

POSHAN Abhiyaan

PM's Overarching
Scheme for Holistic
Nourishment



सही पोषण - देश रोशन

**Social and Behaviour Change
Communication
Community Based Event**

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SBCCC

**Social And Behaviour Change
Communication**



What if Someone ask to change behaviour to improve health



CHANGE

Will You Do It



**Yes /No
or May
be**



Often Change is doing exactly opposite what we are doing , Perhaps opposite of what everyone around us is doing

This is not easy as its sound

If decide to change , Breaking ...



DEEP -ROOTED HABITS

COMMUNITY NORMS

TRADITIONS

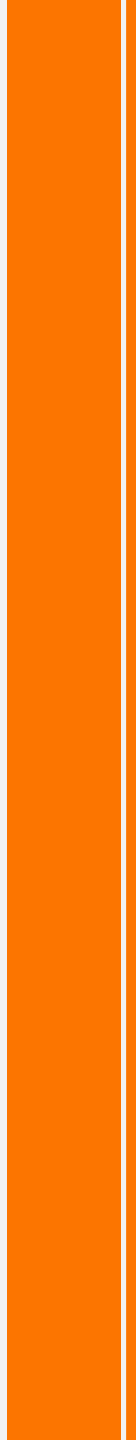
How do we get change persons behavior and of those around us

