

Learnings from video-enabled approach for nutrition program in Bihar



Background

- Pilot project was initiated under the World Bank SAFANSI initiative.
- Reasons for JEEViKA taking up this pilot-
 - Existing DG-JEEViKA partnership on livelihood activities- converging agriculture with Health and nutrition was the next step.
 - JEEViKA wanted to expand on both agriculture, nutrition and health with focus on women through CHNCC & SHG.
- A pilot project was carried out in 42 villages across 3 districts of Bihar namely Gaya, Khagaria and Muzzafarpur.
- The aim of the project- whether showing videos on integration of agriculture, health and nutrition to rural communities, could help to improve lives of the community members.

Process so far

Initial knowledge base of DG through SPRING partnership in Odisha

Research conducted to understand the existing knowledge of the community & to identify learning needs

Contextualizing the topics as per community needs along with project staff

Preparation of story boards by the Project staff and approved by JEEViKA then video production and editing

Dissemination of videos to the community at the Community Health & Nutrition Care Centres (CHNCC) for feedback

Topics covered



Nutrition garden

Sac farming

Nutritional Sweets

Moringa tree a complete nutritional plant

Why community health and nutrition care centre

Other health issues like diet during pregnancy, immunization, family planning, antenatal care, postnatal care etc.

Videos

- Message recall & comprehension was good
 - Community members remembered the key messages in the video and dissemination by frontline health worker was effective.
- Clarity in delivery of key messages in the videos
 - Community members said that the messages were clear. There was high level of understanding because the videos were played 2-3 times during the dissemination which added clarity.
- Received new information
 - Community members said that they were many things in the video which they felt they were unaware of earlier.
 - Content in the video was new for them and there were many myths which they were living with since adolescence.

Way forward

- Improving the videos based on the wider feedback taken from the experts and community.
- Make more videos on best practices for agriculture, Nutrition & health interventions in Bihar.
- Dissemination of the health messages through videos in 10 lakh SHGs in all over Bihar.
- Videos to be recorded/re-shot in local dialect so that it can be more effective.



THANK YOU