

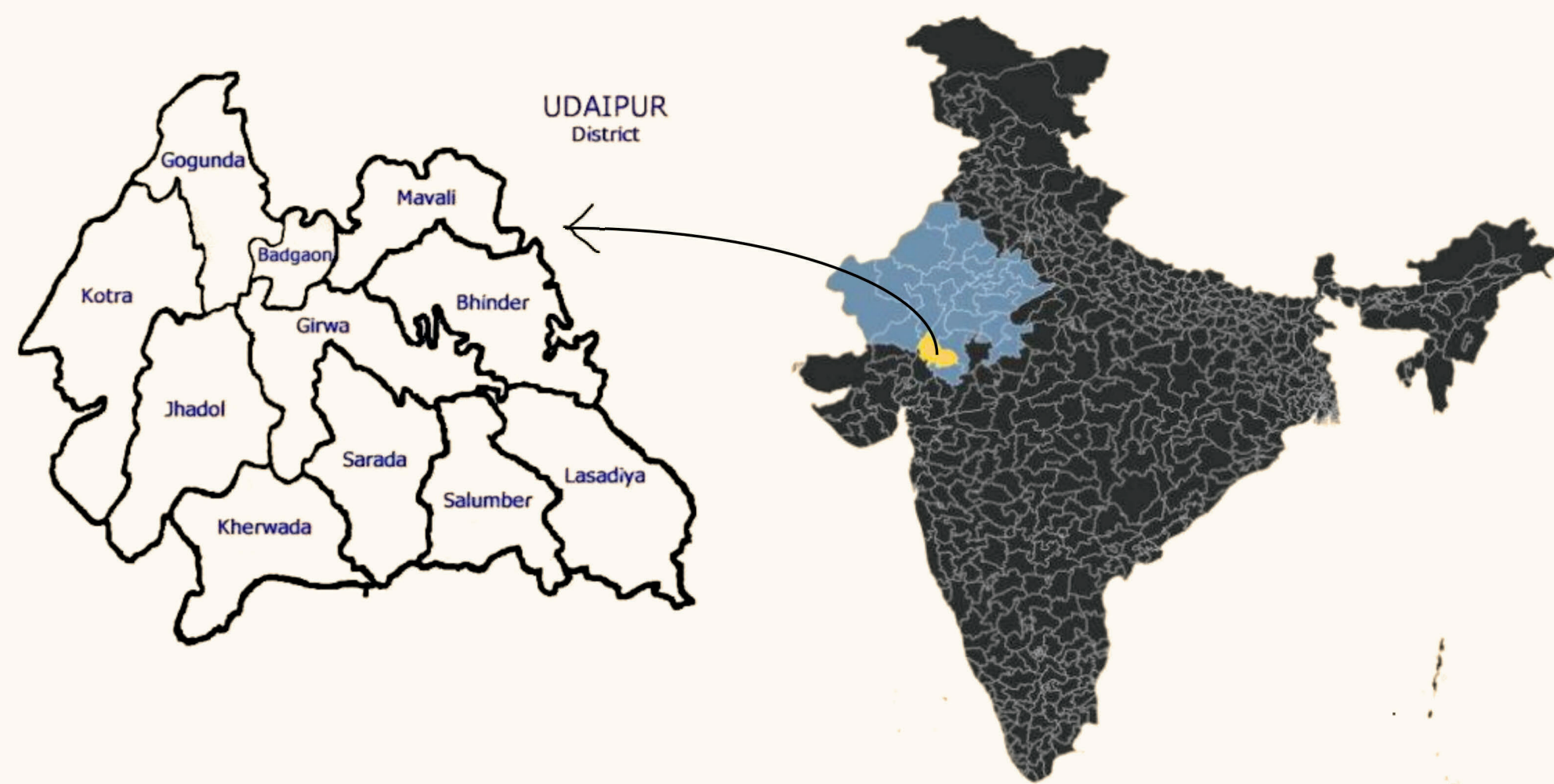
Use of Positive Deviance in Improving Child Nutrition: Experience from Tribal Block of Udaipur, Rajasthan

Organisation: Azim Premji University

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Introduction

- Malnutrition in Developing Countries is a significant health concern, particularly among children
- In Udaipur district, particularly among the tribal community 68% of children (under 5) are malnourished
- Traditional approach focuses on distributing nutritional food (Poshahar)
- Positive Deviance (PD) Hearth Approach instead focuses on identifying and spreading positive behaviors within the community to improve health outcomes



PD Hearth

Identify villages (15-20 Malnourished Children)

PD Inquiry

Meeting with Participants

Selection of Volunteers

Meeting with Key Stakeholders

PD Hearth Session

Follow Up

Research Questions

1. What has been the experience of caregivers who participated in the 13-day PD Hearth program?
2. What changes have the caregivers been able to bring about in their child-caring practices after the PD Hearth program?
3. What are the ways in which the PD hearth program can be further improved and made sustainable?

