Designing the Future of At-Scale Nutrition SBCC

Lessons from the Inter-sectoral Pilot Projects

Karnataka Nutrition Mission

A Capsule

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Designing the Future of Nutrition SBCC
Lessons from the Karnataka Nutrition Mission

Messages must be Sequenced for maximum impact
Must be Simple and Precise

SBCC Technique

Family
- Simple, Repeated, Sustained Inter-Personal Communication /Counselling aided by imaginative pictorial messages in charts, handbooks, calendars, posters,
- Demonstrate nutritional improvement through discussion of interventions
- Importance of including husband and family elders in family counselling /BC
- Present the multiple, interconnected causes for a single nutrition indicator together for easy/deeper understanding

Common SBCC Techniques: Messages through Television, Radio, Print, Folk Media;
Explaining Connectivity between Messages; Emphasising the 3 links of Inter-generational cycle;
Documenting and busting myths/superstitions negatively impacting nutritional status
## Technique for Impact & Upscaling

**Karnataka Nutrition Mission**

### Sequencing Messages - Repeating Messages - Discussing Messages – Removing Myths - Demonstrating Messages

### Important SBCC Messages in the Indian Cultural/Causal Context

<table>
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<tr>
<th>1. Importance of exclusive breast feeding for 6 months</th>
<th>6. Anaemia prevention among Children, Adolescent Girls and Woman</th>
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<tr>
<td>2. Introducing Complementary Food &amp; increasing it adequately</td>
<td>7. Complete Immunization and Vitamin ‘A’ dosage</td>
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<tr>
<td>3. Inter-generational Cycle of Malnutrition</td>
<td>8. Cleanliness, Sanitation and Safe drinking water</td>
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India-A Complex Ground Reality:  
*Creating Community Demand from the Supply Side*

- Who will initiate behavior change among Governments, Federal and State, Districts and Village Panchayats?

- Who will be the Agents of Change in Villages, among the Community and among Families?

- How do we initiate behaviour change in the Private Sector? Motivate them to provide low cost, energy food in the market for the rural/urban poor?

- Is behaviour change also required among Doners and NGOs?

- A successful 1000 days presupposes a foundation of 5000 days before that.

- The importance of the Adolescent Girl’s nutritional status to prevent continuous undernourishment in women/mothers

- SBCC must focus on a holistic, Inter-sectoral, Life Cycle Approach, among all Doner driven programmes
Should there be more emphasis on the economic dimension of undernutrition and micronutrient deficiency?

On achieving complete potential of children – on future Employability and Earning Capacity – on Overcoming Poverty?

In India a National Programme is the greatest advocacy and SBCC tool for messages to reach the grassroots.

Can a Nutrition SBCC be effective in India without a national programme to reduce undernutrition?