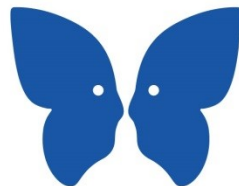


POSHAN Abhiyaan

Comms Strategy

WCD

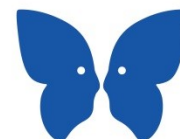
Mar 20, 2018



**Centre for
Social and
Behaviour
Change**



**ASHOKA
UNIVERSITY**



Target Audience & Outcomes



Women, Young Children,
Adolescent Girls



Stunting by 2% every year



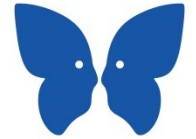
Undernutrition by 2% every year



Anemia by 3% every year

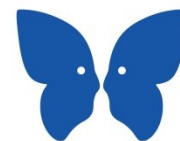


Low birth weight by 2% every year



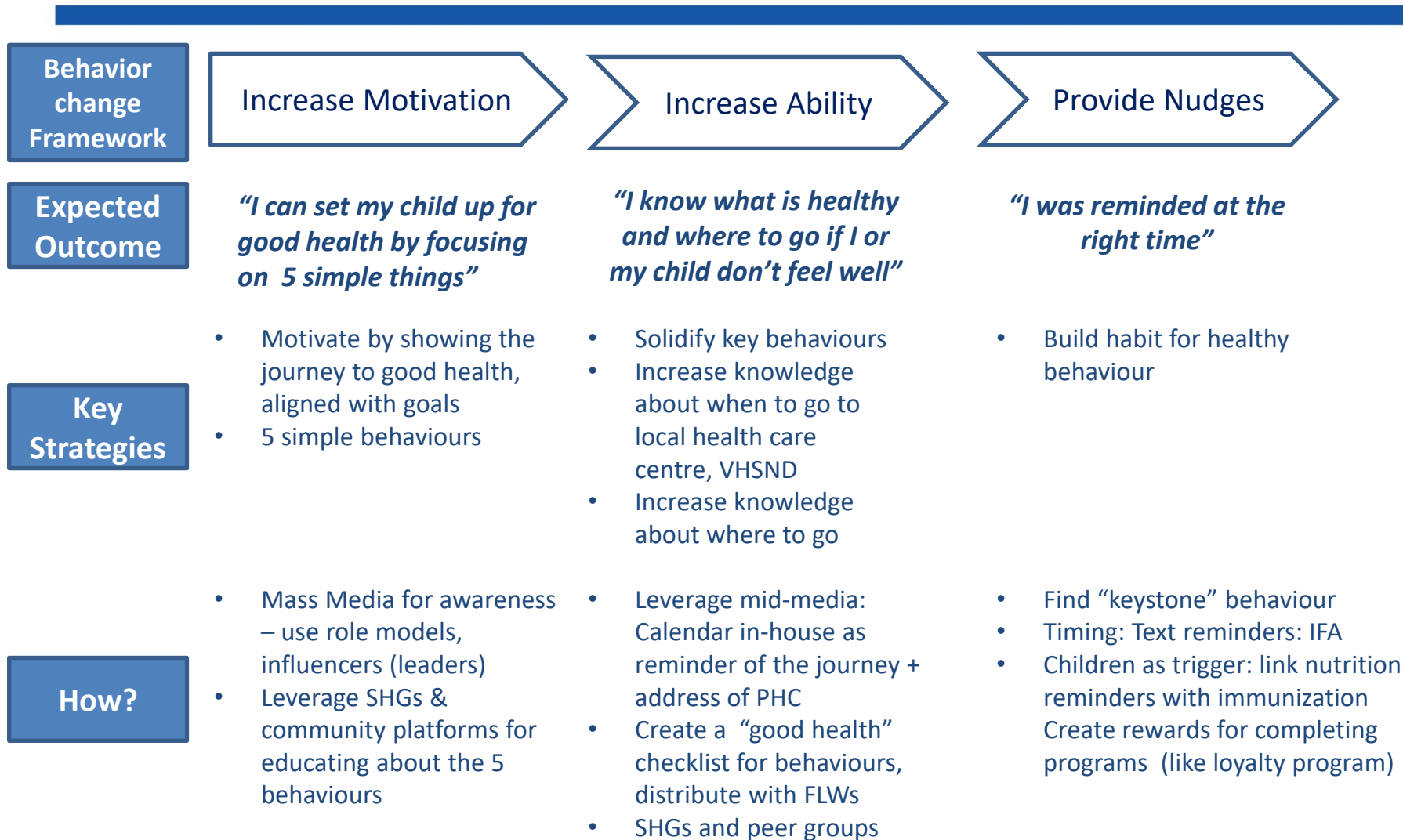
Key Behaviour Change Goal

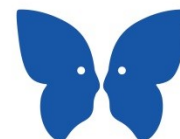
Improve health seeking behaviours among pregnant women, lactating mothers, mothers of young children especially during the 1000 day window



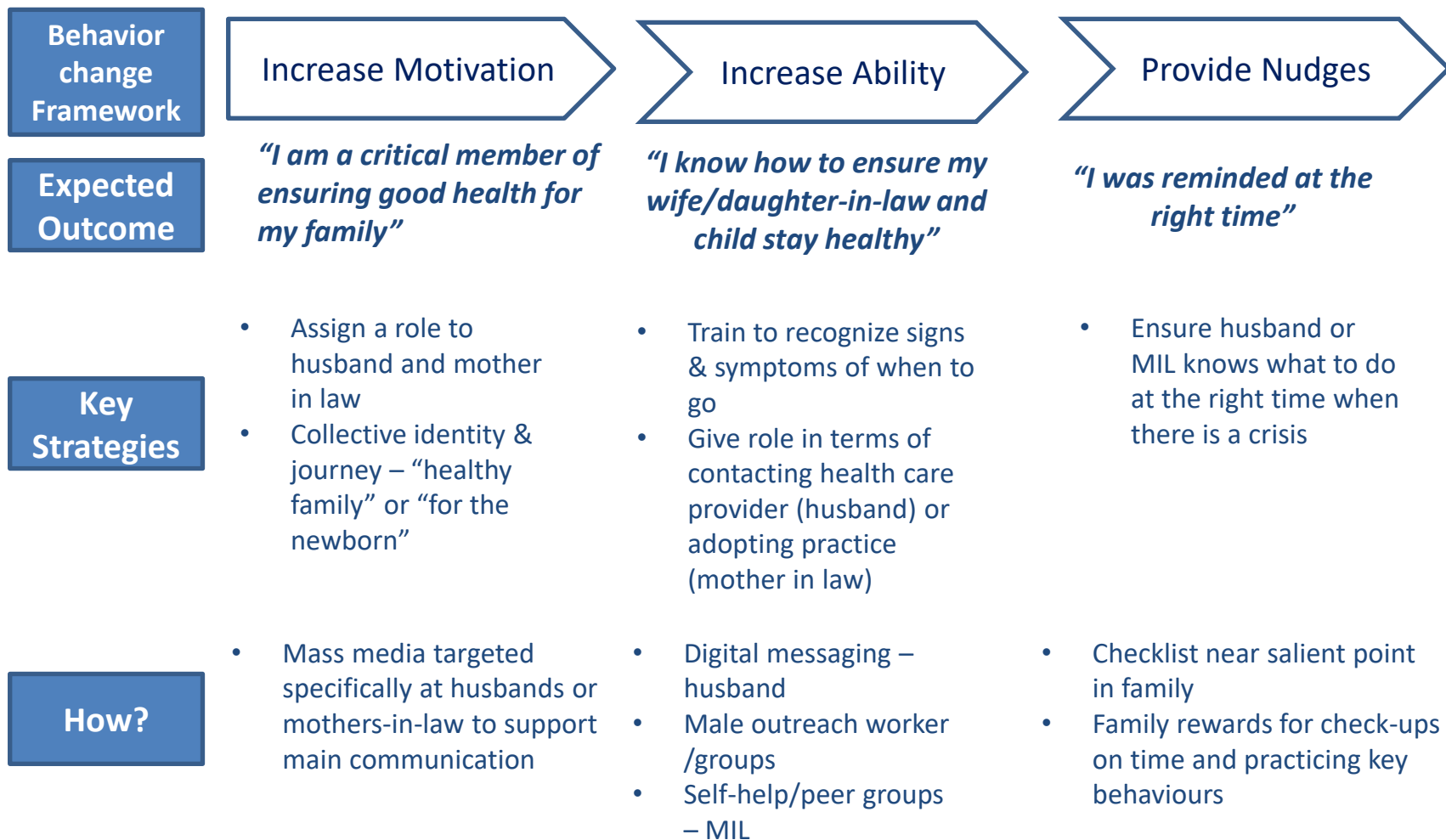
1 Target Group: Pregnant Women & Lactating Women

