



## Learning Note 4

# Empowering Frontline Workers: Strengthening Nutrition Training



**What** Capacity Building



**Who** AWW, ASHA, ANM, Staff Nurse



**Where** Classroom and On-The-Job Training



**How** Job Aids, Flip Charts, Module On Maternal, Infant, Young Child Nutrition (MIYCN) Practices, Short Videos and Information Statics

Frontline workers (FLWs) play a critical role in strengthening maternal & child health and nutrition. Recognising their importance, RajPusht launched a robust capacity-building initiative targeting FLWs, viz., Anganwadi Workers (AWWs), Accredited Social Health Activists (ASHAs), Auxiliary Nurse Midwives (ANMs), and staff nurses. This programme empowered them with advanced skills and evidence-driven instruments to deliver tailored maternal nutrition interventions.

This learning note delves into RajPusht's structured approach to capacity building, showcasing how equipping FLWs not only strengthens community engagement but also leads to lasting improvements in maternal and child health.



# Building Strong Foundations: Enhancing Capacity for Lasting Impact

RajPusht adopts a dynamic, multi-pronged approach to strengthen the capacity of FLWs, ensuring they are well-equipped to drive impactful maternal, infant, and young child nutrition (MIYCN)

interventions. This strategy focuses on efficient resource use, unified messaging, and innovative communication tools to maximise effectiveness and reach.

## *Key Pillars of the Capacity-Building Strategy*

### **Building Capacities of All Who Matter**

- Leveraging existing resources to craft targeted nutrition messaging.
- Training a cadre of government stakeholders across departments to champion MIYCN efforts.
- Providing FLWs and stakeholders with accurate, up-to-date information.
- Aligning messages with updated health and nutritional guidelines for consistency.
- Strengthening existing platforms to improve training delivery.



### **Unified Messaging for Consistent Nutrition Education across FLWs**

- Standardising core content to ensure all target groups receive the same key information.
- Allowing flexibility in delivery methods while maintaining uniform messaging.
- Demonstrating coordinated efforts to foster trust within communities.

### **Multi-Channel Communication for Broader Outreach**

- Using diverse tools to engage audiences with varying literacy levels.
- Personalising messages through one-on-one interactions, group meetings, and community sessions.
- Reinforcing key messages through printed materials, digital content, and videos.

This holistic approach ensures FLWs are empowered with the skills, knowledge, and tools needed to effectively engage communities and deliver sustainable health improvements.

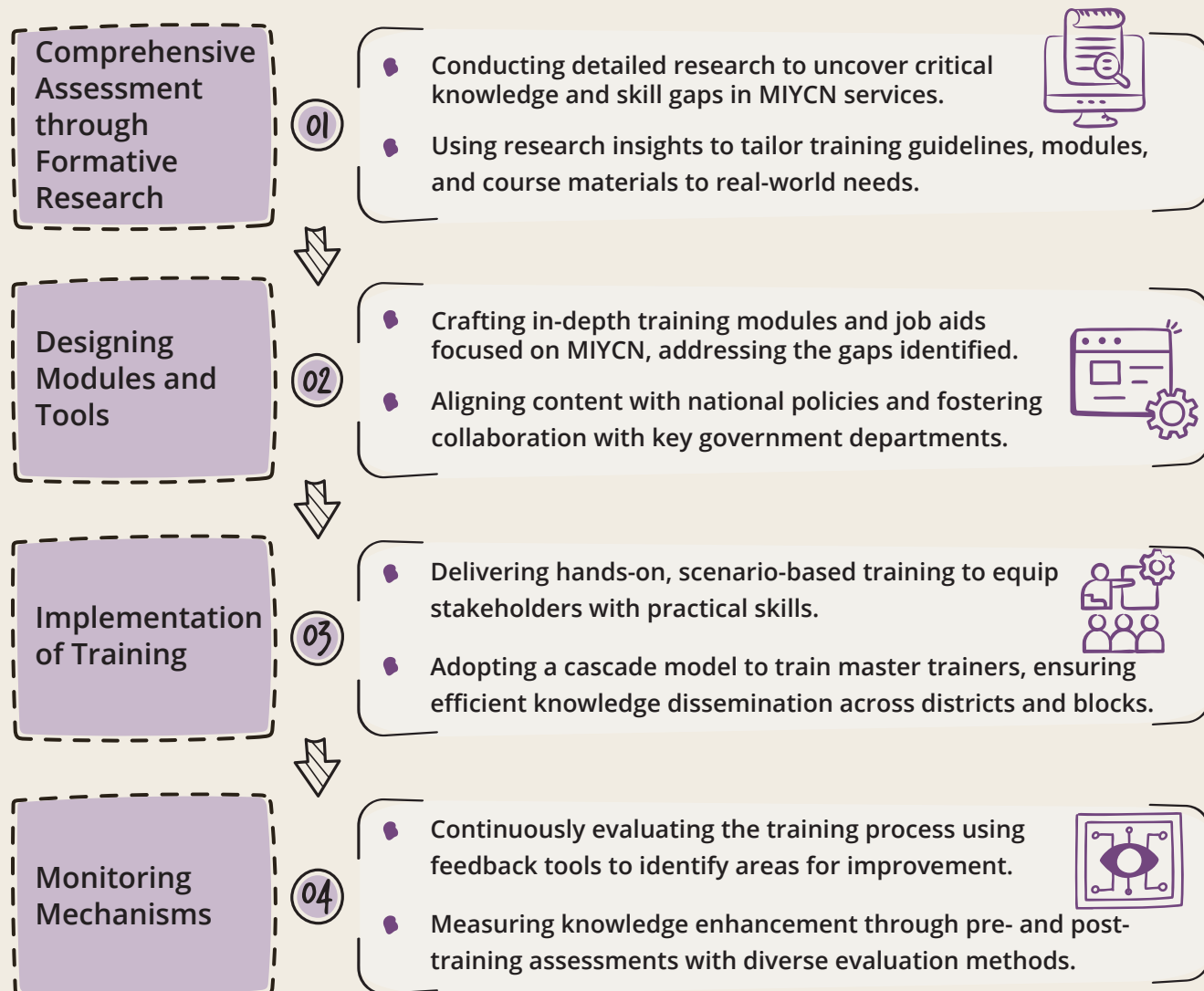
# From Insight to Action: A Comprehensive Training Framework



