CNI SBSS launches Nutrition Campaign
CNI SBSS launched a **Nutrition Campaign** for promoting healthy communities in rural India. The campaign intends to enhance behaviour transformation and community participation to reduce malnutrition among the children enrolled at ICDS Angan Wadi Centers (AWC). This is being done through a spot feeding program along with behaviour change communication. During the campaign inputs on Nutrition is also being given to the community. Participants include 3-5 year old children enrolled at AWC for center based care and their mothers, 1-2 year old children enrolled at AWC for home based care and their mothers. All Mothers and Janch Committee (JC) members, community leaders, anganwadi worker and helper, youth and adolescents from the community are taking part in this initiative. ICDS officials (supervisor CDPO, Sub- collector) and PRI leaders are also invited to visit and share their inputs.

Few shots from launch of the campaign at Chotanagpur and Barrackpore field area of CNI SBSS. The program was inaugurated in presence of ICDS officials, Pramukh, Mukhiya, Gram Sabha members and local pastors of CNI.
Recording of Children's Age, Weight and Height to Calculate Body Mass Index (BMI)
Recording of Children's Age, Weight and Height to Calculate Body Mass Index (BMI)
Cooking Nutritional Food to feed the Children
Cooking Nutritional Food to Feed the Children
Spot Feeding of Children

Kolkata

Chotanagpur

Chotanagpur

Kolkata

Barrackpore
Spot Feeding of Children

Barrackpore

Amritsar

Barrackpore

Barrackpore
Creating Awareness on Nutrition through Small Workshops, Role-plays and Interactive Sessions
Creating Awareness on Nutrition through Small Workshops, Role-plays and Interactive Sessions

Amritsar

Kolkata

Barrackpore

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CNI SBSS Nutrition Campaign

Healthy Mothers, Healthy Children
The 10 day Nutrition Campaign was successfully completed in field areas of Kolkata, Barrackpore (West Bengal) and Chotanagpur (Jharkhand). The children on the first day were registered and their weight and height were noted down to calculate their present Body Mass Index (BMI). This BMI was compared with the standard BMI chart for children provided by the Anganwadi Centre under ICDS scheme. Few children were especially identified and separately recorded whose BMI was less.
During the 10 days the mothers group, who are also members of the local Self-Help Groups cooked nutritional meals for the children, consisting of items from all food groups (proteins, carbohydrates, fats, vitamins and minerals). In the span of 10 days the children were fed one to two times each day. The community came together and used local resources to contribute and arrange for the raw vegetables and other cooking ingredients like pulses, spices, oil etc.
On the last day of the campaign the children’s BMI was again calculated and compared with the chart. It was noted that the children whose BMI was low before the start of the campaign, had gained some weight due to the intervention through the campaign leading to improvement in their BMI. This qualified the fact that feeding good age appropriate nutritional meals can help in improving children’s health and providing their bodies with all essential nutrients in a balanced manner, thereby preventing them from becoming malnourished.

Apart from spot feeding, SBSS state teams also conducted small workshop sessions on nutrition and related topics like - 10 Nutritional Interventions, Role of ICDS, Types of Malnutrition, Kitchen Gardening, Food groups, Balanced diet and feeding practices, Breastfeeding, Complimentary Feeding, Sanitation and importance of adolescent Health. Different IEC materials like posters, banners, slogans, wall writings etc. were used to teach the community along with role-plays, dance and song presentations and showing videos on topics related to nutrition and health. Interesting games, art and craft competitions, and other activities were also conducted to keep the awareness sessions interactive and engaging.
The plan was to do the campaign in 76 villages in 5 states but due to COVID-19 restrictions we were only able to organise in 2 states of India. We will do the campaign in other areas once the restrictions are over.

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PUTTING GOOD NEWS FIRST
SYNODICAL BOARD OF SOCIAL SERVICES

“A Campaign for Healthy Communities
Healthy Mothers, Healthy Children”

Building Healthy Communities
The COVID-19 Pandemic has affected the humanity at large. It is a contagious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The first known case was identified in Wuhan, China, in December 2019. The disease has since spread worldwide, leading to an ongoing pandemic. It is making no distinction between rich and poor. However, the ability to withstand the attack of COVID-19 and the ability to overcome the distress caused by it varies from the rich to the poor, from the haves to the have nots. People from marginalised communities like dalits and adivasis are impacted disproportionately, especially the women and children from these communities. The livelihood activities of the community have been adversely affected. Migrant labourers became jobless and initially it became difficult for farmer families to go back to farming which led to deprived communities falling again under poverty. The associated issue of hunger and food security with poverty also started to pull down the health of communities, especially among women and children.

In context of COVID-19 as well, optimal nutrition and dietary nutrient intake impact the immune system, therefore the only sustainable way to survive in current context is to strengthen the immune system with good nutrition and healthy lifestyle. Thus, to help in this direction, CNI SBSS is trying to develop a multi-level framework to support nutrition and food security in the community. One of our goals is to improve the nutritional situation of young children and women of reproductive age. As a start-up, regular village level Nutrition Campaigns are being organized in various project areas to enhance behaviour transformation with community participation. These campaigns are organised in collaboration with ICDS Centres in the villages.
Awareness activities were conducted for the community through rallies and small workshops on nutrition and related topics like - 10 Nutrition Interventions, Role of ICDS, Types of Malnutrition, Kitchen Gardening, Food groups, Balanced diet and feeding practices, Breastfeeding, Complementary Feeding, Sanitation, and importance of adolescent Health. Different IEC materials like posters, banners, slogans, wall writings etc. were used to teach the community along with role-plays, dance and song presentations and showing videos on topics related to nutrition and health. Interesting games, art and craft competitions, and other activities were also conducted to keep the awareness sessions interactive and engaging.

