

WeConnect



LETTER FROM THE EDITOR

by Binu Anand, National Team Leader, WeCan

Dear Readers,

On behalf of We Collaborate for Nutrition (WeCan), we would like to express our gratitude to our partners and stakeholders for supporting and collaborating with WeCan since 2017. It has been an immense pleasure to anchor this platform and bringing focus to partner collaboration for high impact results and to achieve the desired goal.

WeCan came into existence to bring the stakeholders in nutrition together to streamline their efforts and align their objectives with NNM. Since its inception, WeCan has continued to be the facilitator of multi-sector convergence by bringing the development partners to collaborate for nutrition and breaking the barriers and individual chambers they work in, thereby reducing duplication of efforts.

WeCan Journey

As a national level platform, WeCan aimed at fostering cross-learning within the nutrition community, leverage each other's experiences, and facilitated scaling up of proven interventions for optimal utilization of resources and time to improve nutrition outcomes across geographies.

The primary objective of WeCan is to encourage cross-pollination of insights and sharing the learnings with stakeholders, including governments, donors and development partners by generating, collating, assimilating and disseminating knowledge from nutrition models related to Maternal, Infant and Young Child Nutrition (MIYCN) and its key thematic areas. Secondly, WeCan helped partner organisations capture their best practices and gave them space to showcase their strengths. WeCan have dived deep to capture the processes behind the innovative interventions and packaged them into knowledge products. [READ MORE](#)

POSHAN MAAH 2021

POSHAN MAAH 2021 Celebrated across Uttar Pradesh



Inauguration

Chief Minister Yogi Adityanath launched the month-long 4th “**Poshan Maah- 2021**” with Governor Anandi Ben Patel on 7th Sep’21 at Lok Bhavan in Uttar Pradesh. The launch was broadcast live in at various programs held in the districts to mark the POSHAN Maah. During an inaugural programme, CM Yogi stressed the importance of observing Poshan Maah and reiterated that if the mother is malnourished then the child can never be well-nourished and therefore, it is necessary to pay attention to the nutrition and health of pregnant women. The main highlights of the program was – Godh Bharai of Pregnant Women, Launch of “Shagun Calendar” and Inauguration of 529 new AWCs buildings in the state.

First Week- Theme 1: Plantation activity on “POSHAN VATIKA”

Plantation drive, Poshan Vatika was organized at all the AWCs, schools, and Panchayat buildings in convergence with Panchayati Raj, and, Education & Garden Department of district. The supervisors and AWWs promoted POSHAN Vatika during interaction with the community members as a measure that can help to grow nutrient rich crops, fruits and vegetables to ensure dietary diversity. The lack of dietary diversity is one of the major cause of undernutrition and anemia.

Second Week- Theme 2: Yoga and Ayush for Nutrition

The activities and awareness campaigns were supported by the Regional Ayurvedic & Yunani Department in convergence with ICDS Department. The department shared a detailed work plan with ICDS and allotted various places to their medical officers in coordination with respective child development project officers for successful implementation of the theme across platforms. The department also supported workshops for community members on appropriate nutrition practices during pregnancy and lactation period. [READ MORE](#)

POSHAN MAAH 2021 – BIHAR



POSHAN Maah was inaugurated in Bihar by Mr. Madan Sahni, Minister, Social Welfare, Government of Bihar (GoB) on 3rd September, 2021 In the presence of Additional Chief Secretary, Mr. Atul Kumar, IAS, the Director, ICDS, Mr Alok Kumar, IFS, all DPOs, team of NNM and development partners. All the districts were instructed by the Director, ICDS on the theme-based activities to be conducted and the role to be played by the development partners in supporting the celebrations.

A special campaign was jointly coordinated by Anganwadi Sevika, ASHA and ANM where the weight and height of all the children between 0-6 years was taken in at the feeding area of the Anganwadi center (AWC) to categorize the children based on their nutritional levels (normal, malnourished and undernourished). Information obtained through this exercise can be found on the nutrition tracker and nutrition campaign dashboard.

