



MARKETPLACE ON NUTRITION 2009: ***INNOVATE FOR NUTRITION***

FAMILY AND COMMUNITY APPROACHES TO IMPROVE INFANT AND YOUNG CHILD NUTRITION

**South Asia Region
Development Marketplace**

**Assessors Orientation
May 6 and 7, 2009**

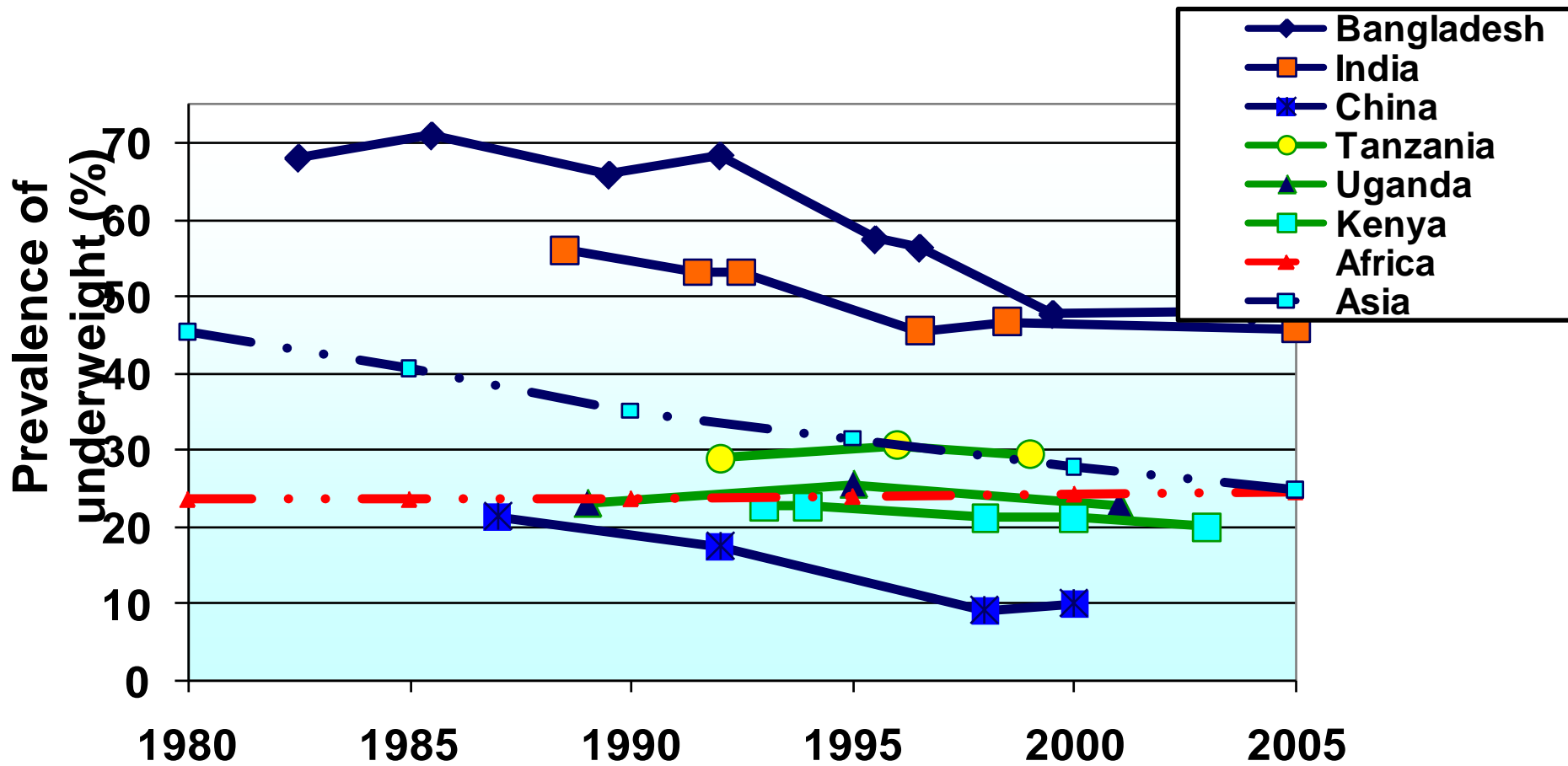


THE DM OBJECTIVES

TO SUPPORT, SHOWCASE AND LEARN FROM INNOVATIVE HOUSEHOLD AND COMMUNITY LEVEL APPROACHES TO ADDRESSING THE PROBLEM OF CHILD MALNUTRITION THROUGH PROMOTING OPTIMAL INFANT AND YOUNG CHILD NUTRITION



