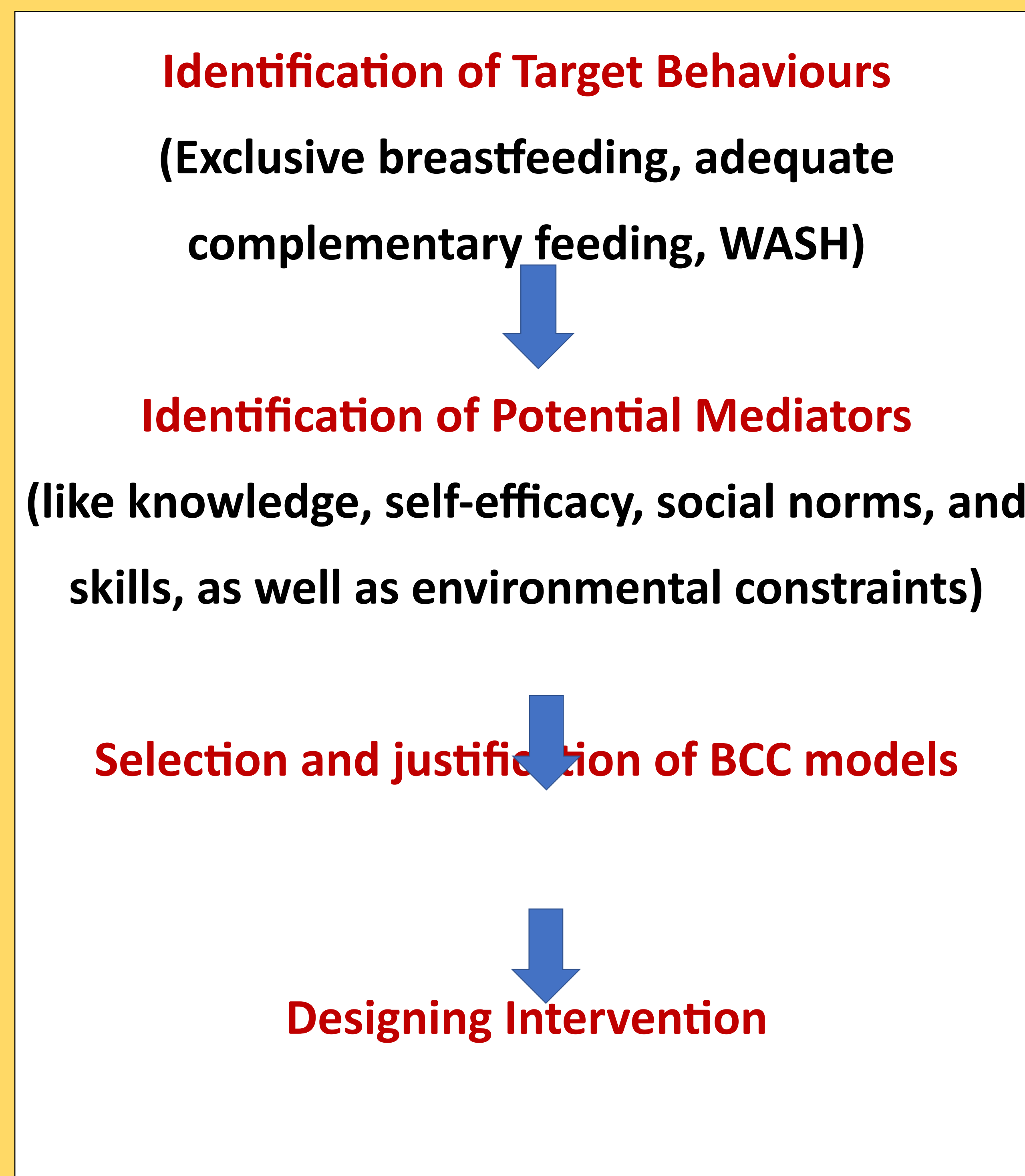


# Designing Nutrition Education Intervention for Strengthening the Components of Home Based Care for Young Child (HBYC) Program in Districts of Delhi.

