

'MARPU'

A Learning Project

Webinar 27 May 2020

BILL & MELINDA
GATES *foundation*



Nutritional Status of Women & Children in AP & Telangana

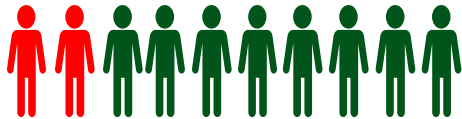
Low birth weight
(18.6%)



Stunting among children
(AP-31.4% , TS-28%)



Wasting among children
(AP-17.2%,TS-18.1%)



Anemia among children
(AP-58.6%, TS-60.7%)



Anemia among women
AP-60%, TS-56.6%)



Body Mass Index among women
(below normal) (AP-17.6, TS-22.9)

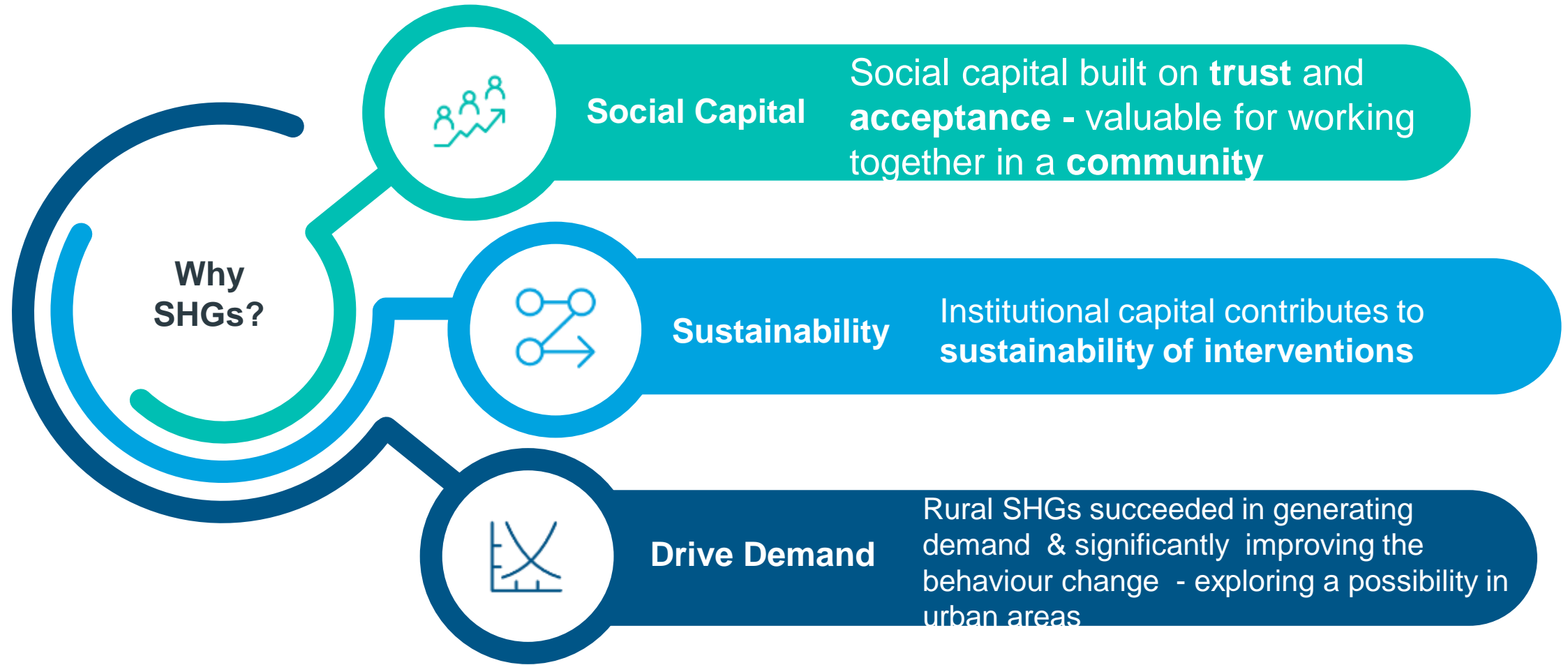


Data source: NFHS-4 and RSOC 2013-2014

Nutrition Status of Urban Poor

Indicators (%)	Urban Poor	Urban Non Poor	Overall Urban	Overall Rural	All India
Mothers who had at least 3 antenatal care visits	54.3	83.1	74.7	43.7	52.0
Mothers who received TT vaccines	75.8	90.7	86.4	72.6	76.3
Mothers who received complete ANC	11.0	29.5	23.7	10.2	15.0
Births in health facilities	44.0	78.5	67.4	28.9	38.6
Births assisted by a skilled health personnel	50.7	84.2	73.4	37.4	46.6
Children Completely immunized	39.9	65.4	57.6	38.6	43.5
Children under age six living in enumeration areas covered by an AWC	53.3	49.1	50.4	91.6	81.1

Why SHGs to Improve Maternal Nutrition?



