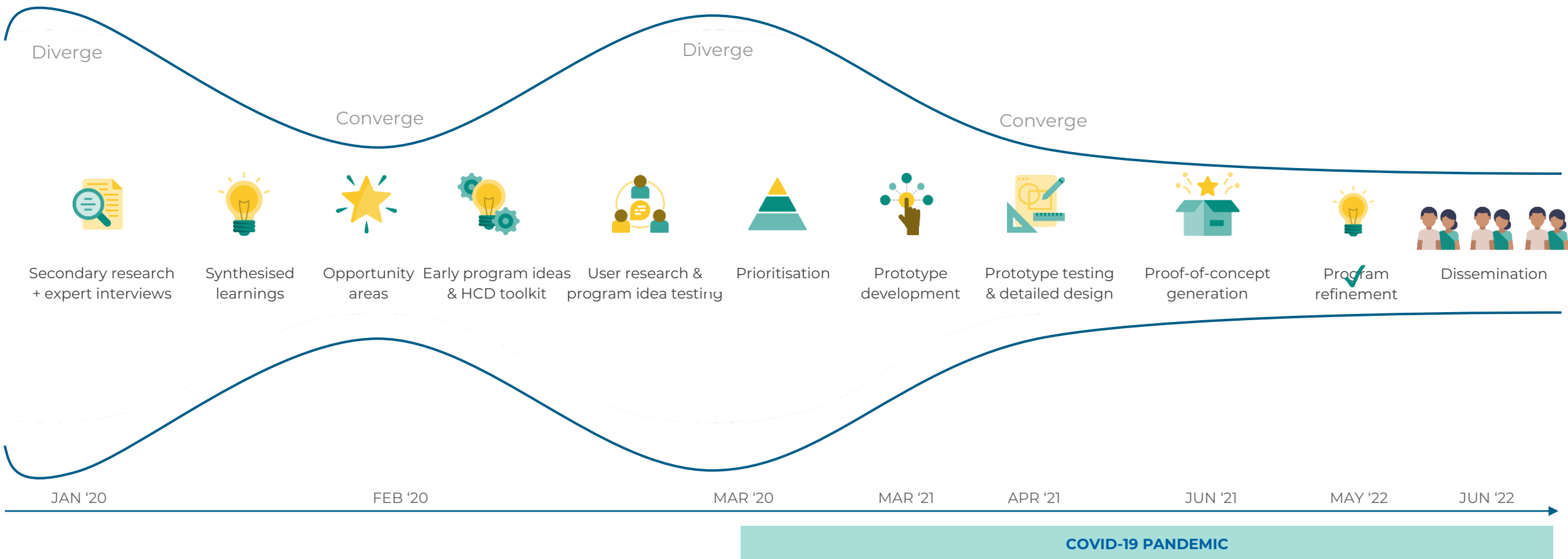


Our Journey



Program Implementation

- **Location**

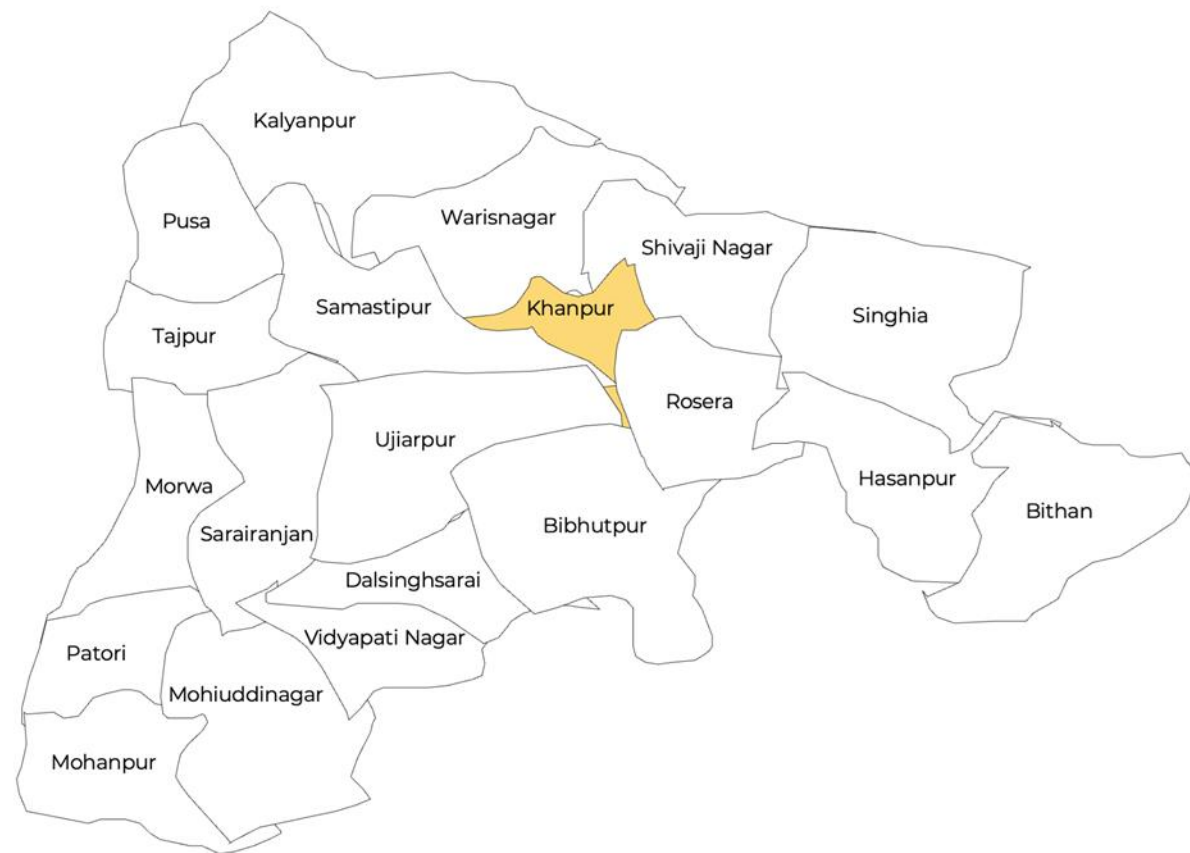
- Khanpur Block, Samastipur District
- Intervention and comparison villages selected randomly from the same block

