



Mother-Child Health Day
&
Positive Deviance to eradicate
Malnutrition

Prepared & Presented

By

Aparna De

Assistant Professor



Mother-Child Health Day Celebration

➤ Mother-Child Health Day should be celebrated on a fixed date of each month in all AWCs with the help of the Health Staffs, the parents of children, the public representatives & common people of the centre area.

Actions to be taken in the Mother-Child Health Day

- ✔ Immunization
- ✔ Distribution of IFA Tablets, VIT-A drops,
Contraception devices
- ✔ Health Checkup- Antenatal & Post natal checkups
- ✔ Weighing
- ✔ Nutrition & Hygiene Education
- ✔ Promotion of Exclusive Breast Feeding
- ✔ Cultural Activities
- ✔ AWC Committee meeting
- ✔ MEENA Show
- ✔ Positive Deviance to eradicate Malnutrition

What is Positive Deviance?

- ✔ Positive Deviance means Positive Exception.
- ✔ Positive Deviance is an initiative for reduction and prevention of malnutrition among children in the age group of 0-3 years by the UNICEF.
- ✔ Positive Deviance also means replication of good practices.

Key concept of Positive Deviance

Positive Deviance is an approach which reflects a positive social attitude resting on the belief that, there are certain individuals(positive Deviants) in every community whose special or uncommon beneficial practices and behaviors enable them to find better ways to prevent malnutrition in their children than their neighbors who share the same resources and face the same risks.

Key concept of Positive Deviance

- Members of the community get opportunities to observe & learn from the PD caregivers & practice PD behaviors for improving nutritional status of their children.
- These behaviors are likely to be acceptable & affordable and sustainable by the wider community as these are already being practiced.

Strategy of Positive Deviance Initiative

- Convergence & partnership with different sector
- Community participation mobilization involving SHGs
- Capacity building of childcare functionaries & community
- Practice by the care-givers(mothers, grand mothers) of moderate & severely mal nourished children of positive behavior related to young child feeding & care at the village level-mostly in the AWCs, with participation of community, PD mothers, SHG members & others

Phases for implementation of PD Approach

- Phase-I: Community Mobilization to make malnutrition visible in a community using simple monitoring tools.
- Phase-II: Identification of PD practices in a community as well as teaching improved care behaviors & bringing down malnutrition level through Nutrition Counseling & Child Care Session(NCCS)

Steps for completion of the process of PD

- ✓ Identifying the Geographical area for intervention
- ✓ Identifying Nodal persons
- ✓ District Level Sensitization Workshop
- ✓ Block Level Sensitization Workshop
- ✓ TOT on community mobilization & PD
- ✓ Training of AWW on community mobilization & PD
- ✓ Selection of villages & AWCs for PD training
- ✓ Community meeting & formation of Village Health Committee
- ✓ Training of local women group on PD
- ✓ Focus Group Discussion
- ✓ Positive Deviant Inquiry
- ✓ Health check-up
- ✓ Nutritional Counseling & Child Care Session
- ✓ Monitoring
- ✓ Expansion of NCCS

Nutritional Counseling & Child-Care Session

- NCCS are 12 days monthly session where the best practices prevalent in the community are learnt by the care givers of the malnourished children through a process of “Learning by Doing”.
- The session is conducted by the AWW with some mothers of PD Children & local women groups
- First day an entry weight is taken & the exit is also taken after completion of 12 days.
- The AWW & mothers of PD Children teach the skill of child caring & feeding practices.
- The caregivers of the malnourished children are urged to practice the same behavior at home for the remaining 18 days of the month
- At the end of 6 such monthly sessions, there is usually

Topics to be discussed in NCCS

- Hygiene practices: Washing of hands to feed the child, Cleaning utensils, Washing of hands with soap or ash after toilet, nail cutting, cleanliness of the house.
- How to feed the child: Active feeding.
- Immunization Schedule.
- Do's & Don'ts about preparation of foods.
- Importance of regular weighing.
- Preparation of low cost Nutritious food like "Nutrimix"
- Way to purify & proper use of Drinking Water.
- Other best practices.

Course of Actions to promote PD

- Occasionally Health Fare may be organized.
- Annually “Healthy Child” competition may be organized.
- Display photograph of healthy children.
- Baby Show.
- Speech Competition among Mothers on Hygiene practice.
- Competition among mothers on preparation of nutrient food.



BE POSITIVE

THINK POSITIVE

THANK YOU ALL

