



NUTRITION KIOSK **FOR THE WORKPLACE**

Operating Manual

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HELP THE GOVERNMENT ACHIEVE IT'S POSHAN ABHIYAAN OBJECTIVES!

POSHAN Abhiyaan (National Nutrition Mission) Is Indian government's flagship programme to ensure the attainment of malnutrition free India by 2022.


Launched in March 2018, the programme, through use of catalytic partnerships across sectors, strives to reduce the level of stunting, under-nutrition, anemia and low birth weight in children, and also, focus on adolescent girls, pregnant women and lactating mothers.



By operationalising the *Nutrition Kiosk*, your company can help fulfil 6 out of the 12 targets of the *POSHAN Abhiyaan*!




01 Antenatal check-up, diet of pregnant women, calcium supplementation, institutional delivery & early initiation of breastfeeding



02 Optimal breastfeeding



04 Full immunization & vitamin A supplementation



06 Anemia prevention in children, adolescent girls and women—diet, IFA, deworming

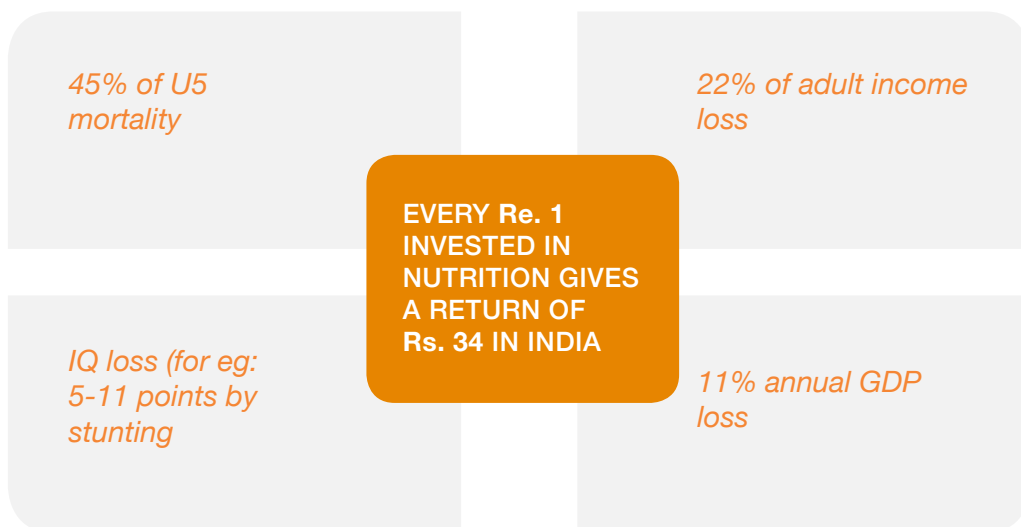
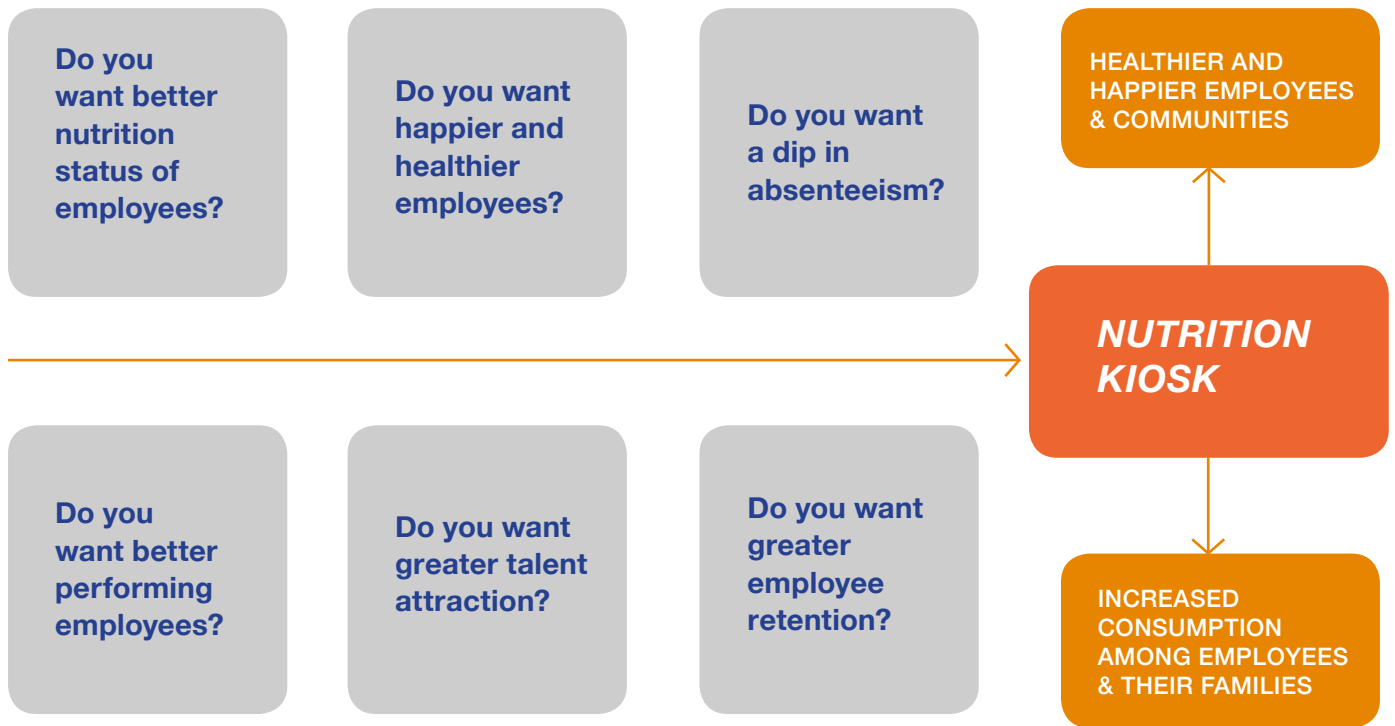


