



# August 2023 Featured Project

Addressing the noncommunicable disease crisis in India through nutrition education for girls



**TOGETHER WOMEN RISE**

# Introducing Arogya World

Mission: works to prevent noncommunicable diseases (NCDs) in India through health education and lifestyle change

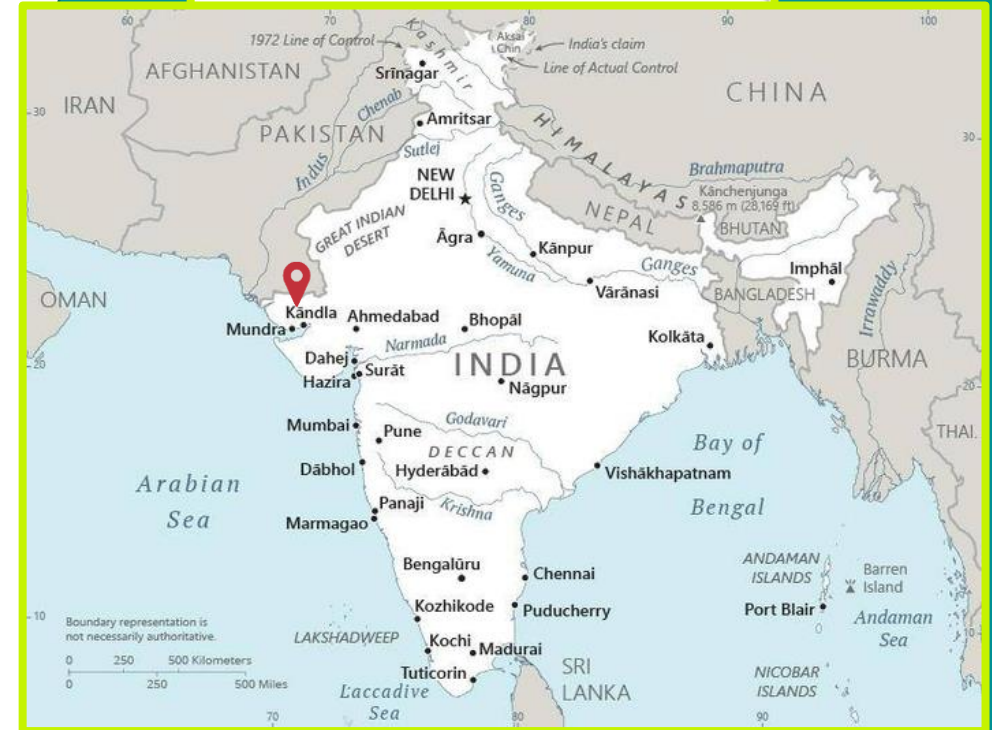
Innovative, community-based doorstep health model delivering prevention programming outside of traditional healthcare systems





# About India

- Population of almost 1.4 billion
- Second most populated country on Earth
- 360 million live in squalid conditions; among the most impoverished in the world
- 20% live far below the poverty line
- Discrimination against women and girls is rampant, corruption entrenched, unequal distribution of quality education
- Gujarat (project area) - about the size of Kansas but home to 71.5 million people versus 2.92 million in Kansas



# Life Challenges for Women Served

- The Noncommunicable Disease (NCD) crisis in India is staggering
- NCDs account for nearly 2/3 of deaths
- Financial burden high in vulnerable communities - cost of healthcare, financial consequences are catastrophic
- Adolescents experience triple burden of malnutrition: undernutrition, overweight, and hidden hunger caused by a lack of essential nutrients, especially rural girls





# Rural Adolescent Girls Health and Nutrition Education

- Tests effectiveness and impact of Rural MyThali, which translates India's National Institute of Nutrition (NIN) guidelines into easy-to-follow picture format that is region-specific
- Educates adolescents about basics of healthy living before lifestyle habits are set
- Focus groups (girls and their mothers) assess food preferences/habits, locally available food and more



# The Project

Project phases:

**Formative Research** – Dietary practices and dietary diversity, knowledge assessment

**Development of Action Plan / MyThali** activity calendar for 12 weeks – supports use of MyThali comic book on basics of Foods and Nutrition, plus additional region-specific, culturally relevant tools

**Capacity building** – Development and pretesting of intervention Tool Kit in vernacular language using regional meals (left for future use by schools)

**Impact Evaluation** – Assessing impact of intervention

**EACH YEAR OF 2-YEAR PROJECT – DIRECT IMPACT: 1,600 (800 INTERVENTION); INDIRECT IMPACT: APPROXIMATELY 8,000 FAMILY MEMBERS**





# Budget

Item	Description	Cost
Project Management	Portion of direct cost to manage project, plus oversight	\$10,000
Field Implementation	On-the-ground implementation and execution	\$20,000
Materials Development	Encompasses the cost of altering current materials based on focus group input, translation, and printing	\$3,000
Training	Training modules development and training sessions	\$4,000
Impact Evaluation	Data collection, analysis, and reporting	\$5,000
Travel	Travel for trainings, partner liaising, and project update	\$3,000
<b>Total</b>		<b>\$45,000</b>

# About Arogya World

- Established in 2010 by Dr. Nalini Saligram and three other founding board members, dedicated, passionate women with goal of making an impact on global health
- Leverages strategic partnerships, existing networks, and technology for cost-effective, impactful programs including mDiabetes (diabetes prevention program), MyThali (builds awareness on healthy eating and nutrition) and more
- Educated 6 million people on healthy living, aims to reach 50 million in next 5 years with evidence-based, user-centered programs with demonstrated impact



# Discussion: Share Your Thoughts

1. Why is delivering programming where people “live, learn, and work” more effective than traditional methods?
2. How do you think a reduction in NCDs can affect gender equality?
3. What roadblocks might a girl experience when trying to introduce nutrition, exercise, and anti-tobacco changes to her family?