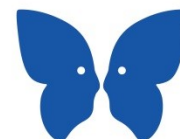
Increase occurrence of health seeking behaviours





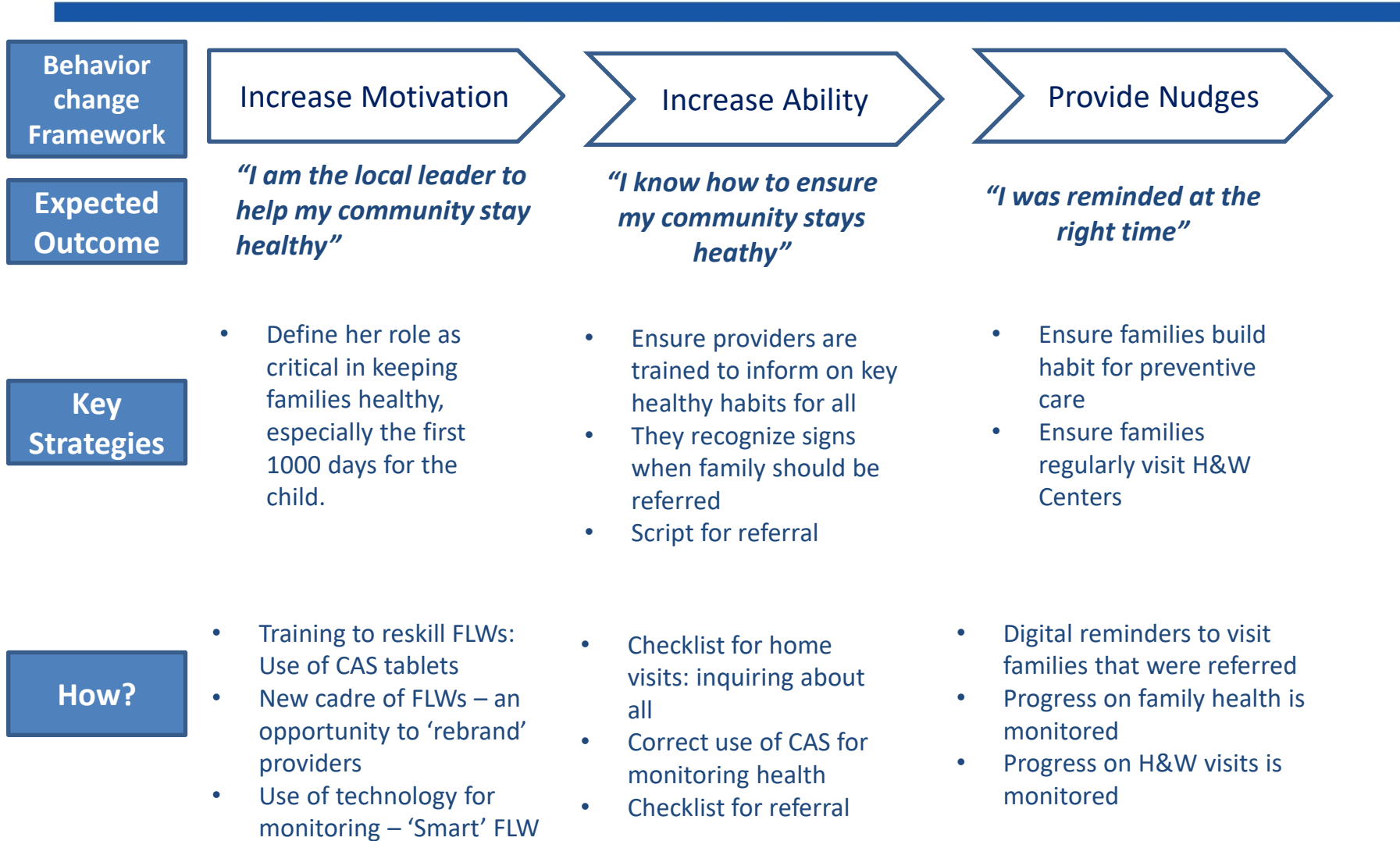
2 Target Group: Influencers (husband, mother-in-law) Ensure support of health seeking behaviours





