

Final Narrative Report

Project Title:

“Bhalo Khabo Bhalo Thakbo”



Submitted to:



Submitted by:



July 5, 2020

Project Name:	<i>"Bhalo Khabo Bhalo Thakbo (Eat Well Live Well)"</i>
Implemented By:	<i>Infoday Social Enterprise Limited (iSocial)</i>
Description	<i>The campaign shall motivate adolescents around the issue of better diets to take a pledge and demonstrate their desire to both make individual change and take collective actions.</i>
Submitted to:	<i>Global Alliance for Improved Nutrition (GAIN)</i>
Project Timeline:	<i>Initial: 18th January 2020 to 30th April 2020. Extended: 1st May - 30th June 2020.</i>

Background:

The campaign addresses the need for adolescents to want to eat better diets (demand), and also works in collaboration with the private sector to ensure the supply side and is geared up to address this new demand (new healthy products distributed down to local levels). The demand creation is expected to be done by reaching a million "*Bhalo Khabo Bhalo Thakbo*" pledges which are to be taken by the adolescents, ignited through a social movement. The idea is to empower adolescents to express their dreams and the importance of nutritious food to accomplish those dreams. This would create a positive impact on the industry/supply side and policy levels as the adolescents challenge them to create improved and better food environments.

Goal:

The immediate goal of the campaign is to mobilize adolescents around the issue of better diets. Taking the pledge is the way they can commit to the issue and demonstrate their desire to both make individual change and take collective action.

Remarkable Feature:

"Health is wealth" and **"the adolescents are the future leaders"**. iSocial along with GAIN believed that, a healthy diet is important for this young group of future leaders which is being neglected to some extent due to knowledge gap and correct approach. Hence, iSocial planned to arrange the campaign "*Bhalo khabo bhalo thakbo*" to spread the benefits of eating nutritious food. However, the campaign was conducted in two phases:

- *The first phase includes the initial timeline which is recorded from 18th January 2020 to 30th April 2020.*
- *The second phase was taken due to the worldwide pandemic. The partners decided to extend the project timeline till 30th June 2020 with new alternative ways of achieving the goal. The new amendment was effective from 1st May 2020.*

Major Activities implemented during the timeline:

The campaign activities were split into two phases due to the effects of global pandemic. Below described activities were conducted both before and after lockdown.

1. **Local Volunteer and Focal Person Recruitment and Training:** Volunteers from each district have been recruited and also given training in HQ by the team on 2nd February 2020. As per project



modality, 45 minutes lesson plan has been provided to the volunteers by HQ team to give the proper understanding of the campaign.

2. **Briefing and Training of Teachers:** To conduct the campaign in schools, the major support was required from the school teacher. So, the teachers of selected schools were given 45 minutes lesson plan which includes an overall idea about the campaign along with the goal and agenda of the campaign and pledges.
3. **HQ Team Visits the Field:** To ensure the smooth implementation of the activities, HQ team have visited along with GAIN in Jessore.
4. **Pledge Day Event/ Carnival:** Carnivals were major eye-catching part of the campaign. Due to lockdown, the iSocial team were able to host only 2 carnivals. The first carnival was hosted in “Holly Cross Girl’s School and College on 27th February 2020 and the second carnival was arranged in “South Pont School and College” on 4th March 2020.
5. **Pledge Data Collection:** As promised, iSocial will collect pledge through this campaign, the team has collected **85267** pledges from the adolescents throughout the whole project timeline (Feb 2020- June 2020). As the activities of the campaign were divided into two phases due to pandemic, the following numbers were collected during two phases.



Students of “South Point School” at pledge Carnival



- **35969 data** were collected by iSocial team before the lockdown and the report was sent to GAIN in the first phase of the campaign. (Feb 2020- Apr 2020)
- In the 2nd phase and also as per 2nd amendment, around **50,000 data** (exactly, **49298 data**) were collected by the iSocial team which is added remarkable value in achieving the campaign goals. (May 2020- June 2020)

6. **Data Entry:** An energetic member of iSocial team has uploaded the collected in order to keep the track and to keep the project partner aligned about the activities. The updates were given in every week in the website of GAIN.

