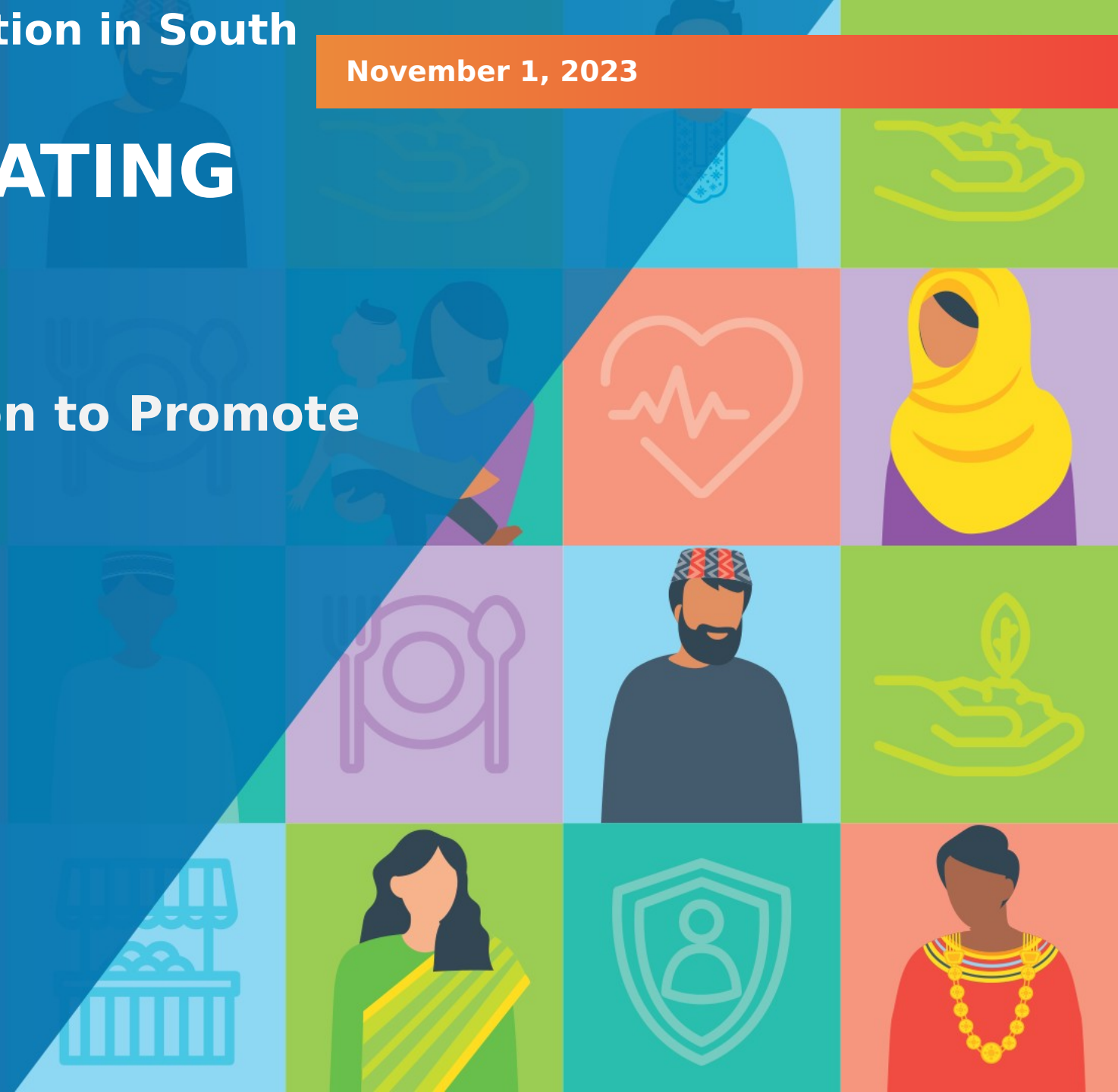


# EARN MONEY BY EATING HEALTHY

## Leveraging Social Protection to Promote Diverse & Healthy Diets

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Rapid unplanned urbanization, rural-to-urban migration- Informal settlement

