

WeConnect Vol. 12, July 2021

# WeConnect



Dear Reader,

Warm Greetings!

We are happy to bring you the 12th Issue of WeConnect - a quarterly dose of latest news, views, events, and stories from the nutrition space. We regret to inform that due to unprecedented second wave of COVID 19, we had suspended the 11th Issue which was due on April 2021. However, we have included the prominent field stories from the last quarter in the current issue.

## About this Issue

The 12th issue brings you the expert opinion on the need for a Multi-Faceted Research Program for Nutrition Behaviour Change by Dr Purnima Menon-POSHAN by IFPRI, , launch of Nutrition Performance Review Tool- POSHAN Tathya in Jharkhand, launch of MIYCAN- ecourse by IIPH-Delhi in collaboration with partners, ICDS-Bihar including Paushtik Laddu for the school going children, Wajan Saptah (Weighing Week) in UP and coverage of POSHAN Pakhwada in March 2021 from Gujarat, Jharkhand, UP and Bihar and much more.

*Wish you an enjoyable read!*

## EXPERT SPEAK



*Dr. Purnima Menon is a senior research fellow at the International Food Policy Research Institute (IFPRI) and a theme leader for South Asia Nutrition Programs. She directs POSHAN, an initiative to support more use of evidence for nutrition in India. Dr Menon has research experience in India, Bangladesh, Ethiopia, Haiti, Vietnam and Nepal, has published extensively.*

### **A Multi-Faceted Research Program Can Help Strengthen India's Efforts at Nutrition Behaviour Change**

Behavior change interventions are a crucial component of most nutrition-focused interventions/ programs, but lessons on effectiveness at large-scale have been limited. For over a decade, our research team worked with Alive & Thrive, a global nutrition social and behaviour change initiative, and used cluster-randomized evaluations and embedded implementation research to generate lessons about nutrition behaviour change at scale. In multiple evaluations of Alive & Thrive's efforts, starting in 2009, we examined impact on breastfeeding, complementary feeding practices, anthropometric outcomes, and child development in Bangladesh, Ethiopia and Vietnam and on maternal nutrition practices in Bangladesh and India. [READ MORE](#)

## WECAN HIGHLIGHT

### **Signing of MOU with CWCD Gujarat**

Binu Anand, National Head for WeCan and Rakesh Vyas, Mission Director, National Nutrition Mission, Gujarat CWCD represented the respective stakeholders during the MoU signing ceremony. Both the parties have mutually agreed to collaborate on identified focus areas to enable system strengthening for health and nutrition services which includes: [READ MORE](#)

# STORY FROM THE FIELD

## Vajan Saptah and SAMBHAV Program

Identification and management of malnourished children is a key initiative of Poshan Abhiyan. Malnourished children are more likely to succumb to the leading causes of child deaths such as pneumonia, diarrhoea, and malaria. Most vulnerable category of malnourished children include those suffering from Severe and Acute Malnutrition (SAM), Moderate Acute Malnourishment (MAM) and severely underweight children. Early identification, management and treatment of these children is the joint initiative of ICDS and health department.

In the month of June 2021, ICDS department organized “Wajan Saptah from 17-24 June” across the state at all AWCs for children between 0-5 years of age and issued a detail guideline to conduct the activity. In Wajan Saptah, growth monitoring is performed by measuring weight, length/height by Anganwadi Workers for the children and their categorization into SAM, MAM and Underweight categories. All the data collected during this week are registered by respective anganwadis. [READ MORE](#)



## ICDS-Bihar adds Paushtik Laddu for the school going children

On 1st July, 2021, all the Anganwadi centers (AWCs) of Bihar started making and distributing **Paushtik Laddu** for children of school going age. Through this initiative, the Directorate of ICDS, Government of Bihar has kept its promise of providing energy dense food to the children between 3 years to 6 years of age to keep them protected from malnutrition.

The process started long back when the faculties of Dr Rajendra Prasad Central Agriculture University, PUSA (Samstipur) joined hands with ICDS and UNICEF. The three entities experimented with several recipes testing them against parameters such as palatability, shelf-life, ease of preparation. The recipes were presented in front of govt and other nutrition partners. [READ MORE](#)

