



USAID
আমেরিকার জনগণের পক্ষ থেকে



World Vision

MCHN



“ **23,600**
CCT Beneficiaries ”

“ **469,696**
SBCC Recipients ”

“ **1,365**
GoB Health Workers ”

NOBO JATRA NEW BEGINNING

**A USAID FOOD FOR PEACE TITLE II
DEVELOPMENT FOOD ASSISTANCE PROJECT**



World Food Programme

wfp.org



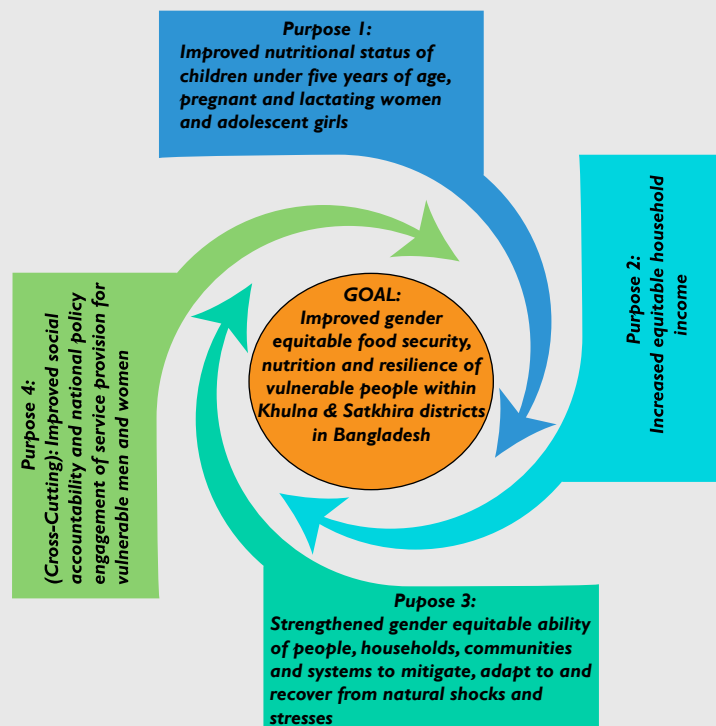
**WINROCK
INTERNATIONAL**

INTRODUCTION

'Nobo Jatra-New Beginning' is a five year USAID Food for Peace Title II Development Food Assistance Project that seeks to improve gender equitable food security, nutrition and resilience in southwest Bangladesh. World Vision Bangladesh, together with the World Food Programme and Winrock International and 3 local partner NGOs, undertook the program in September 2015, integrating interventions in MCHN, WASH, agriculture and alternative livelihoods, DRR, good governance and social accountability and gender to achieve its objectives. Nobo Jatra is jointly implemented in partnership with the Ministry of Disaster Management and Relief (MoDMR) of the Government of Bangladesh in Dacope and Koyra upazilas in Khulna and Shyamnagar and Kaliganj upazilas in Satkhira.



NOBO JATRA'S GOAL AND PURPOSES



NOBO JATRA AND THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)

Nobo Jatra aligns with the Sustainable Development Goals (SDGs) and supports vulnerable communities in the disaster prone southwest coastal region of Bangladesh to effect enduring change by addressing the following SDGs:



Goal 1: End poverty in all its forms everywhere

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

Goal 5: Achieve gender equality and empower women and girls

Goal 6: Ensure availability and sustainable management of water and sanitation for all

Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Goal 12: Ensure sustainable consumption and production patterns

CONTEXT OF MCHN IN BANGLADESH AND THE SOUTHWEST

According to a United Nations Population Fund (UNFPA) report, 5,200 maternal deaths occur annually in Bangladesh – accounting for eight percent of total deaths among women of reproductive age – and the mortality rate for children under five is 46 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 42% of women giving birth without a skilled birth attendant.



Women and children in southwest Bangladesh are particularly vulnerable, where issues in maternal and child health and nutrition are exacerbated by poor water, sanitation and hygiene (WASH) conditions and climatic adversity. Compounded by frequent natural disasters and rising salinity, the consequences of climate change diminish productive capacity in agriculture, limit alternative livelihood opportunities and restrict the affordability of nutritious diets, leading to a high incidence of diarrheal diseases, dehydration and malnutrition. Health and nutrition indicators in this region are reflective of these challenges, with stunting and wasting figures for children under five ranging around 26.8% and 17.4% respectively and approximately one in five women aged 15-49 reportedly underweight.

