

**POSHAN
Abhiyaan**

PM's Overarching
Scheme for Holistic
Nourishment



सही पोषण - देश रोशन

UNICEF support to POSHAN Abhiyaan

Improving delivery of high impact Nutrition Interventions



What UNICEF brings

- Global and national programme evidence and experience in Public Health, Nutrition & Water and Sanitation
- Technical Support to Government on improving Coverage, Continuity, Intensity and Quality of high impact interventions (C²IQ)
- A team of programme specialists with expertise in Nutrition, Health, Water and Sanitation and Social and Behaviour Change
- Ability to convene partnerships with a range of stakeholders



**States where
UNICEF has field
presence
have >80% of
national burden
of stunting**

**13 Field offices,
1 National office**



UNICEF support – State & District Convergence Action Plans

- Operationalizing POSHAN Abhiyaan
- Multi-sectoral
 - ✓ Ministry of Women and Child Development
 - ✓ Ministry of Health and Family Welfare
 - ✓ Ministry of Drinking Water and Sanitation
 - ✓ Ministry of Rural Development
 - ✓ Ministry of Panchayati Raj
 - ✓ Ministry of Human Resource Development
 - ✓ Other Line Departments
- Strong results based – set targets for expected coverage of high impact interventions at State and District level; SMART indicators; include monitoring and reporting system
- Identify core bottlenecks and how to address them – Action Plan
- Report, dashboard and high level oversight.
- Convergence existing State Nutrition Missions

UNICEF support: High Impact Interventions (C²IQ)

Health

- ASHA visits 6-24 months
- Hospital deliveries & early initiation breastfeeding;
- IYCF promotion - MAA
- Deworming Day
- Immunization
- Diarrhoea control / ORS / Zinc; IDCF
- Quality Antenatal Care; (PMSMA)
- Home Based Young Child Care; LBW

Nutrition / ICDS

- Breastfeeding & Complementary Feeding promotion
- Suppl. Feeding / Take Home Rations
- Iron/ Folate, Calcium supplementation
- Growth monitoring
- Food fortification
- MAM & SAM treatment

WASH

Anganwadi & health centres, villages / wards have:

- drinking water;
- sanitation;
- handwashing with soap

Cross cutting

- VHNSDays
- Community Based Events
- Women Self Help groups engagement
- Community groups; Jan Andolan; Media campaigns
- Incremental Learning Approach
- Multisectoral plans, coordination at state, district, block and village level

UNICEF Support: Behavior Change Education / Jan Andolan

- Jan Andolan
 - Conceptualizing & planning
 - Designing communication content and materials
 - Measurement to assess impact
- Social and behavior change strategies
 - Building capacities of frontline functionaries on communication and counselling
 - Mass media
 - Demonstrating effective approaches for social and behavior change
- Linking with existing BCC programs and schemes - C²IQ:
 - MAA, PMSMA, Anaemia mukt Bharat, Swachh Bharat Mission, Self Help Groups, etc...
- Non- government actors
 - Nutrition ambassadors (Bollywood, sports); local & community leaders; mother support groups; private sector; academia; etc

UNICEF Support: Evidence generation

- Monitoring systems – surveys, nutrition information systems, dash boards, state and district score cards
 - Comprehensive National Nutrition Survey: 0-18 years old; all States; anthropometry, health, WASH, physical and mental development; blood, urine, stool samples – e.g. parasites, micronutrients.
 - Results April: December 2018.
- Evidence generation – secondary analysis on drivers for undernutrition; operational research – what works and should be scaled up

We know the problems

We know the causes

We know what are the high impact interventions

It has been done elsewhere

Nobody can do it alone; convergence starts with ourselves...

... You, I, We-all can make the change!

C²IQ -

**Coverage, Continuity, Intensity & Quality
of high impact programmes across India**

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Thank You

