



POSHAN Abhiyaan INFORMATION CASCADE



Tipping Point

a tipping point is a point in time when a group—or a large number of group members—rapidly and dramatically changes its behavior by widely adopting a previously rare practice.

APPROACHES

Awareness

Action



Effective Approach

Awareness

Alignment

Engagement

Action



AWARENESS

- **Information booklet In Vernacular Pictorial**
- **Community level**
- **With key stakeholders of the mother and Child**
- **Mothers and Mothers to be**



ALIGN

- ▶ To decouple nutrition from poverty reduction and development programs,
- ▶ Reposition it as a mainstream in the national development policy(e.g. the nation wide pulse polio program)
- ▶ Content
- ▶ Trainers.
- ▶ Need to understand the societal dimensions, and build social capital
- ▶ Tailor the nutrition related information to the demographic and habits.



ENGAGE



- ▶ **Customise to the social needs**
- ▶ Earmarking dedicated days to talk about common causes of malnutrition - especially in the new mothers, would be mothers and young children
- ▶ Engaging with families in a dialogue to emphasise on long term health and development of children
- ▶ Organising Street plays and skits to demonstrate the message
- ▶ Mobile loudspeaker announcements about the benefits of nutrition
- ▶ Behaviour change counselling, engaging more women
- ▶ Education programs for women
- ▶ Introducing session on nutrition in schools for building awareness in children



ACTION



- ▶ Supply chain of nutritional supplements via the schemes - may be distribute samples to begin with for a short duration
- ▶ Quick grievance redressal of nutritional related ailments - doctors, hospitals and the health infra to support



**"There can be no keener revelation of a society's soul than the way in which it treats its children."
— Nelson Mandela, Former President of South Africa**

