



## 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.

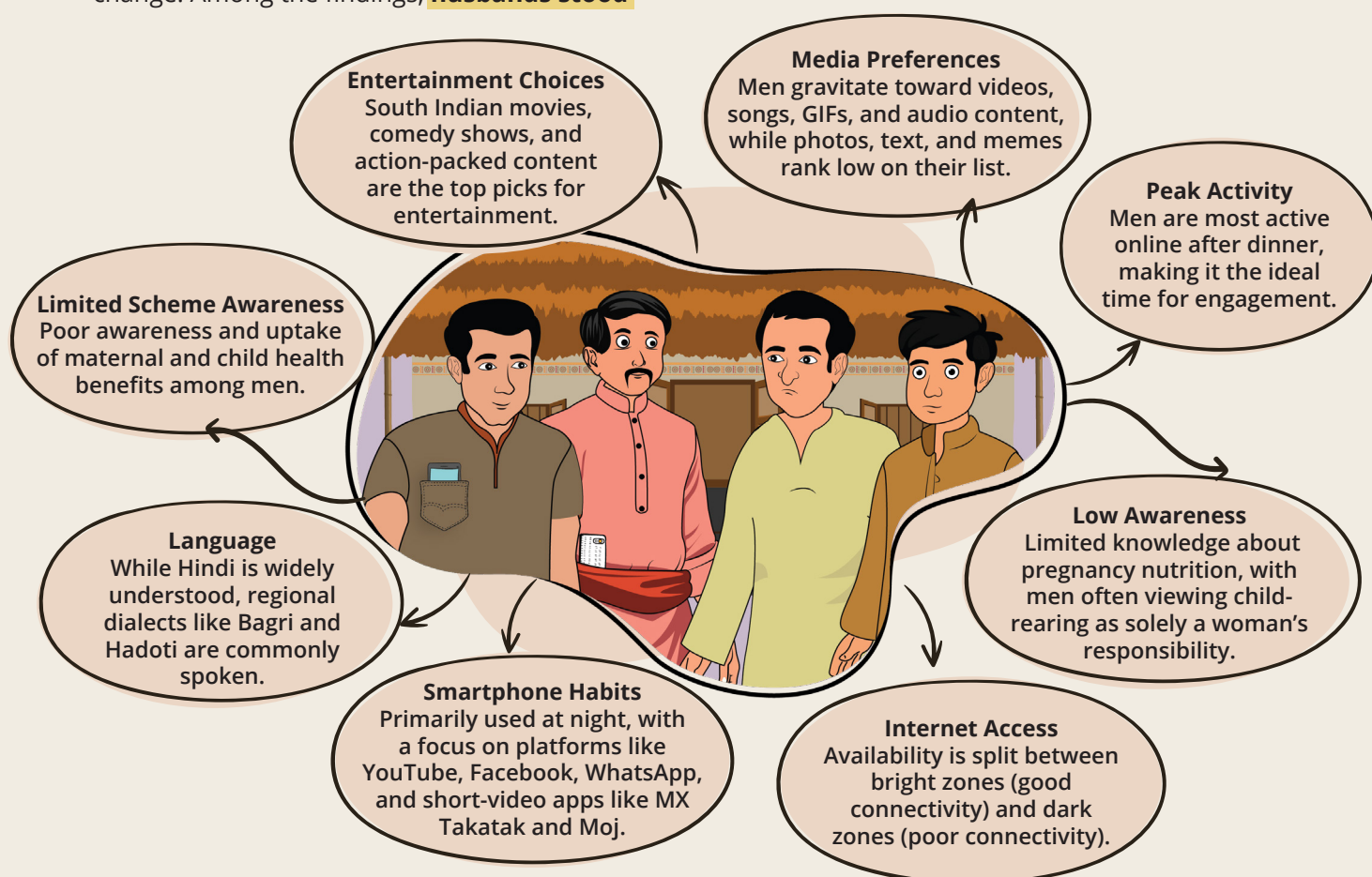
This learning note dives into how RajPusht's innovative digital interventions closed critical knowledge gaps and empowered men to take an active role in improving maternal and child health across Rajasthan's priority districts.

