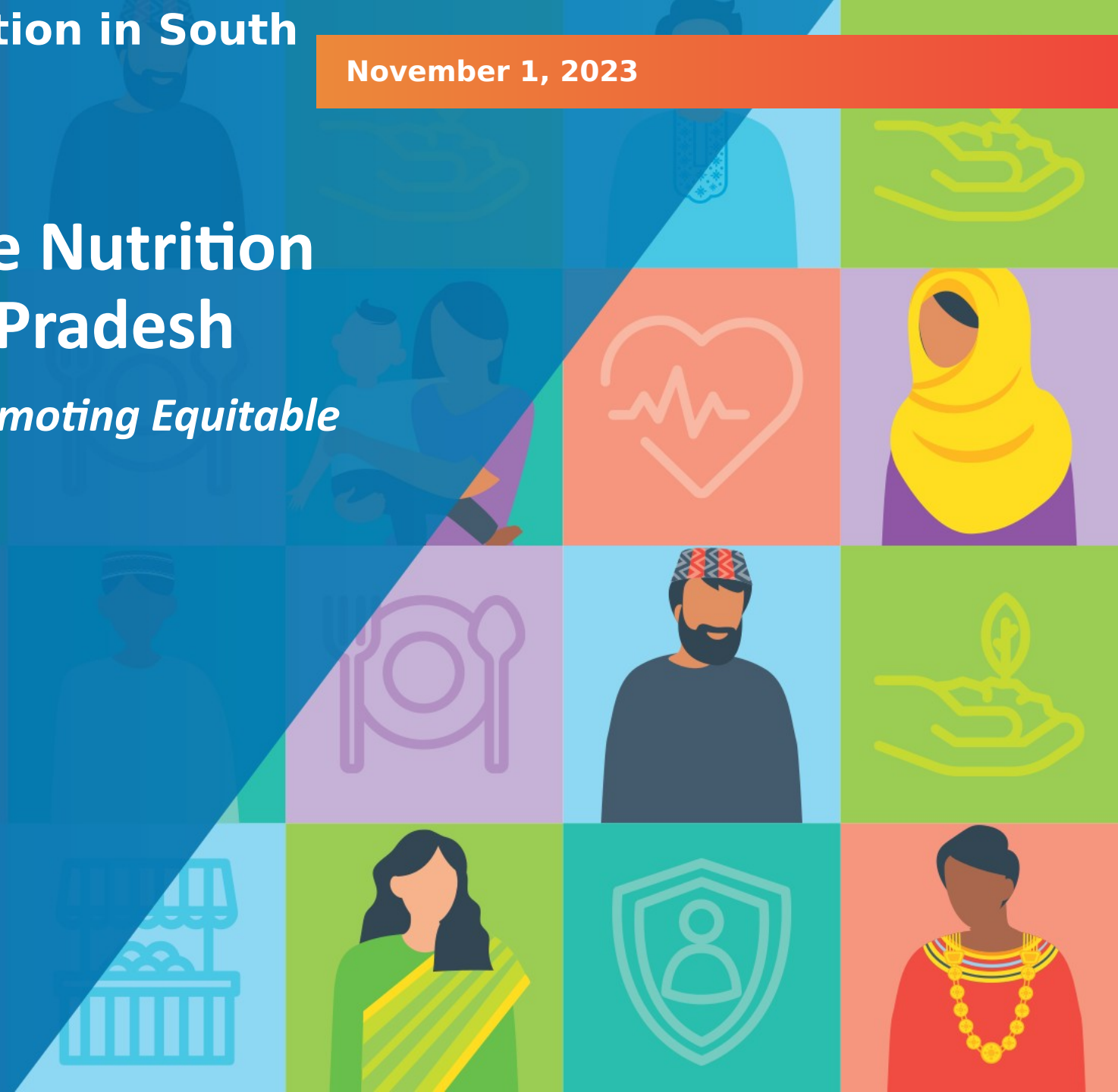


Engaging Men to Improve Nutrition Outcomes in Rural Uttar Pradesh

*An Implementation Experience of Promoting Equitable
Approaches to Nutrition*

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WHY DID WE WANT TO DO THIS?

THE PROBLEM

Rigid gender norms and patriarchal practices are major causes towards low nutritional status in women and girls



THE APPROACH

Engaging with men to become accountable to and responsible for women's health and nutrition is one of the crucial pillars to impact health outcomes positively



WHAT WERE OUR OBJECTIVES?

