

CASE STUDIES



This project is funded by the European Union

ANEP
Agriculture and Nutrition
Extension Project



Rupa Akter, Adolescent, Nutrition Educator, Barisal City Corporation

Through ANEP Ms. Akter learned about adolescent health care, pregnancy, lactation, feeding practices for children under five years old, and health and hygiene. She began facilitating nutrition education sessions with adolescent, pregnant and lactating mothers, and disseminating nutrition messages to her classmates. ANEP has increased her self-confidence as she gets to talk with community stakeholders at different levels.



Asma Begum, Homestead Vegetable Producer, Barisal Sadar

Mrs. Begum is a housewife and a mother who learned about the nutritional content of fresh vegetables through ANEP nutrition education sessions, and with the support of the project began a homestead garden where she cultivates vegetables year-round. This year, she met her family's demand for fresh vegetables and was able to sell an additional BDT 2,000 worth of vegetables to her neighbours and in the local market.



Lucky Akter, Lactating Mother, Barisal City Corporation

Mrs. Akter participated in ANEP-facilitated nutrition education sessions and *pushti-melas*, where she learned about feeding practices for pregnant and lactating mothers, cooking-feeding, hand washing, and homestead vegetable cultivation. Her husband participated in cooking-feeding demonstrations for fathers. They are now purchasing and feeding their family more nutritious food, leading to a healthier life for themselves and their children.

ANEP has empowered girls and women in the community to make changes in nutrition choices for themselves and their families.

ANEP improved nutrition and increased sources of income for individual households through homestead vegetable cultivation.

ANEP has improved the health and welfare of individual families and communities through behavioural changes in nutrition choices.



ANEP RESULT 2: IMPROVED FOOD SECURITY AND NUTRITION

The Challenge

In Bangladesh, low-income families often suffer from poor access to healthy food and a low ability to make good nutrition choices. This has resulted in poor nutrition across Bangladesh which is inhibiting the physical and cognitive growth of the next generation. According to the FAO, more than 40 million Bangladeshis are undernourished due to poor access to adequate amounts of safe, nutritious food to sustain a healthy and productive life.¹ There is chronic under-nutrition of children below five years of age, with at least 16 percent of them being acutely undernourished, affecting an estimated 41 percent² of them. About one third of adolescent girls in Bangladesh suffer from anemia and micronutrient deficiency, and one in four is too thin for their height. With more than two in three girls married before the age of 18, the risk of early pregnancy and giving birth to a baby that weighs too little is very high. Currently, more than one in five newborns has a low birth weight.³

The Goal

ANEP had the goal of increasing the supply of nutritious foods through commercial rural-urban linkages between producers and consumers, and supporting families to make healthy food choices through nutrition education and counselling sessions. The project carries out activities to improve access to nutritious food for both rural and urban low-income households through:

1. Mobilising and forming nutrition education groups for vulnerable families.
2. Supporting low-income families to make better-informed nutrition choices through nutrition training and counselling sessions with the aim to build up the capacities of these household members to care for themselves and pass on the knowledge to others.
3. Developing and improving market linkages between rural and urban areas to improve the access of nutritious foods for the urban low-income households.

Consortium Partners

The Agriculture and Nutrition Extension Project (ANEP) is a partnership between International Development Enterprises (iDE), World Fish, CIMMYT, IRRI, Save the Children International, CODEC, CEAPRED and BES and is funded by the European Union (EU). The project seeks to sustainably raise agricultural productivity and promote effective market linkages to improve the nutrition of poor rural and urban households in the south of Bangladesh and the Nepal plains.



ANEP Bangladesh Partners

¹ UN, 2012. Food and Agriculture Organization of the United Nations (FAO), The State of Food Insecurity in the World.

<http://www.fao.org/docrep/016/i3027e/i3027e00.htm> (11/2013)

² Bangladesh Demographic and Health Survey BDHS 2011; HIES 2010.