Emergence of the new poor which is 59% of slum dwellers

Growing food and nutrition insecurity further impacted by the global food crisis and climate shocks



Emergence of the new poor which is 59% of slum dwellers

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# Background

## Triple Burden of Malnutrition

### Undernutrition

Stunting (U5): 24%; 25.6%  
(urban slums)

Wasting (U5): 11% ; 12.8%  
(urban slums)

Underweight (U5): 22%

### Micronutrient Deficiencies

Anaemia (U5): 33%

Anaemia (WRA): 26%

### Low dietary diversity

1 in 2 urban dwellers not  
consuming the more expensive  
healthy or nutritious diet

### Overnutrition

Overweight (U5): 2%

Overweight (WRA): 22%

Obesity (WRA): 5%



**How can we make social safety nets more nutrition sensitive?**



- ***How to turn cash into food?***
- ***How to have people eat the right food?***

# Project Intervention

Households meeting vulnerability criteria similar to selected Government safety nets receive a *monthly stipend* of USD 30 using mobile banking

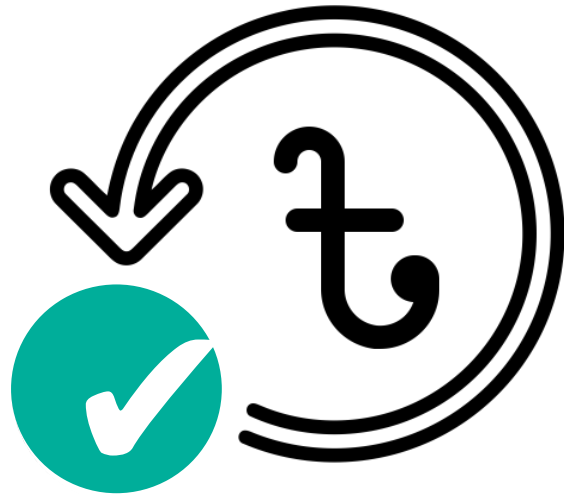
Ensure diversified food availability in designated shops

*Behavior change communication* on healthy diet

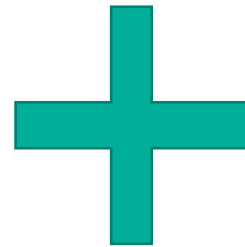
Record and track cash transfers and information on the purchase of healthy foods through WFP blockchain technology-based system

On top : 25% Cash incentive received on purchasing healthy food monthly

Public (Social welfare, women & children Affairs ) & Private partnership (retailer shops )