3- Tier SHG Structure in Urban Areas

TLFs

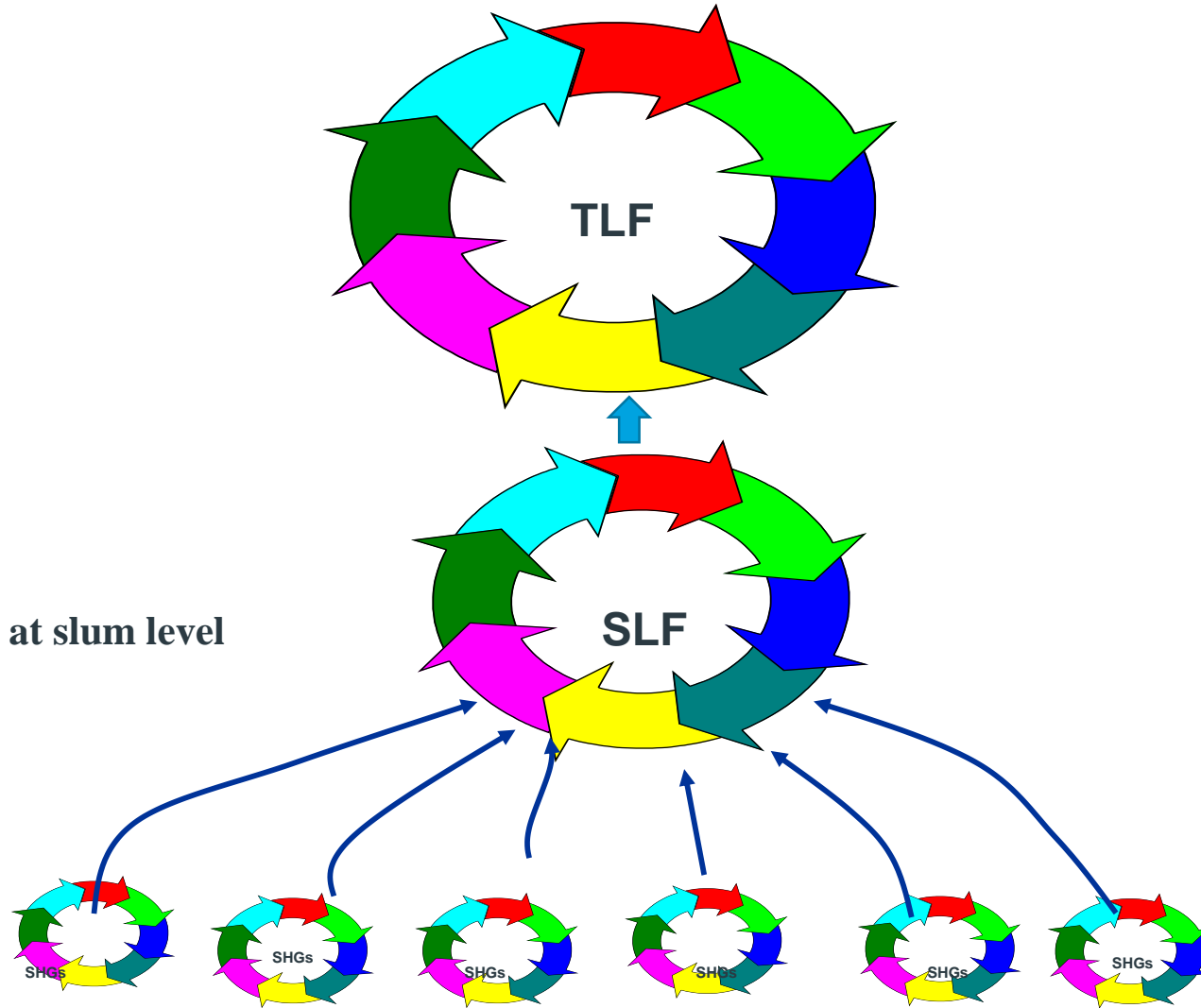
With all SLFs in town (40-60 SLFs)

