POSHAN Abhiyaan Comms Strategy

WCD Mar 20, 2018





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



Target Group: Pregnant Women & Lactating Women Increase occurrence of health seeking behaviours



Behavior change Framework

Increase Motivation

Increase Ability

Provide Nudges

Expected Outcome

"I can set my child up for good health by focusing on 5 simple things" "I know what is healthy and where to go if I or my child don't feel well"

"I was reminded at the right time"

Key Strategies

- Motivate by showing the journey to good health, aligned with goals
- 5 simple behaviours

- Solidify key behaviours
- Increase knowledge about when to go to local health care centre, VHSND
- Increase knowledge about where to go

 Build habit for healthy behaviour

How?

- Mass Media for awareness
 use role models,
 influencers (leaders)
- Leverage SHGs & community platforms for educating about the 5 behaviours
- Leverage mid-media: Calendar in-house as reminder of the journey + address of PHC
- Create a "good health" checklist for behaviours, distribute with FLWs
- SHGs and peer groups

- Find "keystone" behaviour
- Timing: Text reminders: IFA
- Children as trigger: link nutrition reminders with immunization Create rewards for completing programs (like loyalty program)

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



Behavior change Framework

Increase Motivation

Increase Ability

Provide Nudges

Expected Outcome

"I am a critical member of ensuring good health for my family"

"I know how to ensure my wife/daughter-in-law and child stay healthy"

"I was reminded at the right time"

Key Strategies

- Assign a role to husband and mother in law
- Collective identity & journey – "healthy family" or "for the newborn"
- Train to recognize signs
 & symptoms of when to
 go
- Give role in terms of contacting health care provider (husband) or adopting practice (mother in law)
- Ensure husband or MIL knows what to do at the right time when there is a crisis

How?

Mass media targeted specifically at husbands or mothers-in-law to support main communication

- Digital messaging husband
- Male outreach worker /groups
- Self-help/peer groupsMIL

- Checklist near salient point in family
- Family rewards for check-ups on time and practicing key behaviours

Target Group: Health care Providers Ensure they are motivated and have the right skills to help the population

Behavior change Framework

Increase Motivation

Increase Ability

Provide Nudges

Expected Outcome

"I am the local leader to help my community stay healthy"

"I know how to ensure my community stays heathy"

"I was reminded at the right time"

Key Strategies Define her role as critical in keeping families healthy, especially the first 1000 days for the child.

- Ensure providers are trained to inform on key healthy habits for all
- They recognize signs when family should be referred
- Script for referral

- Ensure families build habit for preventive care
- Ensure families regularly visit H&W Centers

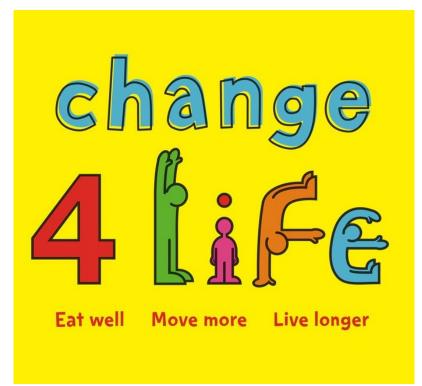
How?

- Training to reskill FLWs:
 Use of CAS tablets
- New cadre of FLWs an opportunity to 'rebrand' providers
- Use of technology for monitoring – 'Smart' FLW
- Checklist for home visits: inquiring about all
- Correct use of CAS for monitoring health
- Checklist for referral

- Digital reminders to visit families that were referred
- Progress on family health is monitored
- Progress on H&W visits is monitored

Case Study: Change4Lfe (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)