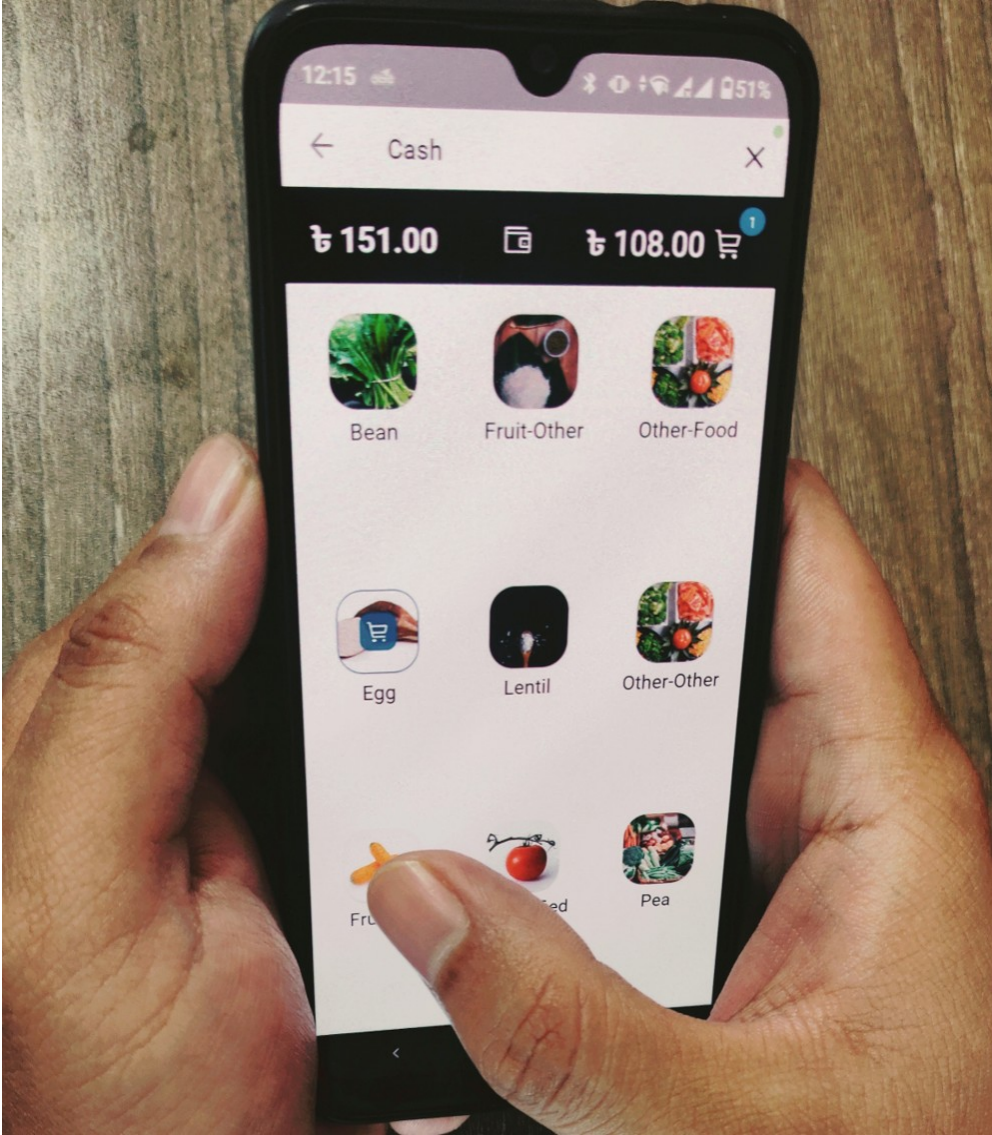


CASHBACK  
mechanism



Behavioural Change  
COMMUNICATIONS

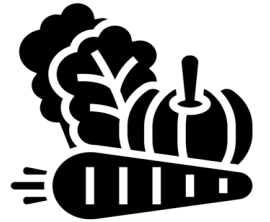
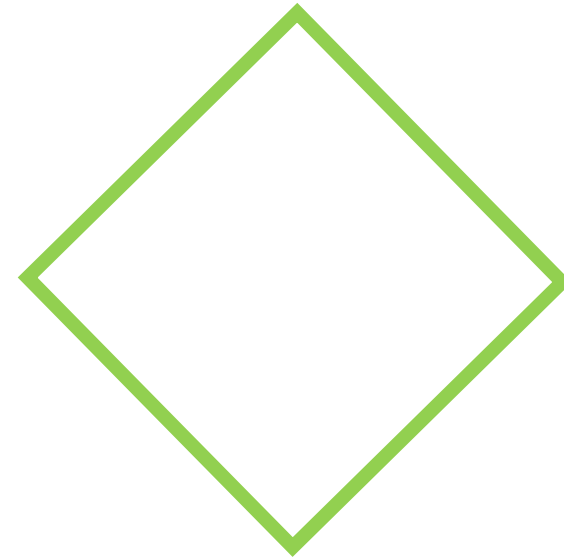
A solution with potential:  
*Cashback*



