

Prevention & Management of Malnutrition through the First 1000 Days Approach



WE NOW AIM TO IMPROVISE PREGNANCY OUTCOMES AND REDUCING INFANT MORTALITY FOR OVER 1,00,000 CHILDREN CUMULATIVELY BY 2024.

Prevention and Management of Malnutrition through the First 1000 Days Approach in Mumbai.



Strategy : Focusing on improvising mothers and child nutrition in first 1000 days to ensure healthy and productive life of the child and also help families, communities break the cycle of poverty.

Our Proposition :

Replication of the first 1000 days program catering mainly to the deprived communities residing in Mahalakshmi, Mumbai.

Specific objective :

- Improve pregnancy outcomes and reducing infant mortality
- Improve nutritional status of children of 0 - 3 years
- Improve infant and young child feeding indicators

For,
Shrimati Malati Dahanukar Trust (SMDT)
3rd Floor, Industrial Assurance building,
Churchgate, Mumbai-20

Contact: Dr Rupal Dalal
Director of Health & Nutrition
dalal_rupal@yahoo.com
Mobile : +91 9819296892

SMDTs' PROGRAM MODEL



SUSTAINABLE



SCALABLE



VALUE FOR MONEY

SMDTs' approaches the community through

Nutrition Centers



Clinic for Mothers and Children,
Nutritional Counseling, Growth
Measurement

Community Outreach



Awareness Talks, Good Practices
Sessions, Cooking Demo, Home
Visits, etc.

Which results into



**Improved Pregnancy
Outcomes**



**Reduced Infant
Mortality Rate**



**Improved Nutritional
Status**

The First 1000 Days can shape a Child's Future and the Nutrition Benefits last Beyond Early Childhood.



COMMUNITY AWARENESS



MOBILISE COMMUNITIES
Conduct village meetings



ADDRESS MINDSETS
Counsel parents via home visits



NUTRITIONAL COOKING DEMO

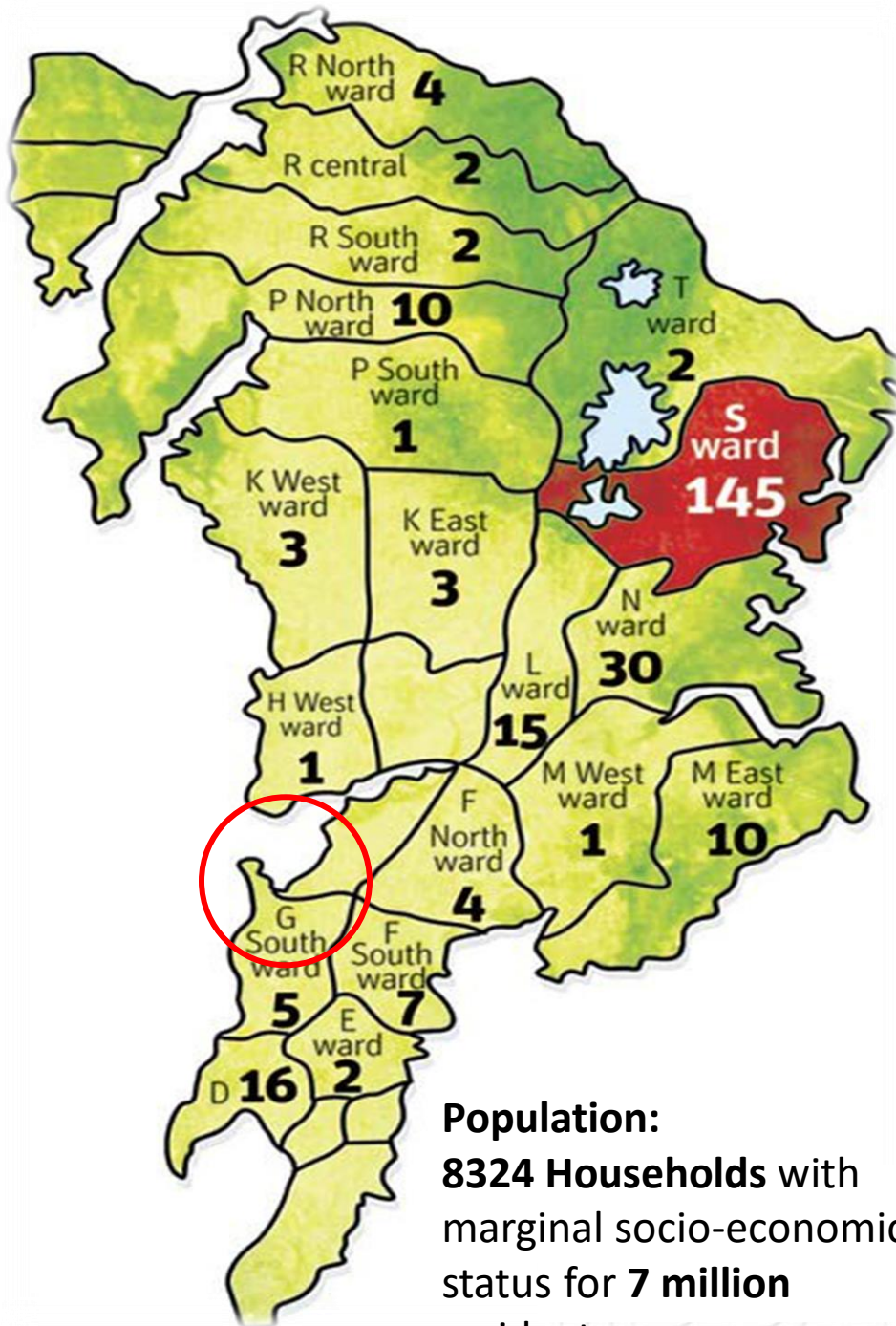
It is a well-known fact that investing in health can create a true, positive multiplier effect!

