



Report of the

Nutrition Mela - 2018





Introduction:

The month of September 2018, has been declared as National Nutrition Month or Poshan Mah by National Nutrition Mission (Poshan Abhiyan), Government of India. The objective of observing nutrition month is to make people aware on various aspects of nutrition. Government has declared to focus on the importance of first 1000 days of a child as a critical phase for nutrition during this period.

On this backdrop, National Association of Man for Mankind (NAMM) organized a series of activities focusing on creating awareness on nutrition and related issues, especially during the 1st week of September 2018. Special emphasis has been given on spreading awareness on the need and importance of first 1000 days approach. NAMM organized meetings and interactions with adolescent girls, pregnant women and lactating mothers in all the twenty four project villages of Nayagram block of Jhargram district in West Bengal. Different participatory tools including storytelling, picture cards, and participatory games were used to pass on the messages to different stakeholders. An average of 35-40 people participated in each of the community level meetings in all the 24 villages. After the completion of the community level programmes, one day event was organized in presence of all the stakeholders and service providers with the purpose of campaign consolidation.



Key messages:

The programme had mainly two components. On the one hand, community meetings were organized with adolescent girls, pregnant women and lactating mothers and on the other hand a joint celebration was held as the consolidation of the campaign. The following were the key messages shared with all stakeholders throughout the campaign.

- Registration of pregnancy
- Complete ANC check up during pregnancy (all checkups, consumption of IFA tablets)
- Institutional delivery
- Giving Colostrums to the child
- Post Natal Care
- Exclusive breast feeding to the child for first six months
- Complementary and supplementary feeding practices
- Basic health, hygiene and sanitation practices throughout the period

