

# Alive & Thrive Generation 2

2017-2022

Alive & Thrive (A&T) Generation 2 is here. This third phase aims to further enhance sustainability of projects and processes that generate positive maternal, infant, and young child nutrition (MIYCN) social and behavior change. A&T demonstrates that improved nutrition and feeding practices can be achieved at scale (see graphic below). Generation 2 builds on past achievements, draws upon new MIYCN scientific knowledge, and adapts to the evolving nutrition landscape. It retains the heart of A&T, including its robust collaboration with many country, regional, and global partners, and its tradition of innovation, implementation learning, and knowledge sharing.

## Expanded portfolio

Generation 2 includes country-specific activities in Bangladesh, Burkina Faso, Ethiopia, India, and Nigeria. Regional efforts focus on the Association of South East Asian Nations (ASEAN) and Economic Community of West African States (ECOWAS) (see map). A&T provides MIYCN technical assistance to other countries through partnerships. UNICEF and the World Bank are key partners across most Generation 2 country-specific activities. Work through regional platforms stimulates new opportunities, such as A&T technical assistance to the World Bank to support the governments of Madagascar and Indonesia on MIYCN. Current and new strategic partnerships leverage national and regional coverage of high payoff MIYCN policies and interventions on a variety of health platforms, as well as integrate nutrition with agriculture and social safety net programs.

## Focused strategy

A&T Generation 2 maintains the focus on breastfeeding and complementary feeding, and ensures that women are adequately nourished during pregnancy. Social and behavior change interventions propagate through multiple channels to reach the 1000 days population, their families and communities, and the frontline workers who provide services. Evidence-based MIYCN policy advocacy raises the priority of MIYCN among decision-makers creating the environment for operationalizing supportive policies and implementing programs.

The current stage of A&T strengthens the systems and institutions needed to support sustainable MIYCN policies, services, and social and behavior change programs. It addresses gaps in the availability and capacity of workers who provide MIYCN services and support within the public health sector, private sector, social safety net programs, and more. Generation 2 emphasizes developing approaches to capacity building at various levels, from national to local, and among different institutions (multi-lateral, NGO, others) to develop, deliver, and sustain quality MIYCN services at high coverage, and to improve the MIYCN policy and regulatory environment. A&T works directly with governments and local partner organizations that already have high coverage, and layers MIYCN interventions onto these existing platforms.

A&T was the first project of its kind to demonstrate and document that improved feeding practices can be achieved at scale.

### BANGLADESH

**32%** increase in the proportion of children who consumed a diverse diet (food from four or more food groups)  
2010-2014