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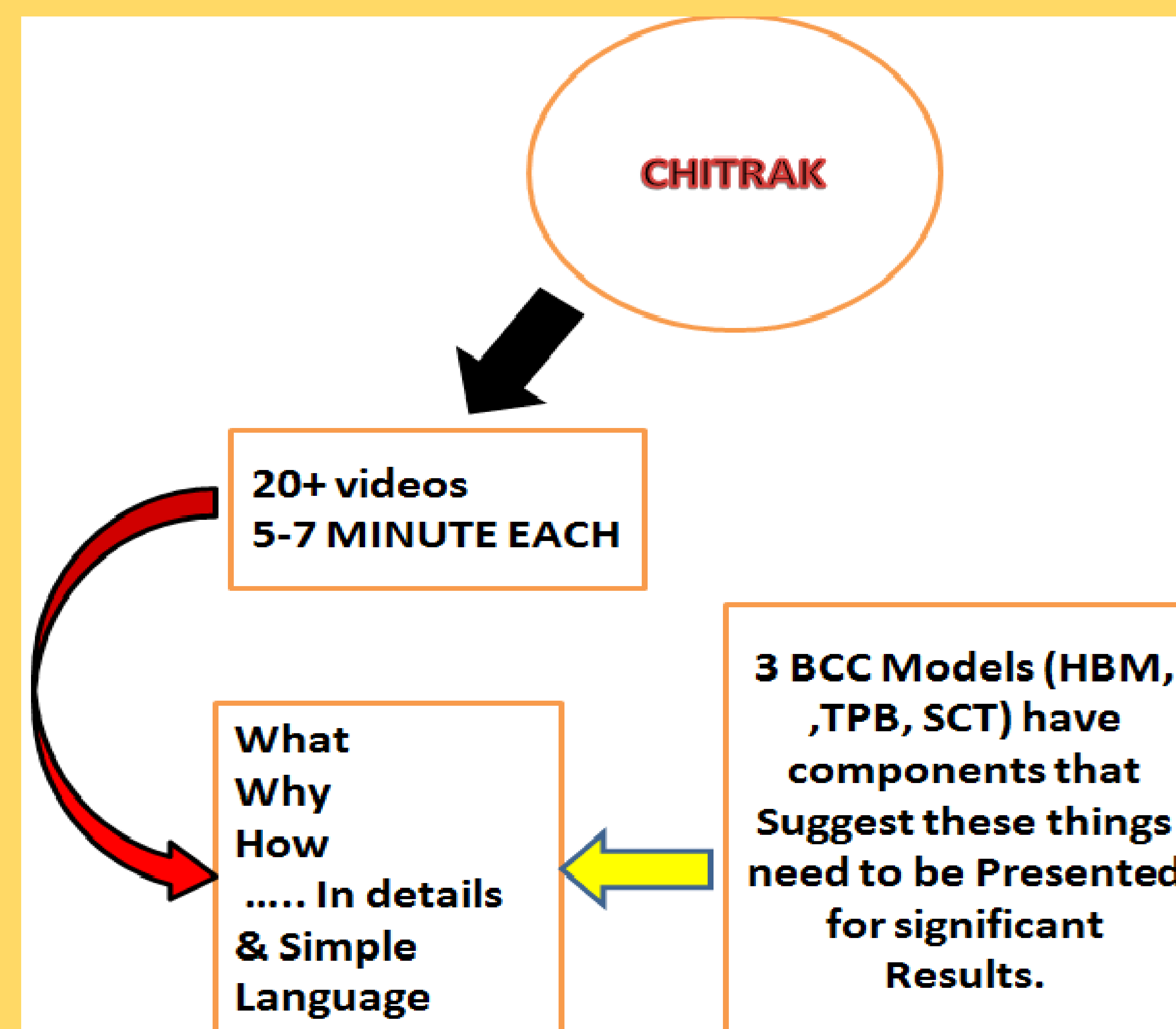
## Objective of the Study

This study aims to design a nutrition education intervention for Strengthening the HBYC program during the first two years of infants in districts of Delhi.