# 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.



## 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 **focused on transforming men's understanding from unaware to informed and their attitudes from indifferent to empathetic.**

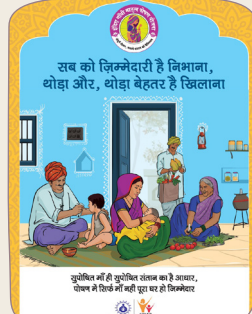
By strategically selecting and using digital platforms like WhatsApp, Facebook, and YouTube, RajPusht's digital campaigns bridged cultural narratives with health communication, making complex issues accessible and fostering a community-wide transformation.

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.



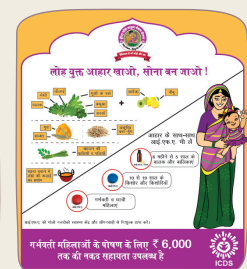
Humour and relatable characters, like Gauri and Kalu, were used to simplify maternal health challenges, making them more approachable and sparking meaningful behaviour change.

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.



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

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

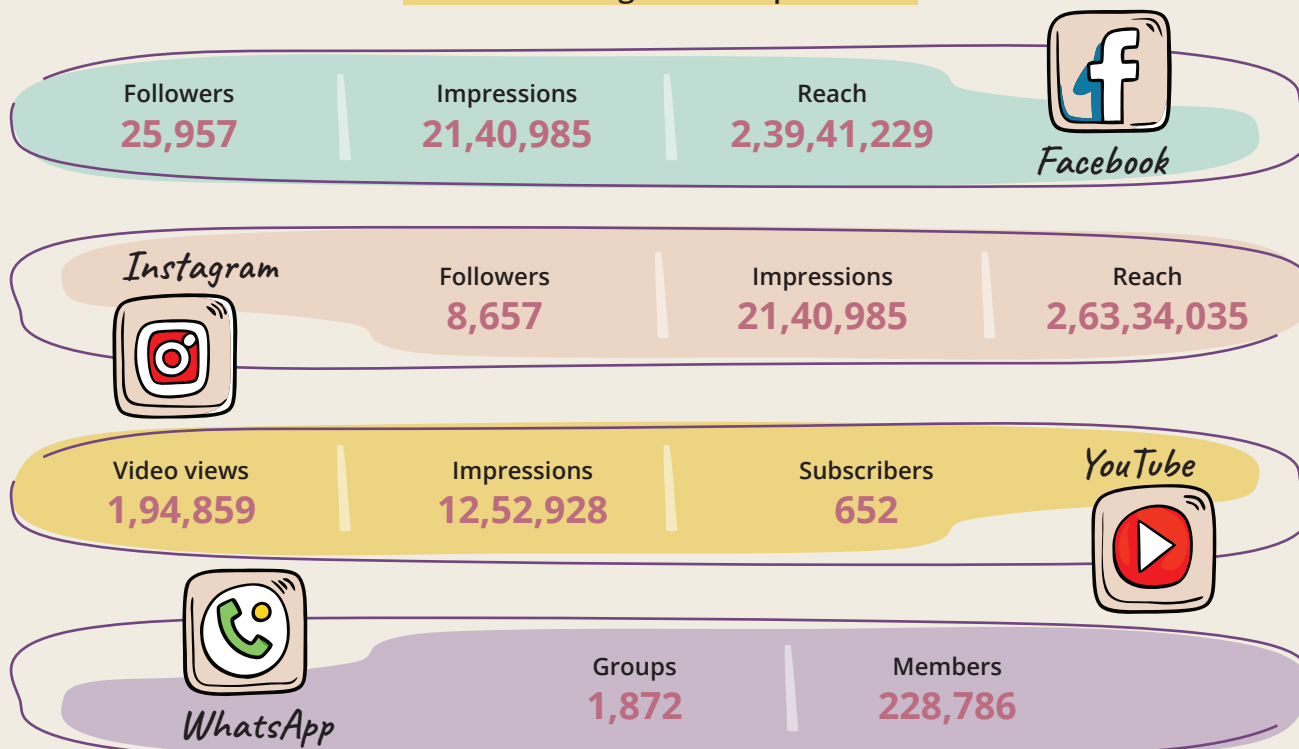
Facebook  
**50%**

Instagram  
**55%**

YouTube  
**47%**

WhatsApp  
**69%**

## Reached through various platforms



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!