Support services to SLFs

Secure linkage with Government

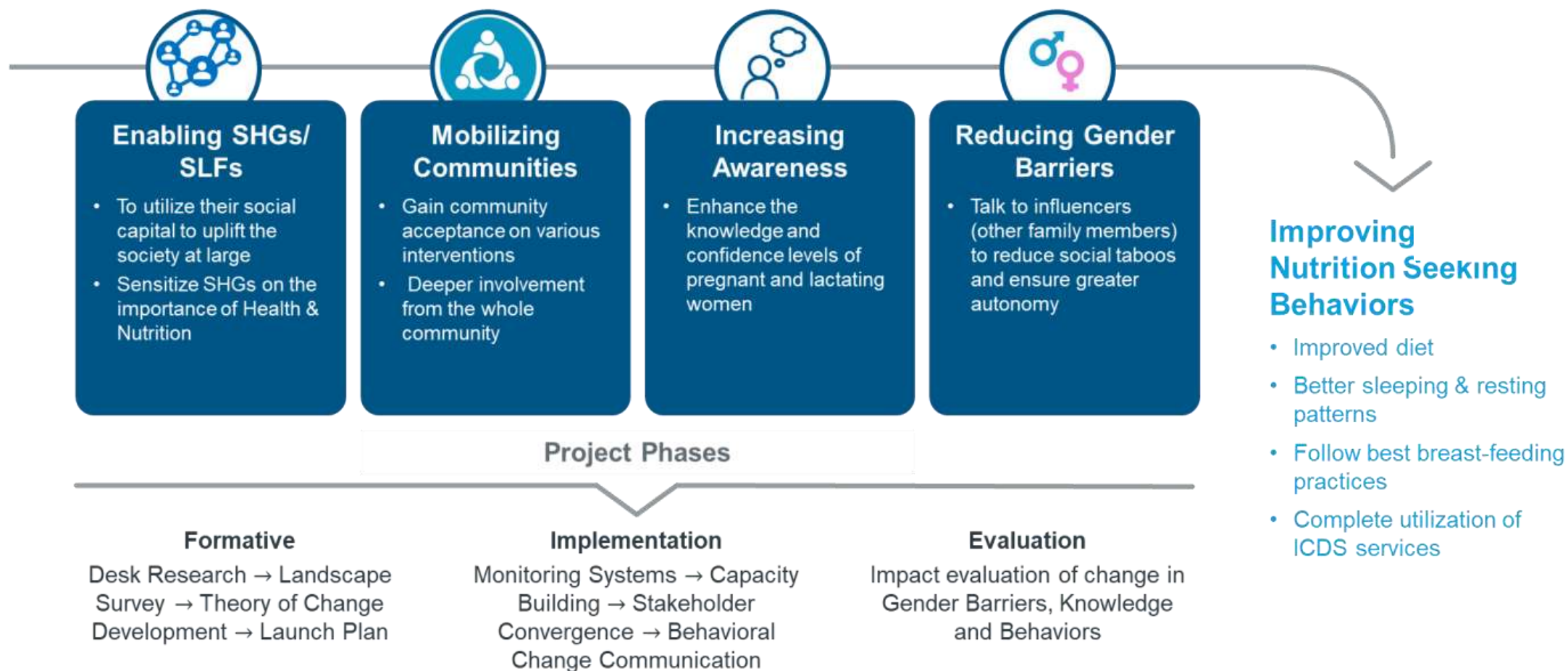
SLFs - Association of 15-25 SHGs at slum level

SHGs - Group of 10-12 Members



Theory of Change (ToC)

Goal: Addressing gender barriers among pregnant and lactating mothers to improve dietary diversity through SHG platforms in urban slums of Andhra Pradesh & Telangana



Project 'MARPU'



- **Location:** 45 urban slums, 15 each in Ongole and Tirupati towns in AP and the GHMC, Telangana
- **Duration:** August 2016 to June 2020
- **Outreach:** 5,041 pregnant and lactating women
- **Team:** 4 HO, 3 POs, 10 Mentors, 65 HFs, 200 change agents
- **Collaborators:** State Governments of AP & Telangana: MEPMA, UCD division of GHMC, WCD, and Health & Family Welfare departments, Sri Padmavathi Mahila Abhyudaya Sangam (SPMS) Tirupati
- **Knowledge Partner:** IQVIA Consulting and Information Service India Pvt. Ltd.
- **Donor:** Bill and Melinda Gates Foundation (BMGF)

