

Region du Centre (Centre Sud et Centre Est/Plateau Central): Po, Pouytenga



The Centre South and Centre East regions are areas where government administration vies with powerful traditional social organization: in villages, traditional chiefs continue to enjoy great influence in all matters of village life (e.g. land use, disputes). In the Centre East, the Mossi hold political power, while the Bissa remain the land chiefs and hold cultural and religious power. Smaller ethnic groups are Peulh, Koussassé, Gourmantché, and Hausa. Soils are not very favorable to agriculture.

People rely on subsistence agriculture and some livestock, and the return on labour invested is low.

Key Findings

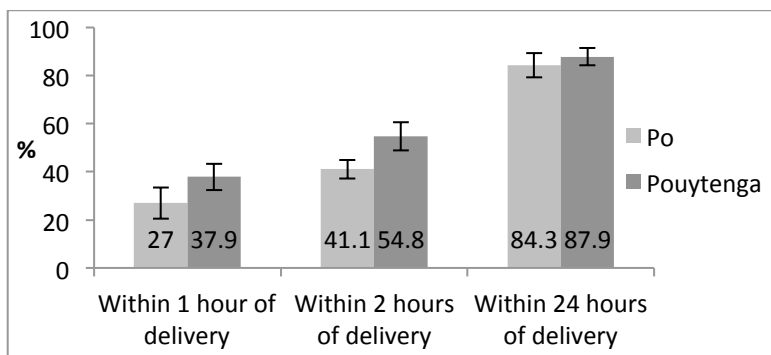
Baseline survey

Our baseline survey was conducted between December 2011 and February 2012 (by the London School of Hygiene and Tropical Medicine and Centre Muraz), before the media intervention was launched. In total 5,000 mothers of a child under 5 years were interviewed about maternal and child health behaviours, from several regions across Burkina Faso, so our data provides a representative sample of mothers throughout the country. For the Centre Sud and Centre Est regions, we have grouped the data for Po and Pouytenga (both control zones):

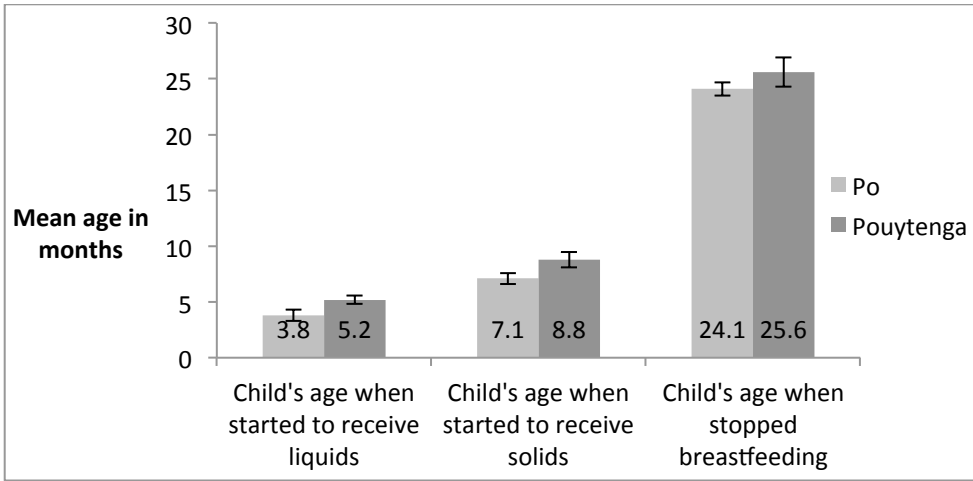
Demographic Information

In Po 92% of the women interviewed were of Gourounssi ethnicity while in Pouytenga, 97% of women were Mossi. Most women in Po (94.1%) and in Pouytenga (99.2%) were married. The mean number of children aged less than 5 years living with women in Po was 1.3 and 1.4 in Pouytenga. The mean age of mothers interviewed was 29 years.

Initiation of breastfeeding



Breastfeeding duration



Exclusive breastfeeding in infants under 6 months