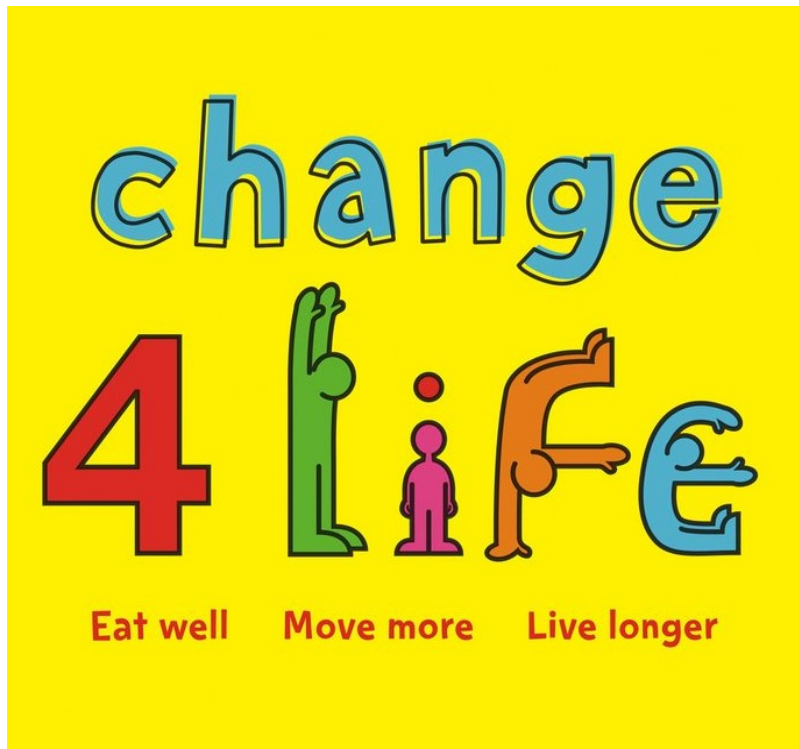
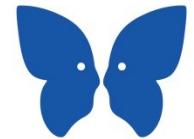
3 Target Group: Health care Providers

Ensure they are motivated and have the right skills to help the population



Case Study: Change4Life (UK)

Change behaviours that lead to weight gain



- 3 year campaign launched in 2009 by UK Health Dept to counter obesity through prevention
- Target: Families, middle aged adults, pregnant women
- What: 6 specific behaviours around diet, activity, alcohol
- Sub-branded: Bike4Life, Breakfast4Life etc.
 - Start4Life – pregnant women
- Variety of channels: TV, digital, social, PR, direct, schools, NHS
- Variety of partnerships: government, business, NGOs
- 1st year: reached 99% of target, 413K families joined

“We have to make Change4Life less a government campaign, more a social movement.. less about costly advertising, more about supporting family and individual responses” (Andrew Lansley, Health Secretary)