



USAID
আমেরিকার জনগণের পক্ষ থেকে



World Vision

Maternal Child Health and Nutrition



50,992 Children under 2



122 Community Clinics



469,696 Social and Behavior Change participants



23,600 Pregnant and lactating women



37,752 Growth Monitoring and Promotion sessions



NOBO JATRA - NEW BEGINNING

USAID'S Development Food Security Activity

INTRODUCTION

Nobo Jatra-New Beginning' is a five-year USAID Food for Peace Title II Development Food Security Activity implemented by World Vision Bangladesh, together with the World Food Programme and Winrock International, in partnership with the Ministry of Disaster Management and Relief (MoDMR) of the Government of Bangladesh (GoB).



200,495

Households



856,116

Participants



Sub-districts

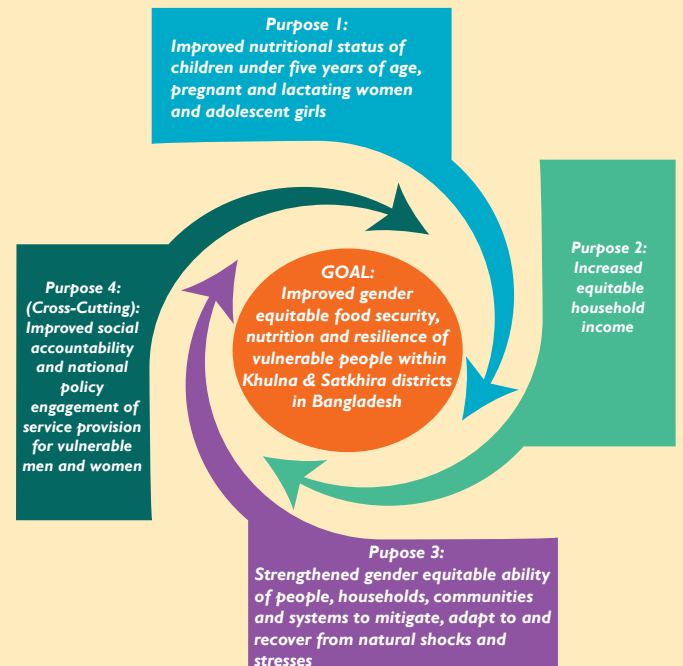
40

Unions



Years

NOBO JATRA'S GOAL AND PURPOSES

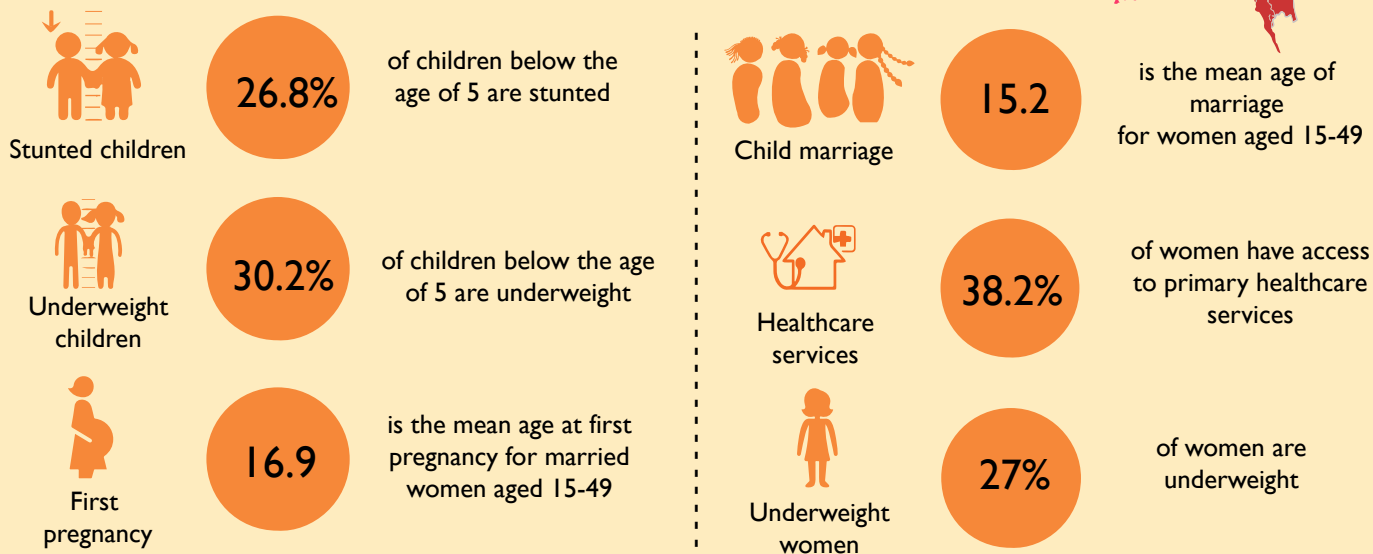


MCHN OVERVIEW IN SOUTHWEST BANGLADESH

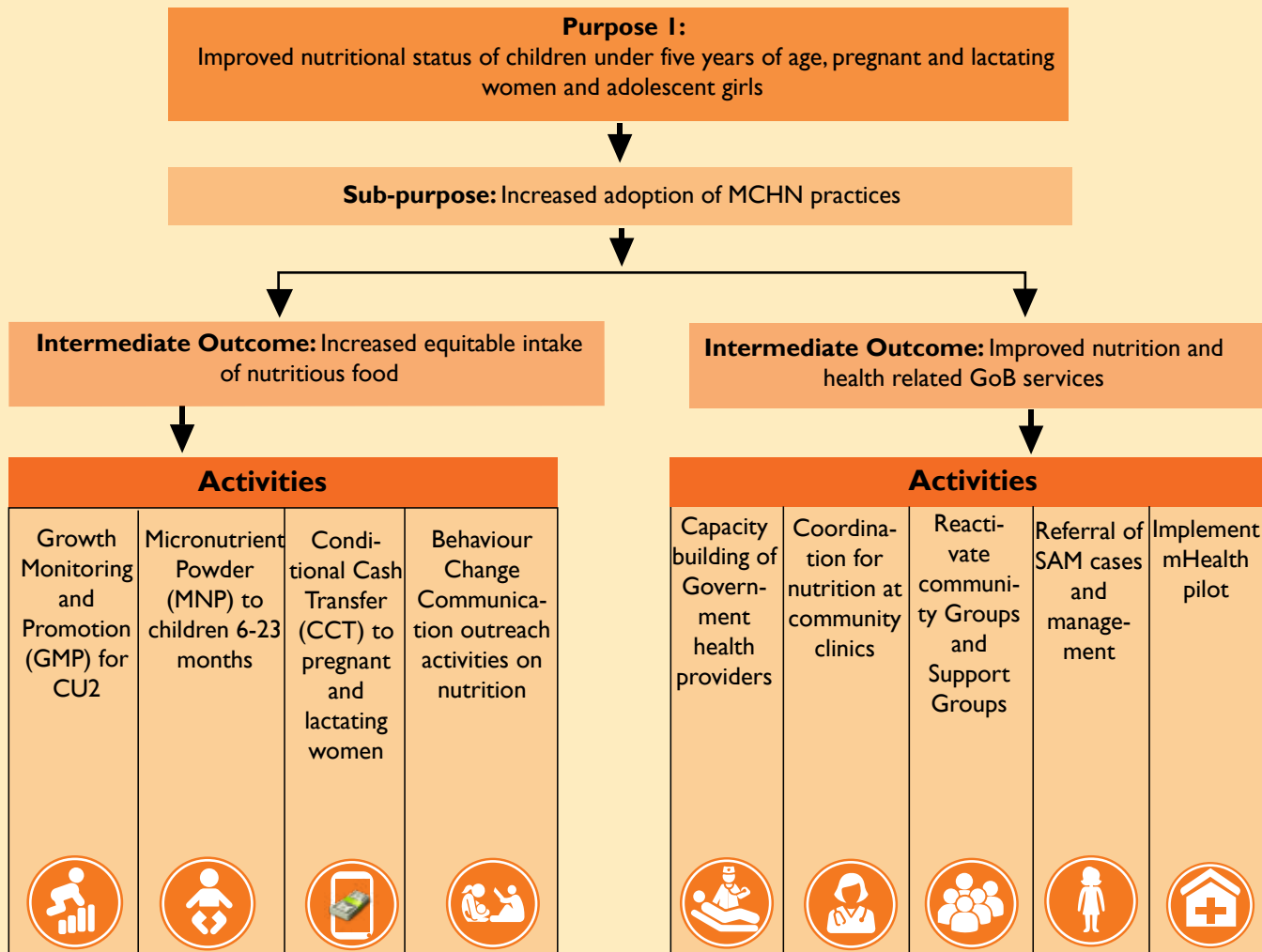
According to a World Bank report, the maternal mortality ratio in Bangladesh is 174 per 100,000 live births and the mortality rate for children under five is 30 per 1,000 live births. These are largely attributed to a lack of access to formal healthcare services and trained professionals, with over 71% of births occurring at home and 50% of women giving birth without a skilled birth attendant.