District Program Officer in all Sadar Hospitals or District Program Office premises established a Nutrition Counselling Desk. It was inaugurated by the District Magistrate, [READ MORE](#)

Stories Of Change



Muzaffarpur, Bihar

This story is of Sahdani village of Sariya block of Muzaffarpur dist. The child named Utkarsh was born on 6th June at PHC Sariya, weighing 3.5 Kg and was found on the indicators. Utkarsh, was supported by ASHA; he was taken back from the facility. Unfortunately, when the child was about 3 months old, the mother insisted on giving bottle feed to the child. The mother started giving the child bottle feeding along with the breastmilk under pressure and consequently, the child started having diarrhoea. During the POSHAN Maah, Utkarsh's mother took him to the AWC for weighing and informed that his weight has decreased tremendously and she was not following the feeding practices with the AWW. The AWW counseled Utkarsh's mother on ORS, Diarrhoea management and benefits of breastmilk. The packets of ORS was given to her along with instructions on preparing it. AWW paid visits to the home and counseled family members and husband and as a result of it, the diarrhoea stopped immediately. This timely action ensured health and well being of the child and he is being constantly gaining weight ever since.

Sitamarhi, Bihar

In another case from Bhatolia AWC of Belsand block of Sitamarhi district. As a part of the activities during POSHAN Maah, growth monitoring was conducted in the center, where height and weight of the child was taken. Micky Devi came to the center with her husband Sunil Baita and their son Rajneesh came to take the weight of their child. The AWW KumKum came to know that the child was born on 17th Dec at his grandfather's home and had not taken a single dose of any vaccine. The child on that day weighted 7.5 Kg and was underweight. Rajneesh's parents were counselled on giving him proper diet and he was also given the first dose of immunization.



POSHAN Maah Toolkit 2021



With India's reinforcing commitment to address malnutrition, POSHAN Maah champions the spirit of improving nutritional outcomes for children, pregnant women, and lactating mothers. For POSHAN Maah 2021, WeCan released the message toolkit consisting of multi-media collaterals covering key themes related to Mother, Infant, Young Child, and Adolescent Nutrition (MIYCAN) along with the awareness on the need to link agriculture with nutrition through POSHAN Vatikas and bring more focus to food fortification. The Message Toolkit is aligned with the POSHAN Maah guidelines for 2021 by the Ministry of Women and Child Development, Government of India. The aim of the toolkit is to reach maximum number of people as a knowledge- based product for improving nutrition and its further amplification of messages on digital media platforms through the POSHAN Maah.

Recommended Hashtags that are used in the toolkit and are suggested for further dissemination of messages by partners: #DoYouKnow #SwasthyaMantra #WhatToEat #FourMantras

Recommended Tags: @WeCan4POSHAN @BMGFIndia @MinistryWCD @NITIAayog @POSHAN_Official @POSHANsm @UNICEFIndia @NutritionIntl @cfnsnewdelhi @aliveandthrive

The POSHAN Maah Message Toolkit 2021 can be accessed on the following link: <https://www.wecollaborate4nutrition.org/poshan-maah/>

VOX POP by Partners

It has been a wonderful collaboration with WeCan to engage and strengthen partnerships with government, donors, and development partners to contribute towards the nutrition coverage, continuity, intensity, and quality of services (C2IQ). Our joint initiative had spokes in many States to support the implementation of POSHAN Abhiyan while working closely with various nutrition development partners. In this journey, we jointly facilitated multiple cross group collaborations, dialogues on nutrition specific and nutrition sensitive aspects, and inspired many new partners to come forward and strengthen various components of POSHAN Abhiyan.

I personally learned a lot from the great team and the inclusive approach of WeCan for cascading the C2IQ in the states, encompassing state level nutrition partners, mapping for preliminary discussions, followed by the

engagement with concerned government departments, mostly with Department of Women and Child Development and Department of Health & Family Welfare. Our joint advocacy efforts made significant achievements in influencing key policy decisions at the national and the State level especially when our country is grappling with short and long-term shocks of COVID-19 to maintain a strong focus on nutrition during the unprecedented times.

Dr Sujeet Ranjan

Former Executive Director

The Coalition for Food and Nutrition Security (CFNS), New Delhi

I got an opportunity to work with WeCan team to develop eLearning course on Maternal, Infant, Young Child, and Adolescent Nutrition (MIYCAN). This is a unique course developed in collaboration with various professional medical associations and organizations working in the field of public health nutrition, wherein experts assisted from various organizations for the course development and its delivery. WeCan provided a prospect to connect with various stakeholders to develop the eCourse with participation of clinical and public health organizations. The support provided by Wecan team to design the course and communication material is widely appreciated and was of great significance. The digital media assets and toolkits developed by WeCan team has helped in the smooth dissemination of key messages and improve the visibility of MIYCAN programmes.

Dr Jyoti Sharma

Additional Professor

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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

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