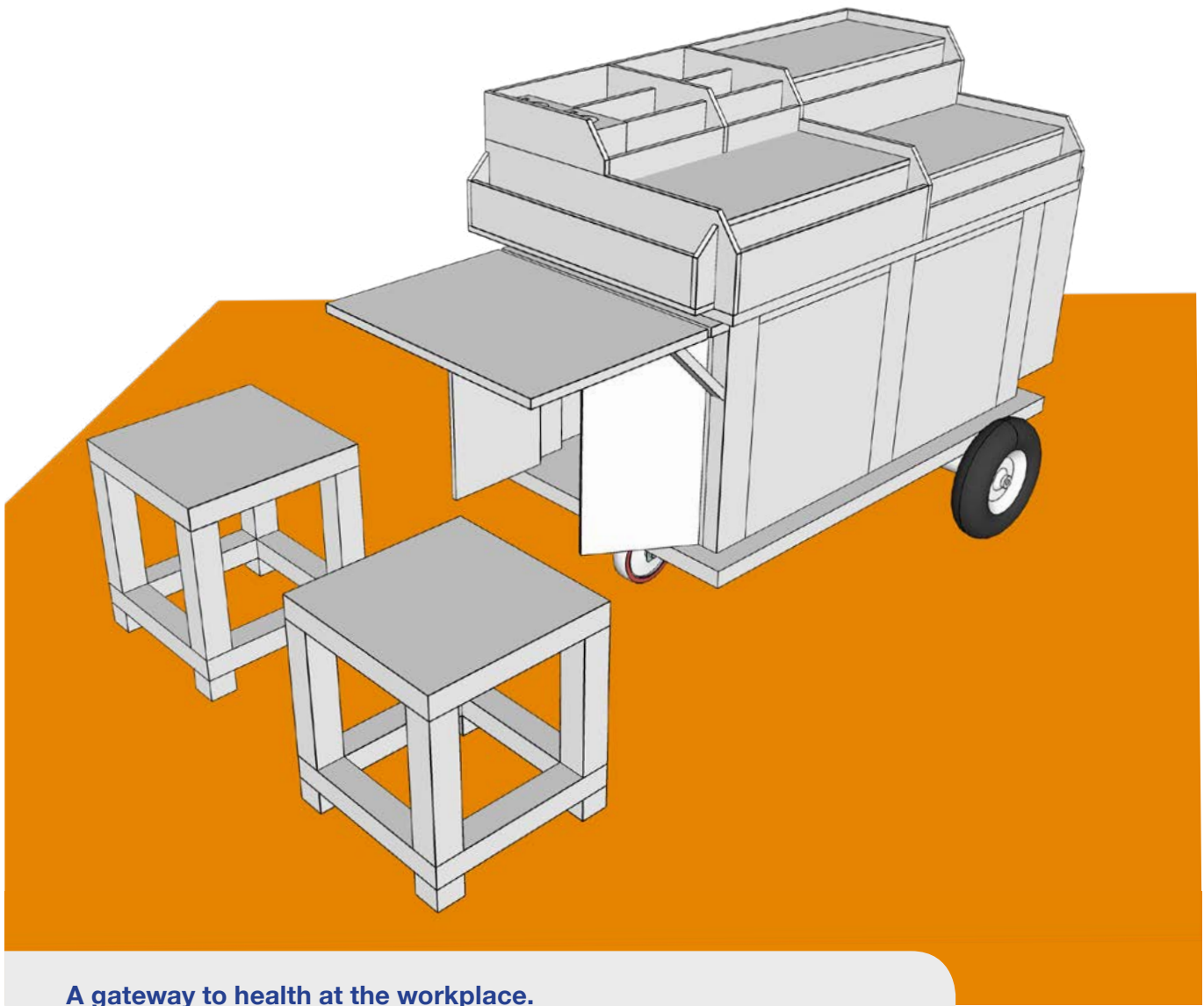
07 Food fortification and micronutrients