The situation is further compounded for women and children in southwest Bangladesh where health and nutrition indicators show:



NOBO JATRA'S MCHN STRATEGY



NOBO JATRA'S INTERVENTIONS



Conditional Cash Transfers

Nobo Jatra supports 23,600 pregnant and lactating women who fall below the lower poverty threshold and experience chronic food insecurity. Selected participants are included in a consecutive 15-month nutritional safety net Conditional Cash Transfer (CCT) process where they receive \$27.5 per month. The 15-month window for the cash transfers has been identified to coincide with the period beginning second and third trimester of pregnancy till and ending the child is 9 months of age to cover the most critical transition period from exclusive breastfeeding to the intake of a combination of breast milk and weaning foods.



SBC through Mobile Phones and Bangles

Building on the success of previous USAID and Government of Bangladesh models, Nobo Jatra champion the use of mobile phone technology to provide pregnant women and new mothers with vital stage-based information via free of cost mobile phone messages. Low cost audio bangles are also used as mechanisms to distribute health messages.



Strengthening Local Government Services

Using Citizen Voice and Action, a cross cutting social accountability and governance approach, Nobo Jatra works to strengthen the capacity of local government clinics and community-based health service providers to ensure ongoing access to MCHN services like Growth Monitoring and Promotion . Project MCHN staff work jointly with Institute of Public Health and Nutrition (IPHN) staff to provide training to frontline health staff.

CROSS-CUTTING INTERVENTIONS

Gender Integration

Measures to increase women's participation in health and nutrition decision-making involve the provision for women to receive cash, open bank accounts, operate their mobile account numbers, gender sensitization and capacity building for government frontline workers to assess participants' health and nutrition status and decision making abilities. They further include the mitigation of potential risk of harm to women through male engagement for gender equality, a Marriage not before 18 campaign, leadership and life skills training .

