

Trials and Tribulations: A Guide to strengthening Social Behaviour Change (SBC) Interventions for Maternal, Infant and Young Child Nutrition (MIYCN) Programs



Organization: Action Against Hunger

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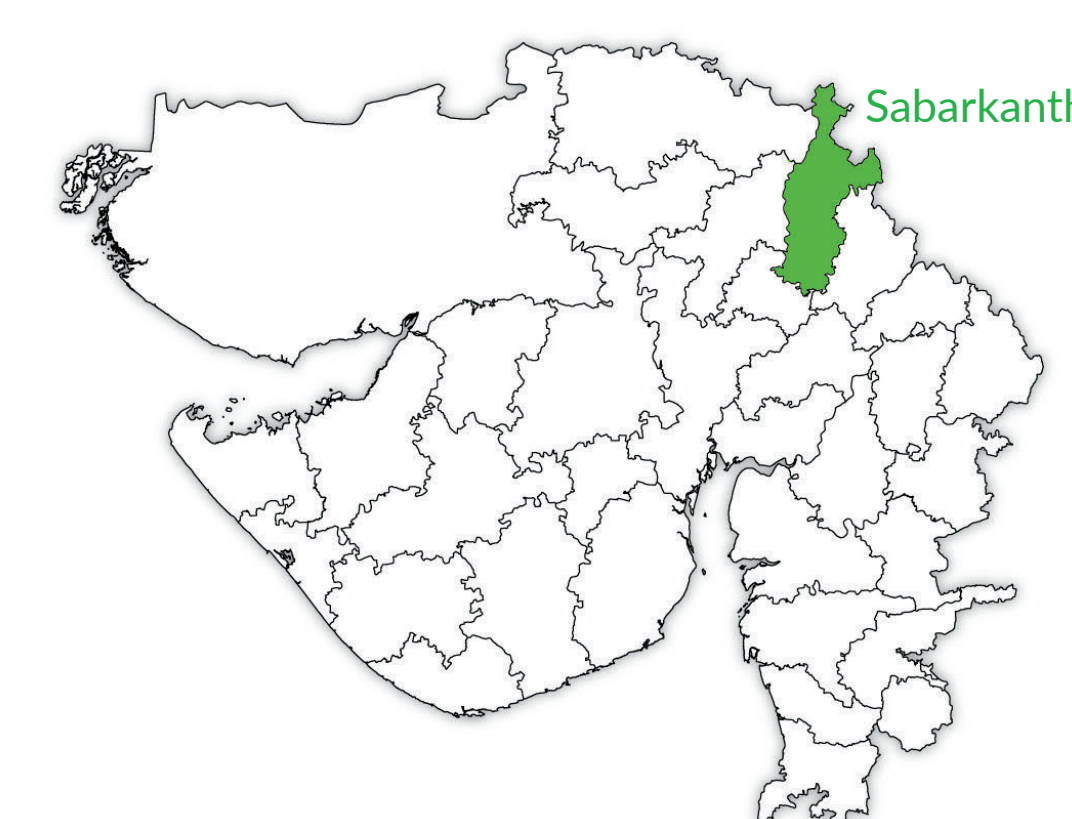
BACKGROUND

Project Vruddhi (2021-2024) supported Health and WCD Department, Gujarat to achieve accelerated progress towards nutrition outcomes identified under POSHAN Abhiyan.

To improve health and nutrition practices by building knowledge, skills, motivation, and a supportive environment.

To support the Department of Health and ICDS, WCD to deliver improved nutrition services.

Project Vruddhi - Structured research driven approach beginning with a baseline, intervention and endline assessment using Quasi Experimental cross sectional design approach.



Sabarkantha District is located in the northeastern part of the state of Gujarat. It is a tribal-dominated district, with 3 of its 8 blocks (Poshina, Vijaynagar, and Khedbrahma) being tribal blocks, with Scheduled Tribes comprising 23.6% (3,28,243) of the total population, and Scheduled Castes making up 9% (Census 2011). The main tribal groups include Bhil, Garasia, and other smaller communities.