10 Hygiene, sanitation & safe drinking water

WHAT'S IN IT FOR COMPANIES?





A gateway to health at the workplace.

A completely customizable concept, the *Nutrition Kiosk* is an innovative one-stop dissemination point for all nutrition and health-related information and activities at the office.

The goal of the *Nutrition Kiosk* is to give easy access to nutritional information, advice, and even foods, to all employees.

From a single shelf that stores necessary pamphlets and brochures, to a cart that offers healthy food options in addition to that information, the *Nutrition Kiosk* can take any shape and size.

COMPONENTS OF A NUTRITION KIOSK

PRODUCTS



Fortified foods



Nuts



Whole foods



Accompaniments

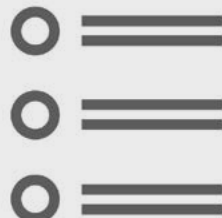


Supplements

SERVICES



Nutrition Counselling



Information Cards



Messaging Materials

NUTRITION KIOSK AS THE GATEWAY TO HEALTH AT YOUR WORKPLACE!

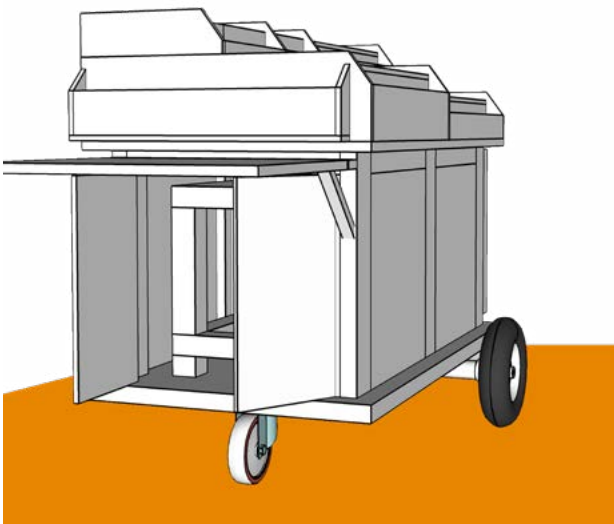


- Counter to distribute key nutrition information like the ***Ten Commandments For You and Your Family***
- Can become a ***one-stop shop for nutritional information, activity and products***
- Can expand the scope of the kiosk to ***offer specialised nutritional counselling and cooking demonstrations***
- A great way to ***inform employees of the new health-related schemes*** at work
- ***Innovative way to engage employees*** who are getting first-time nutrition information

