

ANNEXURE 20

DEPARTMENT OF FOODS AND NUTRITION, THE M.S. UNIVERSITY OF BARODA

Components of messages imparted to enhance the communication skills of the AWWs for improved implementation of GM, SF and NHE services

1. Implementation of Growth Monitoring service

Objective: To improve the implementation of GM service in all AWCs

Cognitive objective: To know the importance of growth chart (GC) as an NHE tool to be used during GM

Behavioural objective: To use the GC as an IEC material to explain its importance to the mothers of young children.

Communication method: Demonstration and discussion

Procedure for conducting this session: An enlarged GC was put up in the workshop premises and the AWWs were asked to plot weights according to the age of the children. This exercise was to check whether all the AWWs were aware about correct method of plotting. Following this, there was a discussion about the importance of GM and the use of GC during GM sessions. At the end of the session, the AWWs were made to practice the use of GC as IEC tool to impart NHE to the mothers. Through open group discussion their doubts were clarified.

Spot evaluation: Post session evaluation was carried out through a self-administered questionnaire.

2. Improve Supplementary Feeding program

Objective: To improve the SF component of ICDS

Cognitive objective: To understand the importance of SF in the diet of children and pregnant women.

Behavioural objective: To know the serving sizes of each recipe cooked during the whole week; to maintain the quality of SF in terms of variety (cyclic menu) and hygiene (cooking and serving process) and to monitor that all the SF is eaten by each child at the AWC.

Communication method: Demonstration and discussion

Procedure for conducting this session: Objectives of SF program, importance of SF for beneficiaries and its benefits were explained and discussed. Standardized recipe of each SF was explained and serving sizes were demonstrated. A set of standard cups and spoons were distributed to each AWW during the training session. They were taught which cups to use for measuring the raw and cooked volumes of different SF.

Spot evaluation: Knowledge gained regarding importance of SF and standard serving sizes of SF was evaluated through a self administered questionnaire. Few AWWs were asked to demonstrate the serving sizes of each SF using standard cups.

3. Improve Rab Supplementation program

Objective: To improve the *rab* supplementation program (implement once a week in all AWCs) for children 7-12 months of age.

Cognitive objective: To understand the importance of *rab* supplementation as a complementary feeding program. To know the benefits of complementary feeding.

Behavioural objective: To carry out smooth and regular implementation of this service once a week; to learn to cook a standard *rab* recipe so that the quality remains consistent all the time; to make efforts to explain the importance of *rab* and other CFs to mothers who bring their children to AWCs and to teach them how to cook *rab* through demonstration sessions.

Communication method: Demonstration and discussion

Procedure for conducting the session: Importance of initiation of CF at 6 months was explained, followed by the right quantity and quality of CF at different ages, variety of CFs. After the discussion, importance of *Rab* (nutrient quality, acceptance by young children and ease of preparation) was explained. Method of preparation and its ingredients were drawn on a chart paper for all AWWs to note down. Finally, the standard recipe was demonstrated by the investigator and supervisor.

Spot evaluation of the session: Knowledge gained regarding importance of feeding *Rab* as CF to children 7-12 months, method of preparation, quantity of raw ingredients required, standard serving size was tested through a self administered questionnaire and AWWs were asked to demonstrate the *rab* recipe as hands on practice to teach the mothers.

4. Improve NHE service

Objective: To improve the NHE component as one of the important nutrition services of ICDS.

Cognitive objective: To know the importance of NHE and its impact on the health status of children (through change in IYCF practices of the mothers).

Behavioural objective: To plan a work schedule to conduct NHE meeting twice a month. To prepare IEC material on various nutrition topics, which can be used as tool while conducting NHE sessions or home visits.

Communication method: Role plays and demonstration

Procedure for conducting this session: The objectives and importance of NHE service were explained to all the AWWs. Their anxieties and doubts regarding imparting NHE were discussed and solutions were brought out. A regular time plan was made for all AWWs to conduct NHE meetings twice in a month in their respective AWCs such that the supervisors and investigators could attend atleast one of them. The whole process of how to effectively communicate the IYCF messages to the mothers was explained through a role play. Different topics e.g. EBF, CF, active feeding, hygiene during feeding, personal and environmental hygiene etc. were given to groups of AWWs and hands on practice in using flash cards during role plays was exercised.

Spot evaluation: After the role plays were enacted by the AWWs, their communication skills were evaluated by the audience and the trainer discussed the positive points and the drawbacks of each role play. At the end of the session their feedback on the communication process during all the 4 days of the workshop was elicited. This gave a clear picture of the communications aspects understood by the AWWs and skills learnt by them.