BEHAVIOR CHANGE





SOCIAL
+
BEHAVIOR
CHANGE
COMMUNICATION

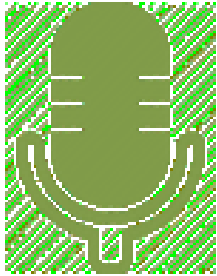




SBOCC



SBCB program use the power of communication to change behaviour



Influence people's Knowledge and Social Norms

KNOWLEDGE



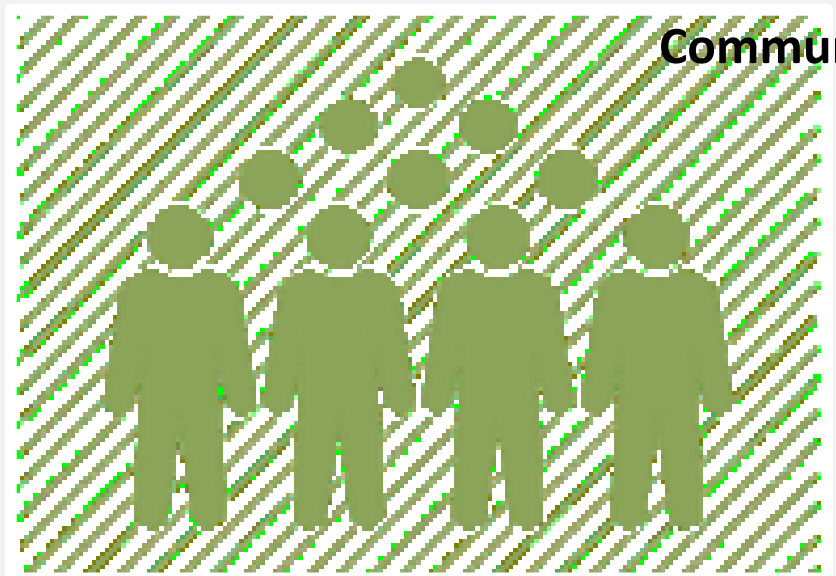


**More than advertisement ,co-ordinate messaging,
Possible Variety of communication Channels**

Reaching multiple level of Society



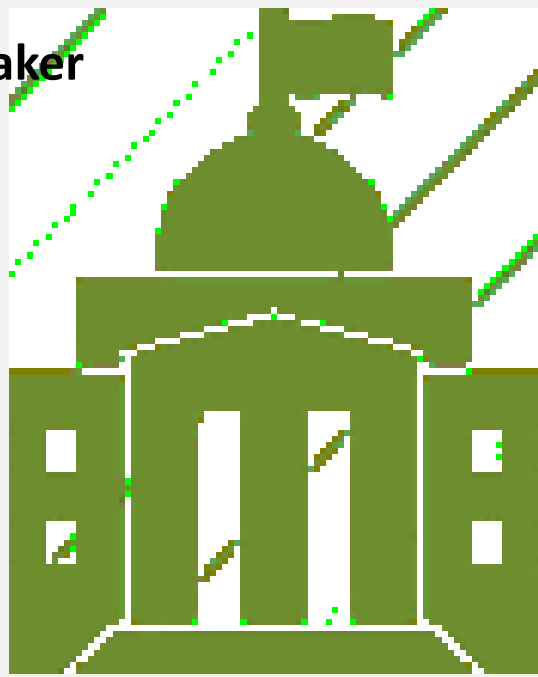
Individual



Community



Policy Maker



People receive right information at right time



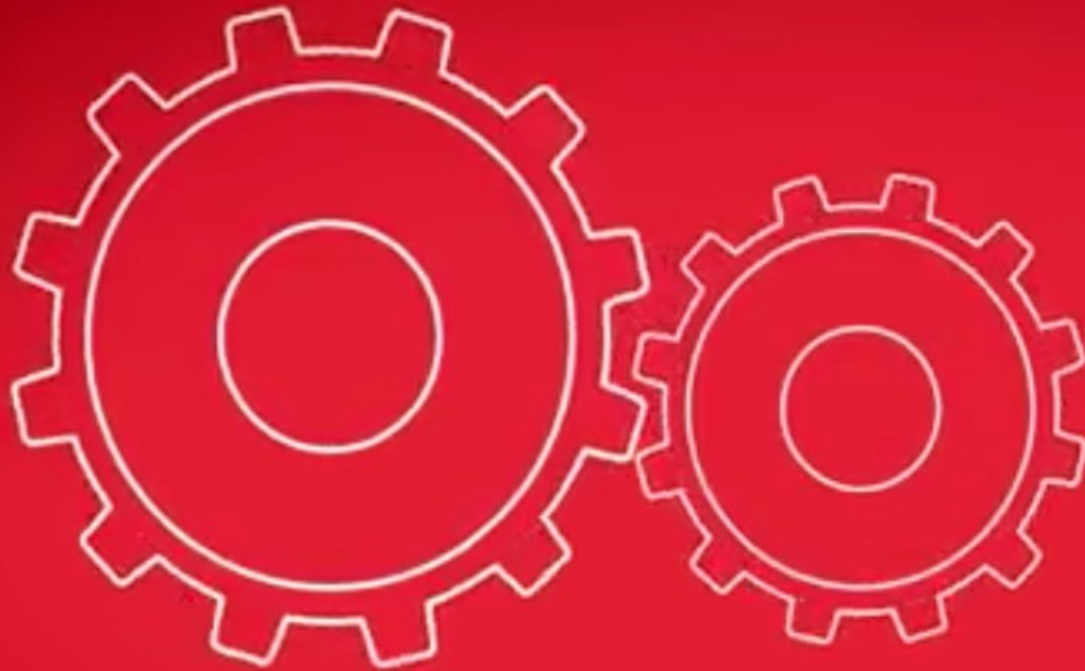
S B C C THEORY

Grounded in theory

STRATEGIC

SYSTEMATIC





how does it work ?