DESIGN

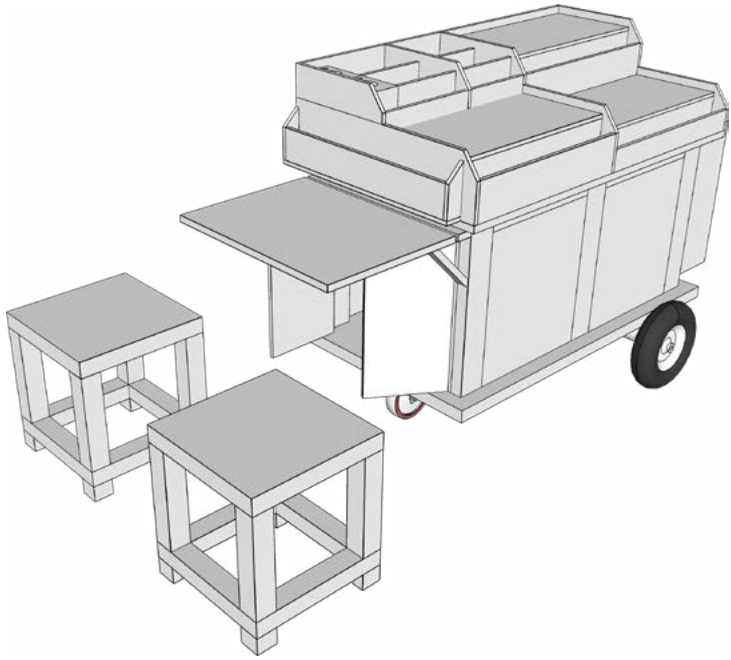


What if healthy food was as affordable, appetizing and more importantly as accessible as fried foods?

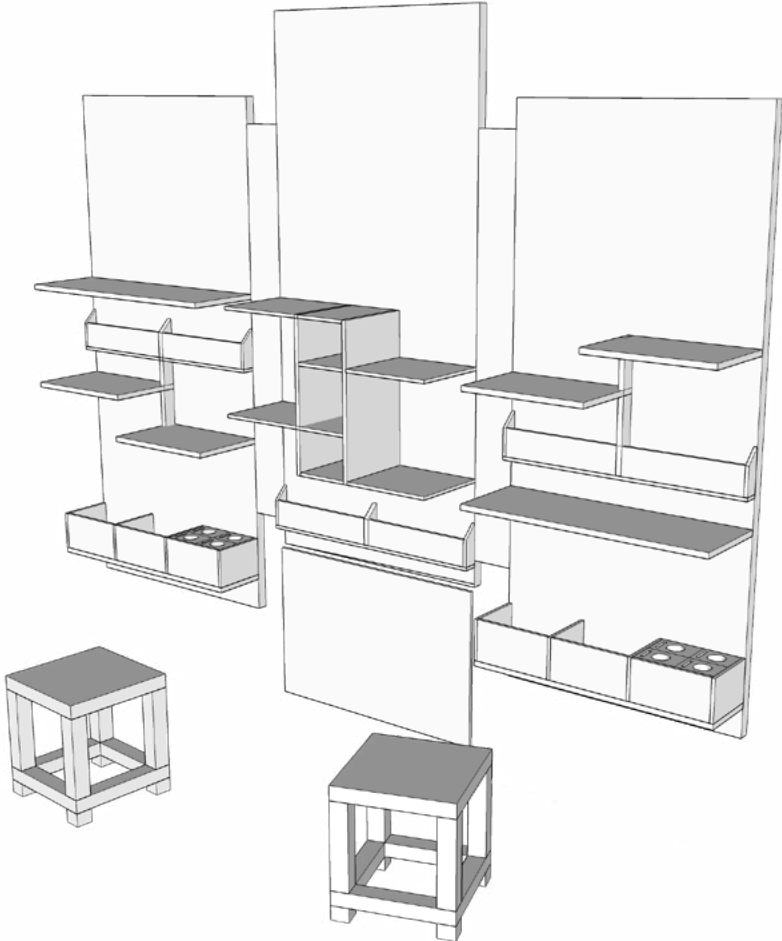


Applying the pushcart design to the *Nutrition Kiosk* allows for a significant degree of adaptability.

The above model is a prototype but the design can be changed, as required, into various other formats.



The kiosk can easily be customized and adapted to individual and regional contexts, conditions and requirements. For example: a cart, a shelf or a corner table.





PILOTING THE NUTRITION KIOSK

The *Nutrition Kiosk* was brought to life and piloted at Mumbai, India at the 19th IUFOST (International Union of Food Science and Technology) World Food Science and Technology Conference in October 2018.

Piloting the *Nutrition Kiosk* at IUFOST 2018 gave us the opportunity to gather feedback from many different groups of attendees, ranging from private sector, students and technical experts to field workers and industry.

Those who experienced the Nutrition Kiosk at the conference, confirmed the potential this idea has to improve the nutritional status of employees in various workplaces in India.