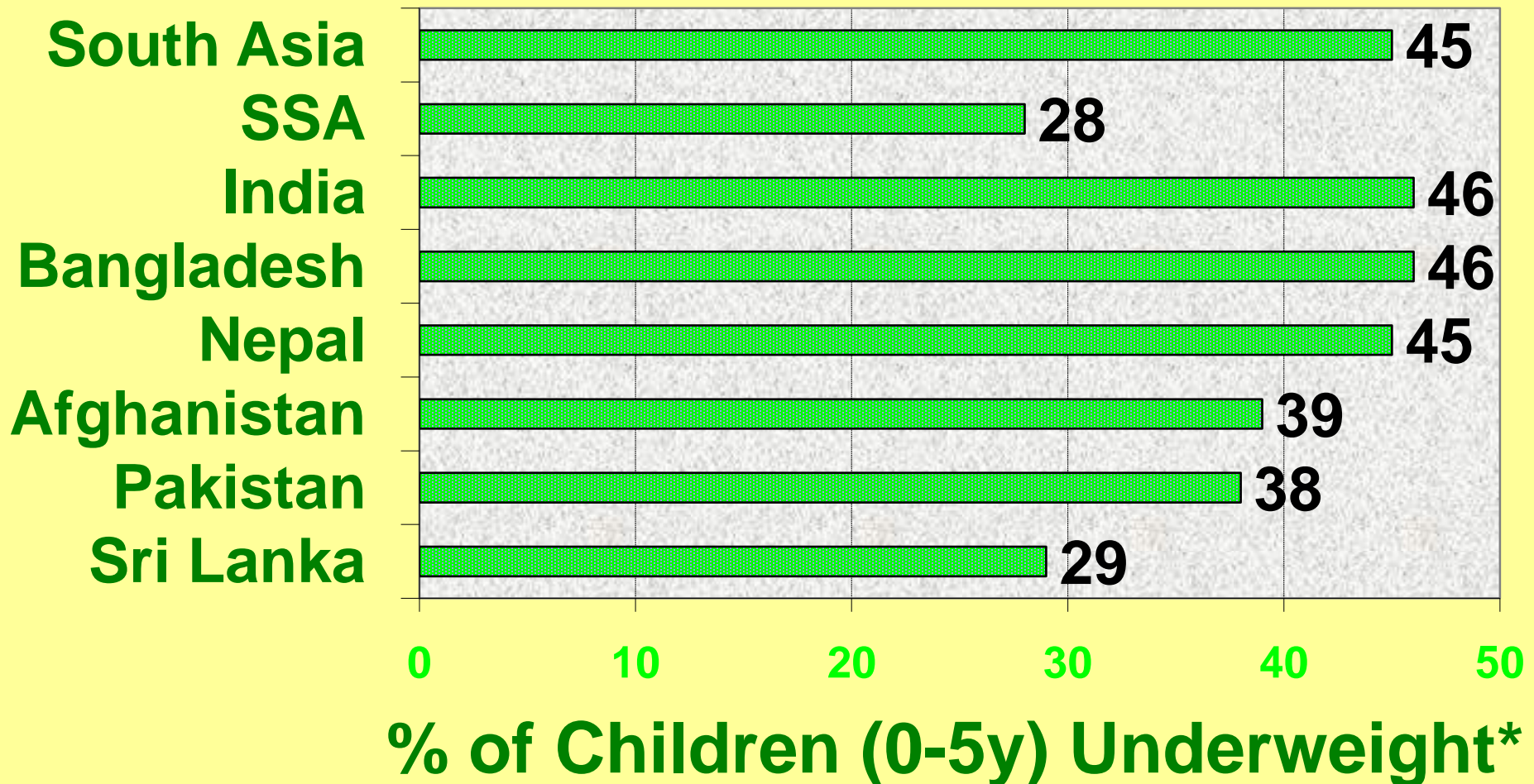
WHY CHILD NUTRITION?





