



PROJECT BRIEF

AMAN | Adopting a Multisectoral Approach for Nutrition

BACKGROUND

Cox's Bazar is one of the poorest districts in Bangladesh, with 32.7% of residents living below the poverty line. Malnutrition rates are high, with 29% of children underweight, and 35% percent of children stunted. Less than one-third of pregnant women are enrolled in an antenatal care program and only 35% initiate breastfeeding within one hour of birth. The COVID-19 pandemic and Rohingya refugee crisis have exacerbated these conditions, with women, girls and children particularly affected.

Adopting a Multisectoral Approach for Nutrition (AMAN) will support the Government of Bangladesh to improve the health and wellbeing of hard-to-reach people and people living in vulnerable situations in Cox's Bazar by increasing and strengthening nutrition services delivered through the public health system, social safety net programs, and multisectoral nutrition actions.



EXPECTED OUTCOMES

- 1 Improved delivery and uptake of essential gender-responsive nutrition services by the public health system for pregnant and lactating women, adolescents, and children under five
- 2 Enhanced implementation of gender-responsive multisectoral nutrition action plans by priority ministries at the district and upazila level
- 3 Improved reach and quality of social safety net programs (SSNPs) for women and children under five



REACH

AMAN will directly improve the health and wellbeing of more than 1.5 million hard-to-reach people and people living in vulnerable situations in Cox's Bazar, especially women, newborns, children and adolescent girls, while an additional half a million people will benefit indirectly from the project. In total, AMAN will reach 2,026,619 adolescent girls and boys, men, women and children of the host community in all eight upazilas of Cox's Bazar.

Funded by: Government of Canada

Duration: March 2022–September 2024

Location: Cox's Bazar, Bangladesh

Reach: 2,026,619 adolescent girls and boys, women, men, and children

IMPLEMENTATION STRATEGY

To improve the health and wellbeing of hard-to-reach people and people living in poverty, AMAN will advance nutrition through multisectoral action, coordination, and collaboration to ensure there are no missed opportunities. The project implementation strategy has three key components.

Essential nutrition services

The project will increase the knowledge and skills of health workers to deliver essential nutrition services, and increase understanding and awareness amongst the population about why and how to access these services, with a focus on:

- **Pregnant and lactating women:** antenatal care, micronutrient supplementation, nutrition education and counseling
- **Children under five:** early initiation and exclusive breastfeeding, infant and young child feeding, vitamin A supplementation, treatment of diarrhoea with zinc supplements and low-osmolarity oral rehydration salts
- **Adolescent girls:** provision of weekly iron and folic acid supplements, nutrition education, and deworming

Multisectoral coordination

The project will provide support to eight priority ministries in Cox's Bazar by building capacity of departments overseeing health and family planning, agriculture, fisheries, livestock, secondary education, women's affairs, public health engineering and food to implement the gender-responsive Multisectoral Minimum Nutrition Package (MMNP), and improve the ability of district and upazila nutrition coordination committees to plan, budget, implement and monitor gender-responsive Multisectoral Annual Nutrition Action Plans.

Social safety net programs

The project will aim to improve the reach and quality of two existing major SSNPs implemented by the Government of Bangladesh: Vulnerable Women Benefit (formerly the Vulnerable Group Development) and Food Friendly Program. The project will also provide technical assistance to government and NGO partners responsible for the implementation of these SSNPs to establish links with essential nutrition and gender-based violence support services.



GENDER EQUALITY

AMAN's comprehensive multisectoral approach addresses discriminatory socio-cultural norms and gender barriers that lead to limited access to nutrition and health services for women and adolescent girls. Specifically, the project seeks to:

- Increase access to health, nutrition and gender-based violence services for diverse groups of women by working with stakeholders within government systems and structures
- Promote women's agency by increasing their knowledge of their rights and opening spaces for them to participate and voice their perspectives
- Shift attitudes and norms among frontline service providers to be more inclusive
- Engage men and boys as influencers, champions and allies to promote gender equality

ENVIRONMENTAL SUSTAINABILITY

Cox's Bazar supports a large population in a fragile ecosystem that is vulnerable to floods, landslides and earthquakes. AMAN's Environmental Management Plan identifies the principles, approach, procedures and methods that will be used to control and minimize the environmental impacts of the project while enhancing the its attributes. The plan focuses on:

- Working with the Department of Health Services and Family Welfare to enforce waste reduction and environmentally friendly disposal at health facilities
- Engaging frontline healthcare providers to encourage communities to take up more environmentally friendly practices
- Encouraging priority departments to promote environmentally sustainable actions to increase community resilience to the shocks and stresses of climate change





IMPLEMENTING PARTNERS



National Nutrition
Services



Bangladesh National
Nutrition Council



World Food
Programme



Bangabandhu
Sheikh Mujib Medical
University Hospital



BRAC

About Nutrition International

Nutrition International is a global nutrition organization headquartered in Ottawa, Canada. For 30 years, we have focused on delivering low-cost, high-impact, nutrition interventions to people in need. Working alongside governments as an expert ally, we combine deep technical expertise with a flexible approach, increasing impact without increasing complexity or cost. In more than 60 countries, primarily in Asia and Africa, Nutrition International nourishes people to nourish life.



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