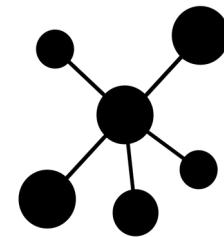
CARD



MESSAGES



FOOD

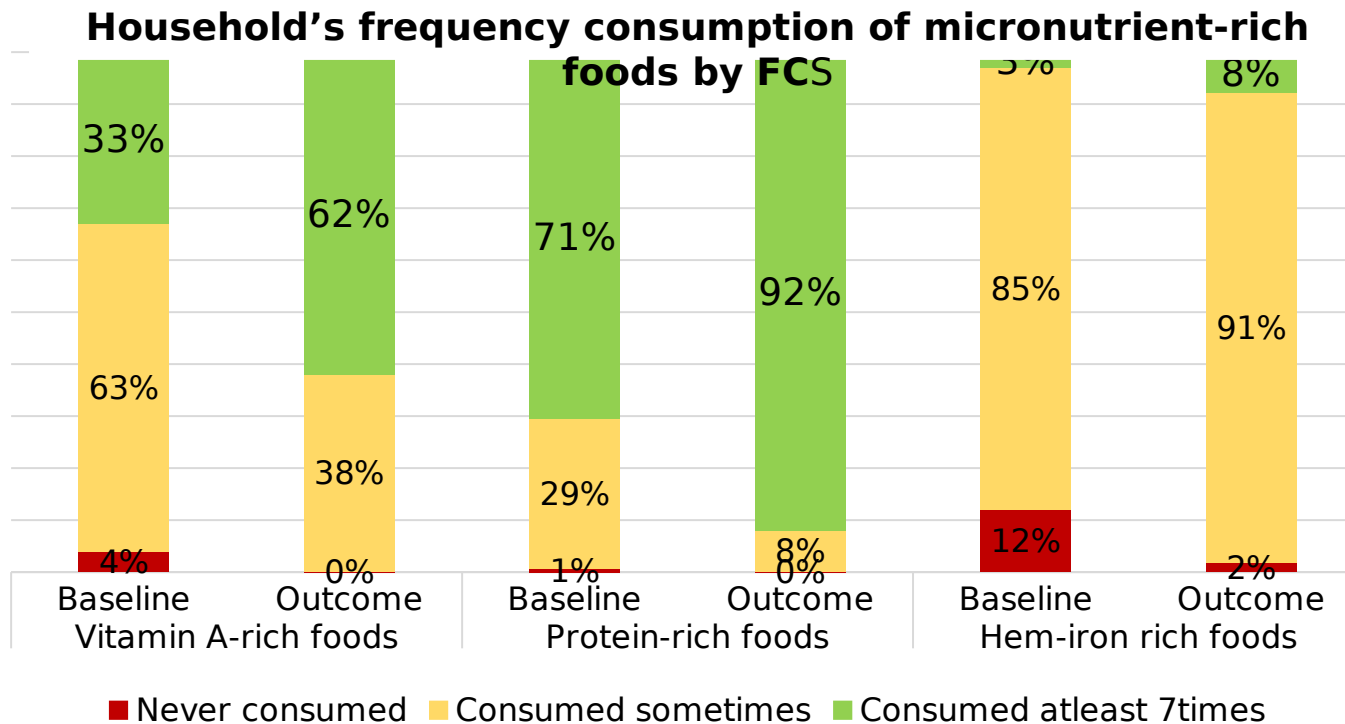


DATA



# Results:

## Food Consumption Score-Nutrition (FCS-N)

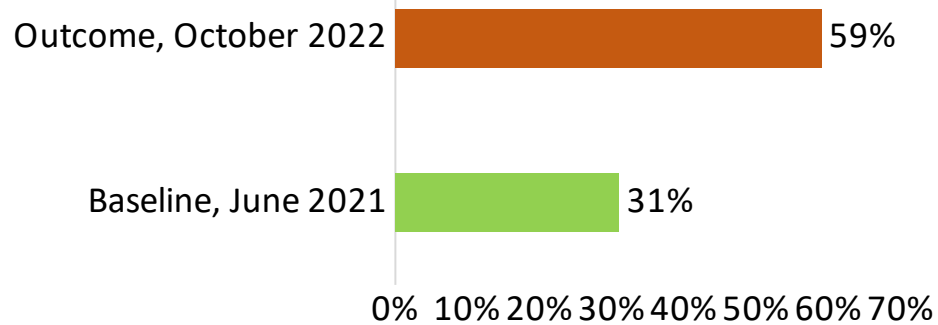


↪ Proportion of the households who consume Vit A rich food daily, has increased by 29% points over the baseline figure