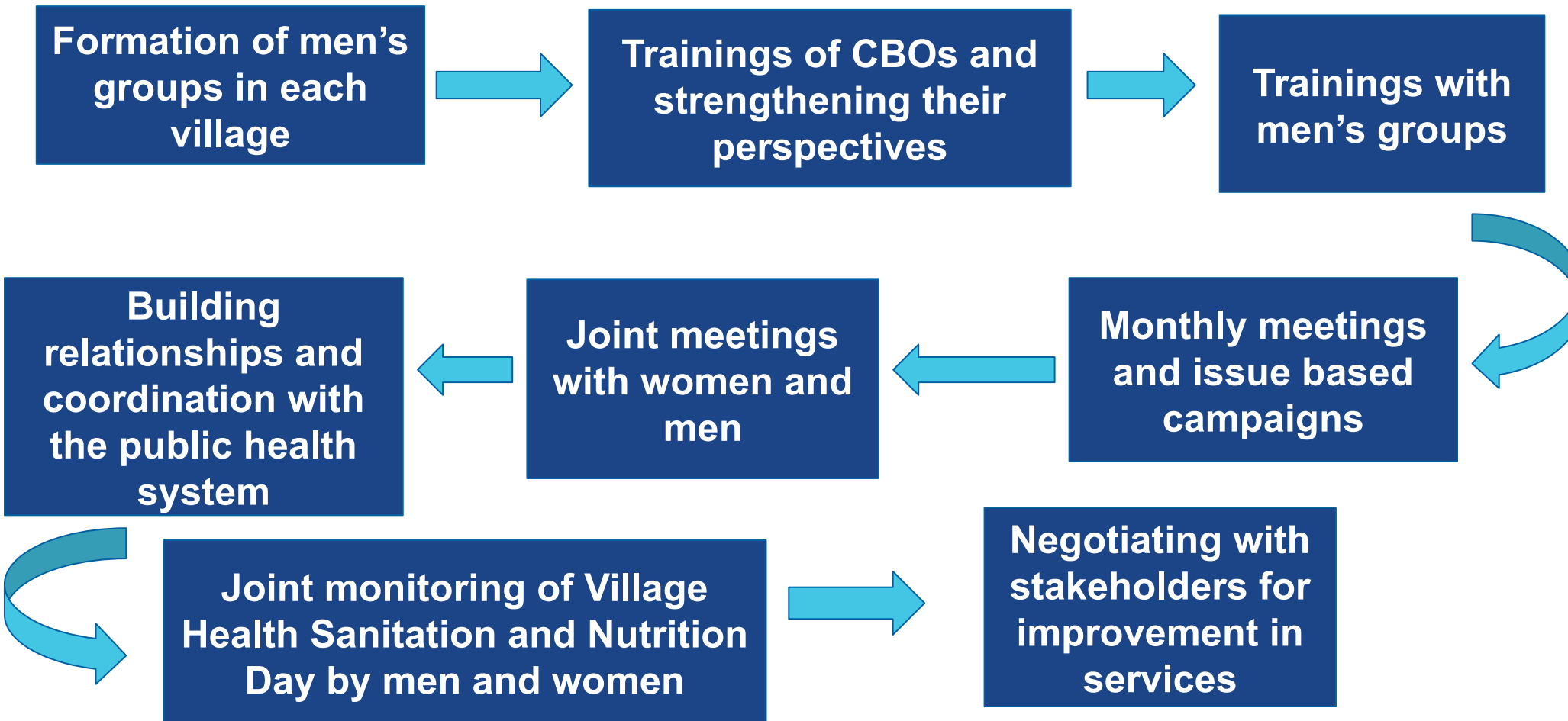
- To influence gendered social norms by engaging men to become responsible and accountable towards the health of women and girls
- To increase the responsiveness of service providers to meet the needs of women and girls

**Focus on social
determinants of
health**

**4 Districts and 48 villages in
Uttar Pradesh**

**Partnership based model with
4 local CBOs and SAHAYOG
providing technical support**

HOW DID WE DO THIS?



**Increased responsibility in
the health and nutrition of
women and girls**

**Changing traditional
practices around
consumption of food**

**CHANGE WITHIN THE FAMILY
UNIT**

**Shared
responsibility in
care work**

**Challenging
gendered social
norms**

**Challenging taboos around
menstruation and
foregrounding menstrual
hygiene and nutrition**





“Earlier, I never realized that my wife was making food for the entire family and then eating late in the day, which impacts her health. After joining the men’s group I realized that this highly impacts her health. We started eating together, as I supported her in making food for everyone”

“I did not know that haemoglobin testing is so important for women and girls. I got to know more about it, and then I checked whether the service was available at the VHSND. I was shocked to know that it is not! We all went and spoke to the Pradhan, and the CHO about this”

“Nobody told me about Maahvari (menstruation). I always thought it was a women’s issue. Only after joining the men’s group, our facilitator told us about the increased nutritional needs of women during this time. Slowly I felt my discomfort around this decreased, and I started buying green vegetables and nuts for my wife, especially during this time

**Improvement in
Nutrition services at
the village level by
70%**

**Usage of the funds of the
Village Health, Sanitation and
Nutrition Committee to
improve services for
pregnant women**

**CHANGE IN RELATION TO
SERVICES**

**The incidence of nutrition
counselling for women and
girls increased by 40% in
VHSND**

“I was part of the VHSNC but did not know much about my duties. The SAHAYOG facilitator came and gave me training around this. I mobilized the members, spoke to the Pradhan and we had our first meeting. We decided to use the funds to buy a BP machine, and a urine testing setup during VHSND

“My husband has brought many changes in himself. Earlier he was violent, but since few months I have been witnessing how he is softer with me, and does small things like getting fruits for me from the market, washing dishes. He also started taking me for the checkups to the doctor. He is much more aware of my needs. I am very happy.”

“We wrote a demand letter where we asked for the essential services to be made available in our village. We did multiple follow ups, and the official was quite supportive, and we got a new BP machine, and he directed the Pradhan to use the funds under VHSNC to arrange for a seating, and fan in the site of the VHSND



THANK YOU!

Contact us:
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