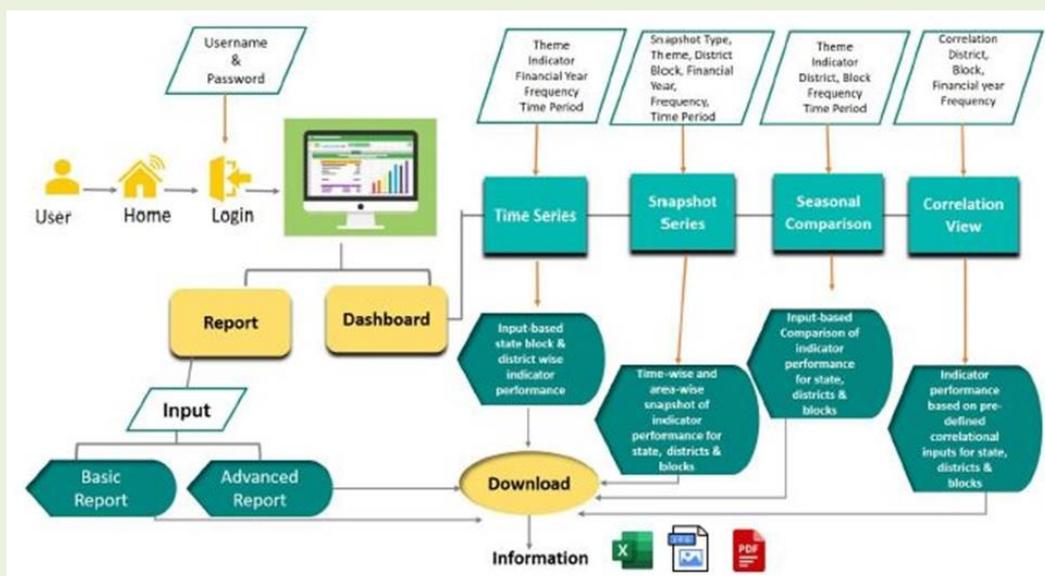


## Jharkhand launches POSHAN TATHYA - Nutrition performance review tool

A systematic review of the performance of nutrition indicators and determinants under Reproductive, Maternal, Newborn Child and Adolescent Health (RMNCH+A) program is crucial for implementing high impact nutrition interventions under the program with maximum coverage, continuity, intensity, and quality. WeCan project of IPE Global developed a user-friendly web-based tool for National Health Mission, Jharkhand to analyse data on nutrition indicators and their determinants from HMIS, enabling review of indicators at the state, district, and block level.

NPRT is meant to support the institutionalization of data driven solutions for strengthening nutrition programs in alignment with the national and state level policies and goals. [READ MORE](#)

**Figure 1: Diagrammatic representation NPRT's features and operations.**



## Strengthening the capacity building of private practitioners through MIYCAN- eCourse by IIPH-Delhi

An eLearning course on Maternal, Infant, Young Child and Adolescent Nutrition developed by the Indian Institute of Public Health Delhi, the Public Health Foundation of India, in collaboration with Alive & Thrive and WeCan was launched on 26th June 2021. The course is developed in partnership with Food, Drugs and Medico-Surgical Equipment Committee of FOGSI, Indian Academy of Pediatrics- IYCF Chapter and Human Milk Banking Association, Indian Society of Perinatology and Reproductive Biology, Indian Association of Preventive and Social Medicine and Nutrition International. [READ MORE](#)

**Please log on to the link to fill in the online application** <https://cdl.phfi.org/portal/>



## Sign Up for the Nutrition Platform

An interactive digital space for partners, stakeholders, and funding agencies, to ensure continuity of cross-learning and collaborations. The platform features nutrition partner database categorized by geography, thematic area and functional expertise, digital networking space, a unique e-learning hub and a knowledge repository. The platform can be used by partner organisations for sharing their best practices and accessing knowledge; funding agencies to make informed decisions; and government departments to analyse best practices that can be scaled up and implemented across geographies.

WeCan is cognizant of the innovative and highly effective work being done in the field of nutrition and the platform aims to encourage cross learning and collective actions.

We invite you to use the platform and share your valuable feedback with us.