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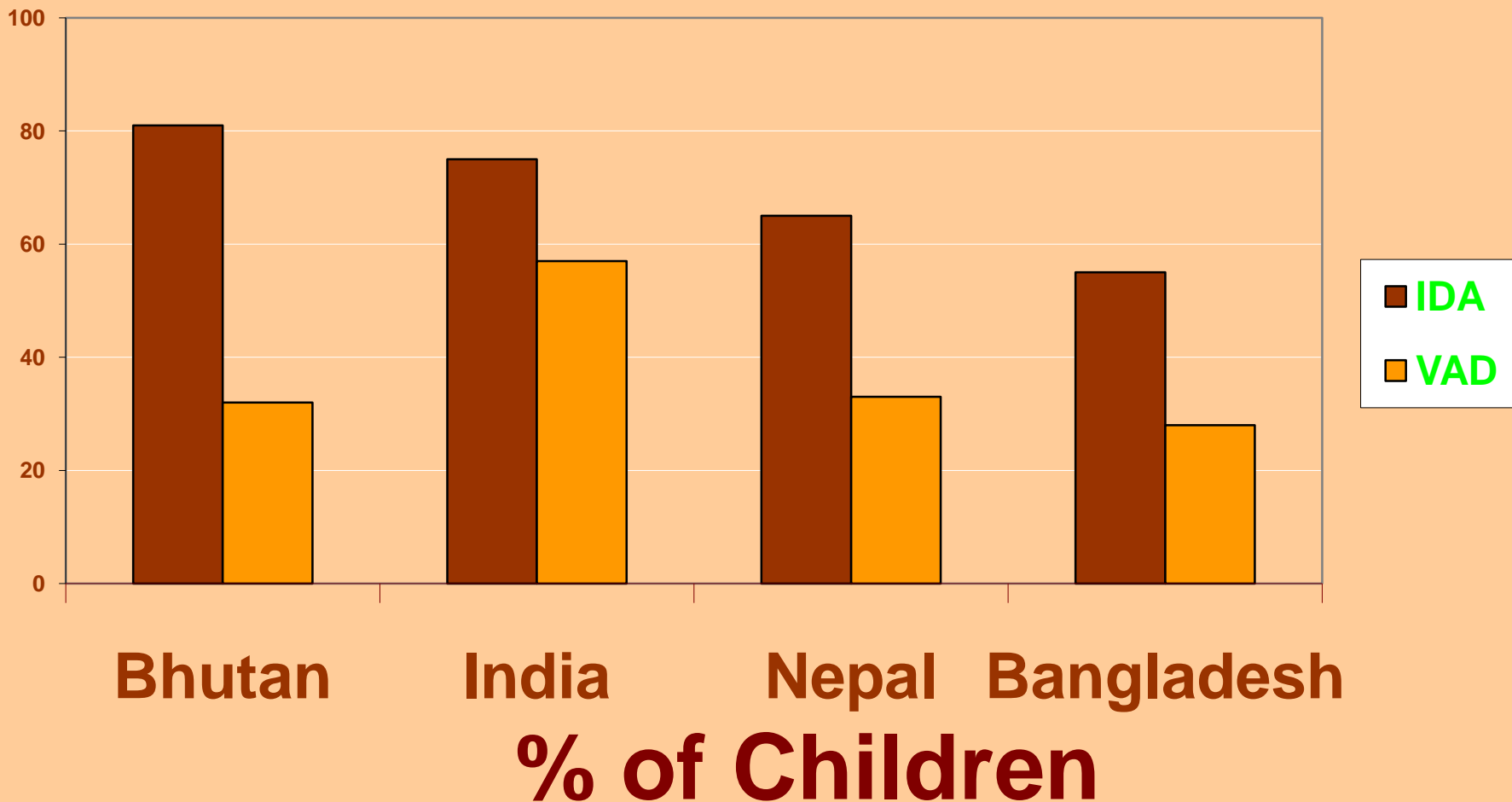
MDG1: Malnutrition in South Asia





WHY CHILD NUTRITION?

Micronutrient Malnutrition in SAR





WHY CHILD NUTRITION?

We know what to do...the evidence base is strong

Interventions with Sufficient Evidence to Implement in All Countries

Interventions with Sufficient Evidence to Implement in Specific Contexts

Maternal and Birth Outcomes

- Maternal supplements of multiple micronutrients
- Iron folate supplementation
- Maternal iodine through iodization of salt
- Maternal calcium supplementation
- Interventions to reduce tobacco consumption and indoor air pollution

Newborn Babies

- Promotion of breastfeeding (individual and group counseling)

Infants and Children

- Promotion of breastfeeding (individual and group counseling)
- Behavior change communication for improved complementary feeding
- Zinc supplementation
- Zinc in management of diarrhea
- Vitamin A fortification or supplementation
- Universal salt iodization
- Handwashing or hygiene interventions
- Treatment of SAM

Maternal and Birth Outcomes

- Maternal supplements of balanced energy and protein
- Maternal iodine supplements
- Maternal deworming in pregnancy
- Intermittent preventative treatment for malaria
- Insecticide-treated bednets

Newborn Babies

- Neonatal vitamin A supplementation
- Delayed cord clamping

Infants and Children

- Conditional cash transfer programs (with nutrition education)
- Deworming
- Iron fortification and supplementation programs
- Insecticide-treated bednets



WHY CHILD NUTRITION?

- Very Opportune Time: Renewed interest in nutrition by the Bank
- *Repositioning Nutrition as Central to Development* has increased knowledge and policy development work on nutrition within the Bank and in the development community as a whole
- Recent Nutrition Initiative to scale-up its work program in nutrition
- Food and Financial crises



WHY A REGIONAL APPROACH?

- Magnitude as well as the main causes of child malnutrition is largely similar across countries in the South Asia Region.
- Fostering of cross-regional knowledge sharing as well as networking and building of partnerships among organizations



WHY FOCUS ON 0-24?

- The critical “window of opportunity” is small
- And without action, there is evidence of:
 - Irreversible damage to human capital
 - 0.7 grades loss of schooling
 - >10% potential reduction in lifetime earnings
 - GDP losses \geq 2-3%



WHAT ARE WE LOOKING FOR?

Innovative household and community interventions to:

- Improve access to micronutrient-rich weaning/complementary foods
- Improve hygiene practices and reduce child morbidity
- Enhance behavioral change
- Improve the status of women