

INTRODUCTION

Anemia is a significant global public health problem, particularly among women of reproductive age and children.¹ The present study aimed to assess the effectiveness of the education intervention in improving the knowledge, attitude, and practices of women and girls related to nutrition and anemia in *Bahraich, Uttar Pradesh, India*.

METHODS

- Six months intervention was conducted with a sample of respondents across 16 villages in the Tejwapur block of *Bahraich* district, *Uttar Pradesh*.
- Six structured education sessions using a flipbook and community-based events like *Comicstaan*, *Chitrahaar*, and *Nukkad Nataks* were organized to educate pregnant women, lactating mothers and adult women who were non-pregnant and non-lactating (NP/NL) and adolescent girls (15-19 years) on anemia and its prevention.
- A baseline survey before the start and endline survey towards the end of the intervention (quantitative cross-sectional) were conducted in February-March, 2022 and March, 2023 respectively, to collect data from women and adolescent girls.

RESULTS

- In total, we intervened with 668 adolescent girls (15-19 years), 451 lactating mothers, 402 pregnant women, and 619 adult women (NP/NL).
- More than 87% of the beneficiaries belonged to marginalized families.
- The consumption of iron folic acid tablets increased by 16-38% and the consumption of deworming tablets in the last 6 months increased by 9-39%.
- The correct knowledge about anemia increased by 36-40% from the baseline among sample of respondents.