- **Program Participants**

- 963 eligible couples enrolled
- Primary target group: Couples with a child aged 6-23 months
- Secondary target group: Other family members (parents/in-laws of couples)

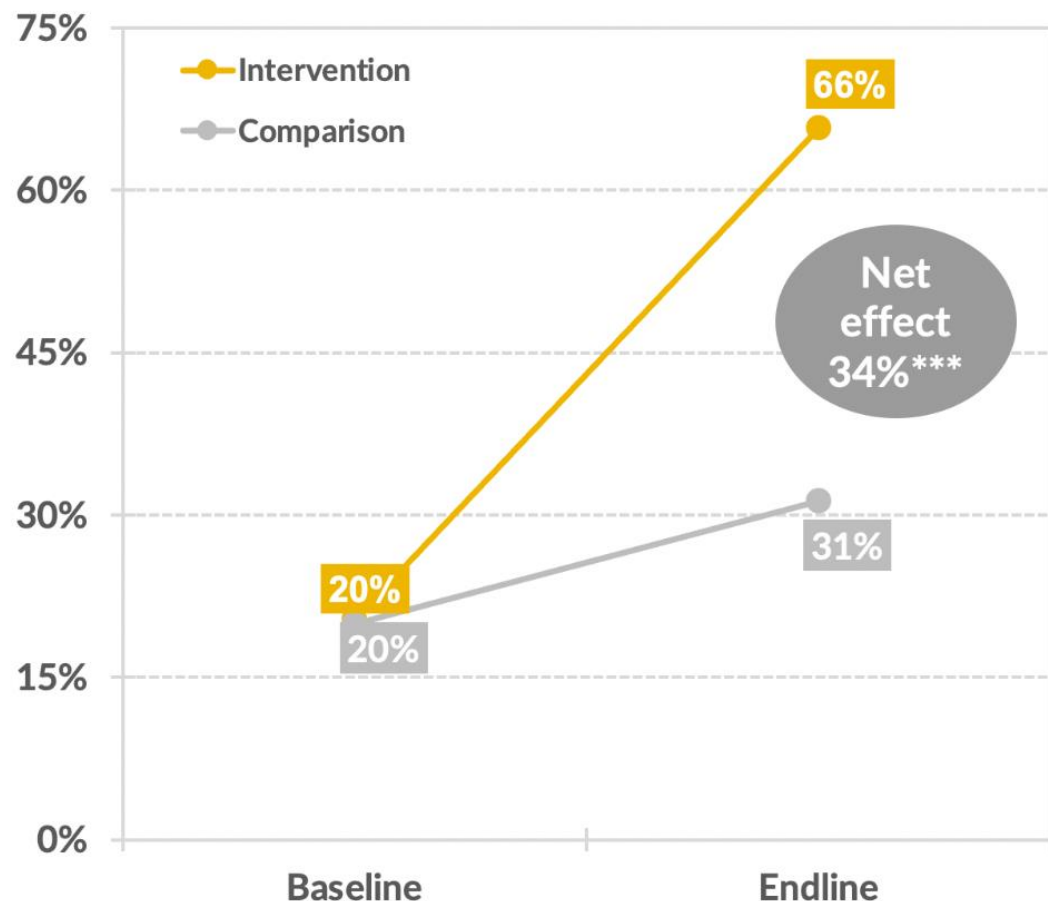
- **Survey Samples**

Gender	Intervention		Comparison	
	Baseline	Endline	Baseline	Endline
Women	399	402	418	402
Men	394	243	333	346

