



**ACTION
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QUARTERLY NEWSLETTER

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State-level scale up of SBC package and MIYCN training, in Gujarat!



POSHIT GUJARAT | VIKSIT GUJARAT

A Social and Behavior Change (SBC) package produced by Action Against Hunger is scaled up at State-level by the Women and Child Development Department (WCD), Gujarat for awareness on Anemia, Nutrition and hand hygiene during World Breastfeeding Week (WBW2024) and Nutrition Month 2024.

Another initiative of Action Against Hunger, which is scaled up by WCD, Gujarat is a digital training on Maternal, Infant, and Young Child Nutrition (MIYCN), with a particular emphasis on breastfeeding.

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World Breastfeeding Week Celebration



Action Against Hunger India commemorated #WorldBreastfeedingWeek 2024 with the theme, 'Closing the Gap: Breastfeeding Support for All'. Here are some highlights from the activities we organized across various locations to promote breastfeeding support for every mother and child.

Collectively addressing malnutrition in Govandi slums



We participated in a multi-stakeholder meeting with various development partners at Shatabdi Hospital, Govandi, to address malnutrition in the Govandi slums. The objective was to establish a Nutrition Rehabilitation Centre (NRC) and Poshan OPD in collaboration with other NGOs at the hospital.

Tech4Nutrition: Innovative Solutions for Healthier Communities



Action Against Hunger and Welthungerhilfe (WHD), co-hosted a multi-stakeholder workshop in Delhi, uniting leaders from NGOs and the tech industry to explore the role of technology in enhancing nutrition outcomes.

The event showcased insightful discussions and cutting-edge innovations, emphasizing the transformative potential of technology, particularly Artificial Intelligence (AI), in shaping a healthier future.

50 MIYCN champions nurtured in May 2024, are now mentoring 1000 new champions!



In May 2024, a five-day District Level workshop on Maternal, Infant, and Young Child Nutrition (MIYCN) was conducted, led by Dr. Rupal Dalal, Director of Maternal and Child Health (SMDT), along with her team. The workshop, which focused on breastfeeding techniques, trained and sensitized 50 Health and ICDS-WCD officials. This event was organized with technical support from Project Vrudhhi, an initiative by Action Against Hunger, in collaboration with the ICDS-WCD, Health Departments, and Jilla Panchayat, Sabarkantha.

These 50 trained officials are now mentoring 1,000 new champions in Sabarkantha through a cascade training model centered on breastfeeding and growth monitoring.

Nutrition Month Celebration



In September, we celebrated Nutrition Month across Andheri, Dharni, and Sabarkantha, focusing on empowering mothers and caregivers to prioritize nutrition and hygiene. In Andheri, our hands-on demos and interactive activities taught participants about breastfeeding, Kangaroo Mother Care (KMC), and handwashing. In Dharni, we spread awareness about “Nutritious Food for All” in seven villages, reaching many participants. Meanwhile, in Sabarkantha, we promoted holistic nutrition through Social and Behaviour Change (SBC) meetings, Poshan Chaupal, and folk theatre—Bhavai, using videos and jingles to engage the community. Together, these initiatives fostered greater awareness and encouraged healthier choices for a better tomorrow!

Poshan Chaupal - Nutrition Meets to influence family members, mainly through community influencers and through Folk theatre medium



Focusing only on pregnant and lactating mothers through Mother's Meetings wasn't enough for effective Social and Behavior Change (SBC). To strengthen support for improved Maternal, Infant, and Young Child Nutrition (MIYCN), Project Vruddhi expanded to include key family influencers—husbands, in-laws, and community leaders. In consultation with the Chief District Health Officer, Sabarkantha, they launched Poshan Chaupals (Nutrition Meets) with two strategies: involving community influencers and encouraging participation from husbands and family members.

During Nutrition Month, we incorporated folk theatre to spread awareness about nutrition. Drawing inspiration from the Bhavai theatre form, the characters 'Rangla' and 'Rangli' delivered key messages on maternal and child nutrition. Traditional music, featuring the instrument 'bhungal,' helped engage and mobilize the community. This infotainment approach was highly appreciated by the audiences.

Review Meetings on Academic and Behavioral Progress of Children in the Education Sponsorship Programme at Montfort School, Dharni



We conducted meetings with community volunteers (tutors) and schoolteachers at Montfort school, Dharni to review the academic and behavioral progress of children in the Education Sponsorship programme, supported by NAOS. Key discussions focused on integrating moral education, promoting personal hygiene, addressing challenges faced by teachers and identifying ways to improve teacher support. We also conducted separate review meetings with parents of the sponsored children to discuss the children's academic and behavioral progress, the importance of regular school attendance and emphasizing personal hygiene- specifically hand hygiene.

A Journey of Hope and Resilience



In Malpur village of Vadali block in Sabarkantha, a Community Based Event (CBE) called 'Mamta divas' was taking place, dedicated to maternal and child health. Alongside Community Health Officers (CHOs) and Frontline Workers (FLWs), the team of project Vruddhi - an initiative by Action Against Hunger, participated in supportive supervision during this event.

Fanika Panchal (name changed), a pregnant woman, attended the event. During the counseling session, the team identified that Fanika, who was three months pregnant, weighed only 32 kg. Alarmed by her low weight, the Accredited Social Health Activist (ASHA) explained the importance of a balanced diet and proper medication to her. They planned a joint home visit with the Project Vruddhi team to provide further support and guidance.

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At Action against Hunger, we drive change from the ground up, to make this world free from hunger.

Since inception in 1979, we have led the global fight against hunger. Our work has impacted the lives of 15 million individuals, through a network of 7100 humanitarian professionals across 50 countries. In India, our operations from the grassroots upwards, are focused on taking decisive action against the causes and effects of malnutrition. We equip people with knowledge and awareness, so they can see their children grow up strong, and for whole communities to prosper.

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