³ World Food Programme. <http://www.wfp.org/countries/bangladesh/overview>. (7/2013)

OUR SOLUTION

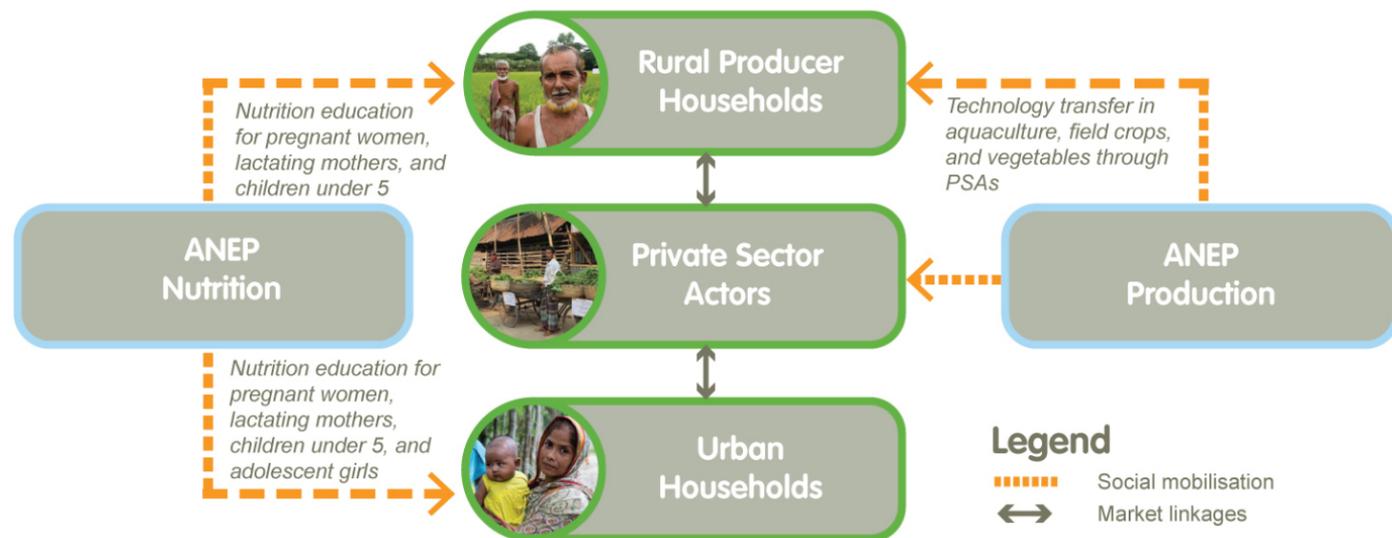
ANEP's solution involved the deployment of direct interventions to support the better 'use' of nutritious foods, alongside market-based interventions to increase 'access' and 'availability' for the target groups. ANEP conducted a behaviour change communications (BCC) strategy to support improved knowledge on maternal, adolescent and child nutrition and skills to support practice of age-specific appropriate feeding behaviours. To complement the increased demand for nutritious foods generated through the BCC campaign, ANEP sought to drive nutritious foods into under-served areas of the market through rural-urban linkages using the Participatory Market Chain Approach.

ANEP activities included:

- **Delivering Nutrition Training and Counselling Sessions.** ANEP offered educational sessions within target urban and rural communities that increased knowledge of nutrition; appropriate basic and infant feeding practices; and hygiene. The sessions strengthened trainees' counselling and coaching skills so they could pass knowledge to their community and family contacts. Women associated with each group received twelve sessions over three months using the participating action learning approach, where they learned and then applied a nutrition practice.

- **Developing Kitchen Gardening in rural areas.** ANEP demonstrated and encouraged kitchen gardening and linked farmers to ANEP vegetable subsector activities, demonstrating what vegetables poor families, particularly women, can grow without assets such as land.
- **Increasing demand for nutritious foods.** In urban areas, the project focused on increasing the demand for nutritious foods, and then supported mobile traders to drive supply into proximate urban market spaces. ANEP strengthened these rural-urban linkages by facilitating "farmers' markets" or *pushtimelas* which featured entertainments linked to ANEP nutrition education activities - including songs about healthy foods, cooking demonstrations, and cartoons for children.
- **Supporting Urban-Rural Market Linkages.** ANEP worked with local mobile traders to develop commercial linkages between rural producers and markets serving low-income urban consumers, improving the supply of nutritious produce and increasing the ability of vulnerable low-income families to access nutritious foods. The mobile traders were able to engage profitably with urban markets they previously would not have considered serving.