TARGET BENEFICIARIES



26,506 GMP participants



26,506 MNP recipients



23,600 CCT beneficiaries



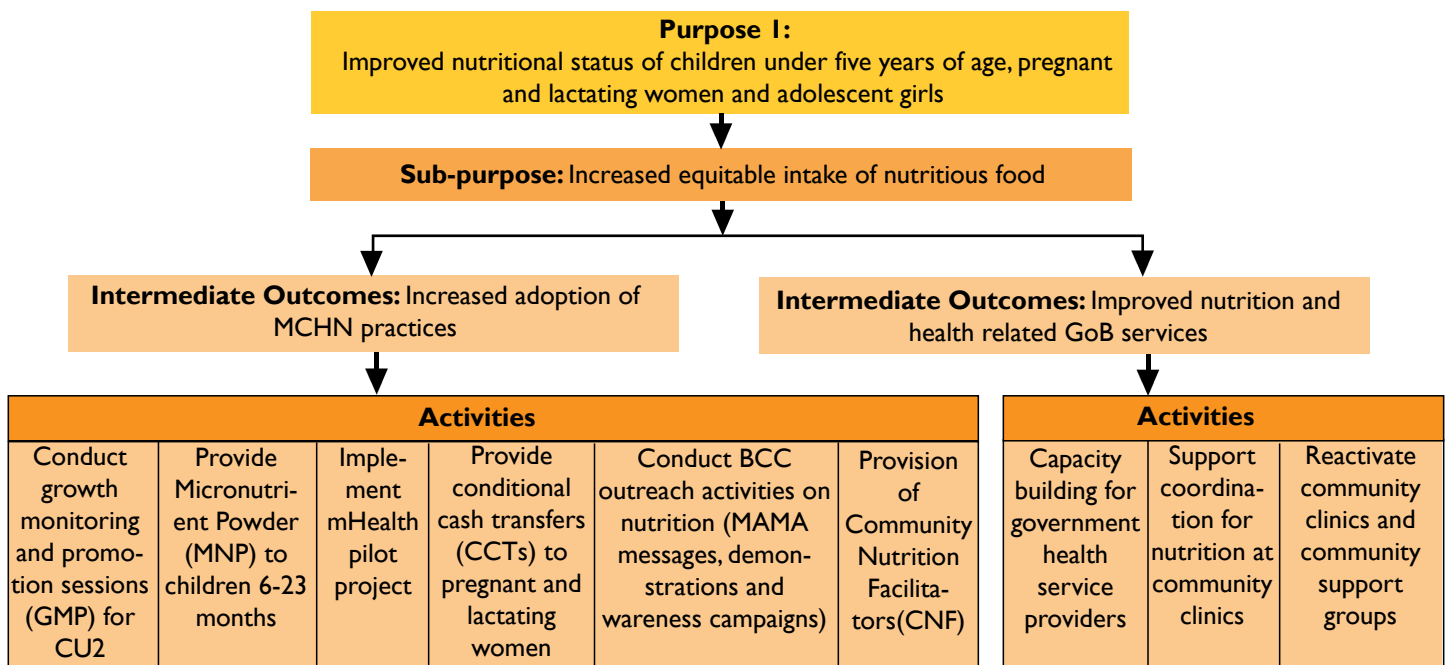
469,696 SBCC recipients



1,365 GoB health workers

NOBO JATRA'S MCHN STRATEGY

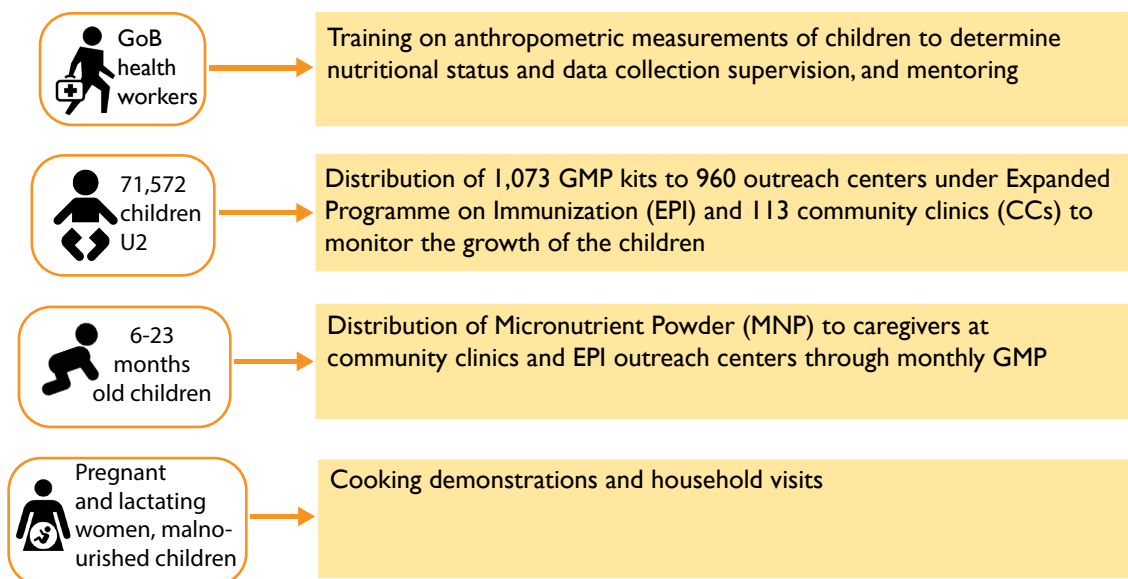
Nobo Jatra seeks to address challenges in maternal and child health and nutrition through a broad range of activities integrating WASH, gender and good governance. The table below outlines its MCHN strategy and provides a breakdown of the activities it is currently undertaking in order to achieve its outcomes.



Interventions Targeted at Children Under 2

BENEFICIARIES

SERVICES



Growth Monitoring and Micronutrient Powder Provision

The MCHN component facilitates Growth Monitoring and Promotion (GMP) sessions to help monitor the growth and development of children under two and distributes Micronutrient Powder (MNP) sachets to children aged 6-23 months to address nutrient deficiencies.

Conditional Cash Transfers

A clear activity under the MCHN remit is to target and assist 23,600 pregnant and lactating women who fall below the lower poverty threshold and experience chronic food insecurity. Selected beneficiaries will be included in a consecutive 15 month (maximum) nutritional safety net conditional cash transfer (CCT) process where they receive BDT 2,200 per month. The 15 month window for the cash transfers has been identified to coincide with the second and third trimester of pregnancy till the child is of 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.

BCC through Mobile Messaging

Building on the success of previous USAID and Government of Bangladesh models, Nobo Jatra also intends to 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.

Strengthening Local Government Services

The project will strengthen the capacity of local government clinics and community-based health service providers to ensure ongoing access to MCHN services. Project MCHN staff will work jointly with Institute of Public Health and Nutrition (IPHN) staff to provide training to frontline health staff (CHCP, HA, FWA).



Data Monitoring through mHealth

To build the capacity of local government, Nobo Jatra will use mobile technology, also known as mHealth, to strengthen real time monitoring and improve record keeping. Project MCHN staff will use smartphones to collect data which will enable them to efficiently use their time in progress monitoring. Data integration with government Health Management Information Systems (HMIS) will also facilitate more government outreach at the community level.

CROSS-CUTTING INTERVENTIONS

Gender Integration

The success of MCHN efforts depends largely on: (1) increasing women's access to quality health and nutrition services for themselves and their children and (2) decreasing the number of adolescent pregnancies. Attitudinal and behavioural changes brought about by the project's gender interventions will support women's ability to take decisions regarding their own and their children's diets and thereby improve health and nutrition outcomes impacting household food security. 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 by engaging men in dialogue and the dissemination of messages related to early marriage and adolescent pregnancy reinforcing the negative consequences of child marriage.

