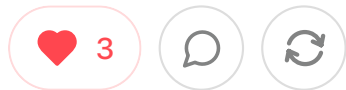


POSHAN GHAR OP-ED

# Poshan Ghar's Contribution to SBC for Nutrition: Six Behavioural Pathways

Author: Poshan Ghar Secretariat

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Digital media now shapes how people learn, exchange ideas, and make choices, including those related to health and nutrition. Digital media, which began as a space for communication and entertainment, has evolved into a space for knowledge sharing.

As choices are being shaped within digital spaces, Social and Behavioural Change (SBC), particularly in health and nutrition, can no longer rely only on direct messaging to communities. Change depends on how information is framed, how it is communicated, how often it is reinforced, and whether people recognize themselves within a shared purpose. Digital platforms enable these processes by allowing ideas to be revisited, questioned, validated by peers, and gradually internalised through collective learning.

It is within this context that Poshan Ghar has used digital platforms to create spaces for learning and engagement on health and nutrition. The focus has remained on behaviours and everyday practices that influence nutrition and behavioural outcomes. Complex health and SBC concepts are translated into accessible messages that invite reflection, discussion, and practical action. In 2025, Poshan Ghar published nearly 200 pieces of digital content. This content spanned maternal, adolescent, and child nutrition; social and gender norms; breastfeeding and complementary feeding; and healthy, diverse diets across course among other themes.

Key messages were delivered through op-eds, infographics, reels, podcasts, and interactive formats such as learning sessions, workshops, and webinars. Campaigns included #NutritionBytes, #SahiPoshanSeSuraksha, insights podcasts, and #PoshanPakhwada. For instance, the #NutritionBytes campaign shared bite-sized information every Friday on healthy diets, practical tips, recipes, regional foods, and fact-checks related to nutrition and health. During Poshan Pakhwada, 15 bilingual (English+Hindi) posts focused on priority themes: the first 1,000 days of life, community-based management of malnutrition, childhood obesity prevention, and digital empowerment through the Poshan Tracker. Additionally, short-form videos, quizzes, and polls generated strong engagement. Together, these formats created repeated touchpoints, reinforcing learning beyond one-time exposure.

This opinion piece offers an analytical reflection on how Poshan Ghar's communication engagement patterns have contributed to the multidisciplinary SBC approach using behavioral science, communication, and community engagement to understand and influence individual, social, and structural factors (like norms, beliefs, and policies) that drive actions, aiming for positive shifts in knowledge, attitudes, and practices towards healthier, more equitable nutrition outcomes. It moves beyond information, local ownership, recognising that meaningful change requires addressing cultural contexts, power imbalances, and creating supportive environments, and not just delivering messages.

