

# Association between listening to a radio program with tailored content and maternal and child feeding practices during COVID-19 pandemic in Nepal

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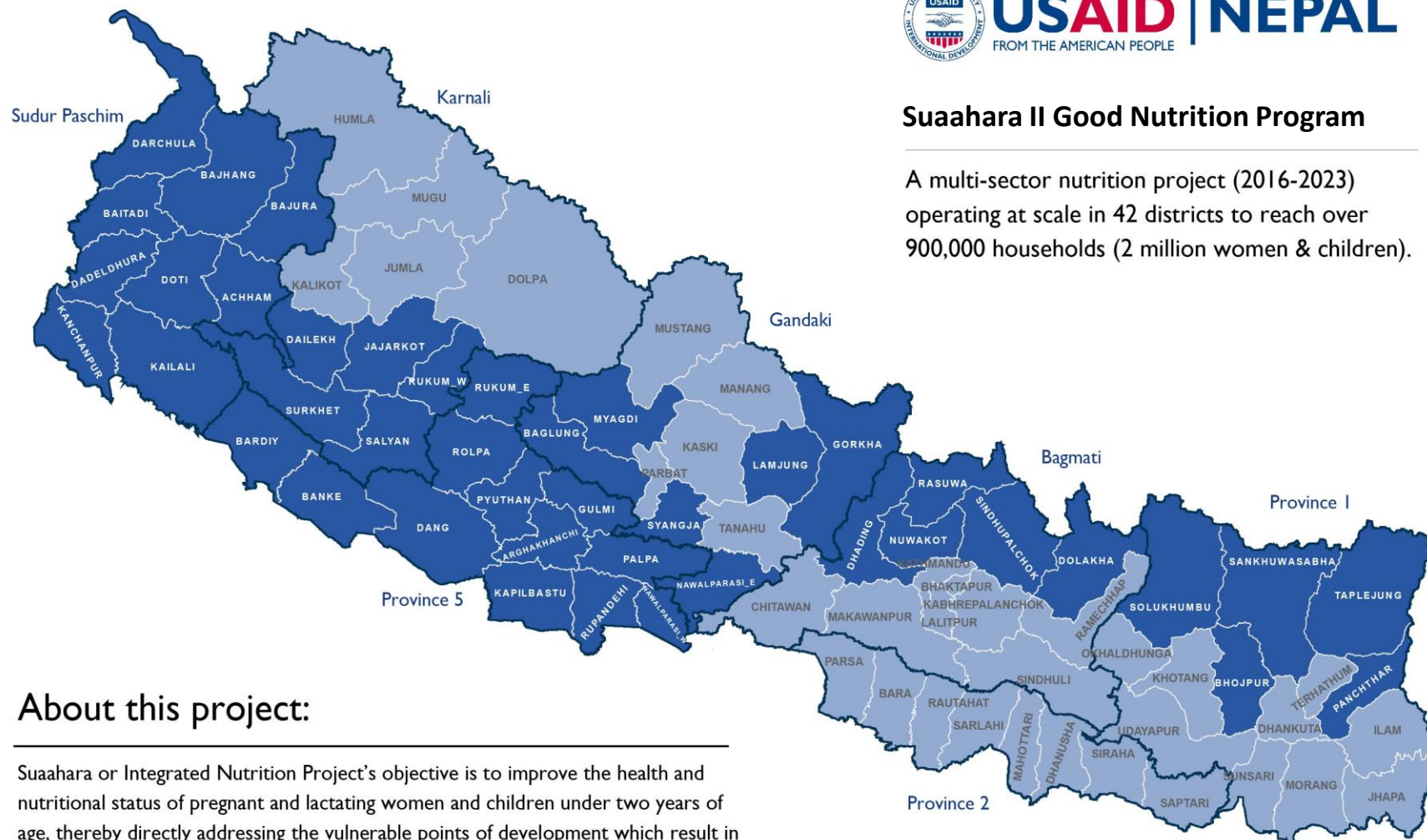


# Suaahara II Good Nutrition Program



## Suaahara II Good Nutrition Program

A multi-sector nutrition project (2016-2023) operating at scale in 42 districts to reach over 900,000 households (2 million women & children).



