

REPORT ON POSHAN PAKHWADA 2020 - HARYANA STATE

To celebrate the 2nd anniversary of Poshan Abhiyaan, Poshan Pakhwada was celebrated from 8- 22nd March, 2020 (suspended on 17th March, 2020 due to Corona scare) with the theme “Increasing male engagement in Poshan Abhiyaan to improve nutritional outcomes”.

During the planning phase of the Pakhwada, a video conference was addressed by Hon’ble Chief Minister and Chief Secretary, Haryana on 29- 2- 2020 with all the Deputy Commissioners in the State in order to make Poshan Pakhwada a successful event. Directions were issued to all concerned Deputy Commissioners to focus all the activities undertaken during the Poshan Pakhwada on Anaemia and malnutrition.

Several meetings were conducted at all levels i.e State, District and Block with the line departments to deliberate and plan the activities to be organized during Pakhwada. A State level meeting was held on 2nd March, 2020 with Secretaries of all the line department to discuss and plan the activities to be conducted during the Poshan Pakhwada under the Chairpersonship of Chief Secretary, Haryana. At district level, Deputy commissioners were directed to spearhead all activities to be conducted during this fortnight. They were further instructed to mobilize the community at all levels, especially in villages and to monitor the activities of Poshan Pakhwada and the outcome of concerted efforts. Since the theme was to increase male engagement during Pakhwada, they were advised to involve daily wage earners, factory workers, construction workers and other sectors which are male dominated areas of workforce.

LAUNCH

Poshan Pakhwada was launched by Hon’ble Chief Minister, Haryana in a State Level Function held at Gurugram on 8th March, 2020. The function was attended by approximately 500 people. During the function poshan pledge was administered by Hon’ble CM. The function was telecast live throughout Haryana. Poshan Anthem was also played in the function. IEC material including Brochures on Anaemia, Poshan ke 5 sutra i.e first golden 1000 days, nutrient rich foods, Anaemia prevention, Diarrhea management, hygiene and

sanitation, Dialogue cards, Flip book, two recipe books were unveiled on 8th March, 2020 by Hon'ble Chief Minister.

POWER OF GRAM SABHA TOWARDS HEALTHY HARYANA

All Gram Sabhas were designated as Poshan Panchayats in the States. To ensure greater outreach among people Poshan Pakhwada was launched in every village through Gram Sabha's on 8th March, 2020. Special focus was laid on Gram Sabha meetings to ensure reaching the community upto grass root level and to ensure participation of male population. 6250 Gram Sabha meetings were held in all villages of the State. 461786 people participated in Gram Sabha meetings including 267784 women and 194002 men. The Gram Sabha meetings were chaired by the Sarpanches of respective villages. During these Gram Sabha meetings issues related to Anaemia, nutrition, safety of women and drugs were discussed. Talks were also given by functionaries of Health Department, Women & Child Development Department and Police Department.

A pledge was also taken in the Gram Sabha meetings to make Poshan Abhiyaan a Jan Andolan and to spread the message of nutrition in every house, school, village and city. IEC material like brochures on Anaemia were distributed and Poshan ke 5 Sutra i.e first golden 1000 days, nutrient rich foods, Anaemia prevention, Diarrhoea management, Hygiene and Sanitation were discussed during Gram Sabha meetings.

ACTIVITIES

Community Based Events (CBE) were conducted on 9th March, 2020 in which male participation was ensured. In this event 24020 were organized in which 1133538 persons participated.

Special Anaemia camps were organized for children, adolescent girls and pregnant and nursing mothers on 11th March, 2020 which were jointly conducted by Health department, Education and WCD department. At the Anganwadi Centres and Primary Health Centres (PHC) screening and identification was done by HB testing of 40518 children (6 month to 5 years), 7285 children (5-9 years), 4583 children (10-19 years) and 4056 pregnant and lactating women were done. Counseling on Anaemia was done by Health and ICDS functionaries during which the people were made aware about the Do's

and Don'ts, the foods to be eaten, IFA supplementation and healthy practices to be adopted for prevention of Anaemia. IFA tablets were distributed to children, adolescent girls, pregnant and lactating women.

Home Visits were organized by AWWs to spread message on Malnourishment, Anaemia, Menstrual Hygiene, exclusive breast feeding, timely initiation of complementary feeding for malnourished children and pregnant & lactating mothers, message on hand washing, personal hygiene and sanitation especially in view of spread of Corona virus, message on exclusive Breast feeding and timely initiation of complimentary feeding. Total 313848 home visits were organized by AWWs.