Creating and Developing Sustainable Market Linkages to bring Rural Production to Urban Consumers



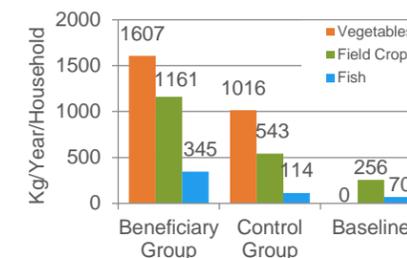
KEY RESULTS

The specific objective for Result 2 was to contribute to creating and/or improving market linkages to improve food and nutritional security of both rural producers and urban consumers.

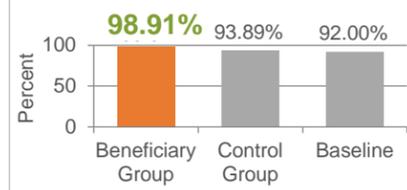
Impact of the Project*

It was found that ANEP was successful in creating market linkages that improved sales and consumption of nutritious foods within the target areas.

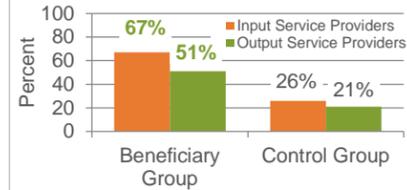
Indicator 1: Increase in Nutritious Products Being Marketed



Indicator 2: HH Consuming at Least Five Nutritious Foods/Month



Indicator 3: HH Obtaining Services From Service Providers



Effectiveness of the Project*

The effectiveness of Result 2 was assessed based on whether the food security and nutrition of rural and urban poor, especially women and children, improved through market linkages for technology, inputs, services and produce. ANEP exceeded all but one target, and was within 2% of achieving all targets. Therefore, the effectiveness of the project was assessed as highly satisfactory.

Summary of ANEP Achievement Against Expected Result 2 Indicators

Indicator	Target	Achieved	
Nutrition groups of rural and urban vulnerable households meeting monthly and accessing technical support	90%	100%	✓
Target households increase nutrition knowledge test score by 75% and practice at least two improved nutrition messages	90%	Urban: 87.91% Rural: 88.78%	✓
Pregnant and lactating women who consume food rich in iron	50%	Urban: 78.70% Rural: 87.30%	✓
Pregnant and lactating women who consume food rich in vitamin A	50%	Urban: 56.48% Rural: 53.97%	✓
Pregnant and lactating women who consume food rich in calcium	50%	Urban: 60.19% Rural: 54.76%	✓
Households maintained dietary diversity score	50%	Urban: 99.34% Rural: 100%	✓
Rural poor target households effectively linked to service providers and urban markets	Input: 50% Output: 25%	Input: 73% Output: 52%	✓

*Data collected by an independent consultant and current as of December 2, 2014. Study can be provided upon request.



Lessons Learned



Using targeted nutrition education in combination with agricultural inputs and rural-urban market linkages creates synergies which can improve nutrition behaviours among the most vulnerable.

These synergetic activities include:

- **Interactive nutrition education sessions**, which provide information and hands-on training on essential nutrition and hygiene actions, supporting improved intra-household feeding practices to pregnant women, mothers, and infants.
- Giving smallholder farmers **access to improved agricultural inputs, technologies, and good agricultural practices**, which enables them to cultivate nutritious foods, increasing availability in areas of low production and in the off-season.
- **Market based interventions in the trading system** to develop the supply of nutritious produce to urban areas increases vulnerable low-income families' ability to access, purchase and consume nutritious foods.