### About this project:

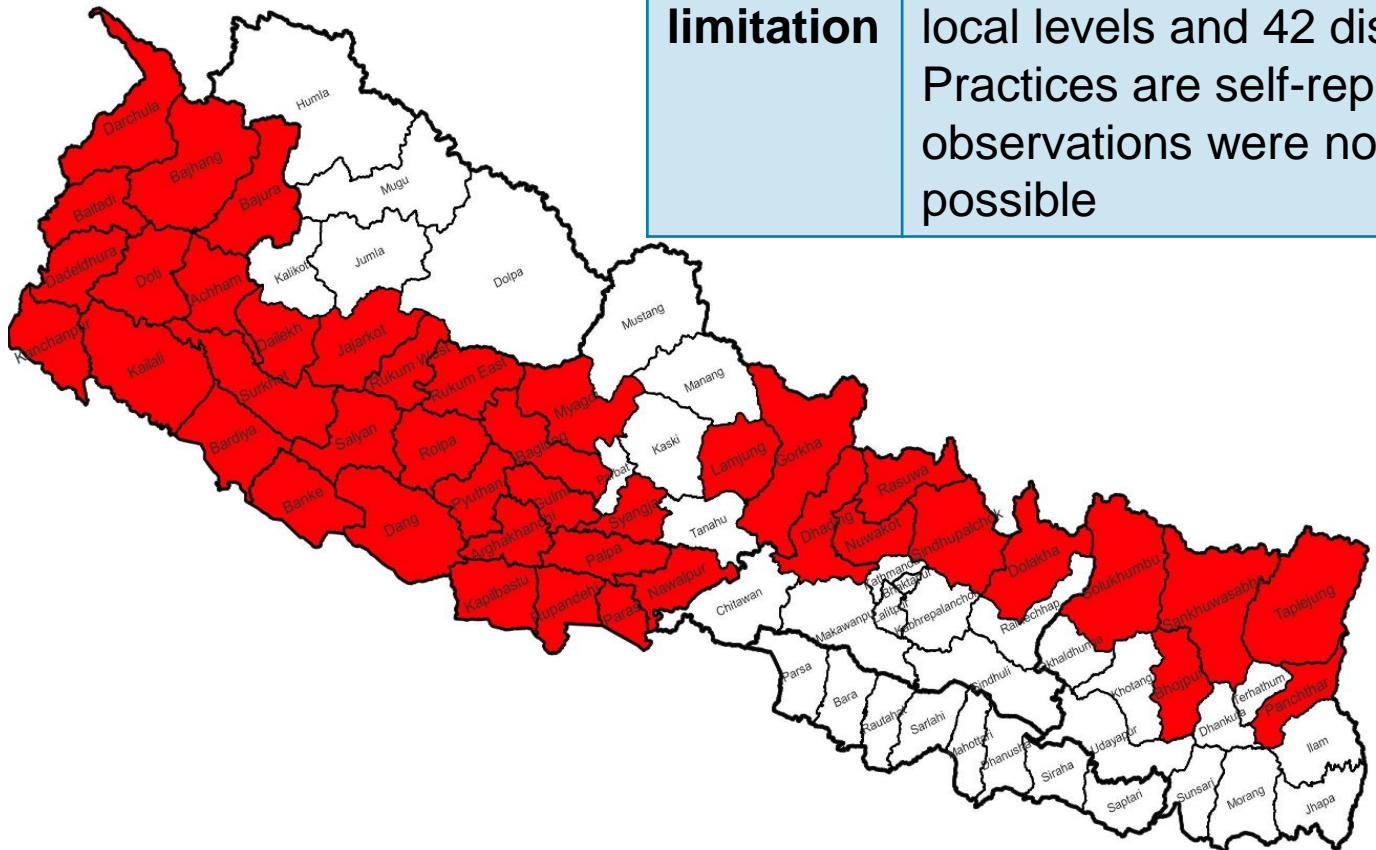
Suaahara or Integrated Nutrition Project's objective is to improve the health and nutritional status of pregnant and lactating women and children under two years of age, thereby directly addressing the vulnerable points of development which result in chronic undernutrition or stunting.

