

# Welcome To Poshan Ghar's Newsletter Volume 01 | Edition 02 | Aug 2024



POSHAN GHAR

AUG 30, 2024



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Our Campaigns

#SahiPoshanSeSuraksha

#SampoornPoshanMeriShakti

## Understanding the Strategic Pillars of Poshan Ghar

**Enhancing Knowledge:** Improving nutrition literacy and addressing other key determinants like social behaviour change, health, hygiene, and education for improved nutrition outcomes.

**Empowering Communities:** Sharing best practices, success stories, and innovations, supported with tools and resources to promote healthy behaviours.

**Fostering Dialogue:** Encouraging discussions among partners and stakeholders backed by evidence, research, and data for a comprehensive understanding of nutrition.

**Building Capacity:** Offering nutrition and SBC courses and training for skill development in nutrition programming.

**Creating Partnerships:** Connecting businesses, NGOs, and stakeholders for sustainable nutrition programs, especially in vulnerable communities.

## Highlights from the Poshan Ghar Secretariat

### World Breastfeeding Week (WBW) 2024

Aligned to the theme '**Closing the Gap: Breastfeeding Support for All**', the weeklong social media campaign raised awareness and showcased the ways families, communities, and health workers can support and bridge the gaps that exist in creating safe spaces and opportunities for breastfeeding mothers at homes, workplaces and public places. The infographics galvanised actions to build an enabling supportive environment for breastfeeding practices as an important intervention for child survival and development.



Click [here](#) to access the WBW 2024 infographics

The Poshan Ghar secretariat initiated its first podcast series during the WBW with guest speaker Dr. Lopamudra Tripathy, SBC Specialist and Poshan Ghar lead at UNICEF India who highlights the breastfeeding women's diversity at every stage of their feeding journey while demonstrating how families, communities, health workers and platforms such as Poshan Ghar can play a role in closing the gap.

Dr. Tripathy emphasised that *"bridging the gap is about ensuring that each critical*



*member, from the service provider where the mother delivers the baby, to the father, grandmother, and others in the community in which mothers live, understands the significance of breastfeeding."*