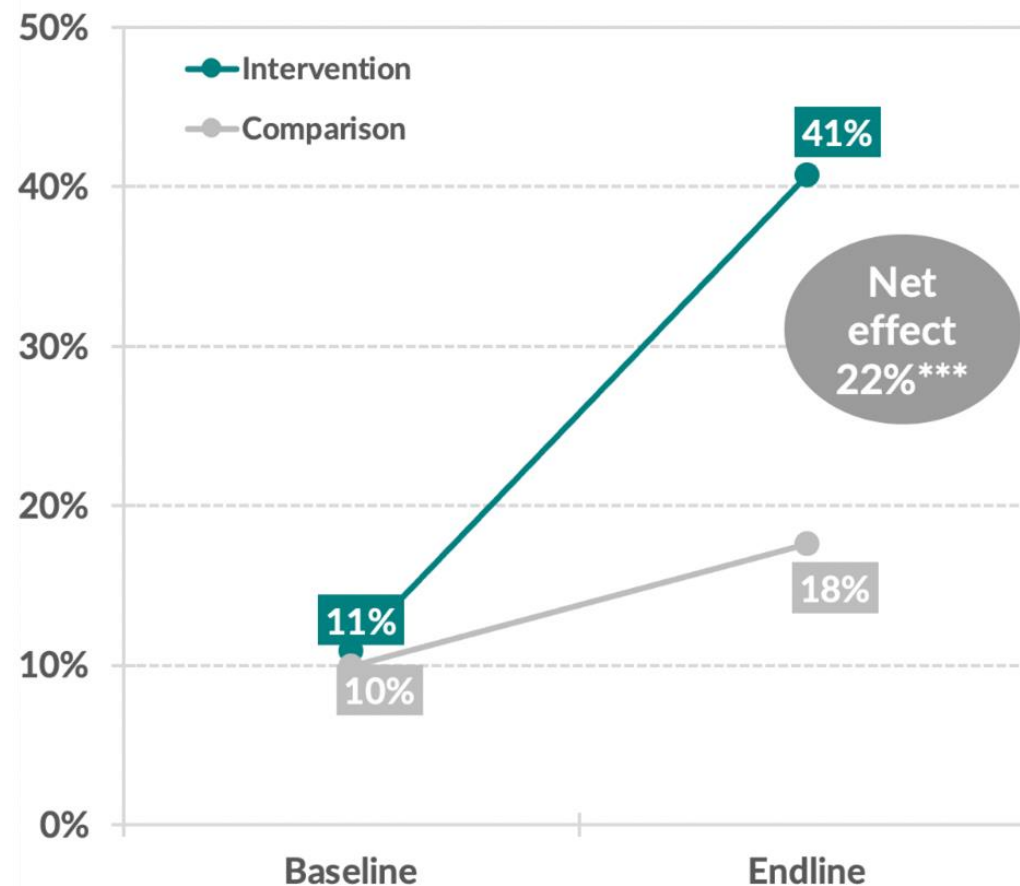


Knowledge about dietary diversity increased significantly

% WOMEN AWARE OF FOUR OR MORE FOOD GROUPS AS MDD FOR CHILD 6-23 MONTHS



% MEN AWARE OF FOUR OR MORE FOOD GROUPS AS MDD FOR CHILD 6-23 MONTHS



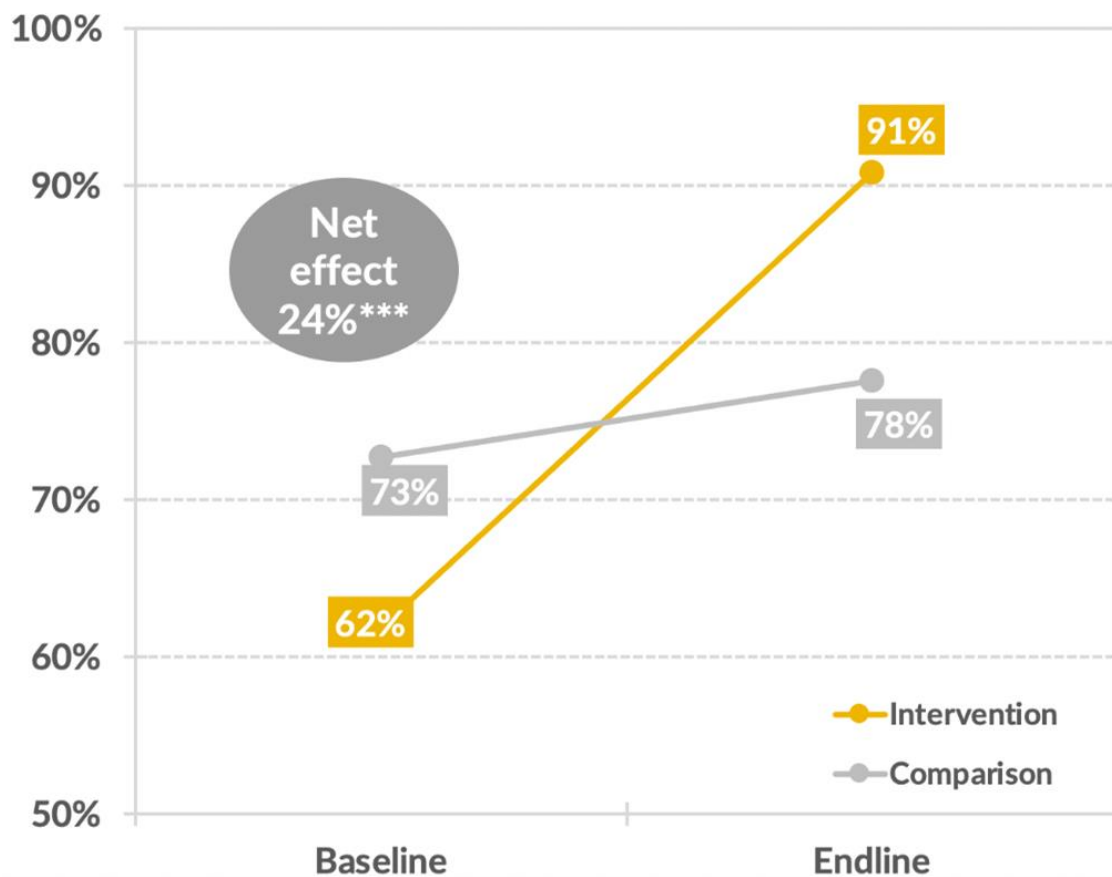


“After joining the program, we started saving more to fulfill our dreams. Earlier, we purchased Rs. 100 worth of vegetables but now we purchase a small quantity of a variety of vegetables in Rs. 60. Now we save money and also buy the food groups.”