9 of the 17 Sustainable Development Goals (SDGs)* are directly addressed by improving nutrition. With some of the largest number of malnourished children currently living in India, there is no better place and time to focus our efforts than here and now.

INTERVENTION



Prevention and Management of Malnutrition through the first 1000 days Approach in Mumbai



Population:
8324 Households with marginal socio-economic status for 7 million residents

Vision :

Ensure healthy lives and promote well-being for all at all ages

Mission :

Improved nutrition ensuring that no-one is left behind.

Goal :

Our goal is to Improve pregnancy outcomes and reducing infant mortality for over **1,00,000** children cumulatively by 2024.

Purpose :

100% healthy and intelligent children in the areas we work.

JIJAMATA NAGAR



Jijamata Nagar slum residential property geographically is about 1.68 acres, slum houses with very narrow spaces in between and no proper sanitation and hygiene facilities.

This big patch of old Slum which is considered second biggest in Mumbai. Most residents here are poor and middle class with small shops, daily wages, jobs working in and around Worli locations, mainly inside Jijamata nagar to survive and earn their daily wages.



OUR IMPACT

Nov 19 – Dec 20 | Location - Jijamatanagar , Worli



**1000 +
Beneficiaries**

260

**Girls & Women
registered**

246

**Children
registered**

1291

**Counseling
sessions**

**Through The First 1000 Days Approach we now aim to
improvise pregnancy outcomes and reducing infant
mortality for over 1,00,000
children cumulatively by 2024**

OUR IMPACT

Nov 19 – Dec 20 | Location - Jijamatanagar , Worli



258

**Nutritional
Counseling**

83

**Breastfeeding
Counseling**

29

**Complimentary
feeding
Counseling**



**100 awareness talk addressing
community**



**120 sessions addressing
pregnant women**



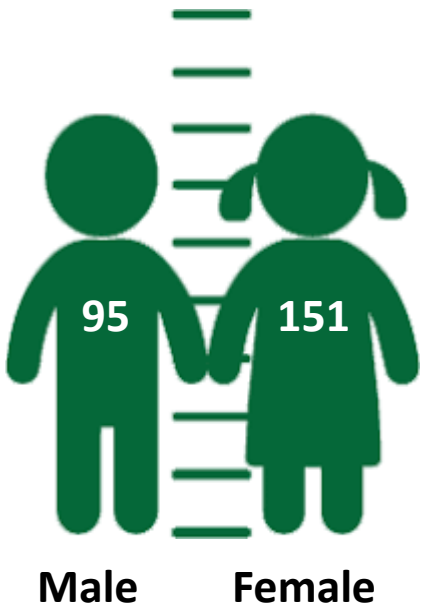
**215 home visits to address mindset
for behavior change**



60 Cooking Demos

DATA METRICS

Nov 19 – Dec 20 | Location - Jijamatanagar , Worli



52 Stunting

26 Moderately Malnourished

8 Severely Malnourished

58 Underweight

246 children

57 Pregnant
79 Lactating Women



First 1,000 Days: Conception to age 2

Early Childhood: Conception to age 6

Age wise

0

1

2

3

6

146

62

27

11

Note: There has been major migration due to **Covid-19** and the returns are gradually happening Nov,2020 onwards we have registered **20 children, 7 mothers** and regular clinic ,home visits, community activities.