7. **Alternative Strategy for COVID-19:** As mentioned above about the worst affect of global pandemic, the activities under the campaign were also affected. On the other hand, the teams involved in this campaign were in positive way to bring out the good result of it. Taking into things into concern, iSocial team came up with an alternative strategy of involving their field agents working in different districts, commonly known as Kallyani. These enthusiastic and energetic kallyanis has



Kallyani visited student’s house to collect the pledge during the COVID-19 phase

given their best effort to collect pledge and help the team to meet the target within the given time. iSocial appreciates their contribution in this regard.

8. **Online Campaign:** iSocial is supported online campaign on regular basis. iSocial official page is shared the post of the campaign on social media throughout the whole project timeline. The online campaign helped to spread more about the campaign objective and to gather responses.

Challenging Phase:

The sudden outbreak of COVID-19 has put the whole world in a big difficulty. The busiest world has stopped moving towards its regular activities due to this global crisis. Since the emergence of COVID-19 in the last year, it has turned into global pandemic and was recognized as **“Public Health Emergency of International Concern”**- by the World Health Organization (WHO). As a result, the most developed economies like USA, Italy, Spain and many other strong countries are even failing to cope up with this devastating situation. Bangladesh is not indifferent from those countries of the world and experiencing the health and economic crisis helplessly. To reduce the spread of this disease, lockdown measure is common strategy worldwide.

As the campaign required gathering of adolescent students, carnivals, and movement of the involved volunteers, the organizers had to put things safe for all. The activities under this campaign were minimized and alternative strategies were planned to keep things going at least to reach the goal point. In spite of having many obstacles including the pandemic the team has successfully pulled the campaign off and reached the target.

Observation and Recommendations:

iSocial team has observed some key points while working in this campaign. The team believes, this observation will help in future surveys and other related campaigns. iSocial team wishes to recommend some steps based on the experience of working very closely in field.

- *Based on the huge response it is very clear that, the campaign has positive impact on the target group. The remarkable outcome says, the campaign has successfully brought out the responses from the adolescents and parents. The team recommends to arrange more campaigns to spread more positivity across the country.*
- *The campaign should have offered a food basket containing some nutritious food to the students. It would have helped the students to relate the objectives of the campaign and also the kind of nutritious food which we were suggesting to eat through this campaign.*
- *Based on the campaign experience, the carnivals were very much effective. In the current campaign, the carnivals were centred in the capital only. However, the team suggests to keep more costs for the carnivals in all the districts under the project. This will help to bring out huge response within a very short time.*

- *There were possible scopes of spreading the objective the campaign in larger scale. But, due to project limitation the team couldn't explore more. The team recommends, the campaigns should be planned with more flexibility if planned further.*
- *The team has reached some selected unions of 14 districts. But, the objective of the campaign which is "spreading nutrition awareness" is not being covered to everyone of selected districts. Team reached very few habitats of the selected districts but half of them remains unaware. The campaign objective will have incomplete impact on the districts.*
- *There should be follow up activity of this campaign. The team has reached with the objective and spread the awareness among the school-going students. The post outcome should be reviewed to ensure the continuity of the practice.*

Closing Remarks:

Bangladeshi children suffer from high rates of micronutrient deficiencies, particularly vitamin A, iron, iodine and zinc deficiency. Rates of malnutrition in Bangladesh are among the highest in the world. More than 54% of preschool-age children, equivalent to more than 9.5 million children, are stunted, 56% are underweight and more than 17% are wasted, as per report by UNCDF Bangladesh.

Considering the numbers and the country on position on nutrition, the campaign "Bhalo khabo Bhalo thakbo" was an amazing step which has been taken by GAIN. Although the campaign was planned for very short time, still the positive responses shows the interest of staying well by eating healthy. Getting the responses from the target group as well as by their parents has brought remarkable result to the campaign. iSocial thanks all the partners involved in pulling up this campaign successfully and all the cooperation during the project timeline. iSocial is delighted to take the opportunity of bringing new change in those young lives through their activities and praises all the good things which has been achieved unitedly.



Thank you