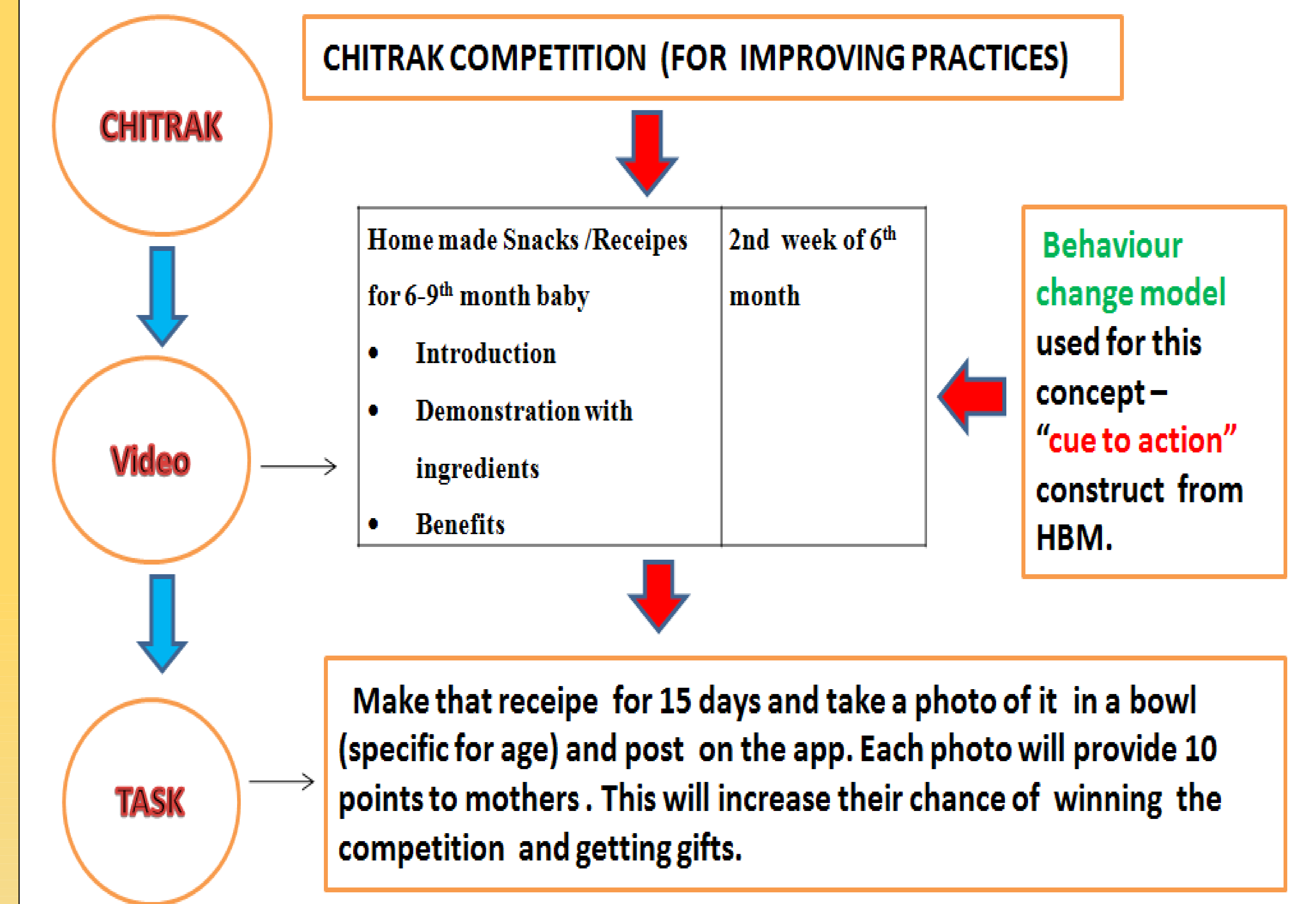


## Methodology

- An intervention study involving ASHAs, other health functionaries and mothers of children, 3-15 months of age, as participants has been designed.
- A nutrition intervention tool consisting of content present in the modules related to HBYC Program has been designed.
- The Content is guided by Contento's Procedural model for Nutrition Education in which constructs of three behaviour change models (i.e Health Belief Model, Theory of Planned Behaviour and Social Cognitive theory) has been used.
- Identification of target behaviours/modifiable factors and potential mediators has been done before choosing the desired behaviour change models.



## HBYC COMPONENT –NUTRITION (COMPLEMENTARY FEEDING)



## Results

- Nutrition education intervention tool comprised of an android application (app) named CHITRAK (Child's Health Improvement through Regular Adoption of Knowledge ), that consists of unique voice based user interface which is easily usable and understandable by even low literate mothers.
- Videos of 5-10 minute duration has been planned for delivery at a particular fixed interval (third week of 3rd month of the baby, and first week of the 6th, 9th, 12th and 15th month) and in a sequential manner addressing the modifiable factors associated with the components of HBYC program.
- A point based reward system has been envisaged for acknowledging mothers after accomplishing task related to contents available in a specific video.
- Interactive quizzes for knowledge assessment is included in the app.
- CHITRAK competition has been planned that will increase the possibility of improvement in practices among mothers as it will be used for defining winners based on the total points obtained during execution of each practices and knowledge scores in quizzes present in this app.

## Practical Implications

This intervention tool will helps in:

- Dealing directly with the mothers and reducing workload on ASHA workers as well as helping in proper counselling during home visits.
- Features present in this tool will allow its applicability to improve all the other health and nutrition related issues prevailing in the developing countries.