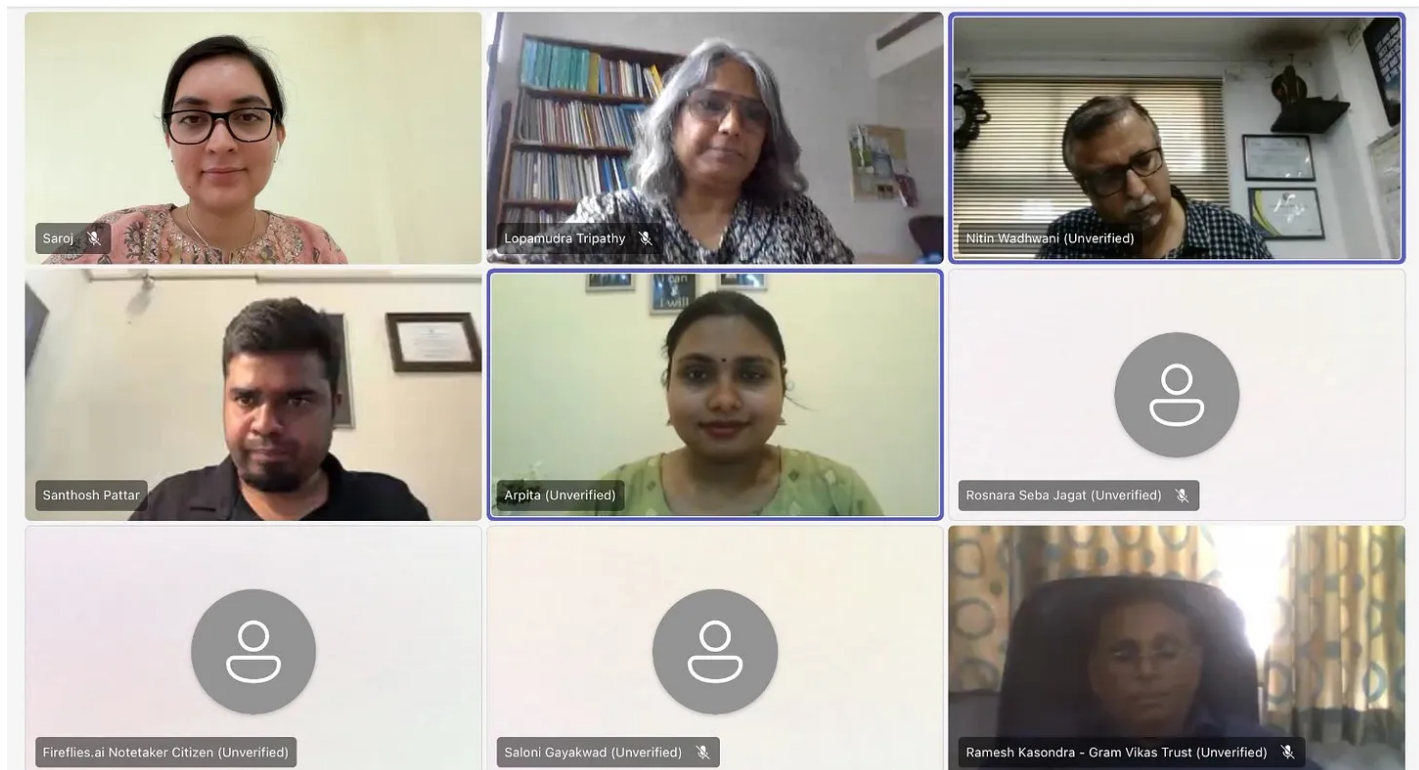


*Click on the video to listen to the podcast!*

## Poshan Ghar Members' Meet

The PG secretariat hosted its first virtual members' meet on 31st July 2024, with active participation from 30 members from across various civil society organisations and academia throughout India. With the objective to explore collaborative opportunities and strategic partnerships, various members highlighted the work their organisations do, brainstormed ideas, engagement opportunities, platforms and events to amplify best practices, innovations and learnings with support from PG secretariat. Very soon the PG secretariat is planning to host a webinar to feature best practices on nutrition from amongst its members.





*PG members meet for a lively discussion*

## Odisha Nutrition Meet

On 30th July 2024, a workshop on the '**Importance of Nutrition Interventions for Preventing Severe Wasting and Growth Faltering among Young Children**' was organised by the South Orissa Voluntary Action, UNICEF Odisha field office, the District Administration, and the RUCHI Group of Industries. The workshop brought together NGOs, private sector representatives, state health department officials, and field experts from Odisha to address critical nutrition issues. Poshan Ghar was introduced at the workshop and the Poshan Ghar secretariat advocated for multi-sectoral collaboration in nutrition and behaviour change, emphasizing its value proposition, and benefits for PG members and highlighting how the platform for civil society engagement bridges the gaps to meet the nutrition agendas in support of POSHAN Abhiyaan 2.0 specifically the Poshan Jan Andolan.



*PG presenting in the Odisha meet*

## Follow Our Social Media Campaigns



*Pragati-face of SahiPoshanSeSuraksha Campaign and a cover post from our SampoornaPoshanMeriShakti Campaign*

### **#SahiPoshanSeSuraksha**

The campaign is dedicated to equipping women at every stage of their reproductive journey- pre-pregnancy, pregnant, and postpartum- and their families with information on nutrition practices that can help them make informed choices for



their health and nutrition needs. Tag #AskPragati on PG's social media handles.

### ***#SampoornaPoshanMeriShakti***

This campaign is all about equipping you with the tools and knowledge to incorporate a variety of nutritious foods into your daily diet - whether it's packing a diverse lunchbox or choosing healthy alternative snacks. This is your go-to campaign on healthy diets.

## **Spotlight on Poshan Ghar Members**

### **Citizens Association for Child Rights, Mumbai**

The Citizens Association for Child Rights (CACR) held community awareness sessions aligned to the themes of WBW 2024, with Anganwadi workers in Dharavi, Mumbai, focusing on pregnant and lactating mothers. The sessions saw the participation of 80 breastfeeding mothers who shared their concerns about baby latching to the breast and insufficient breast milk production. These concerns were addressed through active dialogue and discussions, and solutions that promote optimal breastfeeding were identified.





*CACR's Community Activities***Adventist Development & Relief Agency, India**

Adventist Development & Relief Agency (ADRA) conducted various activities across Uttar Pradesh, Himachal Pradesh, Tamil Nadu, Mizoram, and Assam in observance of WBW 2024. In Himachal Pradesh, awareness sessions were held in Shimla and Kullu, educating lactating mothers on the benefits of breastmilk and breastfeeding. In Assam, ADRA conducted informative sessions on the WBW themes in tea gardens in addition to organising a major district-level event, mothers group discussions, video shows, doctor sessions, and various community-level competitions.

*ADRA's Community Activities*

***Healthy Bites: Quick Facts for a Better You!***

**Do you know that by keeping your salt intake to under 5 grams a day—equivalent to about one teaspoon, roughly equivalent to less than 2 grams of sodium—you can significantly lower your risk of hypertension, heart disease, and stroke**

(Source - WHO)

#### POLL

**What health benefits are associated with limiting daily salt intake to less than 5 grams?**

Reduced indigestion and diabetes 0%

Less risk of hypertension & stroke 100%

Improved energy levels and sleep 0%

Stronger bones and better skin heal 0%

1 VOTE · · SHOW OPTIONS

***PG is a proud family of over 75+ members!***

## **Are You One of Us? Then Join Us**

If you are a **nutrition-social behaviour change expert, an alliance, NGO, CSO, I4N pledged partner, academia, or volunteer**, or involved in the field of WASH, Education, Health and Child Protection, join us now!

### **What do we have for you?**

You will have access to nutrition and SBC e-courses, avail Poshan communication

products and assets, engage with experts and stakeholders from across sectors, linkages and synergies between businesses and PG members, access to nutrition, allied resources and much more.

**So, join us today, [click here](#) and be a part of this transformative journey!**

If you know someone who might benefit from this information, feel free to **forward** this newsletter to them. Follow [Poshan Ghar](#) on [LinkedIn](#), [Facebook](#), [Twitter](#) and [Instagram](#).

P.S. Enjoying this content? **Subscribe** directly to receive future updates by **clicking below**.

Thank you for reading Poshan Ghar Newsletter!

Stay tuned for our next edition, which will feature highlights of National Nutrition Month.



2 Likes