# 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.

Identification of Target Behaviours
(Exclusive breastfeeding, adequate
complementary feeding, WASH)

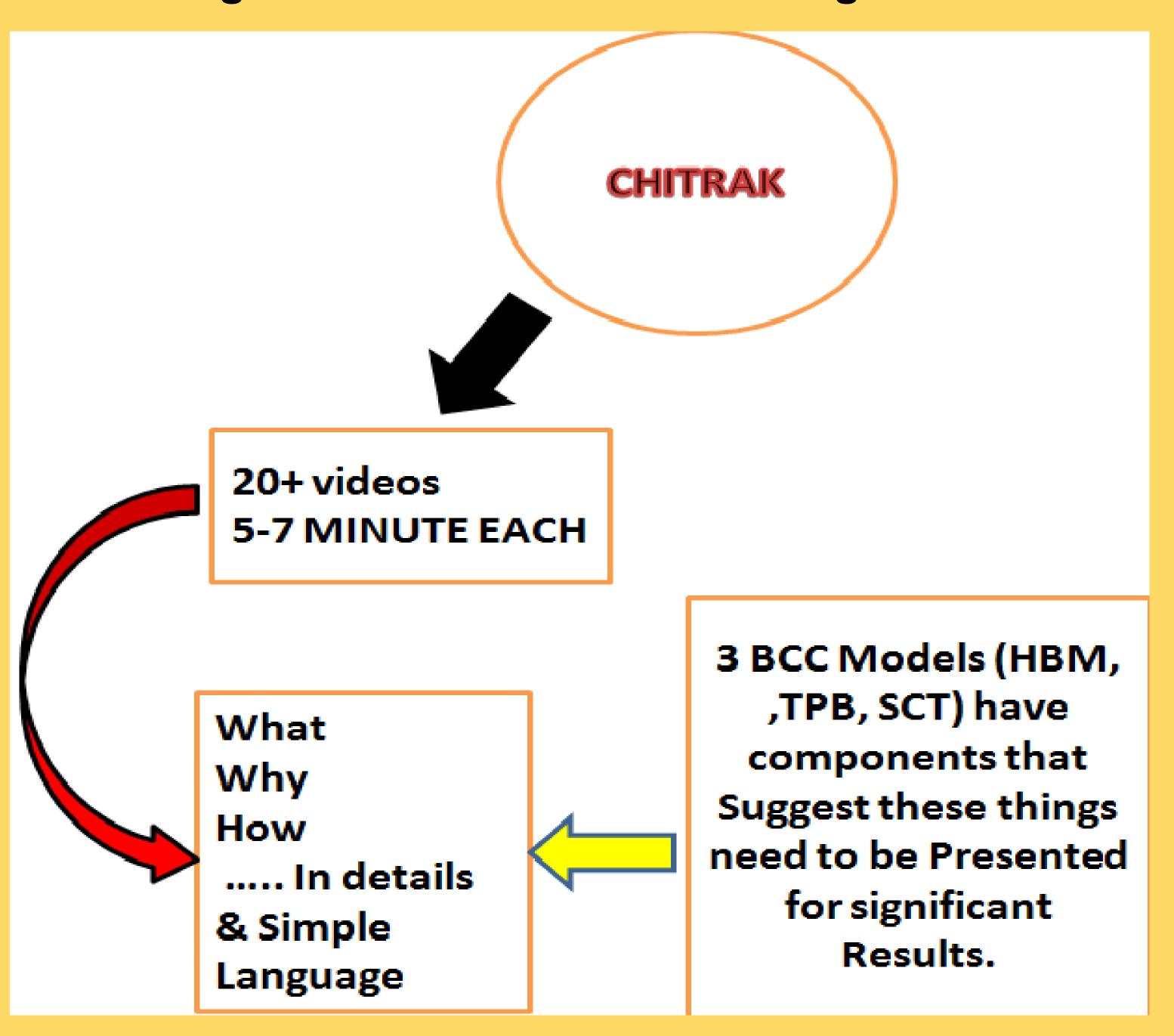
Identification of Potential Mediators
(like knowledge, self-efficacy, social norms, and skills, as well as environmental constraints)

Selection and justification of BCC models

Designing Intervention

# 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.



#### 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.

#### HBYC COMPONENT -NUTRITION(COMPLEMENTARY FEEDING) CHITRAK COMPETITION (FOR IMPROVING PRACTICES) **CHITRAK** 2nd week of 6<sup>th</sup> Home made Snacks /Receipes Behaviour change model for 6-9<sup>th</sup> month baby month used for this Introduction concept – Demonstration with "cue to action" Video ingredients construct from Benefits HBM. Make that receipe for 15 days and take a photo of it in a bowl (specific for age) and post on the app. Each photo will provide 10 points to mothers. This will increase their chance of winning the TASK competition and getting gifts.

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## **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.