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Poshan | Nutrition



Laving the foundation for combating malnutrition in India

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Why HealthPhone?

6.9 Million Reasons

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HealthPhone™

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Watch Videos — Channels — Languages — Health Topics

HealthPhone™ is a video reference library and guide to better health and nutrition practices, for families and communities, including the illiterate, in their language, distributed on mobile phones.



What every health worker, family and community has a right to know



- Over 2,500 videos in our library
- Free Downloads for phones, tablets, PCs
- Customised apps, microSD memory cards





Watch the TEDx video
HealthPhone: The First Mile Now Reachable

Connecting the Unconnected

Putting essential healthcare information in the hands of those who have no Internet



Online example | Buy online

Launch of Medical and Health Internet-in-a-Box - South Asia Edition

Wiki Project Med Foundation in Collaboration with Internet-in-a-Box and HealthPhone has developed an Offline Distribution System for Medical and Other Content Geared Specifically to South Asia

Bringing healthcare information to those who have no Internet

Access to Information

Translate G Select Language ▼ Free Downloads **Topic Categories** Videos by Language Mobile Apps Internet-in-a-Box **←** Channels Alive & Thrive



Buzz & Bite

- Food & Nutrition
- → Global Health Media
- Grampari
- Hands to Hearts
- j iheedCrowd
- Medical Aid Films
- Mother Child
- Mythri
- No Excuses
- Nutrition
- Palladium
- Poshan
- → Severe Malnutrition
- → TeachAIDS
- The Three Amigos
- United Methodist J UNICEF - Ammaji
- JUNICEF Kyunki...
- WASH United

Healthcare information is the essential starting point for people seeking to care for themselves and their families and access to it is particularly important in low-resource settings where there is no, or inadequate, contact with trained, well-informed health workers. A lack of access results in the inability to take appropriate action, indecision, delay or incorrect treatment, all of which contribute to avoidable suffering and death. Ensuring access to authoritative and strategic information on matters that affect people's health remains a challenge that so far has eluded a solution.

Read more

2017 Maternal Health campaign



We recently partnered with Mediaplanet UK on the 2017 Maternal Health campaign in The Guardian newspaper and online. Read motivating insight from thought leaders and learn more about what it takes collectively to reduce maternal mortality. #GlobalMaternalHealth #MaternalHealth

Bridging the Knowledge Gap: Educating Mothers to Help Them and Their Children Live.

Mobile phones are the surprising tool improving maternal health

One of the most powerful relationships in global health and development is between a mother's education and her child's chances of survival. Simply put: "The more educated a mother, the less likely her child is to die. ... Behind every preventable child death is a disempowered mother" says Leith Greenslade, Co-Chair of Child Health, MDG Health Alliance.





Get in 18 Indian Languages



Assamese • Bengali • English • Garo • Gujarati • Hindi • Kannada • Khasi • Konkani • Malayalam • Manipuri • Marathi • Mizo • Odia • Punjabi • Tamil • Telugu • Urdu

Poshan: These apps address issues of status of women, the care of pregnant women and children under two, breastfeeding and the importance of a balanced diet, health and simple changes in nutritional care practices that can notably enhance nutrition levels.

They reinforce the following key messages:

- Expecting mothers should get the correct diet and 25% more than usual.
- Mother's first milk is the best, do not throw it away, make sure the child gets it.
 For the first 6 months the child should only be fed mother's milk and nothing else.
 When the child enters the 7th month, balance mother's milk with a nutritious diet.

HealthPhone™ Launches Food & Nutrition Mobile Apps





Assamese • Bengali • English • Garo • Gujarati • Hindi • Kannada • Khasi • Konkani • Malayalam • Manipuri • Marathi • Mizo • Odia • Punjabi • Tamil • Telugu • Urdu

Food & Nutrition: These apps reinforce the following key messages:

- Adequate Complementary Feeding
- Anaemia: Blood and Iron Deficiency
- Importance of a Balanced Diet Correct Norms of Infant & Young Child Feeding
- Importance of Infant and Young Child Nutrition Iodine: The Importance of Iodised Salt
- Nutrition of the Child
- Vitamin A
- Naviaat ki Suraksha
- Diet During Pregnancy
- Healthcare during Pregnancy

HealthPhone™ Launches Nutrition Handbook Mobile Apps



Get in 11 Indian Languages



Bengali • English • Gujarati • Hindi • Kannada • Malayalam • Marathi • Odia • Tamil • Telugu • Urdu

Nutrition Handbook for the Family: These apps reinforce the following key messages:

- Personal and household hygiene
- Keeping food safe and clean Foods are very important for the body
- Iron makes the body strong Vitamin A keeps the body healthy
- Iodine makes the body function properly Food for pregnant women and breast-feeding mothers
- Feeding babies aged 0-6 months Feeding young children aged over 6 months Feeding school-age children and youth
- Food and care for older people
- Feeding sick people
- Preventing and managing malnutrition

Once installed, all these apps work offline; they do not require a connection to a mobile network. All videos and files are included within the mobile app.