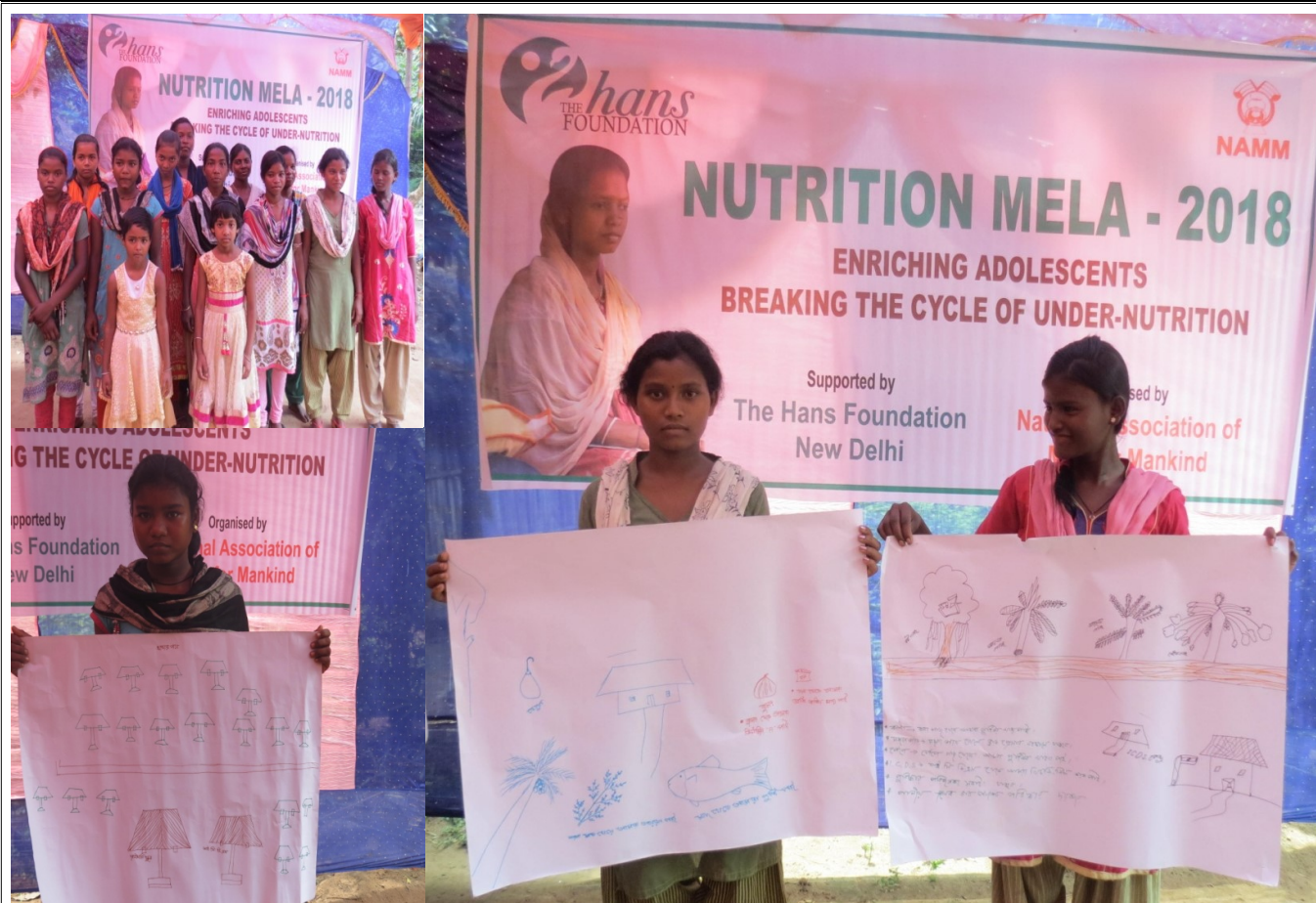


Community Meetings:

In all the 24 villages community meetings were organized during 1st to 6th September 2018. NAMM followed different participatory ways for conducting these meetings. The main purpose was to communicate all the above mentioned key messages to adolescent girls, pregnant women and lactating mothers in as simple ways as it is possible. The methods of communication were contextualized as per the category of the beneficiaries so as to have more positive impact. A total of 919 adolescent girls, pregnant women and lactating mothers had participated in the programme. The following methods were used as part of community meetings.

Picture Cards: - Different pictures cards were developed depicting various issues of importance of 1000 days. The cards were shared in community meetings elaborating stories and how 1000 days are important for a child. Based on the picture cards and stories discussions were facilitated on the importance of the period, services available from the Government during this period and how to maximize the impact.

Participatory games: - NAMM has designed and introduced couple of participatory games to spread the messages on nutrition, especially the importance of 1000 days. These games were specially played with the adolescent girls in all the 24 villages. The games were designed in a way so that there is a realization of the people who are participating and observing the process.



Adolescent Girl's Vision for Nutrition:-

As part of its engagement with the adolescent girls, NAMM facilitated an exercise of visioning for nutrition in all the project villages. This was a participatory exercise with the adolescent girls. After the meeting with the girls, NAMM facilitated a process where the girls were engaged in this exercise and expressed their thoughts and vision for their village through different drawings and paintings. The adolescent girls in the respective villages were allowed to draw this either in group or individually. A total of 137 adolescent girls in 24 villages have participated in this process. Post the exercise, detail discussion was carried out with the girl on why they think so and how to work towards fulfilment of the vision. Some of the adolescent girls have also shared their drawings. The following are some of the visioning areas.

- A clean and green village
- A village with a functional Anganwadi centre, a school and a health centre
- A village free from open defecation
- All children having access to education
- Child labour, child marriage free village
- Access to sufficient and quality food to all



Concluding event:-

After the completion of community meetings and events, NAMM organized a mass meeting in Jambani village on 7th September 2018 to consolidate the campaign. The representatives of pregnant mothers, lactating women and adolescent girls from different villages have participated in the programme. The local service providers including the ANM, ASHA and Anganwadi workers were also participated in the programme. In the programme, NAMM facilitated an interface between the service providers and beneficiaries, where the service providers shared about different schemes and programmes and how pregnant women and lactating mothers can take maximum benefit. A total of 240 persons participated in the programme.

Along with this, the adolescent girls also participated in the programme and shared their ideas and vision that they had developed through picture cards and posters. At the end of the programme, all the participants took an oath for taking measures to improve nutrition of the women and children in their respective households.



National Association of Man for Mankind (NAMM)