NUTRITION KIOSK

Operational Guide

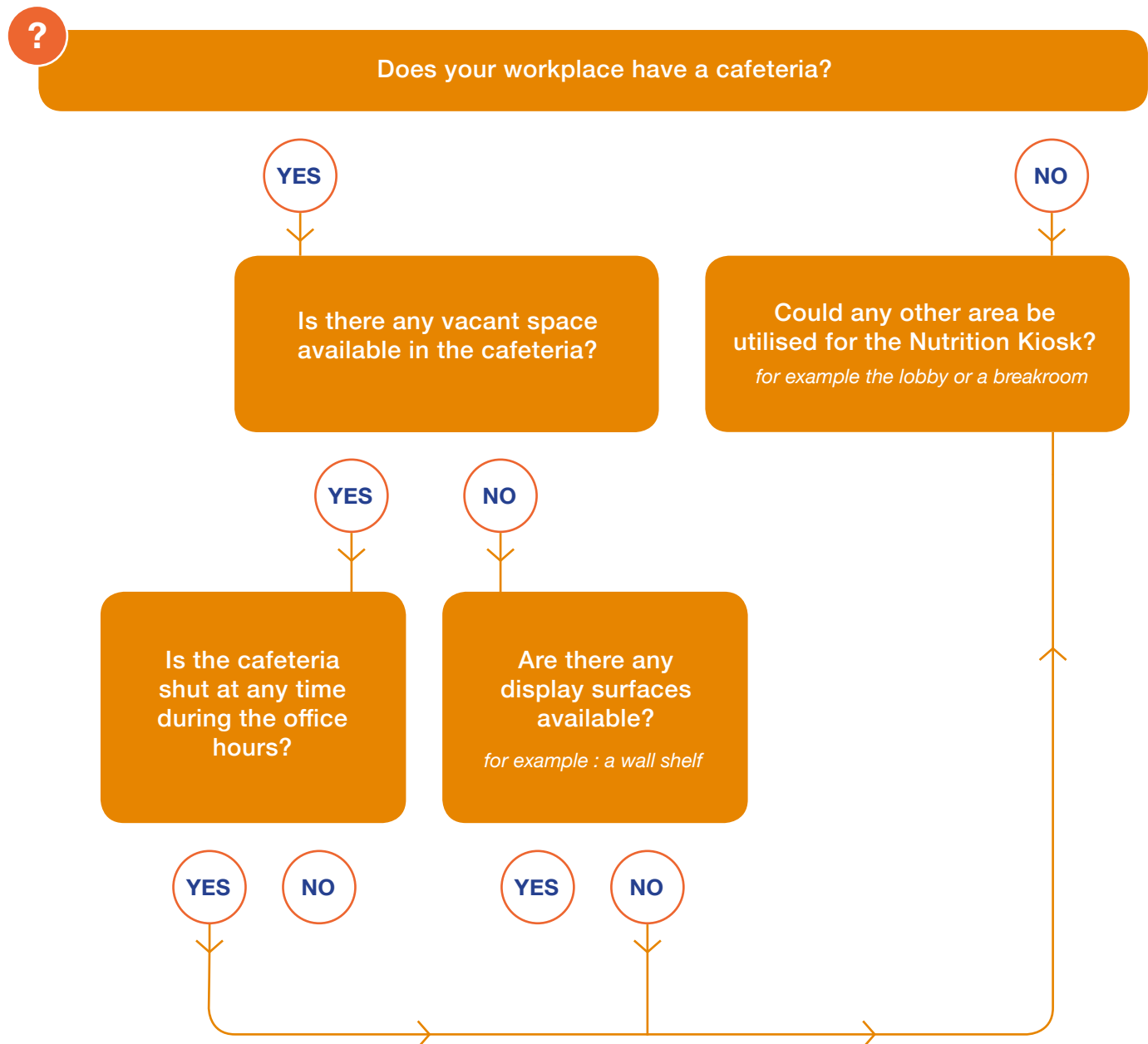
This section is to understand the resources you as a company have and what changes are needed to operationalise a Nutrition Kiosk. Your answers will help strategize the placement, the access, the product and the service mix of the Nutrition Kiosk, among other things, in order to ensure that you have healthier employees and a high return on this crucial investment.

The following questionnaire is divided into five important categories:

- Space
- Time/Access
- Employee Map
- Demand Creation Services
- Company Resources

SPACE

It is essential that the *Nutrition Kiosk* be strategically placed in order to ensure that there is optimum footfall. The following questions will ascertain the best possible location for it in your workplace.