**28%** increase in the proportion of pregnant women who consumed a diverse diet  
2015-2016

### VIET NAM

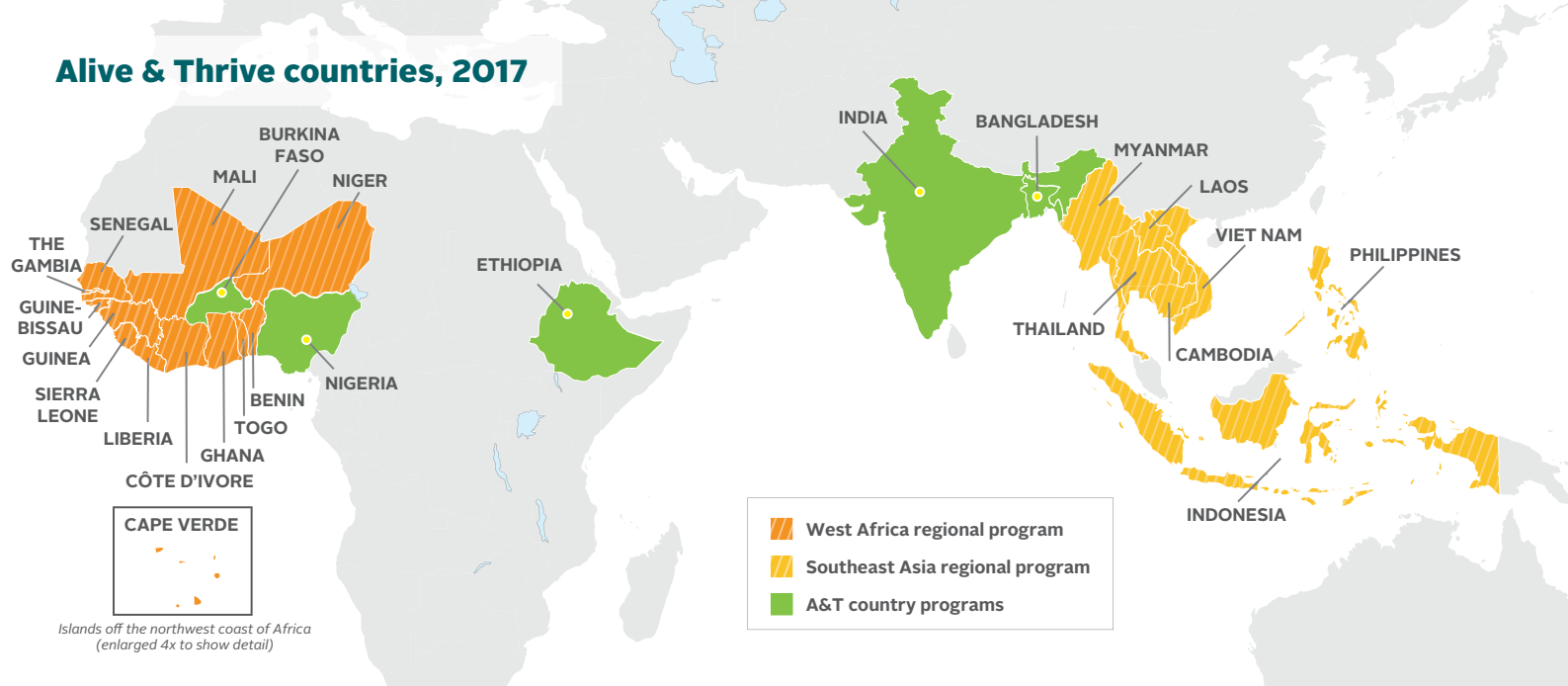
Exclusive breastfeeding improved from  
2010-2014 **19% TO 58%**

### ETHIOPIA

Introduction of semi-solid or soft foods at 6-8 months improved from  
2010-2014 **37% TO 60%**

Early initiation of breast-feeding improved from  
2010-2014 **67% TO 82%**

## Alive & Thrive countries, 2017



### Increased learning

A&T Generation 2 tests ways to solve MIYCN delivery challenges, and innovates to overcome entrenched socio-cultural, programmatic, or other barriers to improved MIYCN. Learning and innovation strategies focus on reaching more mothers, nutritionally at-risk adolescent girls, and others, while data helps identify effective ways to incentivize providers and policy-makers to prioritize MIYCN. Learning how agriculture and other sectors contribute to nutrition outcomes is another priority. Learning opportunities are drawn from analyses of rich data sets from A&T phases 1 and 2, and monitoring and evaluation studies from country programs. New data is made available through implementation learning and innovation-testing. A&T Generation 2 involves stakeholders and technical experts in determining high priority, learning questions, and the synthesis and documentation of results.

### Sustained leadership

Being an effective knowledge leader is critical to achieving the vision of A&T Generation 2. A&T builds and strengthens relationships that allow for leveraging the efforts of groups working on MIYCN at national, regional, and global levels to play this knowledge leadership role for MIYCN.

Effective and varied communication mechanisms are essential and include:

- Cross-fertilization of approaches, tools, innovations, and lessons learned shared across participating countries and regions, and convening global and regional exchanges
- Cutting edge technical and scientific data and information supplied to practitioners and decision-makers
- Up-to-date global guidance and latest scientific evidence disseminated to encourage development of strengthened policies and programs
- New and existing platforms to share guidelines, tools, approaches and breakthroughs leveraged, including a revitalized, user-optimized website

The global nutrition community is at a critical juncture. Countries are poised to take dramatic strides in scaling up nutrition, and now more than ever, strong partnerships boost how much—and how sustained—the changes in MIYCN can be. Clearly, complex nutritional problems cannot be fully solved in the life-course of A&T Generation 2. The goal of A&T is to expand the body of scalable and replicable knowledge and experience on implementing effective MIYCN policies and interventions, while building capacity and strengthening systems within global partners to create the environment for sustaining and building on progress made well into the future.