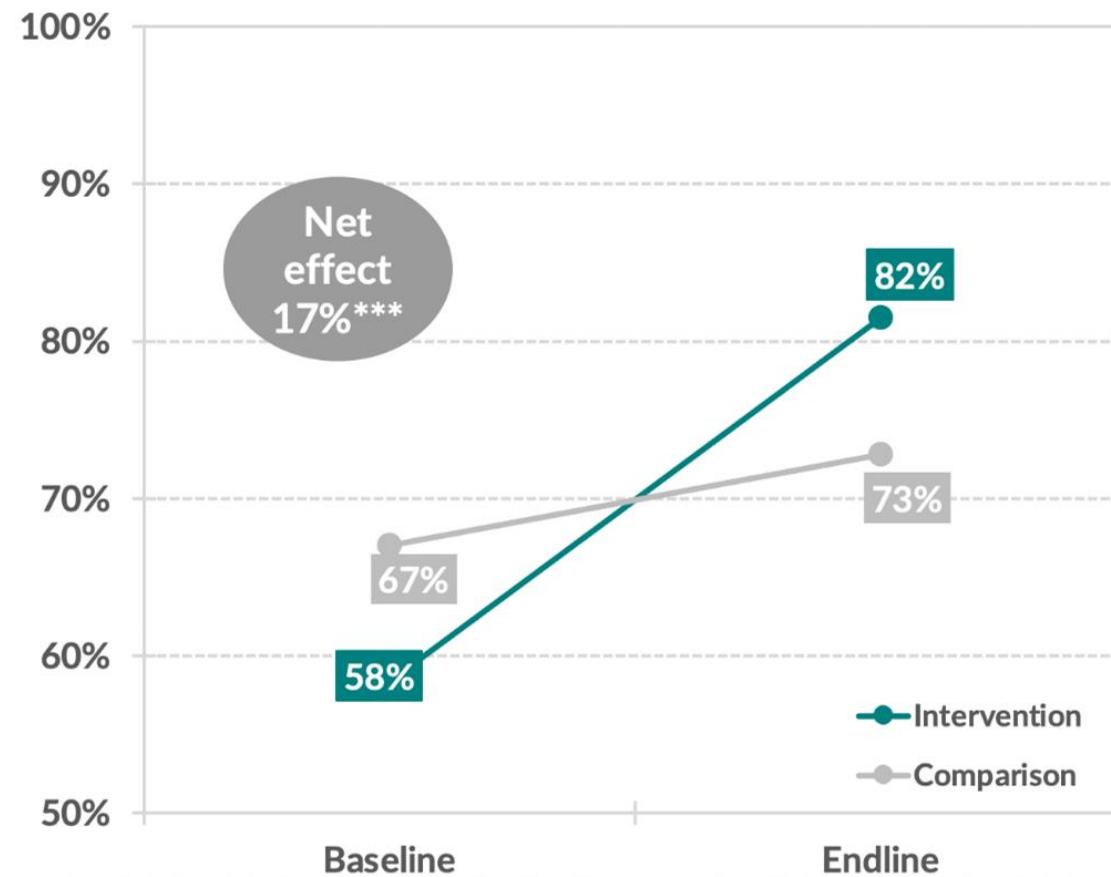
- PARTICIPATING COUPLE

Couple communication about children's food needs increased

% WOMEN WHO DISCUSSED CHILD'S FOOD NEEDS WITH THEIR HUSBANDS IN THE LAST THREE MONTHS



% MEN WHOSE WIVES DISCUSSED CHILD'S FOOD NEEDS WITH THEM IN THE LAST THREE MONTHS