TIME/ACCESS

Please answer the following to best determine how and when the *Nutrition Kiosk* will be accessed and the services availed by your employees.

? Would you like the Nutrition Kiosk be open on all working days?

YES

What are the working hours on a typical work day?

Please enlist all the time slots

NO

If not, please cite reason below

? Will access be provided throughout the day?

YES

Will the kiosk be publicized to the employees?

YES

Select all the channels of publicity that you will use

NO →

How long are lunch breaks?
Assuming, everyone can access it at this time

NO →

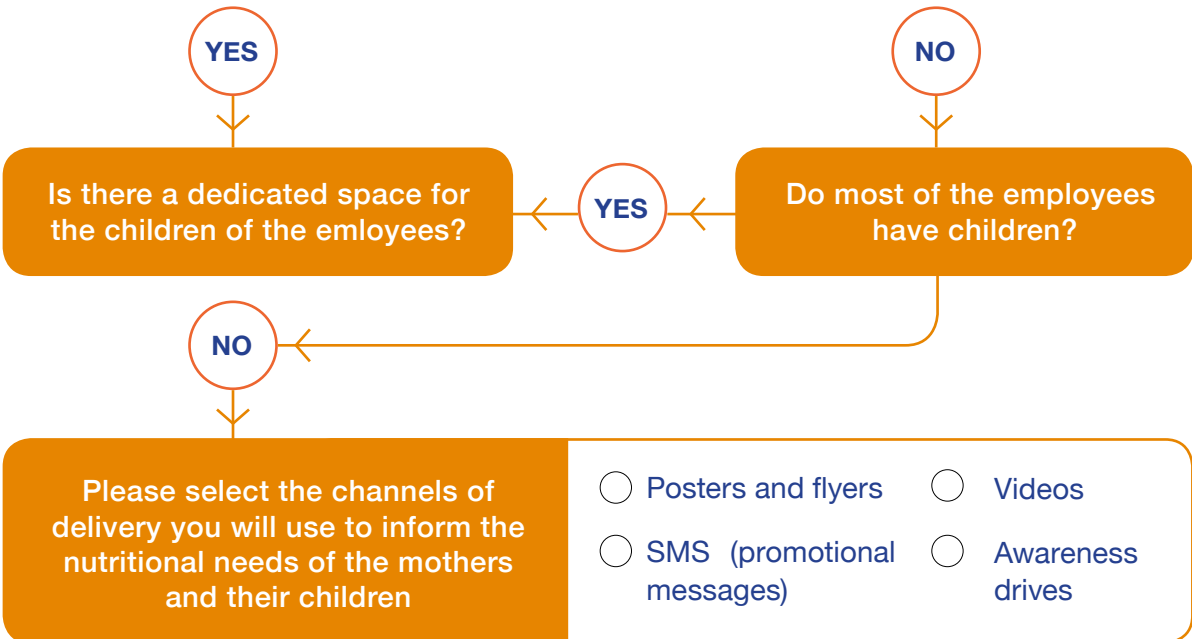
The Nutrition Kiosk and the signages will be placed strategically: places with high footfall and high visibility

