participants who had received a leaflet or remembered a radio spot about Moringa reported higher consumption rates than their peers who had not received a leaflet or had not listened to a radio spot, respectively. All increases are statistically significant.

Conclusions

These results show a strong increase of Moringa consumption over the one-year evaluation period. They also show that increases depended on participation in specific communication channels and thus provide strong evidence that the increases in Moringa consumption were triggered by the campaign. Informal feedback from villagers revealed that participants started sharing their experiences and the benefits of Moringa which likely reinforced and multiplied the campaign effects.

Further information: Information on the RANAS model and practical approach, the Behaviour Change Techniques Catalogue and more fact sheets on the RANAS approach can be accessed on www.ranas.ch | Contact: max.friedrich@ranas.ch | Please cite as: Friedrich, M., Palacios, S., Harter, M., Negas Armando, M., Augusto Cabral da Costa, O., Obra, D., Albuquerque, L., Lino Mareira, E., Brogan, J., Barbero, A.C. (2025). Intervention Fact Sheet: Improving nutrition: RANAS campaign increases Moringa consumption. Zurich, Switzerland | Copyright: This Fact Sheet is copyright protected by Ranas Ltd. and may only be used under the Creative Commons license CC BY-NC-ND 4.0