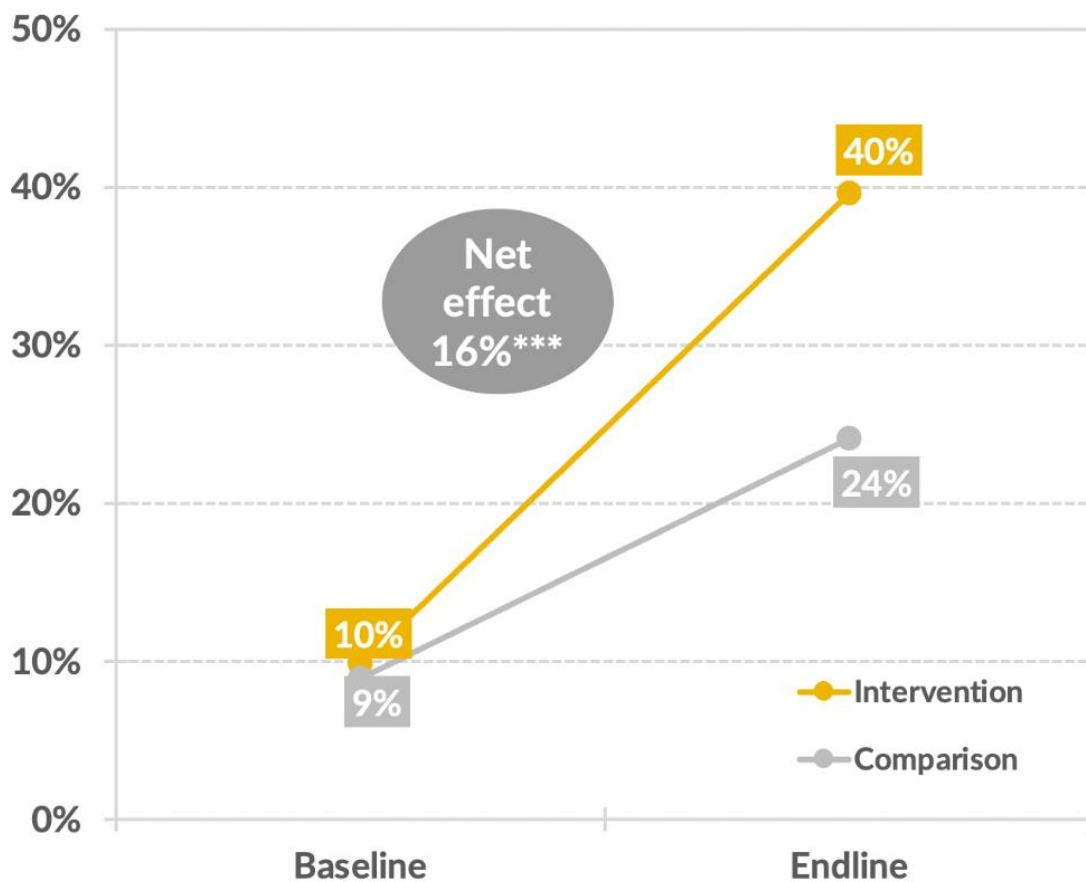


“Earlier, only I had to look after the children. My husband used to get irritated if he had to look after children, but now he also plays with and cares for them. He shows them affection and if our child has not eaten, he feeds them”

