

Report of the

NUTRITION MELA

22nd to 30th June 2017

Organized by

National Association of Man for Mankind – NAMM

Supported by

The Hans Foundation, New Delhi

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Background:

In 2017-2018, with the support of the Hans Foundation, New Delhi, National Association of Man for Mankind (NAMM) has expanded and intensified its intervention to improve the health of mother and children. The mobile medical service project is now implemented in 24 villages of West Medinipore district of West Bengal. This district and mainly the tribal populated block like Nayagram where the project is implemented have poor health status. It is so because of the non-availability and non-functioning of the health facilities. There is also lack of awareness which affects the health habits of the people.

Overall objective of the project is to improve the maternal and child health in the area. NAMM organizes regular health camps in all the project villages, facilitates regular community meetings and focus group discussions to achieve the said objectives. Along with these activities, NAMM has been organizing special campaigns to further intensify the work with specific groups like mothers, adolescents etc on specific issues.

Though in the operational areas things have improved because of NAMM's intervention but continuity is required in terms of mobilizing people and developing their capacities so that there is sustainability.

Need of the Healthy Start Campaign (Nutrition Mela)

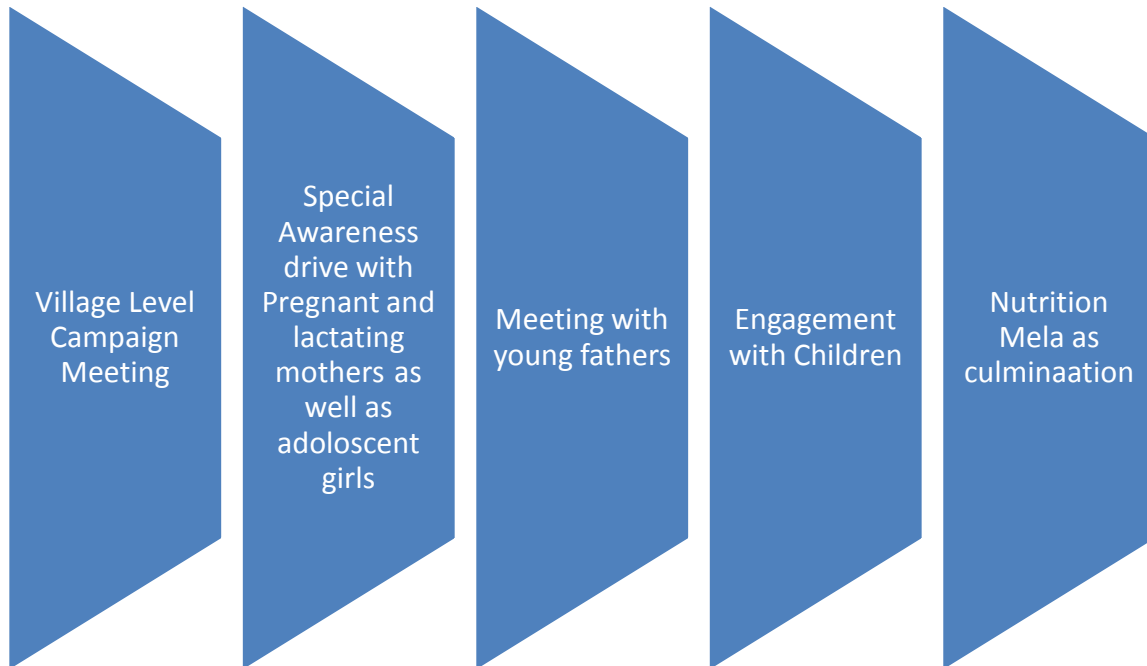
While preparing plan for the current year, NAMM has proposed to organize 'nutrition mela' in the project villages by involving women and adolescents from the community. The objective of designing such a programme is to organize women, specially pregnant and lactating mothers, adolescent girls and build their practical experiences on nutrition and health related issues.

Initially plans were brining women together and help them in cooking different nutritional food items in a community setup, with a thought of promoting common learning. As per the plan NAMM has carried out the programme with some improvisation. The campaign has been named as "Healthy Start", and a series of process were taken up along with the Nutrition Mela, which held as a

culmination event. The whole programme was conducted during 22nd to 30th June.

Programme Flow:-

Following activities were conducted as part of the programme.



Preparatory Meeting at the Gulfa village

Villages Covered under the Programme:-

The following are the list of villages where the health start campaign has been carried out. The culmination event Nutrition mela was held at Parasia village.