Data collected

Analyzed against
original objectives

Define

Understand the specific
Problem want to Solve

Activity

Implemented
and monitored

SBCC

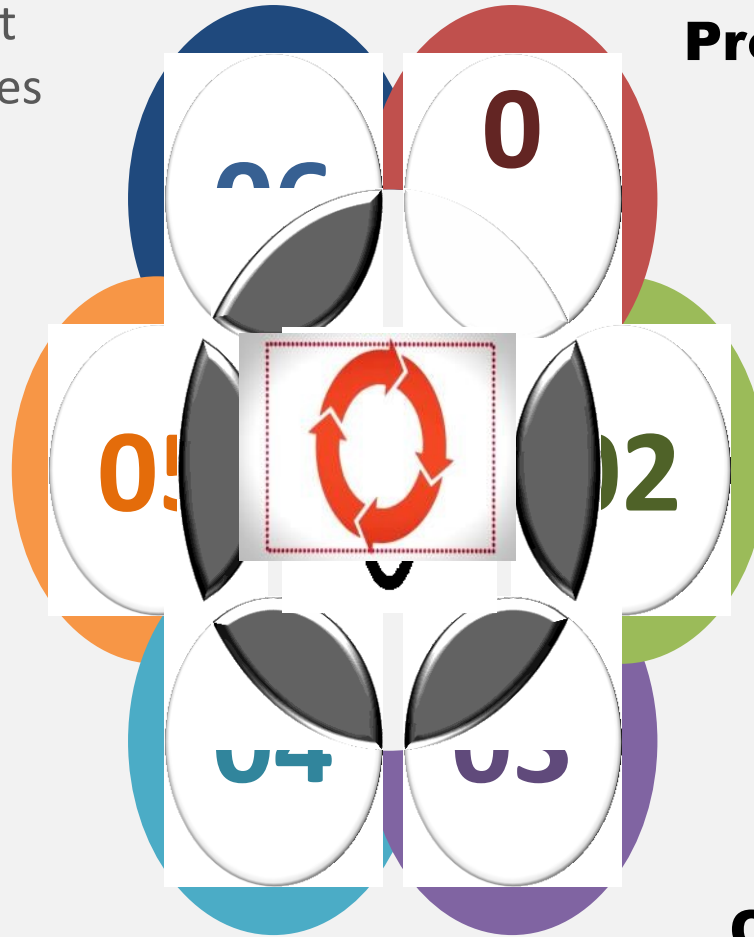
Theory **frame the**
design of your
program

