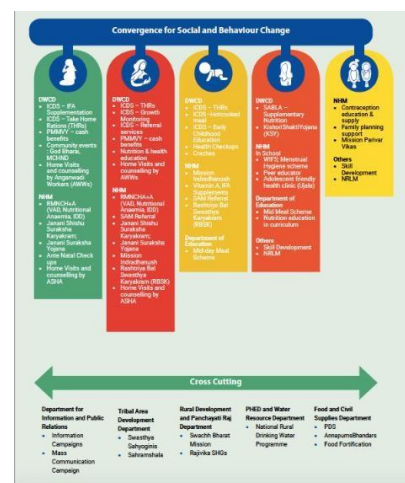
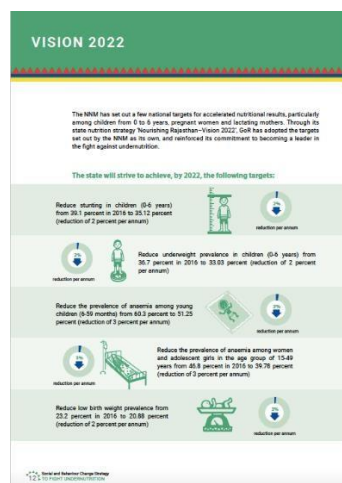
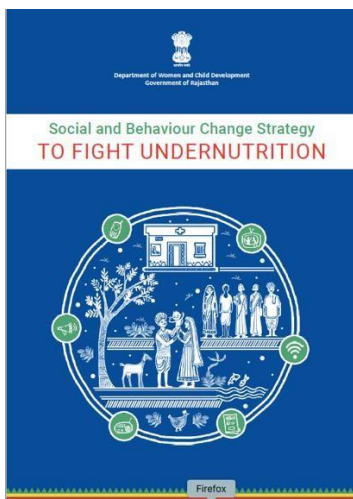


## State Level Behaviour Change Strategy to fight Under Nutrition – Rajasthan

Social and Behaviour Change (SBC) Communication is an approach which helps in building political and society-wide awareness and commitment to nutrition improvement. It enhances individual behaviours and household practices, promotes collective actions in communities, improves the delivery of nutrition counselling services and demand for these services and enhances the overall enabling environment for good nutrition outcomes. In this regard, Department of Women and Child Development, Government of Rajasthan has developed a SBCC framework and strategy to improve mother and child nutrition outcomes in the state. The Behaviour Change strategy builds upon a life-cycle approach, synergising health, nutrition, care and maternity protection messaging across the first 1000 days, adolescence and a multi-departmental convergence to tackle the burden of under nutrition in the state.

The BCC Strategy promotes consolidation of SBCC interventions undertaken by various development partners in Rajasthan and simultaneously encourage innovation. It also proposes a roadmap for multi- sectoral responses to Behaviour Change through convergence of on- going programmes within the state steered by other departments such as Health, Rural Development, Panchayati Raj, Education and Food and Civil Supplies. The strategy document is meant to be used by policy makers across the GoR and its collaborators, including nutrition, Behaviour Change and Information, Education and Communication (IEC) experts, NHM, NRLM, state communication agencies, development partners, NGOs, and media agencies.



Developed in 2017 after the launch of NFHS 4 results, the standardised BCC Strategy has helped Rajasthan in showing significant improvements on a number of nutrition indicators, as shown in the CNS survey.

Source: <https://www.nipccd.nic.in/uploads/report/bestprac-1pdf-1f95bd5a02a6085276419857fd6418d3.pdf>.

Link to the SBCC Strategy Document: <http://wcd.rajasthan.gov.in/DOCS/English.pdf>