<https://www.youtube.com/watch?v=iRjRMPx1MwM>



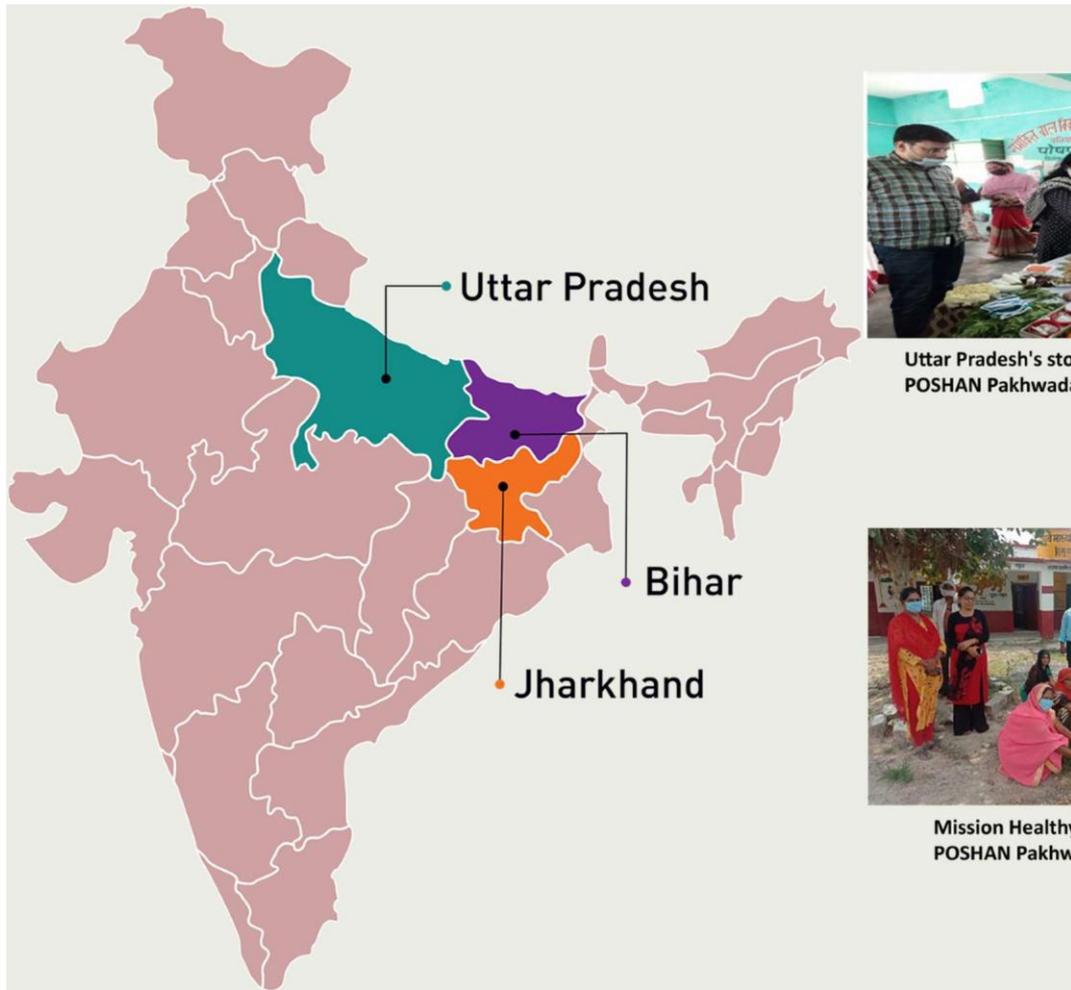
## POSHAN Pakhwada (16–31 March 202)

### POSHAN Pakhwada 2021 celebrated across the country

For the year 2021, POSHAN Pakhwada was celebrated from 16th March through 31st March, with the theme of "Addressing Nutritional Challenges through Food Forestry". To implement the theme, objectives revolved around the promotion of

- (1) planting at least four saplings of plants that are high in nutritional value per Anganwadi Centre (AWC) under the local panchayat and the District Magistrate (DM)/District Collector (DC) by National Medicinal Plants Board (NMPB), Ministry of AYUSH (2) knowledge dissemination on nutrition through Jan Andolan activities, and (3) support the allied services of nutrition. Major thrust was on implementing the activities through POSHAN Panchayats, that is, ensuring maximum participation by local panchayats for health and nutrition promotion in communities.

[READ MORE](#)



**We Collaborate for Nutrition** is a national level platform to foster cross-learning within the nutrition community, to collaborate and to leverage each other's experiences. WeCan facilitates scaling up of proven interventions for optimal utilization of resources and time to improve nutrition outcomes in India. Our goal is aligned with the overarching mandate of POSHAN Abhiyaan, a multisectoral nutrition flagship program of the Government of India. The platform was conceptualized and established as a forum to enable cross-pollination of insights and sharing of learnings amongst different stakeholders, including governments, donors and development partners. To fulfil this mandate, we generate, collate, assimilate

and disseminate knowledge from nutrition models. We work with a special focus on Maternal, Infant and Young Child Nutrition and its key thematic areas.

**If you would like us to capture innovative nutrition practices, replicable and scalable interventions and learnings from proven nutrition models implemented by your organization or in your state, contact us on our email id: [wecollaboratefornutrition@ipeglobal.com](mailto:wecollaboratefornutrition@ipeglobal.com)**

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