Feed Back

Target audience

Design

Communication
product




SOCIAL
+
BEHAVIOR
CHANGE
COMMUNICATION



**Successful Evidences on various Programmes
(FP, WASH)**

SBCC Address Issues Of Maternal And New Born



Behaviour Change Under POSHAN Abhiyaan

Improve Maternal and Child Nutrition

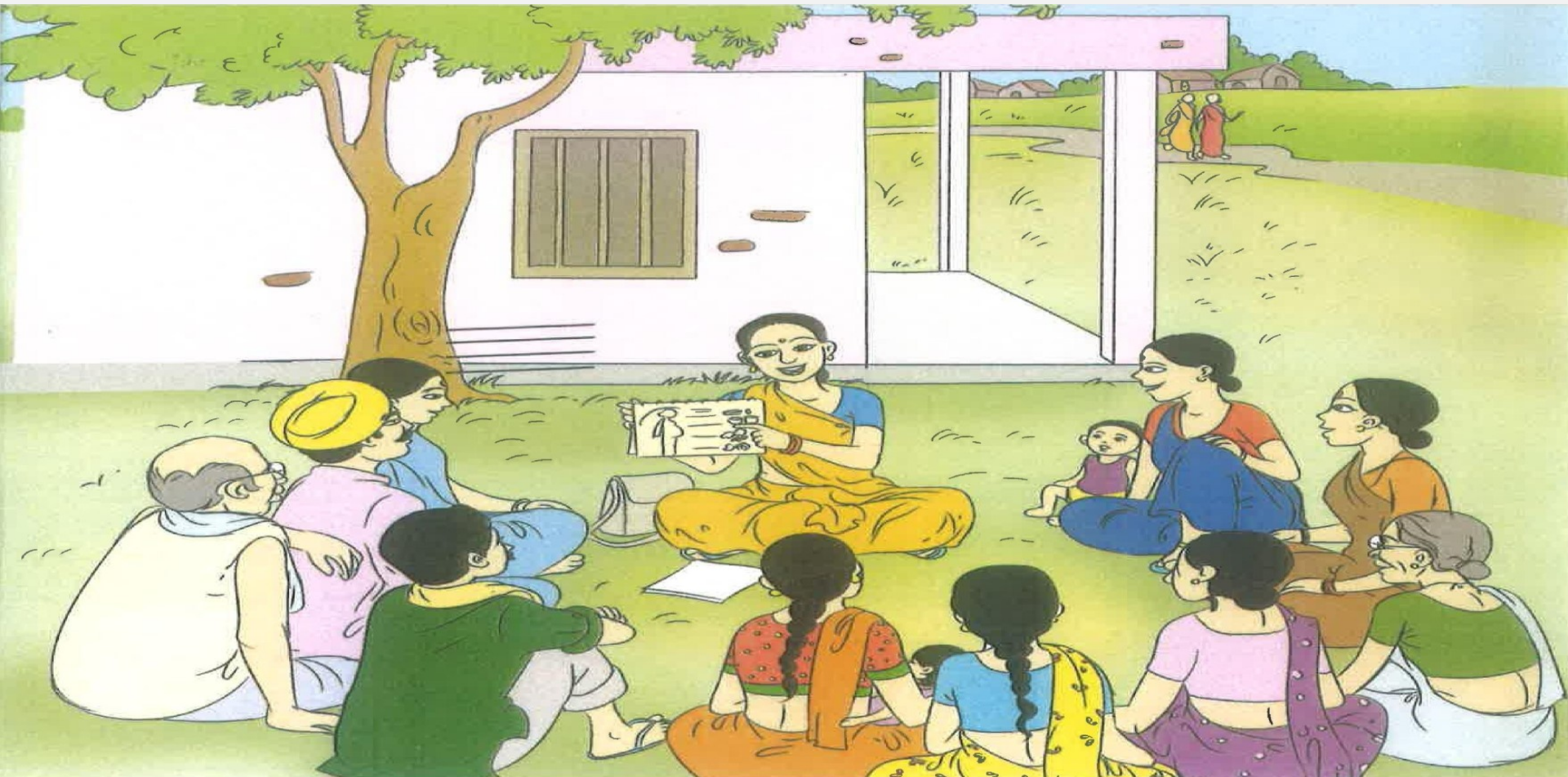
➤ **Enhance Awareness**

- Care giver,
- Community Member
- Service Provider

Strategy of SBCC



Community Based Event



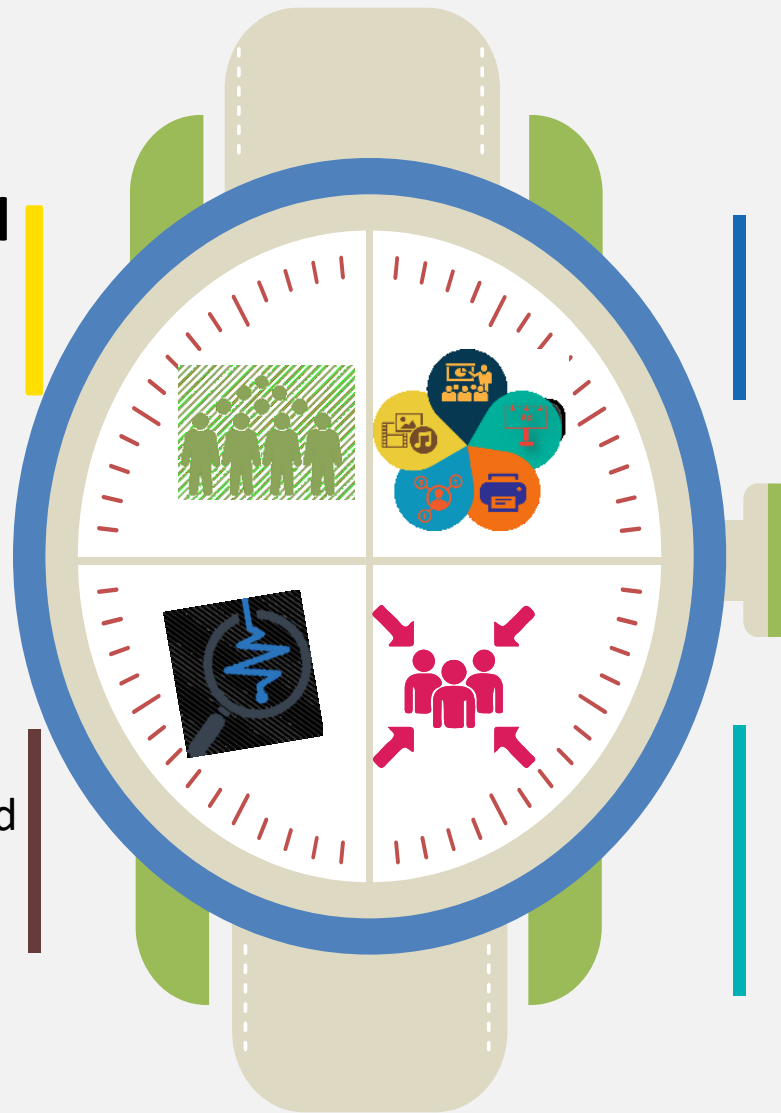
Community Based Event

Motivate and counsel

Motivate and counsel beneficiaries for adopting right habit for improving

Improve and enhance

health seeking behavior and enhance community participation



Dissemination

Platform for dissemination of information

Linkage

Linkage between Beneficiaries and Service providers

CBE to Converge



AWW/Supervisors



ASHA/ANM



Volunteers/SHGs



AWC as the vibrant platform for convergence of all nutrition programs/Schemes

Community Based Event

Target beneficiaries

- ❑ **Caregivers:** mothers, and family members including fathers, grand-parents and older siblings.
- ❑ **Community Representatives:** Community leaders, Religious Leaders, PRI Members, SHG Members, VHSNC Members.
- ❑ **Facilitators/Resource Persons:**
AWW, ASHA, SHGs/VOs, ANM, Supervisor



Roll Out of CBE

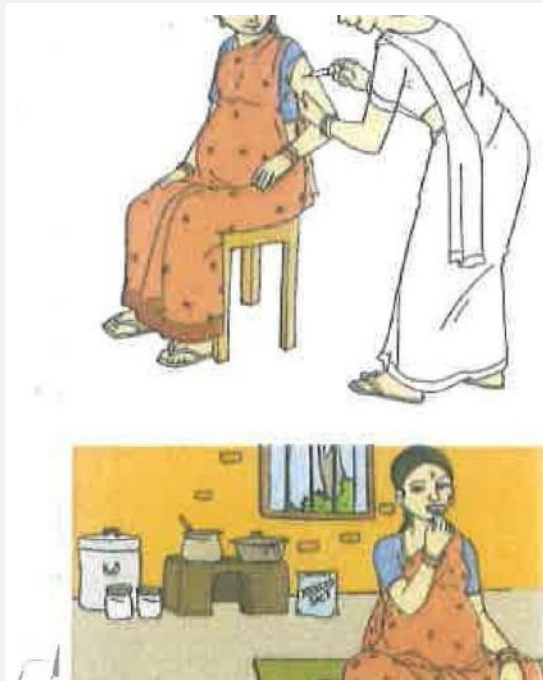
- Organize the event in a **systematic manner**.
- The number of **participants** within 10-20 persons
- Any one event based on the **themes** given
- Organized in a month on a **fixed day** of the week
- Venue
- Clean the venue and ensure **adequate space** for participants



Roll Out of CBE

Arrange and keep the following ready-