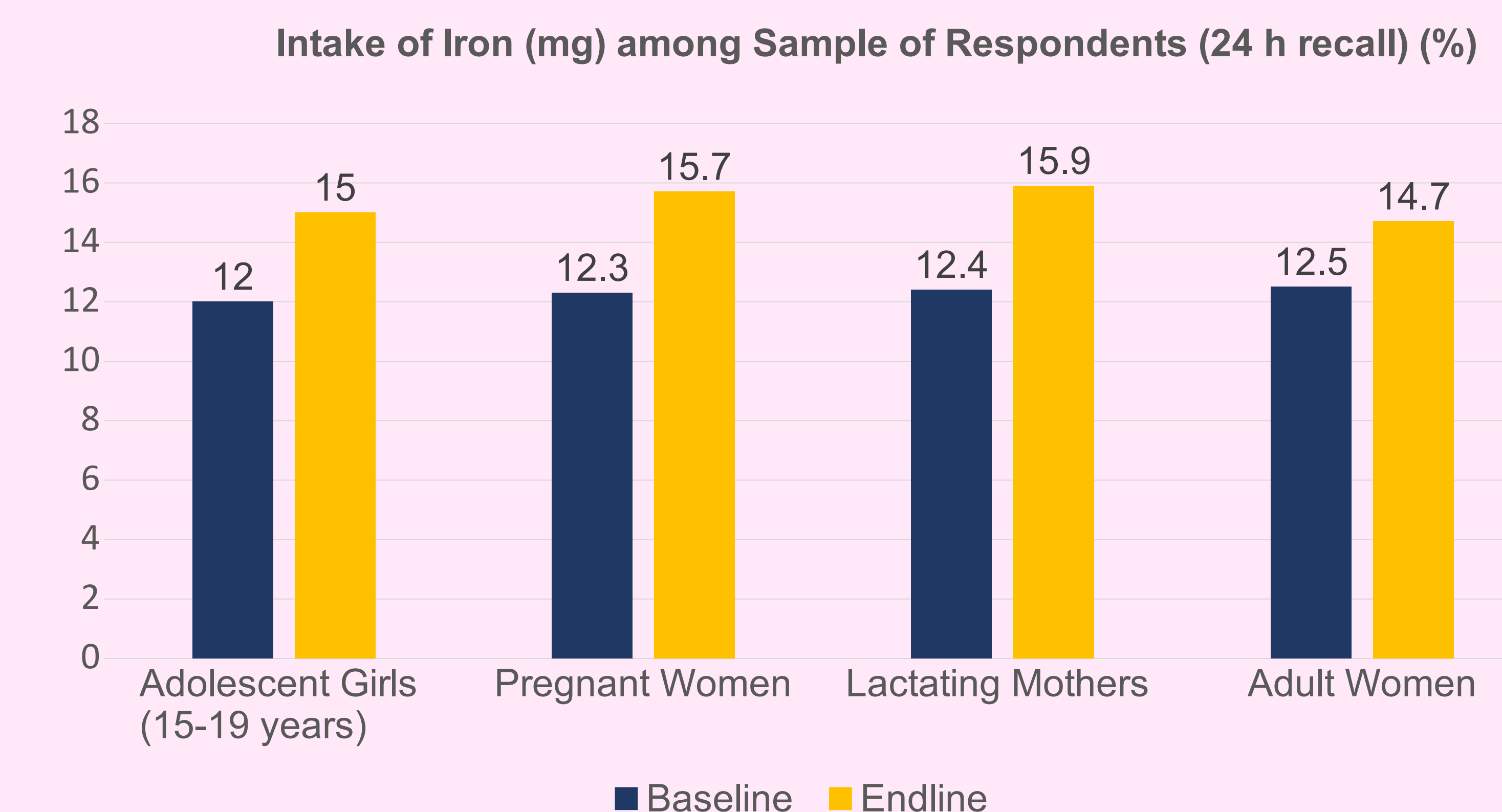
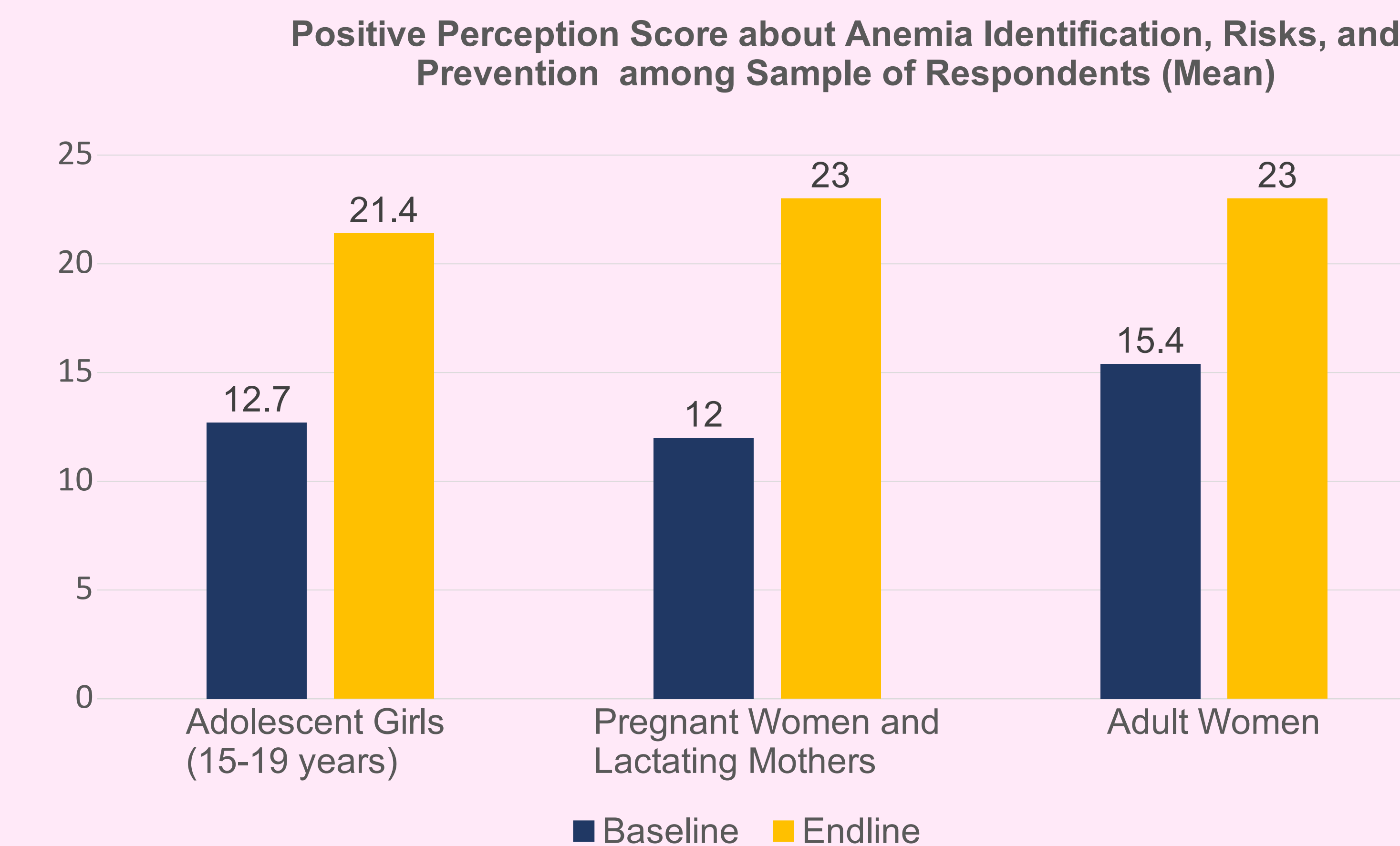
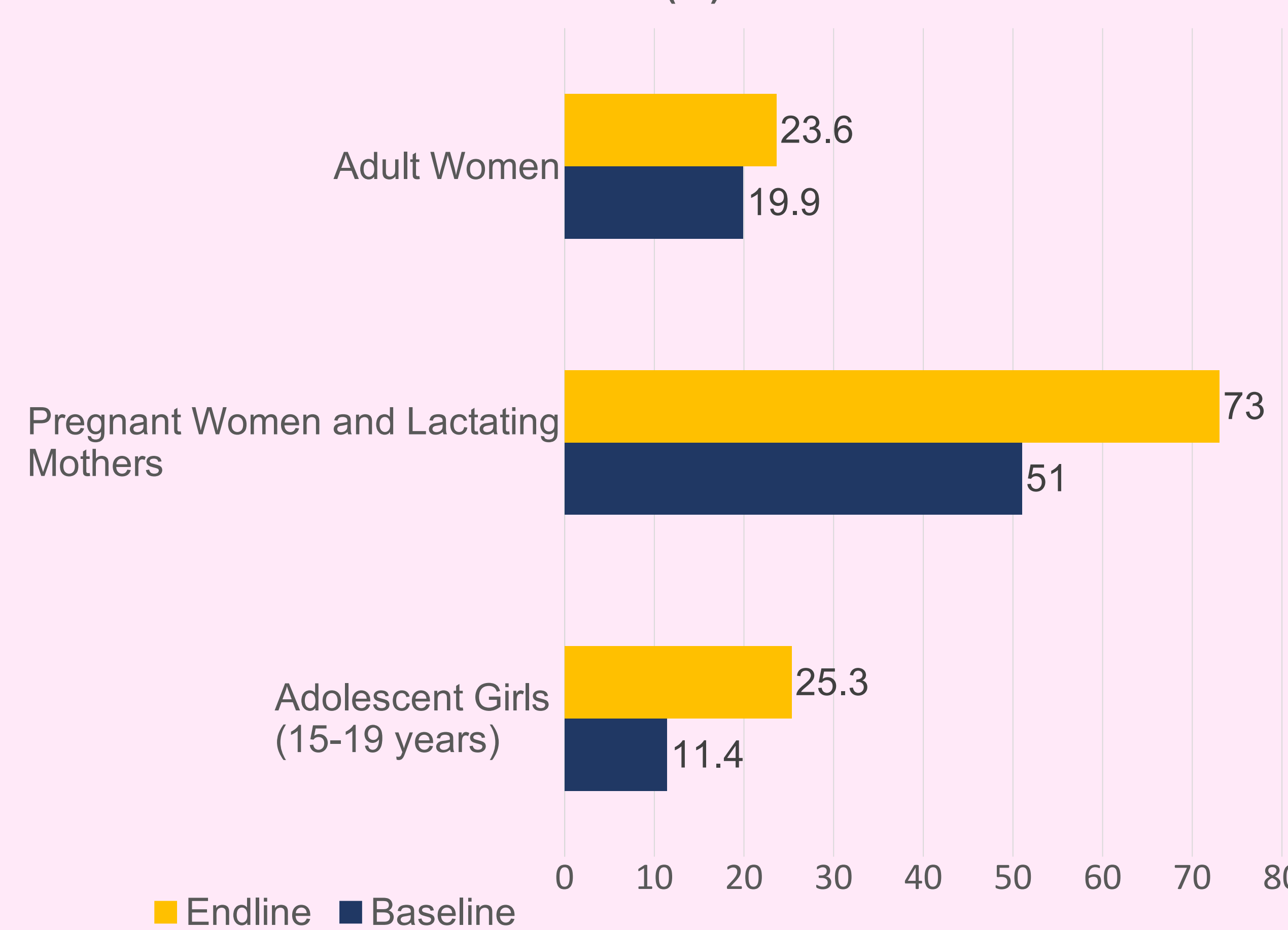


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Figure: Nutrition Education Sessions were conducted with the Sample of Respondents

Sample of Respondents Registered at Anganwadi Centers (%)



CONCLUSIONS

Behavioral change through improving knowledge, addressing social norms, myths and misconceptions, and nudging can improve practices related to anemia prevention, such as iron folic acid consumption among vulnerable groups. Moreover, nutrition education is an effective approach to educate women and girls about anemia risk factors, causes, ways of prevention, and early management.

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