



USAID
আমেরিকার জনগণের পক্ষ থেকে



World Vision



**Nobo Jatra
Success Story**

**Building healthier
communities in
south west Bangladesh**



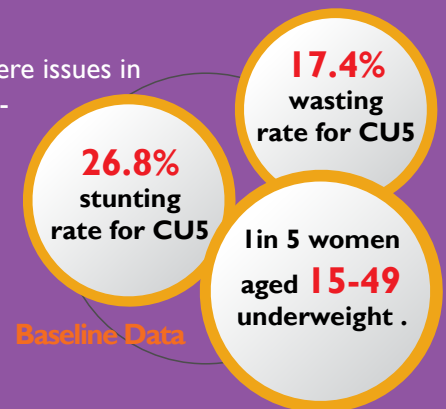
**World Food
Programme**



**WINROCK
INTERNATIONAL**

Success Story: Building healthier communities in south west Bangladesh

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 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.



Suriya Yasmin, lives in Koyra – a sub district in southwest Bangladesh and recalls that even at nine months pregnant she was not able to eat enough food. *‘My husband is the only person who earns in our family and there is only so much food we can afford to buy. When my baby was born, the midwife told me that she was underweight.’* Fortunately, Suriya was able to enroll in Nobo Jatra-New Beginning’ 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.

Shahina, a Nobo Jatra Community Nutrition Facilitator assigned to support Suriya’s household, immediately started making regular visits to provide counselling on appropriate feeding practices and health seeking behaviors. As a frontline health worker, Shahina has been trained by the project to develop skills and confidence to counsel households

with pregnant and lactating women and children under 2 on nutrition and hygiene at a variety of contact points, from community clinics to home visits. *‘I was able to help Suriya with the right attachment and positioning to ensure exclusive breastfeeding, when to introduce complementary feeding, how to feed young children, what pregnant and lactating women should eat, and a basic understanding of household dietary diversity and hygiene.’*

Till date Nobo Jatra frontline health workers have undertaken 28,854 household visits and reached 23,363 children under two through Growth Monitoring and Promotion sessions. Measures to build institutional capacity of Government Community Clinics to undertake Growth Monitoring Promotion sessions and also build the capacity of frontline Government Health Workers and Volunteers is a cornerstone activity under the Maternal and Child Health and Nutrition portfolio. Trainings



on basic nutrition have been rendered in partnership with the Institute of Public Health and Nutrition to 600 Ministry of Health and Family Welfare and 164 Nobo Jatra frontline team members. To further strengthen the capacity of Community Clinics, 1,897 volunteer Community Support group members received a one day needs based orientation on basic nutrition during FY17 to enhance skills required to work in 960 EPI outreach centers and 118 Community Clinics in the Nobo Jatra project areas. Through nutrition focused outreach activities, mothers like Suriya are able to absorb positive health and nutrition messages and start practicing behaviors that improve both her baby and her own health. *‘Over the last 11 months, my baby has gone from being underweight to a normal weight. I know about the right kinds of food to feed her and also go to GMP sessions every month.’* Shahina has also established herself as an effective counselor in her community. *‘More pregnant and lactating women come to GMP sessions and seek appropriate healthcare for themselves and their children. Household visits help establish close relationships with mothers and other influential gatekeepers – and I am able to counsel and encourage positive practices.’*



About ‘Nobo Jatra-new beginning’

‘Nobo Jatra-New Beginning’ is a five year USAID Food for Peace Title II Development Food Security Activity that seeks to improve gender equitable food security nutrition and resilience in southwest Bangladesh. World Vision Bangladesh (WVB), together with the World Food Programme (WFP) and Winrock International and 3 local partner NGOs, implement the project, integrating interventions in Maternal Child Health and Nutrition, Water Sanitation and Hygiene, agriculture and alternative livelihoods, Disaster Risk Reduction, good governance and social accountability and gender to achieve its objectives. Nobo Jatra is 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.