17623 Cycle Rallies of children at Block levels were organized holding Banners on Nutritional Messages and Hygiene and Sanitation. Awareness among masses was done through Poshan Raths, Poshan Walks, PRABHAT Pheri's with slogans on Hygiene & Sanitation & Live demonstration of Hand Washing technique by the AWWs at the Districts, Blocks and Villages.

Rangoli competitions were held at district level on theme nutrition. For Rangoli, different coloured vegetables, fruits were used to add colour to your diet for good nutrition. Stress was also laid for adding atleast one colour vegetable/fruit in daily diet to get a wide range of healthy nutrients.

Workshops were organized at districts on Anaemia, Corona sanitation and hand wash at District level. During the workshops recipe competition on iron rich diet was conducted and women suffering from Anaemia were given kits. During these workshops male members of the families were invited.

On 14th March, 2020 **5826 Village Health Sanitation Nutrition Days (VHSND)** were celebrated during which Health camps were organized for children, adolescent girls and pregnant and lactating women. Health checkup of uncovered beneficiaries in convergence with Health Department. Growth monitoring was done by AWW by taking Height and weight of children. Counseling of Mothers/Care takers and men whose children are malnourished and Mothers who are at risk. POSHAN Panchayats were also involved in celebration of VHSND to promote male participation.

Demonstration of home based baby foods were done by the anganwadi workers and supervisors. Counseling of pregnant women on exclusive breast feeding and timely introduction of complementary foods like banana, mashed potato, suji kheer etc was done.

26063 Special cleaning drives were carried out in all the villages and the anganwadi centers in Haryana which was ensured by the poshan panchayats. Daily home visits were conducted by the anganwadi workers. Intensive use of poshan anthem was ensured during the pakhwada. Oaths were delivered during all the activities carried out at village/ block/ district level. Selfie points were created. Awareness on corona was also done during the pakhwada.

IEC MATERIAL

IEC material including flipbook, dialogue cards, two recipe books, Poshan ke paanch sootra were unveiled on 8th March, 2020. IEC material like Brochure on Anaemia, Poshan ke 5 sutra i.e first golden 1000 days, nutrient rich foods, anaemia prevention, Diarrhea management, hygiene and sanitation, Dialogue cards, Flip book and its guidelines printed by all DPOs and distributed by all DPOs and were discussed during Gram Sabha meetings.

A brochure on Anaemia was specially prepared for the Poshan Pakhwada and was distributed at village level to create awareness. The brochure depicting information on the prevalence of Anaemia in Haryana among children and women, its causes, symptoms and the interventions. Community was also informed about iron rich food for prevention alongwith their iron contents.

PARTICIPATION STATUS

94462 activities were conducted during the Pakhwada from 8th to 16th March, 2020 with a total participation of 19920863 persons out of which 4345847 were adult male, 8354118 were adult female, 3172423 were male children and 3607454 were female children. The details of participation on various themes like Poshan, Breastfeeding, immunization, Anaemia etc in state is enclosed at Annexure-I. Department wise detail of the participation during Poshan Pakhwada is enclosed at Annexure-II. In view of Corona Scare, field functionaries were directed to restrict to small gatherings for the events to be conducted during the Pakhwada in order to ensure social distancing.

MEDIA COVERAGE

Media plan was specially devised for Poshan Pakhwada . Advertisements were given in the news papers before the launch of Poshan Pakhwada on 6th & 8th March , 2020 to make the people aware about at state level and district level. Advertisements about Anaemia were given at State level on 16th March, 2020. Press releases were given daily in the newspapers in all the districts by the Deputy Commissioners and DPO's depicting activities undertaken during Pakhwada.

Mobile video vans/ three-wheelers were used for creating awareness through audio-video clippings, Poshan songs etc. Video clips provided by the Ministry on Poshan anaemia were played during the events conducted during Poshan Pakhwada. Hoardings and banners were displayed at public places. Videos have been uploaded by the DPOs on Youtube also.

The glimpses of activity undertaken during Poshan Pakhwada are annexed.

INNOVATION

As the focus during the Poshan Pakhwada, activity was on Anaemia and Malnutrition, therefore, Special Anaemia Camps were organized by Health Department in convergence with Education and WCD Department. RBSK mobile health teams had conducted HB testing for beneficiaries of age groups e.g. 6-59 months children, 5-9 years children, 10-19 years children and Pregnant & lactating women. Following is the detail of all the beneficiaries screened and identified for various anemic children/ women status like-

- Normal Cases- More than 11.9 gm / dl
- Mild Anemic- Hb 11.9-10.9 g/dl
- Moderate Anemic- Hb 8-10.9 /dl
- Sever Anemic- Hb < 8 g/dl