The project aims to prevent stunting in children and increase the health and nutritional status of women and children under two years of age by improving: nutrition; maternal, newborn and child health services; family planning services; water, sanitation and hygiene; and home based gardening. The project also supports provincial and local governments to strengthen multi-sector nutrition governance.

# Suaahara II Rapid Assessment Design

<b>Objective</b>	To assess health and nutrition services and practices during the COVID-19 context in 389 municipalities across Nepal
<b>Design</b>	Cross-sectional survey; Simple random sampling in 353 municipalities
<b>Sampling</b>	23,471 Mothers (7 per wards) 772 Health facilities (2 per municipality) and 3,353 FCHVs (1 per ward)
<b>Data collection</b>	Remote, electronic by Suaahara II field staff; July 2021 and Jan 2022, referencing the 3 months prior to the survey

<b>Ethics</b>	<b>Nepal Health Research Council</b>
<b>Strength and limitation</b>	Municipality and district representative data for 389 local levels and 42 districts. Practices are self-reported; observations were not possible



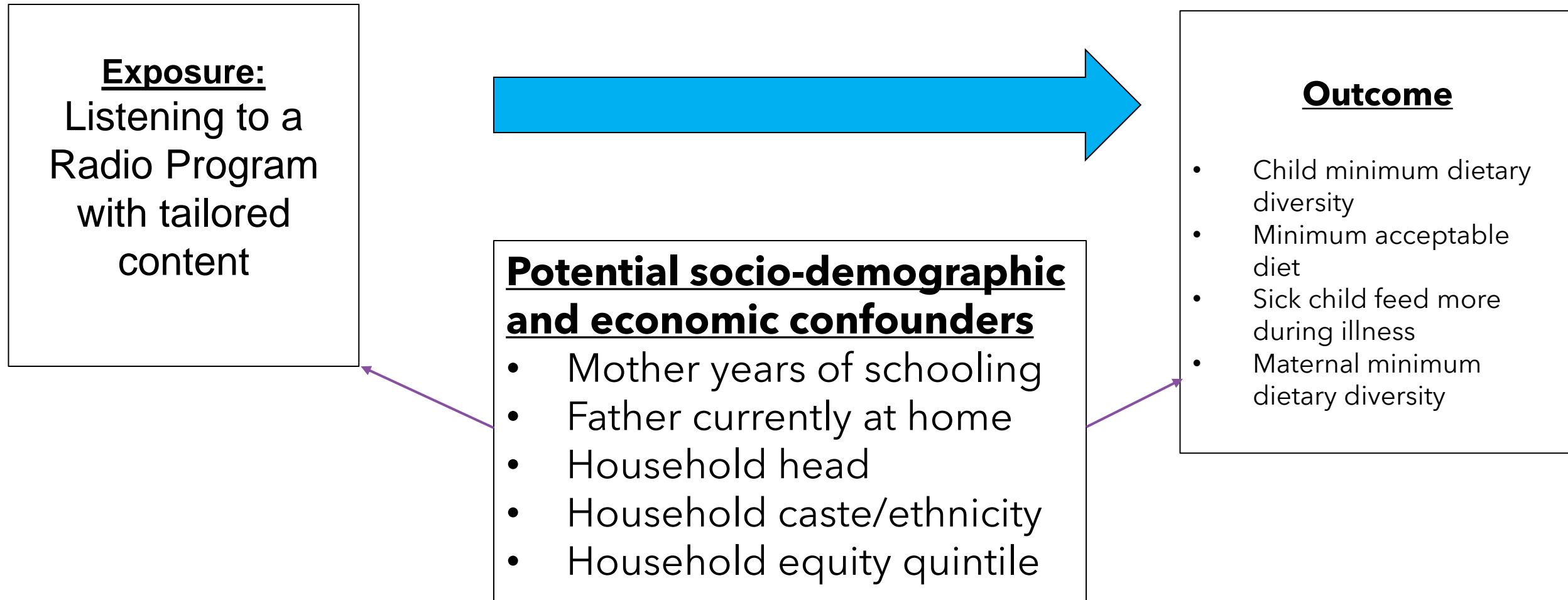


## Presentation Objectives

- This presentation explores the association between mothers' exposure to a popular radio program, *Bhanchhin Aama* (Mother Knows Best) with tailored nutrition content and maternal and young child feeding practices in Nepal during the COVID-19 pandemic.
- Further analysis of Rapid Assessment survey conducted by USAID's Suaahara II program