- Posters and flyers
- Videos
- SMS (promotional messages)
- Awareness drives

EMPLOYEE MAP

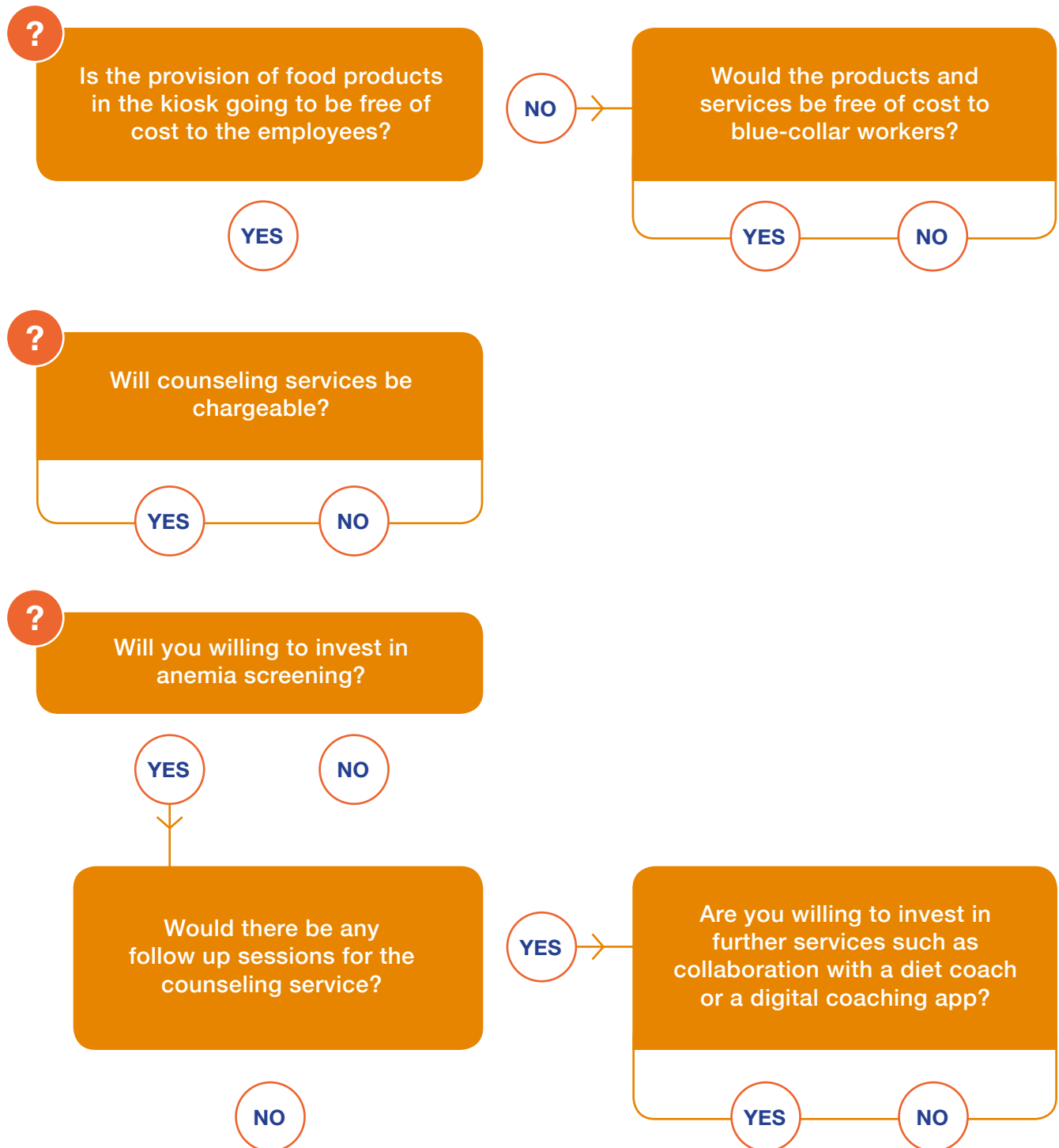
An overall understanding of the employee distribution in terms of gender split, literacy levels, age group etc. would help depict a clear picture of the nutritional needs and requirements of the employees and help customize the Nutrition Kiosk products and service mix accordingly. All your answers can be rough estimates.

<p>? What is the number of people working in the organisation?</p> <p>_____</p>	<p>? What is the ratio of men to women employees in the office?</p> <p>_____</p>
<p>? What is the average literacy level of employees?</p>	<p> <input type="radio"/> 20%-50% <input type="radio"/> 50%-80% <input type="radio"/> 80% & above </p>
<p>? What is the average age group of employees?</p>	<p> <input type="radio"/> 20-35 <input type="radio"/> 35-50 <input type="radio"/> 50 & above </p>
<p>? Are there any pregnant or lactating mothers in the organisation?</p>	



COMPANY RESOURCES

This section helps estimate the financial resources that a company would need to invest to operationalize the Nutrition Kiosk.



DEMAND CREATION SERVICES

This aspect captures the preferred method of delivery for creating demand for good nutrition among employees in the workplace.

?

In your workplace, what do you think would be the best way to deliver demand creation messages?

Select all that apply:

- A qualified counsellor A peer educator
- Visual media Others (please specify)

Thank you for your valuable time!

IMPAct4Nutrition is a first of its kind coalition: an opportunity for the private sector to be part of a large social movement that will positively impact the nutritional and health status of India. This is a platform for the private sector to actively engage and build a social movement with their employees, customers and employees' families who form a part of their business ecosystem, and support the government's POSHAN Abhiyaan.

We will analyze your responses to come up with an operational plan for the Nutrition Kiosk.

*To further ideate, please schedule a session with us:
impact4nutrition@gmail.com*