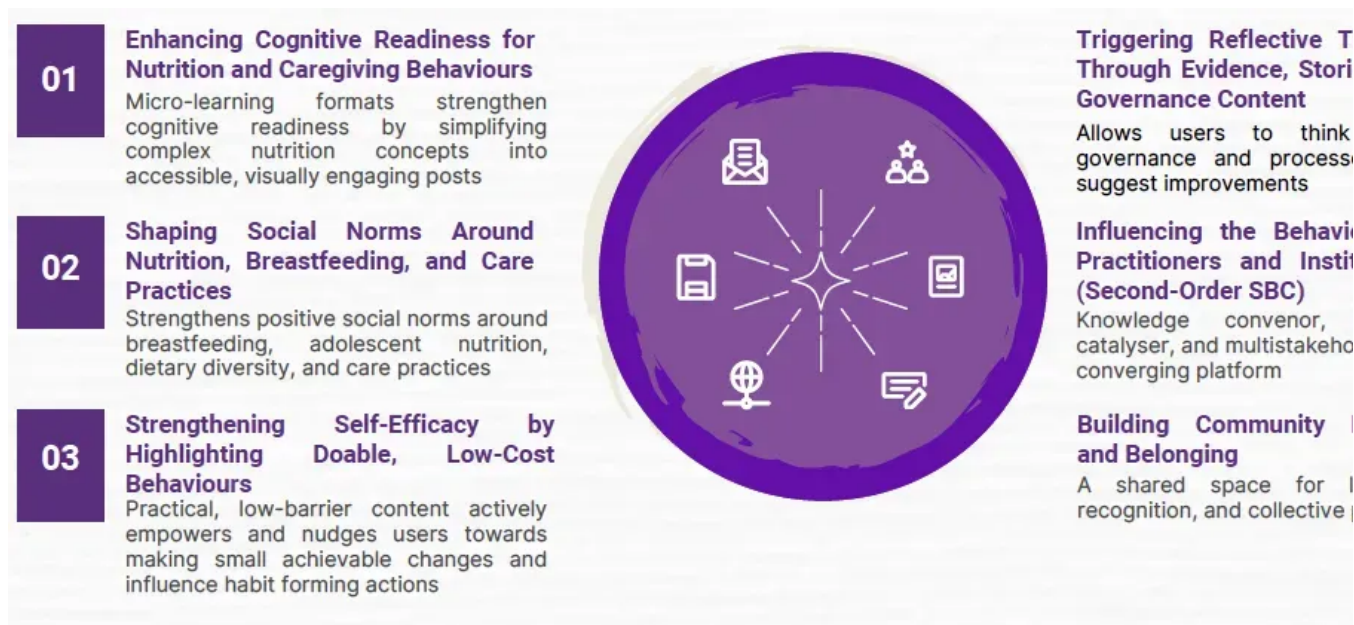
## Approach and Analytical Framework

The analysis draws on platform-level data, cross-campaign performance metrics, and qualitative signals from audience interactions.

- First, it reviewed platform metrics, likes, comments, shares, and reports from LinkedIn, Instagram, X, and Facebook to assess reach, interaction, and performance.

- Second, it analysed audience responses, including comments, ques overall sentiment, to understand how users interpreted the content, on it, and connected it to their own experiences.

Together, these strands of analysis revealed six behavioural pathways th which Poshan Ghar's digital content supports social and behaviour chan



Six Behavioural Pathways

## Key findings

### ***Enhancing Cognitive Readiness for Nutrition and Caregiving Behaviours***

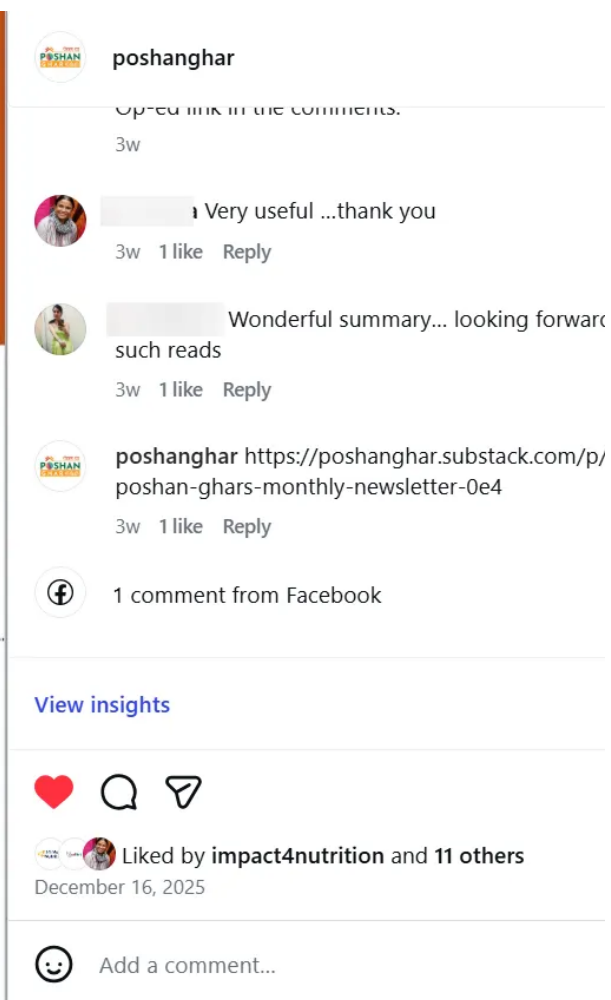
A key step toward behaviour change is helping people clearly understand needs to change and *why*. Poshan Ghar's micro-learning approach, part through the *Nutrition Bytes* series, contributed strongly to this early stag change. By breaking complex nutrition and caregiving concepts into sho engaging posts, the content becomes easier to understand, recall, and a