- Functional weighing scale
- Contact details of Ambulance services
- IFA tablets
- Diverse food samples for Demonstration
- Relevant IEC material for counseling
- Mat for sitting and Safe drinking water
- Tea and refreshments for the participants
- Key messages to refresh memory.



Key Messages and counselling



Roll Out of CBE

Key activities during the event

- Welcome all participants
- Bless the pregnant women and families for a safe pregnancy (perform relevant traditional ritual) if the event is around maternal nutrition; and bless the child if the event is around complementary feeding
- Explain reasons for celebrating this event
- Communicate key messages



Roll Out of CBE

Weigh, and record the weight of all pregnant women; weigh and record the weight of all children.

Show CAS videos related to the theme.

Engage participants

Paraphrasing

- Advise the husbands and Mother In Laws on their specific roles in supporting the women in practicing the recommended behaviors

Roll Out of CBE

Wrap up

- Seek commitment from participants to follow the advice
- Inform participants about the next celebratory event
- Take attendance and record in relevant register/format
- Click picture of the event
- Close the event with traditional song
- Offer tea/snacks to participants
- Home visit the pregnant women and lactating mothers following week to reinforce the messages and ascertain if the advice is being followed



**Annaprasan
Diwas**



Madhya Pradesh



**Food
demonstration**



Goad Bharai



सत्यमेव जयते

महिला एवं बाल विकास मंत्रालय,
भारत सरकार

राष्ट्रीय पोषण मिशन



**आओ हम सब हाथ मिलाएं
पोषण पर आन्दोलन चलाएं**



कुपोषण मुक्त भारत के लिए राष्ट्रव्यापी अभियान



Thank you