Governance and Social Accountability

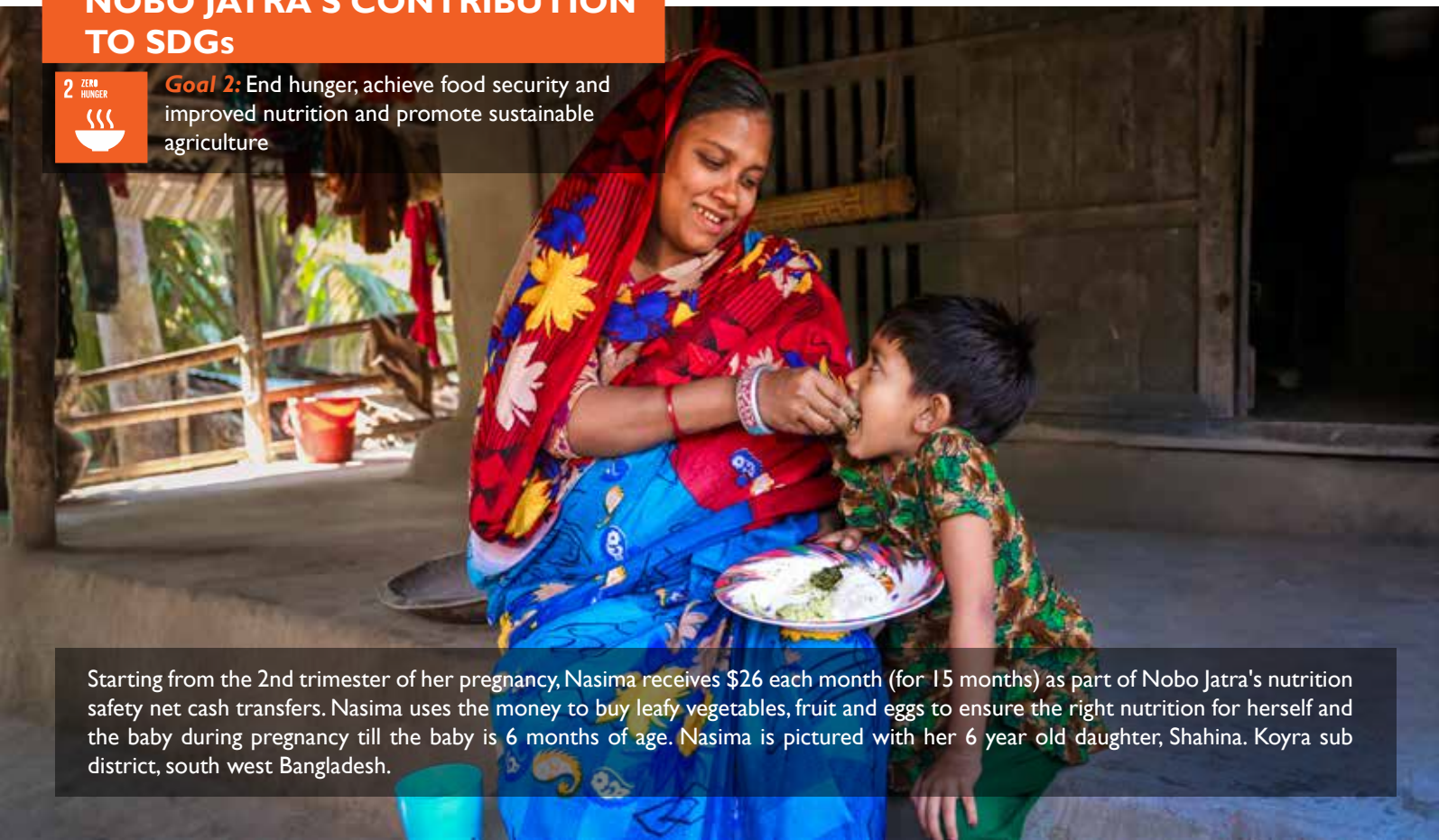
Processes of governance and social accountability are embedded within Nobo Jatra and includes strengthening of union level standing committees, reactivation of community clinics and community support groups under the Directorate General of Health Services and collaboration with other NGOs and the service providers. Through the Citizen Voice and Action (CVA) approach, the project empowers communities to raise their voice and improve access to primary government services .

NOBO JATRA'S CONTRIBUTION TO SDGs



Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Starting from the 2nd trimester of her pregnancy, Nasima receives \$26 each month (for 15 months) as part of Nobo Jatra's nutrition safety net cash transfers. Nasima uses the money to buy leafy vegetables, fruit and eggs to ensure the right nutrition for herself and the baby during pregnancy till the baby is 6 months of age. Nasima is pictured with her 6 year old daughter, Shahina. Koyra sub district, south west Bangladesh.



Nobo Jatra uses COEL bangles to transmit audio health messages to over 1,000 pregnant women. Akhi, a pregnant mother in Dacope sub district, describes the bangle as a personal doctor - advising her to eat nutritious food and reminding her when to visit community clinics for Ante Natal Care.



OUR IMPACT

21,857 Pregnant and Lactating women received Conditional Cash Transfers

54,906 Children under two reached via Growth Monitoring Promotion

3,000 Government health staff trained



34,242 Children under two received Micro Nutrient Powder

122 Community Clinics covered by Citizen Voice and Action

38,653 Pregnant and Lactating women received SBC

Infrastructure improvement in **25%** of community clinics

25 decimal land & **\$12,769** donated by communities for clinic improvements

SBC

1000 COEL bangles distributed

38,653 People reached through courtyard sessions

68,138 Household Visits for counselling



487,720 Voice Calls
23,294 SMS

321 Nutrition awareness events

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www.wvb-nobojatra.org
www.wvi.org/bangladesh

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