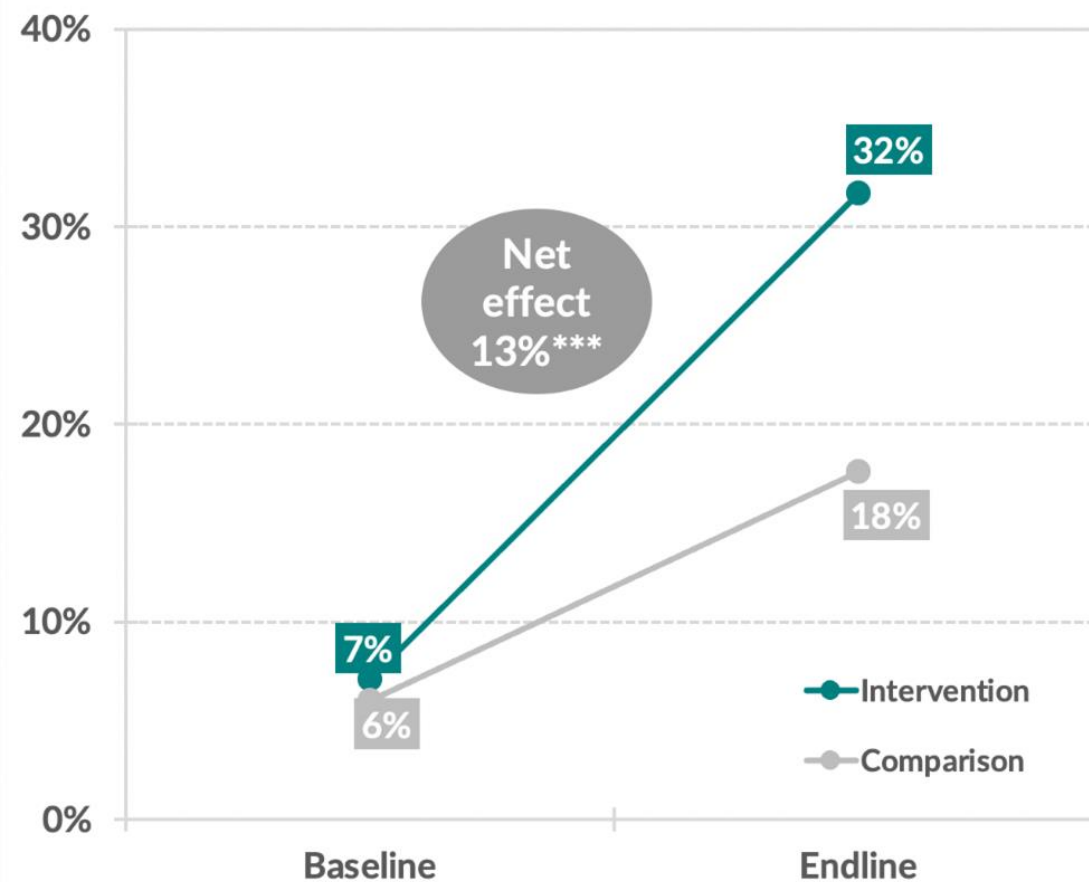
- WOMAN PARTICIPANT

Children's dietary diversity improved significantly

% WOMEN WHOSE CHILDREN (12-23 MONTHS) GET FOUR OR MORE FOOD GROUPS EVERYDAY

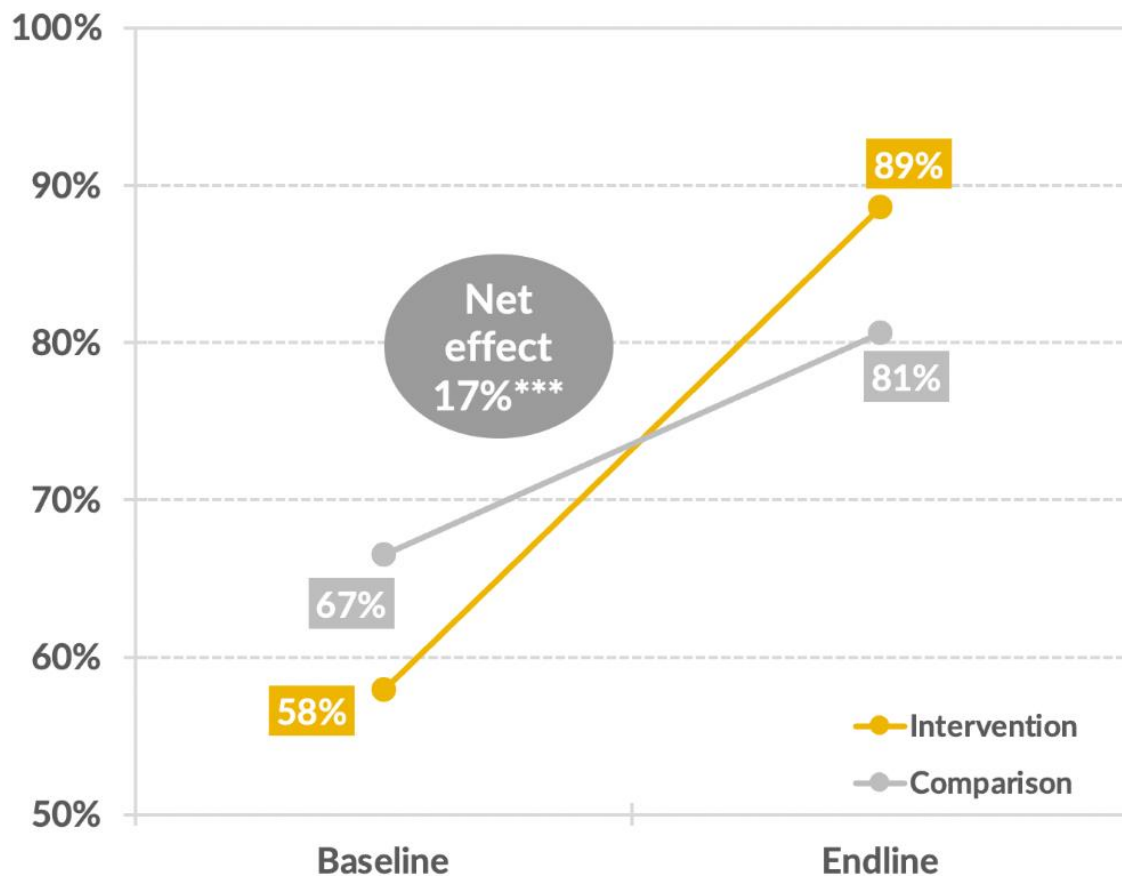