Governance and Social Accountability

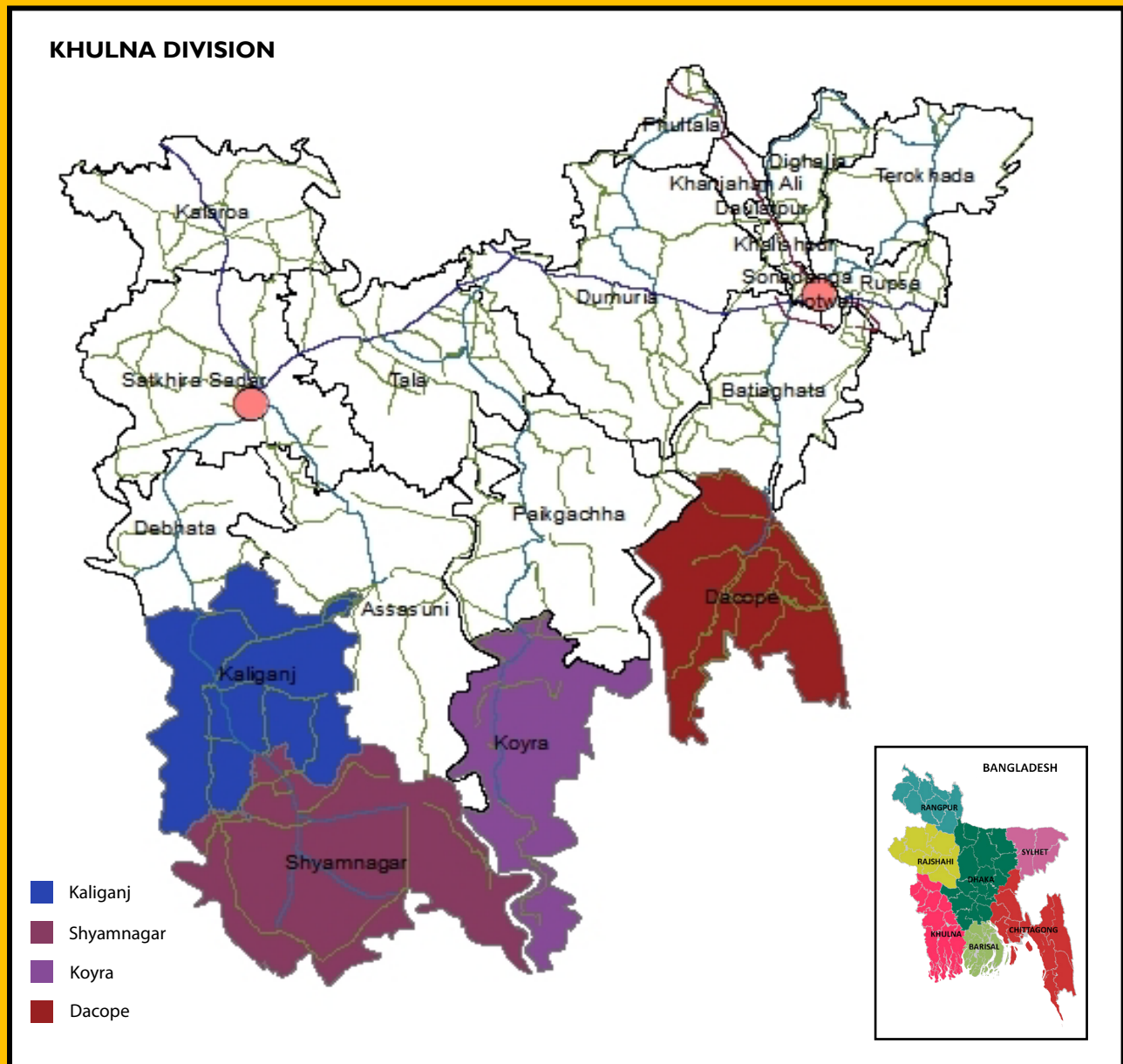
Processes of governance and social accountability are embedded within Nobo Jatra, and in MCHN, this includes the strengthening of union level standing committees, the reactivation of community clinics and community support groups under the Directorate General of Health Services and collaboration with other NGOs and service providers. Through the Citizen Voice and Action (CVA) approach, the project intends to empower beneficiaries to raise their voice and improve access to the government services they are entitled to such as immunization and subsidized medical checkups, treatment and free medicine.

Monitoring and Evaluation

A comprehensive monitoring and evaluation strategy is in place to collect and analyze data from project interventions to generate further insights and feed into project implementation. To that end, a data management system has already been developed and real time monitoring of ongoing Nobo Jatra activities is readily visible in the system. This enables clear monitoring of the project's progress and impact for dissemination amongst various stakeholders including the donors.



NOBO JATRA'S WORKING AREA



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