

**COVERAGE, CONTINUITY,
INTENSITY & QUALITY
(C²IQ)**

Youth against Malnutrition in Odisha

**JOINT RECOMMENDATIONS FROM STATE
DEVELOPMENT PARTNERS**

November 2020



Contents

CONTRIBUTING PARTNERS	3
Nutrition and Youth in Odisha	4
INTRODUCTION	4
Youth groups in Odisha	4
Nutrition Status	4
CONTEXT	4
OBJECTIVES OF THIS DOCUMENT	5
PROCESS TAKEN TO DEVELOP THIS DOCUMENT	6
IDENTIFIED KEY PRIORITY ACTION AREAS	7
Suggested Actions	8
NEXT STEPS	8

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INTRODUCTION

CONTEXT

Youth is the most important section of the population of any country and plays a vital role in development of the nation. They exhibit strong passion, motivation and will that make them the most valuable human resource for building a vibrant economic, cultural and political nation.

India as a nation faces a complexity of social, economic, political and environmental issues that constitutes a significant challenge. One such urgent challenge where India's youth must confront is the problem of malnutrition. India's population is among the youngest in an ageing world, and by 2022, the median age in India will be 28 years. Therefore, it is required that we involve the younger generation in scaling up of nutrition interventions in the community, as they are the future leaders of the country.

We all know that a healthy transition from childhood to adulthood creates the foundation for a healthy adult population which is critical to realizing a demographic dividend. Healthy people are more productive, generate greater resources and income to families and higher levels of economic growth for nations.

WHY ENGAGE YOUTH IN COMBATING MALNUTRITION?

Adolescent and Youth Engagement can be defined as (UNICEF): "The rights-based inclusion of adolescents and youth in areas that affect their lives and their communities, including dialogue, decisions, mechanisms, processes, events, campaigns, actions and programmes – across all stages, from identification, analysis and design to implementation, monitoring and evaluation."

Youth leaders as well as volunteers, if properly trained and oriented can be instrumental in preventing malnutrition and improve the nutritional status of the children and women. They can train and counsel community members at the grass root level through mobilization and active participation. They can also build a network at the panchayat level, and block level, to supplement the FLWs work. As a nation, India has the largest youth population, who could be prime movers and

Nutrition & Youth in Odisha

Nutrition Status

- ▶ Malnourished children and women may be at a higher risk of getting infection
- ▶ As per CNNS 2016-18 data 29% of children in Odisha are stunted
- ▶ 37.5% of under-five children are anemic in Odisha as per CNNS 2016-18 data
- ▶ As per NFHS-4 data more than 1 out of 4 women in Odisha has a BMI below normal
- ▶ Every second women of reproductive age is anemic in Odisha as per NFHS-4 data

Adverse Effect of Lockdown

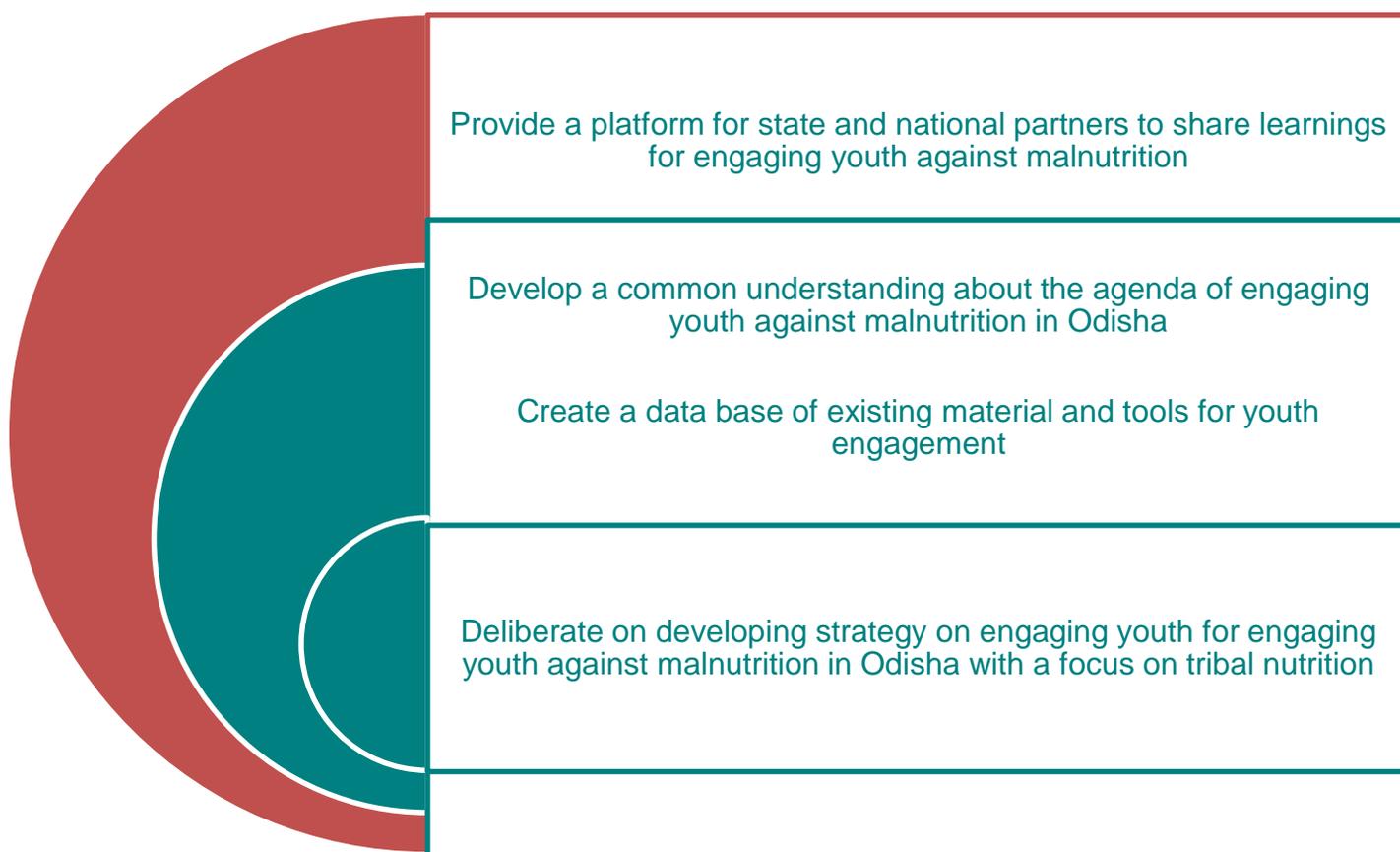
- ▶ Loss of livelihood
- ▶ Lack of food availability affecting diet diversity especially for children and women
- ▶ Reverse migration and poverty (especially in tribal areas)
- ▶ Hampered access to correct information about correct practices and entitlements