% MEN WHOSE CHILDREN (12-23 MONTHS) GET FOUR OR MORE FOOD GROUPS EVERYDAY

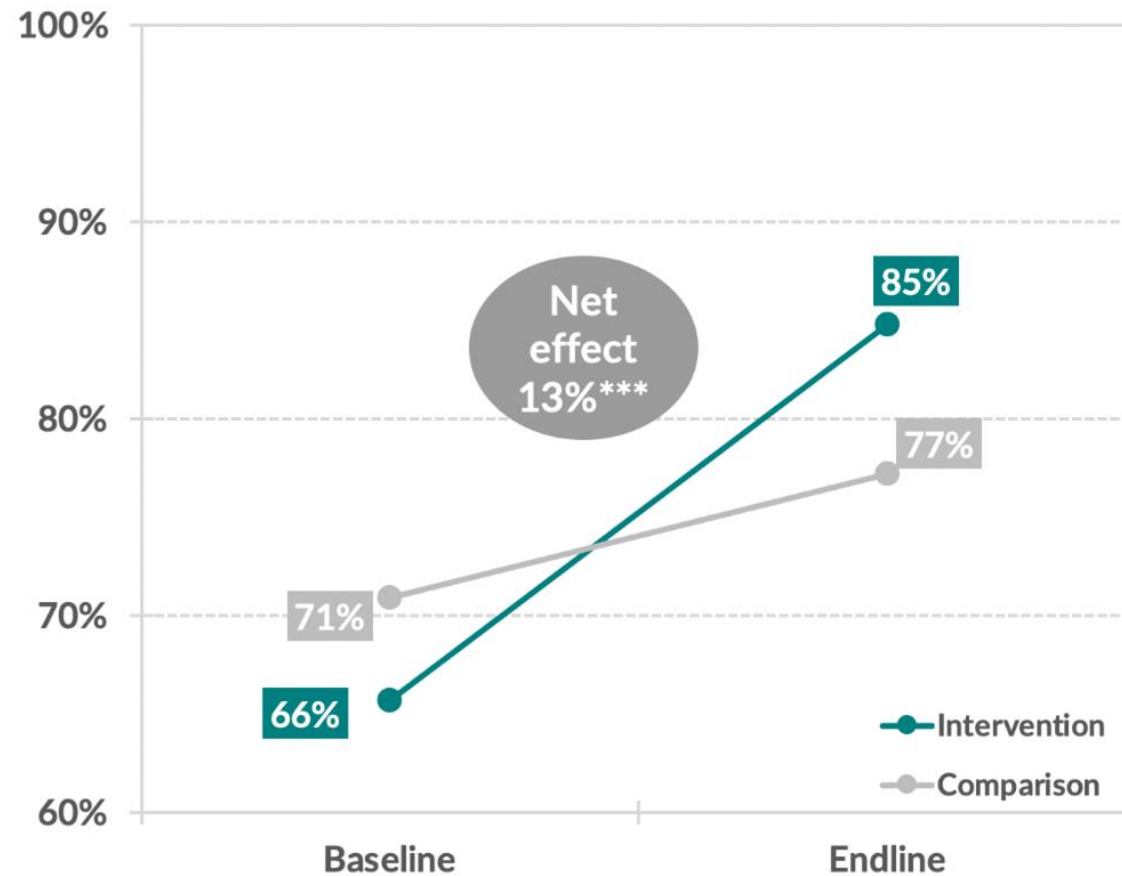


Men's participation in procuring food & feeding children increased

% WOMEN WHOSE HUSBANDS REGULARLY SHARE RESPONSIBILITY OF FEEDING CHILD (6-23 MONTHS)

