ALIVE & THRIVE BANGLADESH MATERNAL NUTRITION*

OCTOBER 2017

PROGRAM

Multi-channel social and behavior change and systems strengthening interventions based on extensive formative research to improve maternal nutrition practices.

- Home-based counseling, coaching, and demonstrations on dietary diversity and food quantity
- Free iron-folic acid and calcium tablets
- Focus on tracking mother’s weight gain during pregnancy
- Community mobilization for normative shifts around pregnancy and gender, including ‘husband forums’ and community videos
- Incentives to counselors, e.g., based on visits held, iron tablets consumed, weight monitoring

Randomized, rigorous evaluation by the International Food Policy Research Institute (IFPRI) found:

- Quality of nutrition services improved for pregnant women
- Uptake of nutrition practices increased by pregnant women
- Community mobilization and media efforts reached mothers, husbands, and other influentials

PROJECT PERIOD

October 2014 — June 2017

FUNDING

Global Affairs Canada

PARTNERS

Government of Bangladesh, FHI 360 (fund management, technical support, advocacy and media components), BRAC (implementation of community interventions), IFPRI (evaluation)

GEOGRAPHICAL COVERAGE

Districts: 4 (see map), Sub-districts (Upazila): 10, Unions: 107

TARGET POPULATION

3,368,312

*Please do not share/disseminate the contents of this brief via social media or online, as a peer reviewed journal article is awaiting publication.
RESULTS

SIGNIFICANT INCREASES IN DIETARY DIVERSITY DURING PREGNANCY

![Bar chart showing dietary diversity increase](chart1.png)

SIGNIFICANT INCREASES IN WEIGHT MEASUREMENT DURING PREGNANCY

![Bar chart showing weight measurement increase](chart2.png)

SIGNIFICANT IMPACTS ON THE NUMBER OF IRON-FOLIC ACID TABLETS CONSUMED

![Graph showing IFA used increase](graph1.png)

SIGNIFICANT IMPACTS ON THE NUMBER OF CALCIUM TABLETS CONSUMED

![Graph showing Calcium used increase](graph2.png)

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