MARPU - Strategies



Broad Themes Covered

- Key messages related to first **1,000 days**
- **Gender-related** myths and barriers
- **Dietary Diversity** and food groups
- **Eating patterns** and food habits
- **Self Assertion and Decision Making** ability of PLW

MARPU - Interventions and Tools



Enabling PLWs

- Group BCC Sessions
- Home Visits & Follow up
- Thematic Campaigns
- Thematic explanatory videos and materials
- [Project BCC tools.pptx](#)



Enabling Influencers

- BCC sessions with husbands and Mothers in law
- Home visits to reach out to care takers as a follow-up measure
- Thematic Campaigns
- Thematic explanatory videos and materials



Enabling Community level ecosystem

- 15 cycles of PLA sessions
- Community & National events and campaigns
- Thematic explanatory videos
- Visits to NRC, UPHC, AWC, SNCU

Innovations – Dietary Diversity Reminder (tri-colour wristband)

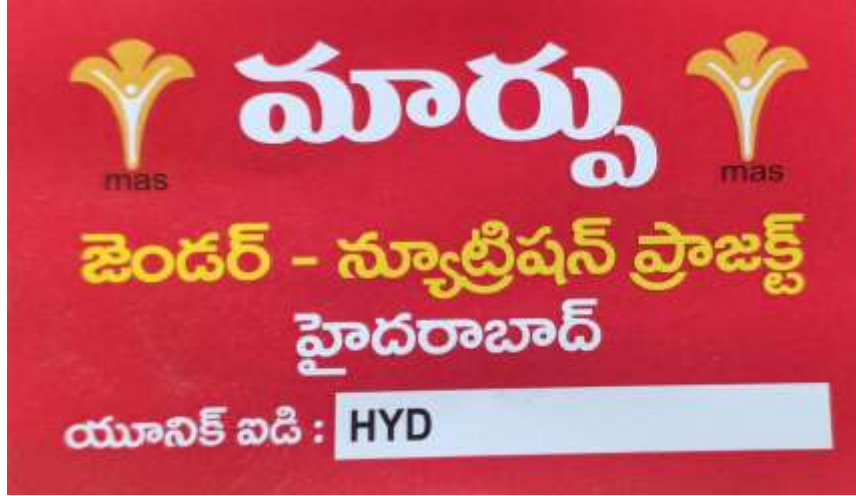


Innovations

Nutri-garden, message using Mehandi & fistful of rice



Innovations – Stickers & Bangles



Innovations – Badges to Change Agents



Insights and Learning - SHG Institutions

- Enlist enthusiastic individuals (change agents) and matured groups first
- Mentoring existing SHG structures takes time
- SHG platform stimulated demand and made the delivery system responsible (IFA, calcium, early registration, supplementary nutrition, institutional delivery, immunization)
- Change agents and empowered SHGs/SLFs/TLFs have ensured sustainability
- Dietary diversity observed in the wider community
- Well trained HFs and Mentors got absorbed in the system
- Community engagement enabled SHGs to take part in COVID relief and better prepared to cope up with the pandemic

Insights and Learning - Convergence and Integration

- Supply system became more responsive with results achieved
- Demand from government to extend project interventions to other geographies; organise experiential learning through field visits to the TLF leaders in project districts; incorporate BCC strategies and tools into existing programs
- Received adequate support and cooperation at all levels from the government and Convergence became stronger since it happened at all levels
- Community to Government interface enhanced the leadership and negotiation skills of SLF leaders

Insights and Learning - Household level Behaviours

- Regular counseling to address barriers is crucial for achieving behaviour change
- Targeting of influencers (spouses, caretakers) yielded positive results
- Peer learning through positive deviance is helpful to break some of the deep rooted myths and misconceptions
- Messaging through multiple channels and different tools led to enhanced understanding resulting in behaviour change
- Campaigns, celebrations, demonstrations and fun-based learning methods were powerful tools to engage with the community
- Family members' behaviour improved towards women who have support from SHG platform
- Understanding on gender norms/barriers resulted in improved self assertion among the PLWs and care & support from the spouses and care takers

Home Visits to Pregnant and Lactating Mothers



Group Sessions with Spouses



Group Sessions with Mothers-in-law



Nutrition Month Celebrations



World Breastfeeding Week Celebrations



Community Events



Slum Level Federation Special Meetings



Capacity Building



Exposure visit to Jeevika @ Bihar



Stakeholder's Meetings



Ensuring Early Initiation of Breastfeeding





THANK YOU
Team, MARPU