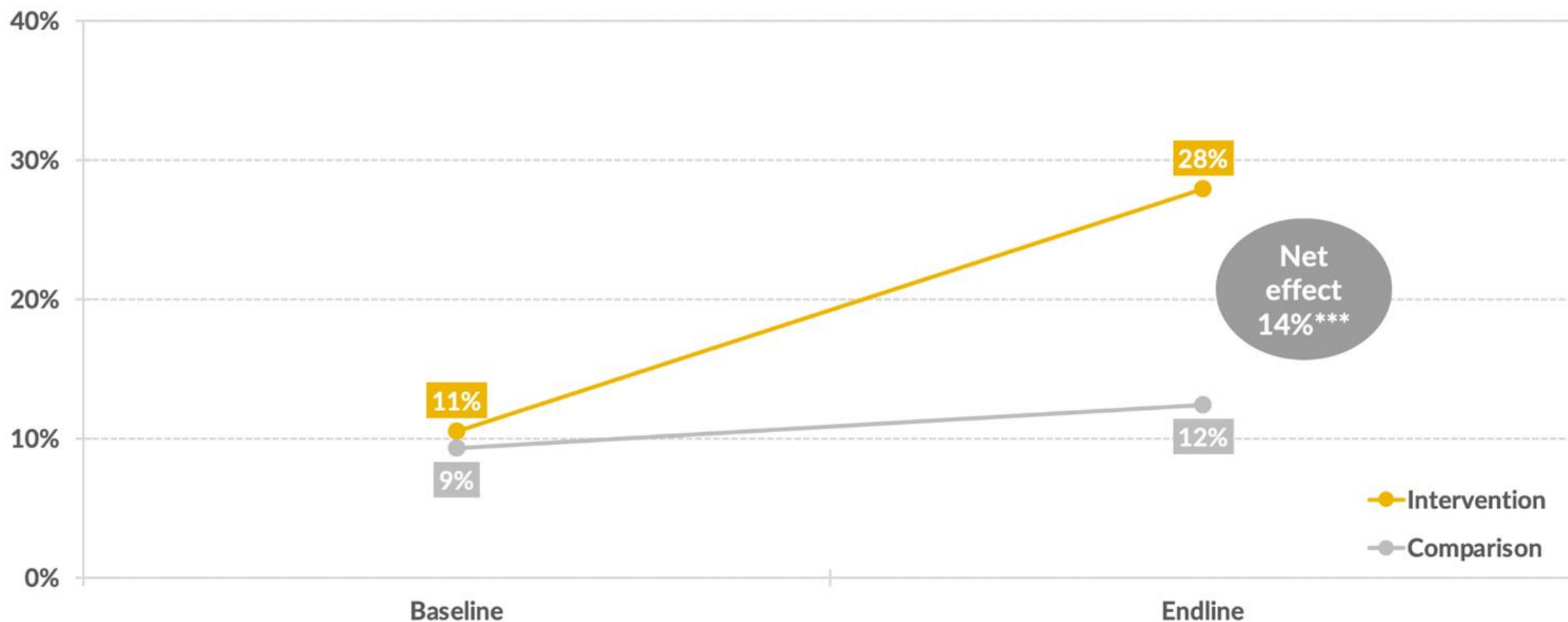


% MEN WHO REGULARLY SHARE RESPONSIBILITY OF FEEDING CHILD (6-23 MONTHS)



Mothers' diet diversity increased significantly

% MOTHERS (OF CHILDREN 6-23 MONTHS) WHO GET FIVE OR MORE FOOD GROUPS EVERYDAY



Lessons Learnt

- 1 Financial planning as a gateway:** Using financial planning as an entryway motivates couples and gatekeepers, while shifting the perception that nutrition habits are rooted in affordability, and hence unchangeable.
- 2 Spousal communication and decision-making:** Couples get their information on child nutrition in silos, with little opportunity to discuss and make decisions together. This, along with rigid gender roles, drives the gap between awareness and action, and the disproportionate burden placed on women, who have limited agency, access to resources and decision-making power.
- 3 Program delivery through couples:** Young couples feel comfortable speaking with married couples within the community who they perceive as “role models”, about topics like child health and financial planning. Receiving information together as a couple opens up a trusted space for spousal communication.
- 4 Generating social proof:** Young couples are influenced by their peers and prevailing socio-cultural norms. Visual cues of the program in the community and the support of influential community members generates social acceptance and sustainability of new behaviours, and mitigates backlash.
- 5 Edutainment for deeper engagement:** Gamification of program features makes it easier for parents to stick to new habits of tracking nutrition and offers visible cues of progress. Using relatable characters and audio-visual narratives can make financial planning concepts more engaging, accessible for couples and their families.
- 6 Digital channels for wider reach:** Digital channels help override the tentativeness that communities feel about welcoming outsiders and joining group meetings during the COVID-19 pandemic. Digital channels also ensure that couples are not left out due to migration or travel.

QUESTIONS?