RajPusht's capacity-building framework takes a systematic and research-driven approach, starting with identifying gaps in nutrition service

delivery and culminating in effective training implementation supported by robust monitoring mechanisms.

## Process of Capacity Building under RajPusht



This structured, end-to-end approach ensures that training not only builds capacity but also drives sustainable improvements in nutrition service delivery.

## Moving the Needle: Impact between 2022-2025



RajPusht's capacity-building initiative for FLWs has been instrumental in transforming community-level care and pre and postpartum counselling, driving significant improvements in maternal and child nutrition. By equipping FLWs with critical technical skills and empowering them to inspire lasting behaviour change, the programme has

strengthened community health outcomes. Regular monitoring and continuous support have reinforced these skills, ensuring sustained impact. Notably, by reaching beneficiaries at least 29 times<sup>1</sup> during key stages of pregnancy, childbirth, and early child-rearing, RajPusht has achieved measurable progress in improving health outcomes.

A **37%** boost in Anganwadi Workers' (AWW) knowledge about 'care during pregnancy.'

A remarkable transformation in exposure to ANM counselling during MCHN days, soaring from 32% in 2022 to an impressive **97%** in 2024.

A **38%** leap in ASHAs' understanding of 'care during pregnancy.'

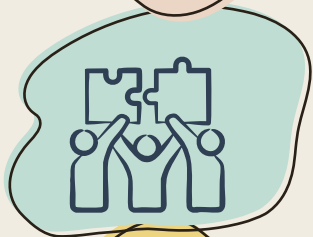
<sup>1</sup> 8 times by ANM; 13 times for AWW; 31 times by ASHAs; 2 times by Staff nurse

# Key Insights from RajPusht's Experience



## Ensure Trainings Stay Relevant and Engaging

The initiative's success lies in its well-structured capacity-building framework, starting with identifying knowledge gaps and designing tailored training modules. Ongoing monitoring and feedback ensure the training stays relevant, leading to improved service delivery over time.



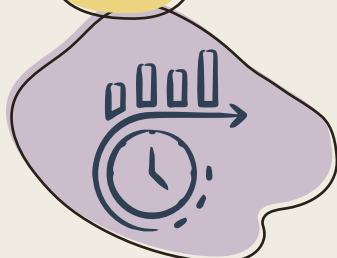
## Bolster Efficiency with Multi-Media Job Aids

By leveraging existing resources like job aids, flip charts, and mobile applications, the programme efficiently delivers nutrition education without duplicating efforts. This strategic integration ensures resources are utilised to their fullest potential.



## Unify Messaging for Consistency and Trust

A unified messaging strategy across all levels of healthcare delivery ensures consistent and accurate nutritional advice. This consistency builds trust within communities, encouraging adherence to essential nutritional guidelines.



## Leverage Routine Touchpoints for Long-Term Impact

RajPusht emphasises frequent and high-quality interactions between service providers and beneficiaries. These critical touchpoints during pregnancy, childbirth, and early child-rearing ensure that mothers and children consistently receive actionable, high-quality nutrition guidance, driving long-term improvements in health outcomes.

Through a holistic training strategy that combines research-driven content, hands-on training, and robust monitoring mechanisms, RajPusht has demonstrated how empowering FLWs can lead to sustained, impactful improvements in maternal and child health.

## Institutionalising Nutrition Interventions for Long-term Impact

To secure long-term sustainability, the Department of Health and Family Welfare has seamlessly integrated nutrition counselling by ANMs into all Maternal and Child Health Nutrition (MCHN) day sessions. Maternal nutrition has also been woven into the Staff Nurse curriculum, particularly within the Gestational Diabetes module, ensuring future healthcare providers are well-equipped to address nutritional needs.

The introduction of seasonal Poshan Cards—designed and field-tested by RajPusht—further reinforces awareness of dietary diversity. These innovative tools empower families to make informed nutritional choices year-round, ensuring the programmes impact resonates throughout Rajasthan's public health system for years to come.

The Department of Women and Child Development also adopted AWW Margdarshika (and its video capsules), a comprehensive nutrition manual to guide in effective counselling.

Trained resource groups have been developed in both WCD and Health departments for taking forward sustained health and nutrition trainings.