



SHARP & JSI R&T India Foundation with support from GSK Consumer Healthcare

# Social & Behaviour Change Communication under

# PUSHTI

(Feb 2018 - June 2020)

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Project for Undernutrition prevention, Sanitation, Hygiene and Health Integration

## About PUSHTi

Pushti is a community-centered initiative integrating nutrition, health and WASH, to address the immediate and underlying causes of undernutrition, particularly during the 'first 1000-day' window, i.e., from pregnancy till the time the child is 2 years of age.

The project was based on research-driven awareness & action, reaching out to the neediest beneficiaries through suitable Information-Education-Communication (IEC) approaches and partnerships.

### Communication objective

To bring about changes in Knowledge, Attitude, Behaviour and Practice (KABP), the Pushti team devised IEC methodologies that helped the target population:

- to identify their problems & needs, e.g., low BMI, anaemia.
- to understand what they could do to address needs.
- to realize how such actions can change their lives.
- to prioritize & select most appropriate solutions.

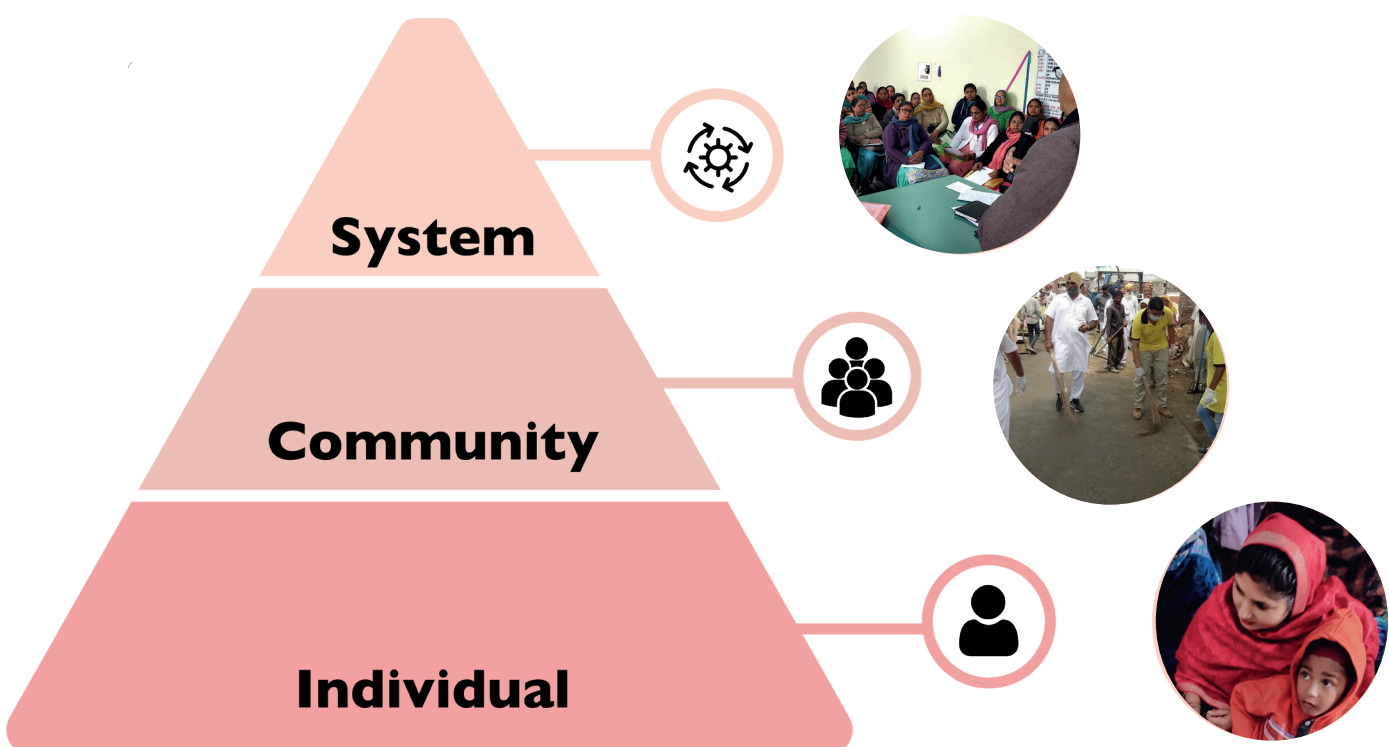
### Communication strategies

Strategic use of communication methods including a 360-degree approach to generate awareness, create demand, and improve nutrition & WASH among the entire village community. Key strategies were:

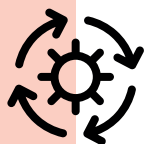
- Evidence-based communication.
- Customized techniques to reach vulnerable & marginalized groups.
- Harmonized messaging using a unique style & symbol.
- Use of local language (spoken & written).
- Collaboration with government functionaries & village leaders .

## Key Interventions

The interventions were designed at 3 levels for providing an enabling environment at the systems level, motivation at the community & family level, and understanding & knowledge at the individual level.



## SYSTEM



- Capacity building of frontline workers.
- Illustrations & social media messages to promote WASH practices.
- Slogans on walls near religious, playground & community areas.
- Health check-up camps for entire village.
- Celebration of special days like World Health Day, Children's Day, Hand-Washing Day, Deworming Day.



Wall paintings displaying key healthcare messages



Training on IYCF for ANM,ASHA & AWWs

## COMMUNITY



- Engagement of village & family leaders as Nutrition Champions.
- Community led activities like anti-mosquito fogging drive, Swachhta Drive.
- PUSHTi Corner in school displaying key messages.
- Pamphlets & printed material for awareness.



Anti-mosquito fogging drive



Sensitizing women through flip book on IYCF

## INDIVIDUAL



- 'Snakes & Ladders' game for nutrition messaging for pregnant and lactating women.
- 'Spin the Wheel' game to learn about menstrual hygiene.
- Card games for all target beneficiaries on nutrition.
- Baby shower event sharing knowledge & material for baby care.
- Pushti Planner for tracking daily nutrition of an adolescent .



Adolescent girls playing snakes and ladders



Kits gifted to pregnant women during baby shower

## Achievements

With an intensive social & behaviour change communication operation within the target villages, the following could be achieved with extensive support of frontline workers.

### System level

- **4** Health camps organized, attended by more than 800 people.
- **311** Health workers – ANM, ASHA and AWW trained on IYCF.
- **2** Anganwadi Centres, 1 Primary Health Centre & 1 school renovated.

### Community level







- Orientation of **22** Village volunteers as Nutrition Champions.
- *Swachhta* drive held in **4** villages led by villagers including installation of dustbins.
- Anti-mosquito fogging drive in **6** villages led by the community, benefitting **710** families.

### Individual level

- Participation in sessions increased considerably after introduction of **innovative tools** like games.
- Marked **behaviour change** & interest in healthcare & nutrition observed by local frontline workers.
- **1,237** pregnant and lactating women, and **1,565** adolescent girls directly reached.



### FURTHER INFORMATION AT...

-  [www.jsiindia.org](http://www.jsiindia.org)
-  [www.schoolindia.org](http://www.schoolindia.org)
-  <https://www.linkedin.com/company/apluspusti/>
-  <https://www.facebook.com/Adolescentplus/>
-  <https://twitter.com/AplusPushti>
-  <https://www.youtube.com/channel/UCWlpaIGrxClxluoPEKc56IA>