

**Learning Note 2** 



# From Clicks to Care: RajPusht's Mission to Engage Men in Nutrition and Empowerment



**Platform** Digital Media



**Location** Social Media



**Actor** Rajpusht



Audience Men



Tools used Social Media Posts, Videos

RajPusht's SBC strategy is delivered in Rajasthan's southern belt where men tend to migrate for work and therefore are unavailable for the most part for traditional in-person outreach. This challenge was countered by harnessing the power of digital media to reach men through platforms like WhatsApp, Facebook, and YouTube.

This learning note dives into how RajPusht's innovative digital interventions closed critical knowledge gaps and empowered men to take an active role in improving maternal and child health across Rajasthan's priority districts.

# **Cracking the Code: Insights on Engaging Men in Nutrition and Health**

During the formative phase, the research went beyond surface-level practices to uncover key insights about communication channels, decision-makers, influencers, and barriers to change. Among the findings, **husbands stood** 

out as a pivotal audience. The research also revealed unique behaviours, practices, and media consumption patterns specific to this group, shaping the strategy for meaningful engagement.

**Entertainment Choices** South Indian movies, comedy shows, and action-packed content are the top picks for entertainment.

**Media Preferences** Men gravitate toward videos, songs, GIFs, and audio content, while photos, text, and memes rank low on their list.

**Peak Activity** Men are most active online after dinner, making it the ideal time for engagement.

**Limited Scheme Awareness** Poor awareness and uptake of maternal and child health benefits among men.

> Language While Hindi is widely understood, regional dialects like Bagri and Hadoti are commonly spoken.

**Smartphone Habits** Primarily used at night, with a focus on platforms like YouTube, Facebook, WhatsApp, and short-video apps like MX Takatak and Moj.

**Low Awareness** Limited knowledge about pregnancy nutrition, with men often viewing childrearing as solely a woman's responsibility.

**Internet Access** Availability is split between bright zones (good connectivity) and dark zones (poor connectivity).

# **Healthy Connections: Bridging Culture** and Compassion in Health Messaging



### Digital media emerged as a game-changer

within the RajPusht programme, revolutionising how maternal and child nutrition is promoted by filling the gaps left by traditional communication methods. Unlike conventional approaches that largely focus on women, digital platforms effectively brought men-key players in family health—into the conversation.

The RajPusht digital campaign aimed to educate men about the importance of balanced diets, the specific needs of pregnant and lactating women,

the dangers of harmful traditional practices, and the value of active fatherhood. It **focussed** on transforming men's understanding from unaware to informed and their attitudes from indifferent to empathetic.

By strategically selecting and using digital platforms like WhatsApp, Facebook, and YouTube, RajPusht's digital campaigns bridged cultural narratives with health communication, making complex issues accessible and fostering a community-wide transformation.

### The "Bahubali" Campaign

This initiative redefined male roles in family health by spotlighting local men as responsible and proactive figures. Through engaging web series, posters, interactive quizzes, and inspiring real-life stories, it showcased men's potential to champion family well-being.









### Comic Gags – "Gauri ke Kalu ka Chashma"

Humour and relatable characters, like Gauri and Kalu, were used to simplify maternal health challenges, making them more approachable and sparking meaningful behaviour change.

### "Kya Aap Jaante Hain?" Videos

A series of 19 short WhatsApp videos covering topics like antenatal care, breastfeeding, dietary diversity, and family planning provided frontline workers with concise, actionable health messages to share with families.













### "Swasth Maa Surakshit Bachcha" Series

This creative blend of static and GIF modules linked health messages to cultural events, inspiring compassion and driving a shift in societal norms.

### **Culturally Aligned Posters**

Vibrant static posters celebrating local festivals embedded essential health and nutrition messages. These visuals not only nurtured cultural pride but also motivated community workers through powerful storytelling.







## **Moving the Needle: Impact**



### Percentage of husbands of pregnant/lactating women reached through digital platforms

Facebook 50%

Instagram 55%

YouTube 47%

WhatsApp **69%** 

### Reached through various platforms

Followers **25,957** 

Impressions **21,40,985** 

Reach **2,39,41,229** 



Instagram

Followers 8.657

Impressions **21,40,985** 

Reach **2,63,34,035** 

Video views **1,94,859** 

Impressions **12,52,928** 

Subscribers **652** 





Groups **1,872** 

Members **228,786** 

The impact of these digital platforms speaks for itself:

- **Increased Reach:** The percentage of husbands exposed to social media messages on women and children's nutrition and health increased to **45%** across the 5 RajPusht districts between **2022 and 2025**.
- Improved Knowledge: 86% of those exposed are now aware about proper pregnancy weight gain.
- **Active Participation:** Remarkably, **97%** of the husbands who engaged with the content, accompanied their wives to antenatal checkups during pregnancy.

RajPusht's digital interventions, like the Bahubali and Champion campaigns, tapped into the power of digital platforms to deliver culturally sensitive, consistent content tailored to local audiences. These platforms offered unmatched convenience, accessibility, and reach, allowing men to access vital information on antenatal care, breastfeeding, and complementary feeding directly from their smartphones. By incorporating interactive elements, these digital tools went beyond simply sharing knowledge—they sparked engagement, inspired empathy, and empowered men to become active participants in improving their families' health and nutrition.

These numbers highlight the power of digital campaigns in driving awareness and inspiring real change in family health dynamics!