Methodology

- In depth semi - structured interviews with 24 caregivers and 3 program facilitators who have involved in 2 PD Hearth sessions one year back
- Observation from 2 ongoing PD Hearth sessions.

Research Findings

Caregivers who attended the sessions gained knowledge about:

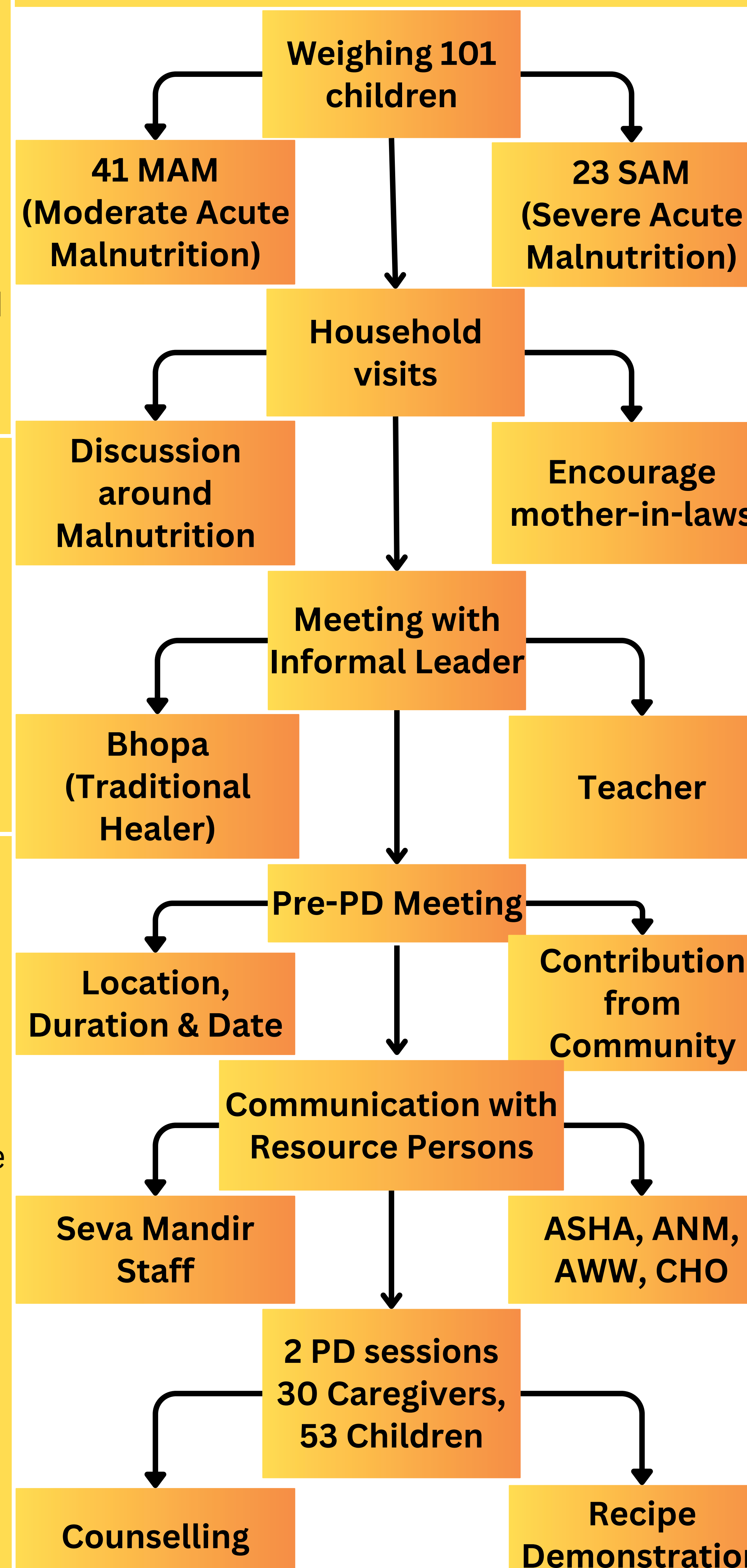
- Positive caregiving practices
- New recipes

Challenges:

- Not all recipe ingredients available in the house
- Irregular attendance, because of:
 - Household responsibilities.
 - Caregiving duties
 - Distance from the Anganwadi.
 - Agricultural work
 - Suboptimal content delivery
- Limited Space at Anganwadi
- Less involvement of caregivers in recipe demonstration

Implementation of two PD Hearth Sessions

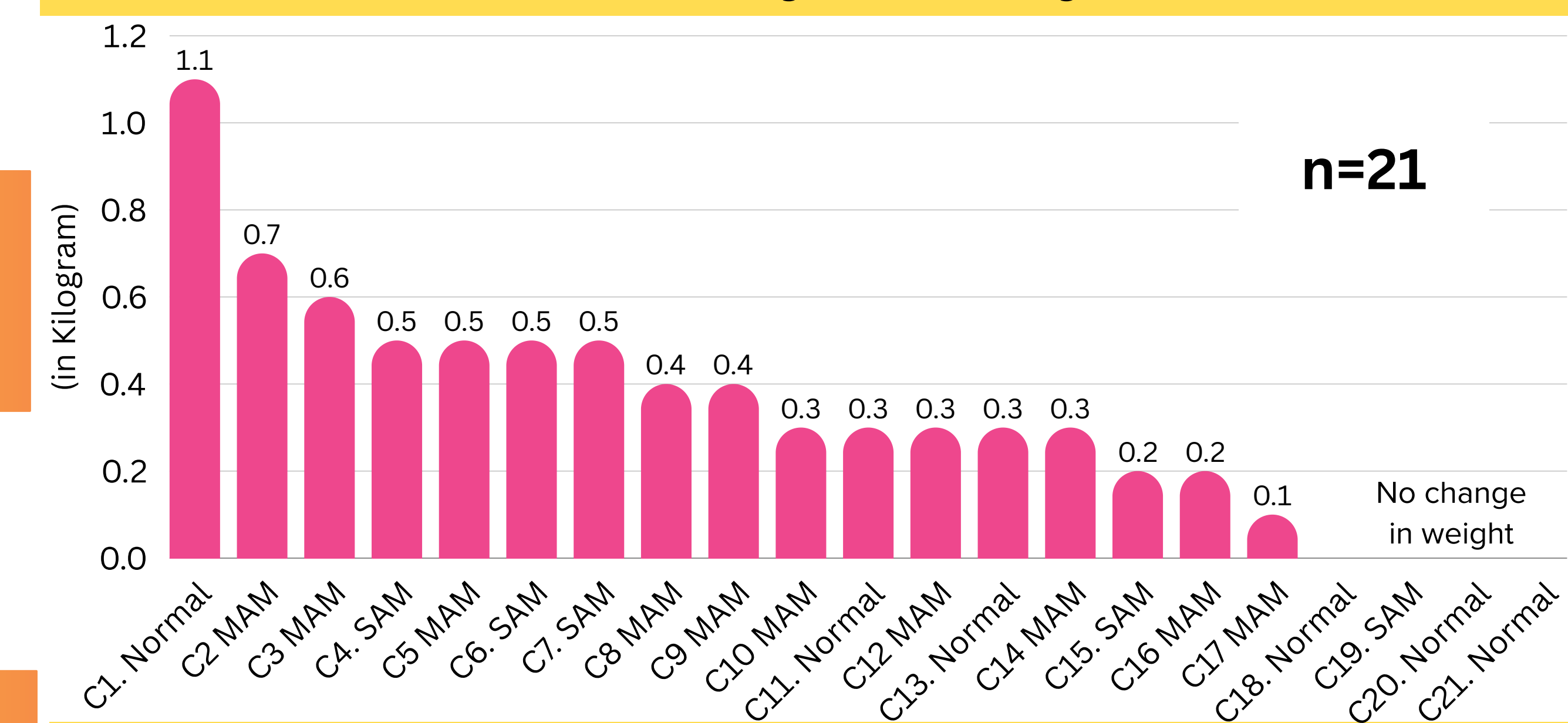
Steps



Attendance

- 4 caregivers attended all 13 days
- Reasons for Missing Sessions: Household responsibilities, documentation work in government offices, health concerns, community events, opportunities for paid work, inter-personal conflicts

Change in weight of children who attended PD Session (between Day 1 and Day 13)



Recommendation

- Pre-PD Activities & Community Involvement
- Decentralize location
- Community appropriate content
- Locally available food based menu
- Repeat PD sessions annually

Learnings

- Full attendance is not assured, but caregivers who do attend gain valuable insights
- Importance of Community Engagement and Ownership
- Adapt to changing circumstances (e.g., location, language barriers) to overcome challenges
- Trust is foundational for program success