STORIES OF SUCCESS



End all forms of
malnutrition

End all
preventable
deaths under
5 years of age

Reduce mortality
from non
communicable
diseases and
promote mental
health

Fight
Communicable
diseases

Reduce
Maternal
mortality

1000 +
Beneficiaries



STORIES FROM THE FIELD



Shabnaz Khan's first child who is 2 years old, is a regular visitor to our nutrition center, which helped her understand the importance of nutrition. This motivated her and she was keen on making sure that during her second pregnancy, she could give her kid the maximum she could. Thus enrolled herself for the **18 Pregnancy Club Session** and **Nutritional Counseling** which she regularly attended. This resulted in a healthy baby boy named Ayaan Khan of **3 kg** at the time of birth on **14-09-2020**.

As she had gone to her maternal house at her native village, she was counseled about **Breast feeding** over the phone. When she returned and registered the baby on **25-11-2020** the **weight of the baby was 4.66 kg**.

The follow up session of the mother and the child is on going and we look forward to support many more healthy infants in Mumbai.



STORIES FROM THE FIELD



While Suman was pregnant she enrolled herself into the nutritional counseling. Due to some reason she had a C-section delivery and her daughter Shivani Mahesh Pawar was born on **29-03-2019**. At that time the family insisted on **feeding cows milk instead of mother's milk**. As she knew the importance of the mothers milk and the nutrients it carries for the development of the child, she went ahead and **breastfed her baby and also educated** her family through making them speak with our team.

The baby was **3.5 kg** and was registered with us on **05-04-2019**.



STORIES FROM THE FIELD

A team of approximately 20 members from Monash visited the clinic



COVID 19' RESPONSE



Though this year started on an uncertain note our team has been busy helping communities fight Covid -19.

To Mitigate the aggravated challenges to child and maternal care and the long effects of the pandemic, SMDT has developed an effective strategy that caters to the customized needs of the community's by telephonically counseling and video sessions for each beneficiary registered during the center was shut from April to October,2020.

There has been major migration and the returns are gradually happening.

Since November,2020 the community awareness events and regular follow-ups have started.

POST COVID ACTIVITIES



A team from Shrirampur conducted home visits and counseling. The community currently has lot of SAM and MAM children who are under the guidance of doctors while the team will continue the care for these children and also identify more such children if there are any in the community.

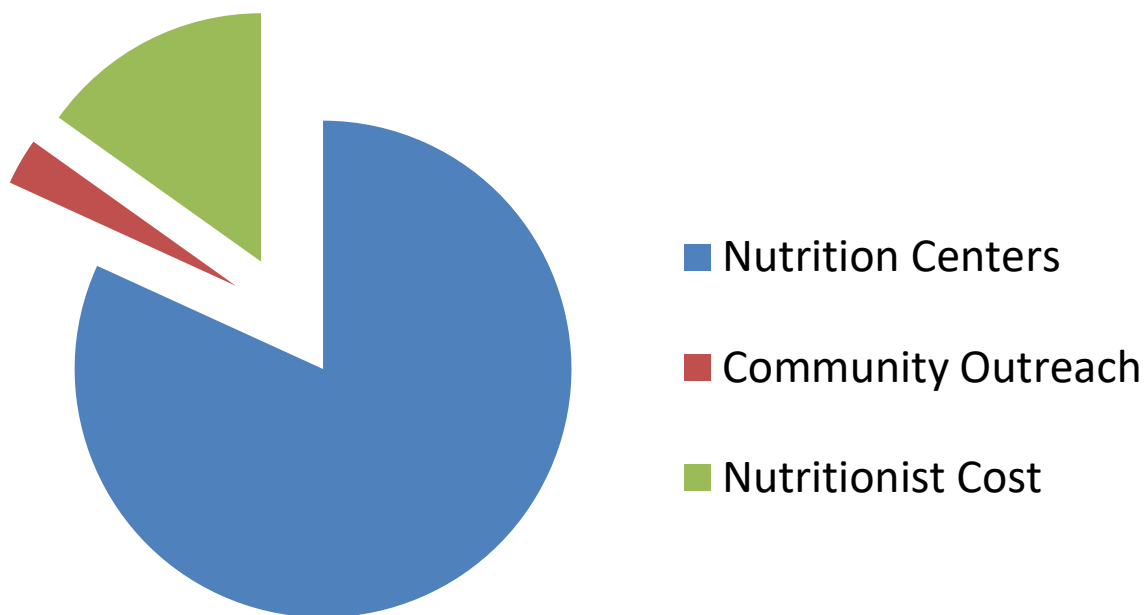


FUND UTILISATION



FUND UTILISATION

Nov' 2019 to Dec'2020				
	Heads		Utilization	Balance
1	Nutrition Centers	756293	319224	437069
2	Nutritionist	348550	100404	248146
	Total	1,104,843	419,628	685215



*Due to Covid 19 the center was shut from March to October,2020.



**Investing in Today helps
create a better Tomorrow**

THANKYOU.