KEY FINDINGS



In Sabarkantha, timely initiation of Breastfeeding across all deliveries has increased by 12% and across public facilities has increased by 4% from baseline to Endline. 59% of the respondents shared that they initiated Breastfeeding within one hour.



Exclusive Breast Feeding Practice has increased by 4% in Sabarkantha. The findings suggested reduction in exclusivity among 3-5 months infants.



The mean IFA received was 207 tablets and mean consumption was found to be 185 tablets. The distribution and consumption both has improved over a period of 3 years. The adherence rate has improved by 10%



The findings suggest that respondents of children across both the age groups (6-11 months and 12-23 months) have responded receiving both Zinc and ORS during episodes of diarrhoea.

INTERVENTION MODEL

Capacity Building

01

Training of FHS, L.S. & FLWs on MIYCN, Leadership, and Supportive Supervision. Empowering teams with skills for better service delivery

Building Master Trainers

02

Skilled trainers for sustainable knowledge transfer. Ensuring training quality through expert guidance.

Breastfeeding champions

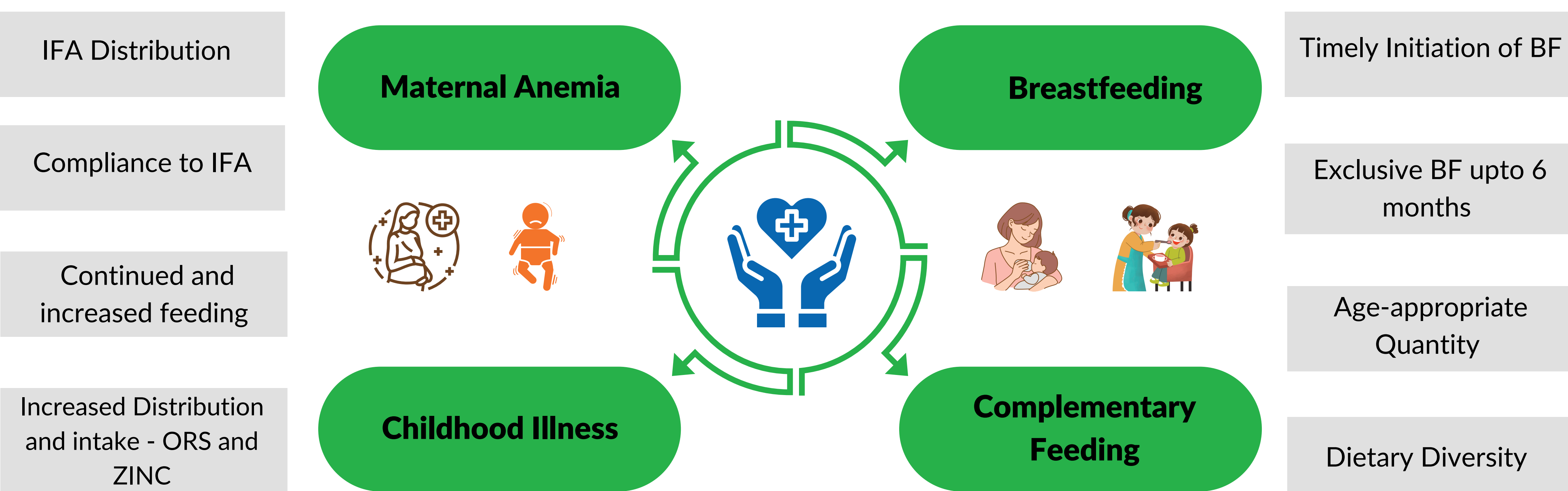
03

Identifying and empowering key advocates for breastfeeding promotion. Creating local role models to support mothers.

SBCC Model

04

Mother's Meetings on Breastfeeding, Complementary Feeding, SAM, and Anemia, led by CHOs and cascaded by FLWs.



CONCLUSION AND WAY FORWARD

- **Context-specific SBC strategies supported by formative research improved maternal and child nutrition;** the **Breastfeeding Champions model** proved effective and replicable for peer-led behavior change.
- Sustained improvements, especially in complementary feeding, need **longer program duration, stronger government involvement, and continuous reinforcement of interventions.**