During the day, the Body Mass Index (BMI) of children between 0-6 years and pregnant mothers for was recorded to track progress in their health. Nutritious food like vegetable khichdi cooked by local SHG mothers along with seasonal fruits were distributed.

Around 1238 mothers participated in the nutritional awareness and spot feeding program along with their wards. More than 737 children benefitted through this campaign. Overall, 2047 community members participated in the campaign.
Participants included 3–5-year-old children enrolled at AWC for center-based care and their mothers, 1–2-year-old children enrolled at AWC for home based care and their mothers. All Mothers and Janch Committee (JC) members, community leaders, Anganwadi worker and helper, youth and adolescents from the community took part in this initiative. ICDS officials (Supervisor, CDPO). Government officials and PRI leaders were also invited to visit and share their inputs.
Barrackpore

A Campaign for Promoting Healthy Community in Rural India

Campaign launched in [date] 2021
Kolkata Project area used innovative methods to teach about Nutrition to mothers. They also celebrated Children's Day in which they organised interesting program with activities around nutrition and health.
Innovation for Change - Using Puja Pandals to spread Nutrition Awareness

The CNI SBSS teams built a SBSS info corner at the Pujo Pandal where people from the village and other neighboring villages can visit to spend family time away from their mundane everyday lives. The team put up an exhibition with various IEC materials like banners and posters, and also gave away pamphlets on topics like good nutrition, malnourishment, role of women in building healthy families and tips on how through small daily activities, one can ensure that the health of children, girls and women in the family are taken care of. More than 550 people from 16 villages came to visit the SBSS corners at the Pandals in the two project areas which included men, women, children and youth from different villages. Come October and India looks forward to the advent of the beautiful autumn season and the festive mood it brings. Durga Puja was widely celebrated in Kolkata and the Puja Pandals were carefully erected and Covid appropriate behaviour was being ensured as people throng these places.

Over time, the Pandal platforms have become not only a place to socialize, but can also be envisioned as a space to express oneself through art, craft and other innovative ideas. Many small businesses and artists set-up their stalls at the Pandals to showcase and promote their work.

Likewise, CNI SBSS Kolkata and Barrackpore project also got the opportunity to setup SBSS corner at village level Pandals. This initiative was taken to share about CNI SBSS work with the rural communities of West Bengal. Good Health is one of the best signs of a happy and content life. Especially at family level, if the health of children and women is compromised, there can be no peace and prosperity for the entire household. And what better opportunity other than Pujo to propagate this amongst families praying together and aspiring for their continued well-being.
The local youth group was also engaged in this activity to assist in recording the weight and height of the children and women visiting the Pandals and calculated their current Body Mass Index (BMI). They further guided the families on health improvement of their children by following proper feeding and hygiene practices. Additionally, CNI SBSS also provided information on how families can use their backyards to create small kitchen/nutrition gardens to grow basic vegetable and herbs at home in an organic way. Several queries and doubts related to food habits and nutrition were also cleared.
Kolhapur

Chotanagpur

“Supori Atmahan”
A Campaign for Promoting Healthy Community in Rural India

Kolhapur

Chotanagpur
Kolhapur Project area also conducted workshop specific to adolescents' health at Kerele village.

Youth Resource Persons from different villages are getting trained AND engaging in field activities related to nutrition programme for the community.
Communities are being supported to develop Nutrition Gardens to grow and consume nutrient rich vegetables and fruits at their homes. This would ensure regular intake of healthy diet at family level.
CNI SBSS is relentlessly striving to reach out to the most deprived families since the onslaught of COVID-19 pandemic. The pandemic has affected the marginalized communities the most as they are vulnerable to such disasters. To be inclusive and to reach them in time of their need, CNI SBS took special care in selection of beneficiaries for COVID-19 Emergency Relief Program at Chotanagpur (Jharkhand) field area. Many times, families who are at the margins, face multiple forms of discrimination. By helping them CNI SBSS have shown them a ray of hope.

Mangri Samad and her sister Dulari, aged around 18-19 years live in Buruhonjer village, Bano Block, Jharkhand. They face multiple discriminations because of their disabilities & their gender. All their life they have been outcast because of their disabilities, children tease them, they are not invited to any social gathering and celebration in the village and had not attended school. Their parents have also died when they were young, leaving them again vulnerable. Both the sisters have been dependent on their other family members to help them by providing vegetables, rice, lentils and other items.

But when the lockdown was imposed their family members struggled to provide any more support to them as their own family conditions were compromised. The Hygiene kits and Cash transfer under this Emergency COVID 19 relief Program have helped in these difficult times. With the cash money they received they bought some food items and medicines for themselves. Both these sisters were overjoyed and conveyed thanks to CNI SBSS that empathized with them and identified their problem and helped them.

Additionally, the pandemic has caused untold fear and suffering for older people across India as well. Old age is a struggle for many people if they do not have the proper support system. Old parents are sometimes abandoned by children and left to fend for themselves and to do physical work for themselves. This was also the relatable state of Kanchan Badaik who lives with his wife in Chorbandu village at Bano Block. Both of them are quite aged and are in their 70’s and living alone. Since they cannot cultivate themselves, they have given their agricultural land on share and in return receive grains from shareholders. Sometimes shared grain is not sufficient for a year and especially after the pandemic the yield has been less because there has been lockdown and farmers have not cultivated as before. For other expenses, he was working in a small hotel in the weekly market and his wife collects forest produce and sells it in the market. From all this they were able to earn some income to sustain them.

However, during the lockdown, the markets were closed so the couple barely managed to earn any income themselves to buy food items and other basic needs. They were really happy to receive the hygiene kits and cash money provided by CNI SBSS. They were able to buy some food items, like lentils, cooking oil and medicines. They have kept some part of the money as savings to use it in future in time of need.

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