Name of the villages	
1. Baksha	13.Kandarapada
2. Rakhel ban	14.Jamboni
3. Balimundi	15.Charpada
4. Sirampur	16.Chiripitti
5. Satahatia	17.Murakhunta
6. Banskahali	18.Chandua
7. Chotatalpada	19.Jhagari
8. Parasia	20.Dhumsahi
9. Panchakahania	21.Baligeria
10.Khasjangal	22.Barakati
11.Chotakhankari	23.Arraha
12.Gulfa	24.Kuldiha



Preparatory Meeting at the Khasjangal village

Details of the activities:-

1. Village level campaign meetings:-

The health workers of NAMM conducted one meeting in each of the 24 villages during 22nd to 29th June 2017. These were the common meeting with all stakeholders. The objective of such meetings is to introduce the healthy start campaign as well as its objective of promoting nutrition education. In each village level meeting 35-40 villagers participated. In all the 24 village meetings, a total 1500 people participated. Discussion need and importance of nutrition, how health start is important for the children and mothers were discussed with the communities in these meetings.

2. Special awareness drive with Pregnant and lactating mothers and young fathers:-

After the completion of village meetings, NAMM organized two special group meetings one with the pregnant and lactating mothers and other with the young fathers. The meetings with Pregnant and lactating mothers was important from the nutrition point of view. A total of 24 such focused meetings were conducted where a total of 950 pregnant and lactating mothers as well as adolescent girls participated. NAMM has listed 10 nutritious food preparations like Chatua (mixture of different grain and pulses), Kichidi, laddu, homemade juice etc. on which these women were oriented. The list was prepared based on the available resources of Food and Nutrition board. These are the simple and nutritious recipes which women consume and give it to their children.

Along with it, in 13 villages, meetings were conducted with the young fathers. For the first time, NAMM thought up to look at the issue from a gender perspective and therefore, discussion must be carried out with the fathers, so that they play an influencing role at the household level. In the 13 meetings, we engaged with 73 young fathers and discussed with them about the importance of nutrition for mothers and children.



Special Awareness drive with P&L Mothers at Baligeria village



Interaction with P&L Mothers, Adolescent girls and Young Fathers in Satahatia

3. Engagement with the Children:-

As Part of the campaign, NAMM team members engaged themselves with the children. 5 such interactive engagements were conducted in the project areas. Children participated in the small group meetings. The focus was to help the children to understand nutrition in a very simple manner. They were asked to draw pictures of what they eat like different vegetables, fish, eggs, rice etc. After they drew the pictures, discussion was held why they eat and what they get out of that. Hygienic practices like washing hands, cutting nails, basic cleanliness were also discussed with the children.



Small Children Group Meeting at Balimundi village



Children Group drawing different item they consume

4. Culmination event – Nutrition Mela:-

In order to bring a community feeling and culminate the healthy start campaign, NAMM organized the “Nutrition Mela” on 30th June 2017 at Parasia village. On this day, a public meeting was held at Parasia to create awareness on the need and importance of nutrition. Local ANM, all the anganwadi workers etc. participated in this public meeting and shared their views. A total of 257 people participated in this meeting. Children from different villages also participated in this and performed stress theatre on nutrition. Women participants brought fistful rice and other vegetables from their home and kept it in the nutrition box. The nutrition box was created and kept at the venue, on which all the materials were kept.



Nutrition Mela Event at Parasia village

Women oriented on preparing nutritious foods in this meeting. A practical has been done by using the rice and other food items. The women themselves prepared different food items and learned the process as well as nutritional value of them.



Different Food Items brought by Women for the Nutrition Mela Event



Nutrition Box used to collect different Food Items



Orienting Women

Children who performed a theatre



Children after performing Theatre in Nutrition Mela

Key Results:-

- A total of 39 meetings held with different stakeholder including women during the campaign period
- A total of 1500 people participated in this process
- 950 pregnant and lactating mothers and Adolescent girl learned how to cook different nutritious food in simple manner
- Engagement with the fathers is helpful in mobilizing mothers
- The theoretical capacity building along with practical helped in more understanding among the mothers when it comes to preparing nutritious foods
- Nutrition mela has been successful in creating a community fellow feeling

Follow up Plan:-

This health start campaign and nutrition mela was quite successful in terms of coverage and participation. Participants, especially women, requested for regular such programmes so that they can learn things practically and start practicing the same at their household level. Therefore, NAMM plans to organize such programmes in future. NAMM is also planning to link this process with the Anganwadi centre, so that there is sustainability.



In a Village during the Campaign