Mobile apps developed in partnership with HealthPhone by The Centre for Development of Advanced Computing (C-DAC), Hyderabad, a research and development organization under the Ministry of Electronics and Information Technology, Government of India.

Health & Nutrition Knowledge in the hands of those who need it most

There is no dispute about the importance of health and nutrition knowledge as a means of preventing diseases and boosting child survival.

HealthPhone's health and nutrition videos address the main areas of concern with videos which are pre-loaded on popular low-cost models of mobile phones and on a microSD memory card. Users choose what they want to watch and listen to and when, wherever they happen to be, without a connection or cost.

HealthPhone™ is coming soon to a village, slum, town, city, block, district, state, province, country near you!

HealthPhone™ India

IAP HealthPhone





🛸 Laying the Foundation for Combating Malnutrition in India The importance of balanced nutrition and health

An initiative of HealthPhone™, conducted under the aegis of Indian Academy of Pediatrics, in partnership with the Ministry of Women and Child Development, UNICEF, Aamir Khan and with support from Vodafone.

It is the World's Largest Programme to Battle Malnutrition amongst Mothers and Children. The objective of this nationwide campaign against malnutrition is to address issues of status of women, the care of pregnant mothers and children under two, breastfeeding and the importance of balanced nutrition and health. The focus is on women between 13 and 35 years of age and their family members.

The four Poshan videos are hosted on a dedicated WAP page iaphealthphone.org and accessible to all Vodafone India subscribers on their mobile phones.

Vodafone India subscribers can also give a missed call on 1 800 120 8989 (toll-free) to receive a link to the WAP page via SMS.

□ Watch: Combating Malnutrition in India – Challenges & Solutions



Poshan | Nutrition & Malnutrition Series

670 Videos in Assamese, Bengali, English, Garo, Gujarati, Hindi, Kannada, Khasi, Konkani, Malayalam, Manipuri, Marathi, Mizo, Oriya, Punjabi, Tamil, Telugu, Urdu













Food and Nutrition Board

120 Videos in Hindi, English, Assamese, Bengali, Garo, Gujarati, Kannada, Khasi, Konkani, Malayalam, Manipuri, Marathi, Nagamese, Oriya, Punjabi, Tamil, Telugu, Urdu











Laying the Foundation for Good Health and Nutrition

Knowledge, attitudes, practices and beliefs that relate to the most essential health and nutrition topics



HealthPhone Essentials

30 Videos on Early and Exclusive Breastfeeding, Hand Washing with Soap and Water. Use of Oral Rehydration Salts (ORS) and Zinc, Routine Immunization, Initiation of Breastfeeding by Breast Crawl, Ten Steps to Successful Breastfeeding

in English, Hindi, Marathi, Gondi, Kokana, Korku, Pawri













Safe Motherhood and Newborn Health, Breastfeeding, Complementary Feeding and Hand Washing



19 Videos on Initiation of Breastfeeding, Early and Exclusive Breastfeeding, Complementary Feeding, Body Warmth and Hand Washing

in Bengali, Gujarati, Hindi, Oriya, Rajasthani

















Ammaji Channel 42 Videos in Hindi



Timing Births • Safe Motherhood • Newborn Care • Breastfeeding • Malaria • HIV Diarrhoea • Nutrition and Growth • Immunization • Polio • Hygiene and Sanitation Child Development and Early Learning • Emergencies: preparedness & response

Palladium



56 Videos on Menstrual Hygiene, Age at Marriage, Delay First Child, Antenatal Care, Child Spacing, Contraception, Oral Contraceptive Pills, Condoms, Intrauterine Contraceptive Device (IUCD), Oral Rehydration Salts (ORS), HIV, Immunization, ... more



** Laying a path to optimal growth and development both physically and mentally

The First 1,000 Days 23 videos to promote maternal welfare and child nutrition

HealthPhone™ International



NEW HIV and AIDS Prevention 26 Videos in Assamese, English, Español, Hindi, Kannada, Kinyarwanda, Mandarin, Odia, Setswana, Swahili, Tamil, Telugu





NEW Ebola: A Poem for the Living



in English, English v2, English v3, English v4, Français, Français Guinéen, Krio, Maninka, Pidgin, Portuguese, Soussou/Susu, Swahili



Childbirth 6 Videos in English























Diarrhoea - Hygiene - Sanitation - Hand Washing in Bengali, English, Hindi



Half a minute can defeat diarrhoea! Ending open defecation is IN OUR HANDS!



Safe Motherhood and Newborn Health 17 Videos in Somali











Breastfeeding — Nutrition and Growth 26 Videos in Bangla, Vietnamese, Amharic, Oromiffa, Tigrinya



Worldwide Distribution

All Mobile Devices — All Mobile Network Operators and Service Providers



Join Us! What needs to be done? How can we do it with your help? What help can you give?