Youth groups in the state

- ▶ SOVA
- ▶ WOSCA

are crucial assets in efforts to accelerate action to end hunger and malnutrition. With mentorship, skills training and peer support, the young people can put their ideas into action, scale them up, and advocate for the program effectively.

OBJECTIVES OF THIS DOCUMENT



PROCESS TAKEN TO DEVELOP THIS DOCUMENT

	<p>Situation Analysis</p>	<p>A basic survey form was developed and shared with 22 partners. The survey aimed at gathering information on:</p> <ul style="list-style-type: none"> ▶ Learn about experiences from the field and government engagement ▶ Discussion on what exactly can youth do in tribal areas ▶ Focus on engaging boys and transgender as well ▶ How to make youth leadership trainings have a focus on nutrition and sustainable
	<p>Web C²IQ* meeting with state level partners</p> <p>*. Coverage, Continuity, Intensity and Quality</p>	<p>A web meeting was conducted with 22 state-level partners on Nov 11, 2020 with the following objectives:</p> <ul style="list-style-type: none"> ▶ Provide a platform for state and national partners to share learnings for engaging youth against malnutrition ▶ Develop a common understanding about the agenda of engaging youth against malnutrition in Odisha ▶ Deliberate on developing strategy on engaging youth for engaging youth against malnutrition in Odisha with a focus on tribal nutrition ▶ Create a data base of existing material and tools for youth engagement
	<p>Development of key recommendations</p>	<ul style="list-style-type: none"> ▶ Based on the survey findings, deliberations during the C2IQ meeting a recommendation report was drafted by WeCan and A&T team which was revised by UNICEF. ▶ The revised recommendation document was shared with all participating partners for their feedback and inputs. ▶ Feedbacks were incorporated ad final report shared with government counterpart.

IDENTIFIED KEY PRIORITY ACTION AREAS

Based on the findings of the survey done for doing landscape analysis of nutrition services in Odisha and deliberations during the Odisha online C2IQ meeting, partners identified following areas of action for the state:



SUGGESTED ACTIONS

I. **Promote Youth Engagement Efforts –**

Young people can play a vital role in their community's civic, social and economic wellbeing. Interventions such as developing the skills, knowledge, and attitudes of young people to identify issues affecting their communities' wellbeing and defining and implementation of the activities that address those issues can supplement the overall nutrition goals.

Learnings from Nagada – WOSCA and SOVA can be implemented in other areas of the state which are as follows -

- Training on WASH, breastfeeding (BF), complementary feeding (CF), diet diversity, NRC services, premarital counselling and sensitization on menstrual hygiene
- Mobilising community male members for health & nutrition issues, prevention of child marriages.
- Health Intervention through Community Radios as a platform with localized solutions in forms of stories, jingles etc.
- Awareness drive by engaging youth through formation of youth clubs and imparting training with emphasis on Social behaviour change.

II. **Platforms Government should target to reach out to Youth –**

- Youth groups in school, college and members of platforms like NSS and NYSK should be engaged to start the conversation on health and nutrition. With many adolescents in secondary, higher secondary and college, the government should prioritize the task of developing and scaling-up health and nutrition initiatives within school and college campuses.
- Youth multimedia engagement can amplify and elevate the voices and bring changes in the behaviour of the population towards health and nutrition.
- Introduction of peer leaders at AWC level for engaging youth and integrating nutrition components by learning various government programs involving youth.

III. **Areas where Partners can Support Government for Youth Engagement –**

- Developing Strategy for Youth against malnutrition
- Training of identified Youth Groups
- Rolling out Youth Campaigns
- Developing Training Materials
- Monitoring of roll out
- Process Documentation
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NEXT STEPS

- ▶ *Based on the recommendations, the state WCD, Health need to identify the priority areas of work they want to take up and the kind of support they will need from nutrition partners.*
- ▶ *Arranging next meeting to discuss the key priority areas identified by government and working on their details. Development Partners can work out how they can support the government based on their capacities and expertise and set responsibilities for each of the contributing partners.*