# Conceptual Framework

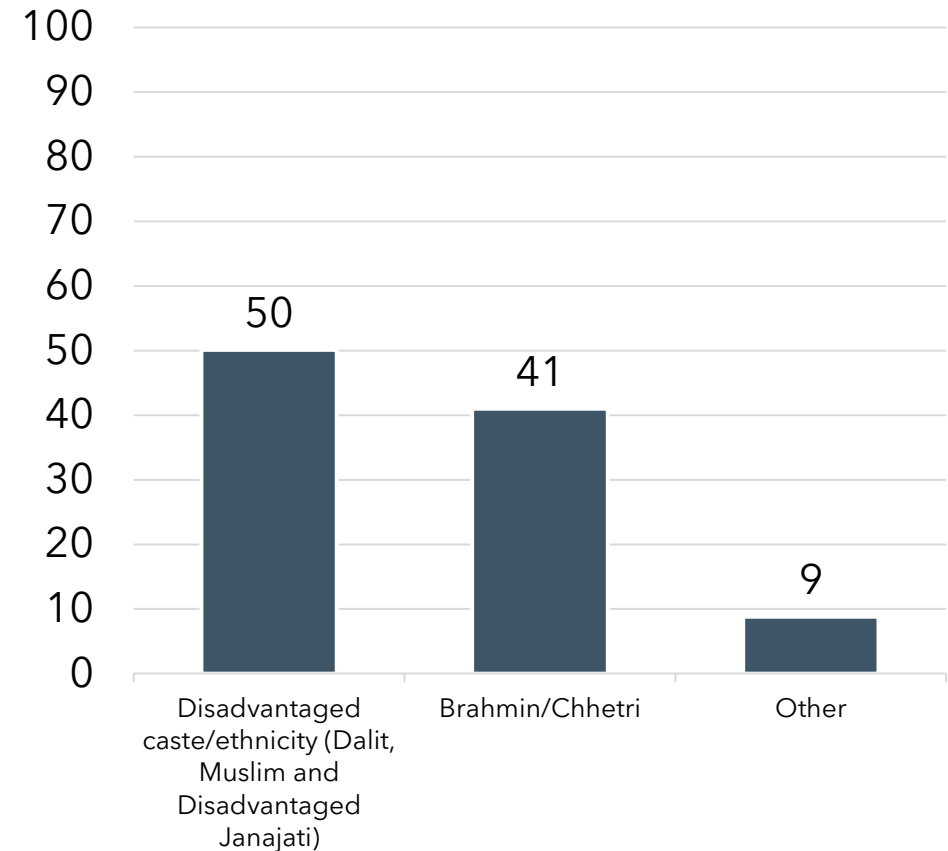


# Background: Mother (N=23,471)

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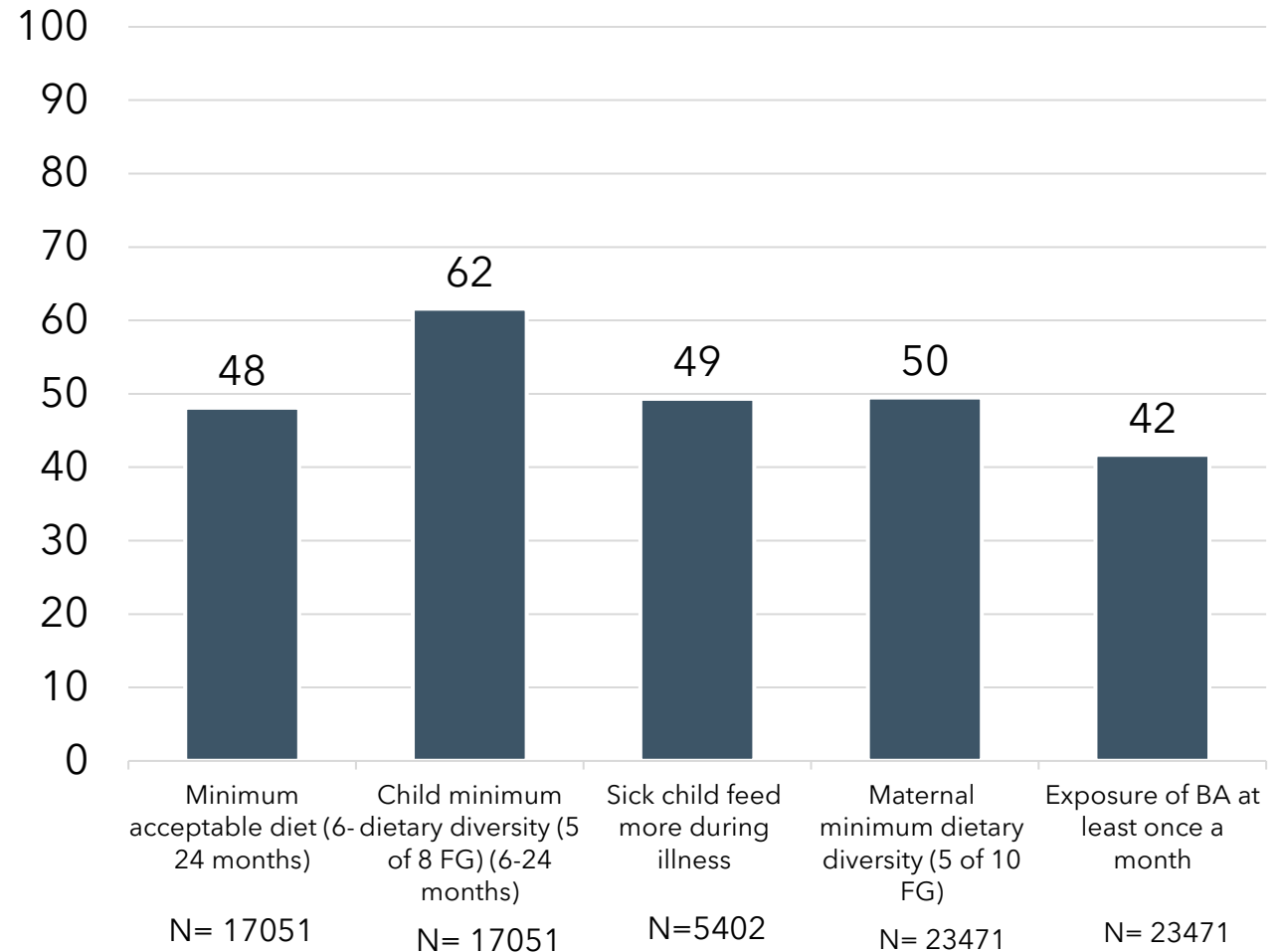
Age (completed years in average)	25
Education (completed grade 10 and above)	47%
Socio-economic status (bottom 40% of Nepali population)	46%
Father currently residing at home	68%

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# Exposure and prevalence

- 42% listened to the *Bhanchhin Aama* radio program at least once a month.
- 48% met minimum acceptable diet for children
- 62% met minimum dietary diversity for children
- 49% sick children were fed more during illness
- 50% mothers met minimum dietary diversity



## Association between listening to radio program and odds of maternal and child dietary practices

<b>Behaviors</b>	<b>Adjusted OR</b>	<b>p-value</b>
<b>Child meeting minimum acceptable</b>	1.50	<0.001
<b>Child meeting Minimum Dietary Diversity</b>	1.57	<0.001
<b>Sick child fed more during illness</b>	1.55	<0.001
<b>Maternal minimum dietary diversity</b>	1.62	<0.001

Regression models have been adjusted for maternal years of schooling, headship of the household, caste/ethnicity, father currently at home and equity quintile



## Study Implications

- Findings suggest that listening to the Bhanchhin Aama program at least once a month was significantly associated with good maternal and child feeding practices.
- During emergencies where vulnerable population may be cut off from in-person sources of information, exposure to tailored media content can be effective to promote good nutrition practices.





*Suaahara II* would like the Government of Nepal for their leadership in implementing the multisector nutrition plan.



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