Engagement patterns across platforms reflect this clarity. In 2025, *Nutrit* posts focused on key SBC behaviours (11 posts), including colostrum fee

dietary diversity, generated 249 engagements on LinkedIn, including 24 The same content received 118 likes and shares on Instagram, 44 likes a reposts on X, and 32 engagements on Facebook.

More importantly, audience responses suggest comprehension rather th consumption. Comments such as *"Easily understood," "Very useful tips, "Thanks for sharing"* were common. Others reflected learning and reflec *"Balance is the key. This is the most important lesson in nutrition,"* and *"changes in salt, sugar, and oil can build a strong foundation for lifelong t*

These responses indicate that audiences are not simply scrolling past th They are processing it, reflecting on it, and connecting it to everyday pra reducing cognitive barriers and strengthening understanding, Poshan GI content builds the knowledge foundation necessary for nutrition and car behaviour change.



Engagements reflecting the audience's point of view

## **Shaping Social Norms Around Nutrition, Breastfeeding and Care Practices**

Behaviour change does not occur in isolation. It is shaped by what communities recognise as normal, expected, and socially acceptable. Poshan Ghar's content aligned with national observances, such as World Breastfeeding Week and Poshan Maah played a significant role in reinforcing these shared norms.

For instance, engagement peaked during Poshan Maah, indicating strong resonance. Poshan Ghar published 18 theme-aligned posts, largely in carousel format, covering five priority areas: *addressing obesity*; *Poshan Bhi Padh Ped Maa Ke Naam*; *infant and young child feeding (IYCF) practices*; and *involvement in nutrition and caregiving*. On LinkedIn, these posts generated 12 likes, 48 reposts, and 17 comments. Instagram recorded 252 likes and 3 comments, while X saw 73 likes and 32 reposts. Audience responses such as *"Thought-provoking"* and *"Very helpful"* reflect public recognition and alignment with the messages.

Reposting content is particularly significant in this context. When users choose to share this content, they do more than amplifying reach, they signal alignment with the idea that nutrition, breastfeeding, and caregiving practices are shared responsibilities. Over time, such repeated reinforcement helps normalise healthy practices and strengthens social norms around breastfeeding, dietary diversity, and care across the life course.

## **Strengthening Self-Efficacy by Highlighting Doable, Low-Cost Behaviours**

Awareness alone does not always lead to action. People often hesitate because they perceive healthy practices as difficult, time-consuming, or expensive.

Ghar addresses this gap by consistently highlighting simple, low-cost actions through formats such as *Nutrition Bytes Superfoods*, *practical SBC tips*, and *Fridays*.

Audience responses reflect a growing sense of “*I can do this.*” *Superfoods* generated 224 likes on LinkedIn, 161 likes on Instagram, and 22 shares on Facebook. More importantly, users openly described how they were applying these ideas in their own routines. Comments such as “*I sprinkle this on my salad*” and “*Kathal pulao was my lunch today*” show uptake rather than passive approval.

These spontaneous disclosures point to confidence and ownership. By demonstrating that small, affordable changes fit within everyday lives, Poshan Ghar strengthens self-efficacy, a critical driver of sustained nutrition and care behaviour change.

Comment on #NutritionByte campaign

## **Triggering Reflective Thinking Through Evidence Stories, and Governance Content**

Reflection is a critical, yet often overlooked, step in behaviour change. Content that presents evidence, lived experiences, or governance insights can prompt practitioners to question assumptions and think more deeply about their own practices.