↪ Similarly, regular consumption of Protein rich foods, has also increased (21% points) as compared to baseline survey

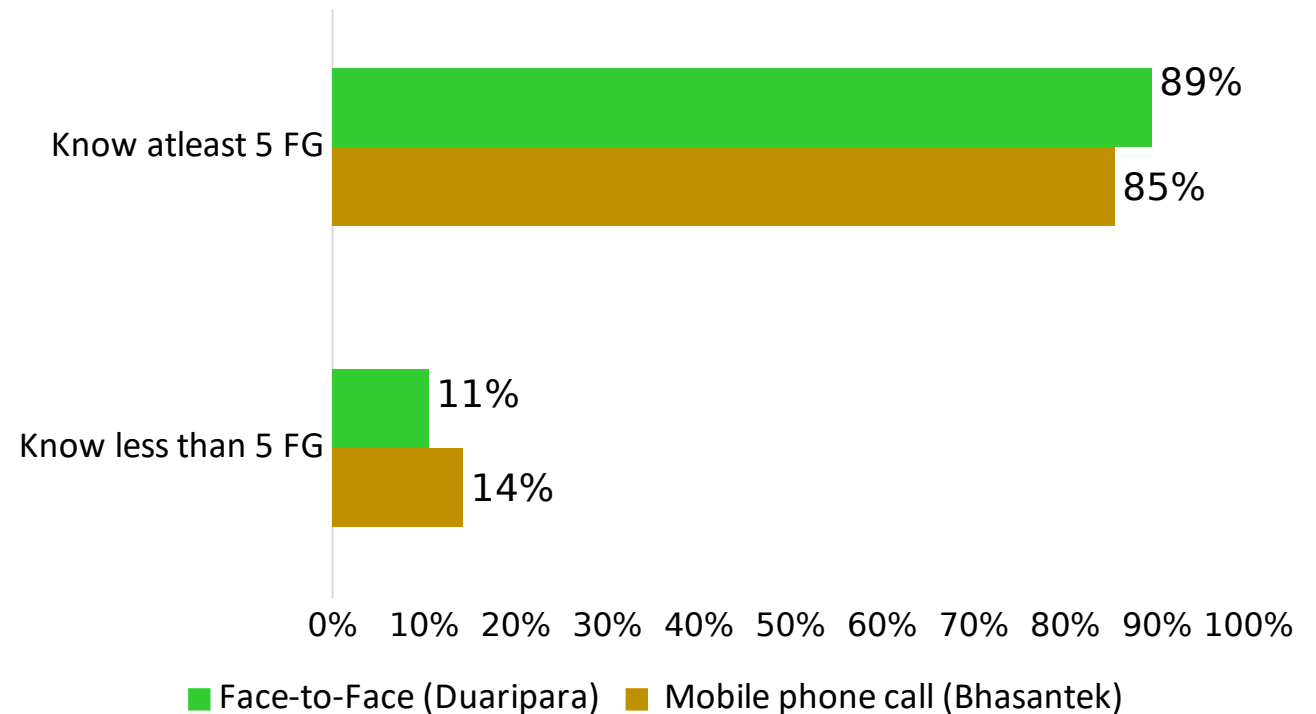
## Minimum Diet Diversity for Women (MDDW) of Reproductive Age

Proportion of women with minimum diet diversity (MDD-W)



## Essential Food groups to keep family members healthy

Percentage of women aware about different food groups through various modalities



## Conclusion

- ❖ The project is a good example of the power of public private partnerships bringing together public players from social protection and nutrition sectors, as well as private sector to support nutritional outcomes.
- ❖ The use of block chain technology allows tracking of purchase patterns, calculate cash incentives, and adjust SBCC, and digital solutions are a key enabler and success factor.
- ❖ The link with national safety nets has potential to ensure sustainably and addressing inequality in health at large scale.