Poshan Ghar's *Case Studies* and *Suposhit Gram Panchayat (SGP)* series consistently generated this kind of reflective engagement. Eleven case studies on Community-based Management of Acute Malnutrition (CMAM) best practices from different states received 256 likes and 18 reposts on LinkedIn alone. The content encouraged programme practitioners and larger audiences to engage with real-world implementation challenges rather than abstract recommendations.

The *SGP* series further deepened this reflection. Poshan Ghar simplified and decoded official *Suposhit Gram Panchayat Abhiyaan* guidelines into accessible content, producing 14 posts; seven in Hindi and seven in English to reach development practitioners. Responses went beyond affirmation. Users asked for official directives, debated indicators, and suggested improvements. Such interactions show that audiences were not passively consuming information but were engaging critically with governance processes and implementation challenges.

Together, this demonstrates Poshan Ghar's role in fostering reflection and dialogue among practitioners, beyond basic awareness-building.

## **Influencing the Behaviour of Practitioners and Institutions (Second-Order SBC)**

Poshan Ghar's influence extends beyond individual behaviour to practitioners, organisations, and institutions that shape outcomes at scale. This second-order SBC effect is most visible in the strong performance of its webinars and

which emerged as the highest-performing content category of the year.

These sessions generated 600 likes, 37 reposts, and 35 comments on L alongside 383 likes on Instagram and 65 likes on X. Audience responses included requests for repeated participation, interest in collaborations, a appreciation for the depth and relevance of discussions.

Such engagement suggests that Poshan Ghar is shaping professional networks promoting evidence-based dialogue, peer learning, and cross-sector expertise. As a trusted convenor, the platform contributed to second-order behaviour where informed practitioners go on to influence programmes, policies, and community practices.

## ***Building Community Identity and Belonging***

Over time, consistent engagement has helped Poshan Ghar evolve into more than just being an information platform. It has become a shared space for dialogue and discourse for a growing nutrition and public health community. Expressions of *"Proud to be a member"* and *"Looking forward to more"* signal a strong sense of belonging and collective identity.

Even posts with relatively lower engagement, such as organisational updates, tend to receive affirmation rather than questions or disengagement. This suggests audiences already feel aligned with the platform's purpose. This sense of belonging is critical, as belonging strongly influences long-term commitment to behaviour change. By fostering community pride and continuity, Poshan Ghar lays the foundation for sustained engagement, peer influence, and collective action—essential elements for successful SBC at scale.

Feedbacks from participants on workshops

## Way Forward

Digital platforms will continue to shape how people access, interpret, and use information related to health and nutrition. For SBC and allied programming, digital platforms offer clear advantages. They reduce geographic barriers and enable large-scale reach. They allow communication to be tailored to specific target audiences. They support real-time interaction, peer exchange, and a continuous feedback loop. They also provide unobtrusive ways to assess engagement and understand public responses, often at lower cost than traditional assessment approaches.

Evidence from Poshan Ghar's analysis shows that digital media can reinforce behaviour change when content is repeated, simplified, contextually relevant, interactive, and from trusted sources. Poshan Ghar's digital engagement demonstrates how these spaces can be used deliberately—not only to disseminate information, but to foster dialogue, reflection, and sustained engagement and discourse within communities and across digital spaces.

Moving forward, Poshan Ghar will strengthen the intentional use of digital platforms as learning and engagement ecosystems. This includes a more systematic use of engagement data and qualitative feedback mechanisms to refine content strategies. Future strategies include continued emphasis on regional and multilingual content, practitioner-oriented content that reflects field realities, and targeted the

amplification. Greater alignment between content formats, thematic focus and audience responses will guide digital engagement strategies.

Poshan Ghar will increasingly prioritise SBC- and systems-strengthening interventions. This includes addressing social norms, caregiving practices, influencing decision-making and institutional processes that shape nutrition and health outcomes. The focus will move beyond individual behaviour to the system environments that enable or constrain change.

Organisations or individuals interested in learning from, or building on, this approach may reach out to us. For additional information, please contact [arpita.d@zealgrit.com](mailto:arpita.d@zealgrit.com).

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