

**Report
on
Improvement of Maternal and Child Nutrition through Formation of
Mother Support Group (MSG)**

Funded by: Department of Health Education & Family Welfare, Ministry of Health & Family Welfare (MOHFW)

Implemented by: Bangladesh Breastfeeding Foundation (BBF)

Reporting Period: 2019 to 2024

Covered area: 08 Divisions of Bangladesh

Performance at a glance year wise

Types of Programs	# of CC/FWC	# of Bach	Trained MSG Members
2019-20			
Upazila Level Orientation	04	04	200
2 days Training for MSG members	200	200	2600
Court Yard Session	200	200	6000
2020-21			
2 days IYCF Training for MSG	492	492	3936 MSG members trained
Court Yard Session	492	492	14,760
2021-22			
2 days IYCF Training for MSG	416	416	2,704
Court Yard Session	416	416	12480
2022-23			
Mother Support Group (MSG)	208	416	2,704
Court Yard Session	208	416	12480
2023-24			
Mother Support Group (MSG)	176	352	2228
Court Yard Session	176	352	10,560

Introduction:

Under nutrition among children and women of reproductive age is still a challenge to the development of the country. Stunting among children is a result of chronic under nutrition that puts the children in risk of recurrent infections and reduced brain development.

If we illustrate the malnutrition situation in Bangladesh, we will see that our condition is quite poor. In our country, the rate of early initiation of breastfeeding is 40%, exclusive breastfeeding is 55%, and the rate of introducing complementary food is also very low—only 29%. In Bangladesh, 24% under five-year children are stunted, 11% wasted and 22% underweight. Under nutrition among children and women in reproductive age is still a challenge to the development of the country. In our country, the number of healthcare workers is relatively inadequate, which is why the coverage of ANC (Antenatal Care) and PNC (Postnatal Care) services is quite low. Only 41% of women receive ANC four times during pregnancy. As a result, maternal and child mortality rates remain high.

But the Government of Bangladesh recognizes the role of improved maternal and child nutrition for breaking intergenerational cycle of malnutrition of Bangladesh. The Government of Bangladesh has, undertaken different strategies and programs to combat malnutrition in the country. Countrywide orientation (theoretical & practical sessions) will contribute to the implementation of IYCF strategy emphasizing homemade complementary feeding, breastfeeding and maternal nutrition by providing supportive environment through creating awareness beyond health systems.

Rationale of MSG Activity

1. Mother Support Groups (MSGs) are formed with mothers from the community surrounding community clinics, ensuring active participation and practice at the grassroots level.
2. Communication and message delivery is also easier and effective as members will be selected from Community Group (CG) and Community Support Group (CSG), all belong to the same community in Bangladesh.
3. Despite the threatened scenarios of intergenerational cycle of malnutrition, level of IYCF-practice is reportedly staggered in Bangladesh, though BF (alone or with CF) evidences as the strongest intervention to improve nutrition. It also reduces morbidity and limit mortality in neonates, children, adolescents and pregnant/ mothers. Trained MSG at the community level will give support and counseling to mothers and caregivers

of the children regarding importance of breastfeeding, appropriate attachment and positioning, types and frequency of home-made complementary feeding etc.

4. Poor nutrition throughout the mothers' reproductive life leading to less weight gain during pregnancy. That results in giving birth to LBWs- leading to high NMR/IMR/child mortality rates as world's one of the highest. Since Bangladesh is challenged with programs in boosting nutritional status of children, adolescents and mothers, it remains an indispensable task for all stakeholders/development partners (GoB, INGO, NGOs & UN organizations) dealing with and/or funding for health and nutrition sectors towards finding out a more effective approach and plausible way to ensure better maternal nutrition, improved adolescent health care & increased child survival rates through a robust nutrition planning.
5. Recent findings demonstrated positive impact of community-based counseling through health services in improving maternal weight gain and child feeding practices.
6. We aim to achieve our goal of improving nutritional status in neonates, children, adolescents/ pregnant and lactating mothers using this well-designed intervention through MSG right at the community level.

Objectives:

1. To aware local government representatives and other stakeholders about maternal and child health-nutrition and MSG activities.
2. To support mothers/caregivers at the community level to appropriate IYCF practices with home-made complementary food, pregnant and lactating mother's dietary practices through formation of MSG in community level.
3. To develop referral system with existing government health facilities and establishment of sustainable monitoring system with support and supervision by the local government representatives.

Process/procedure of MSG training:

Step-1: Area Mapping

Before conduction of training to the community level area mapping of the particular upazilas done by BBF. Following particulars will be deliberated from the area mapping:

1. BBF officers communicated with the respective Health and Family Planning dept. (CS/DDFP, Upazila health and family planning officer/ Upazila Family Planning Officer and SACMO/ FWV/ FPI/ CHCP of the particular FWC/ UHFW/ Community clinics to do the area mapping.
2. Total no, names and locations of Unions, villages, ward, total population or targeted no of beneficiaries, no of pregnant mothers, no of lactating mothers, no of children aged 0-6 months and 7-24 months identified and categorized according to the project need.
3. Available service delivery and no of health, family planning and nutrition service facilities also identified, compiled and send to BBF head office.

Categories of MSG Members for Health Sectots:

1. Community Health Care Provider (CHCP);
2. Female member of local Govt. /wife of male members (CG);
3. Skill Birth Attendant (SBA)/Traditional Birth Attendant (TBA);
4. School or College going Adolescent (15-19 years old);
5. Grandmother;
6. Successfully Breastfeed Mother.

Categories of MSG Members for Health Sectots:

1. Sub Asst. Medical Officer);
2. Family Welfare Visitors (FWV);
3. Family Welfare Assistant (FWA);
4. Aya (FWC);
5. Skill Birth Attendant (SBA)/Traditional Birth Attendant (TBA);
6. School or College going Adolescent (15-19 years old);
7. Grandmother;
8. Successfully Breastfeed Mother.

Topics covered in MSG training

The orientation programs were conducted in a structured casual. Topics mainly covered in this activity are –

1. Importance of colostrum;
2. Importance of breastfeeding;
3. Demerits of not-breastfeeding;
4. Benefits of Exclusive breastfeeding up to 6 months (181 days) after birth and not a single drop of water;
5. Attachment and position of breastfeeding;
6. Necessity and importance of complementary feeding;

7. Common breast problems and recovery suggestions;
8. Expression of breast milk;
9. Re-lactation;
10. 3 indicators of Disbursement Linked Indicators-DLI (IFA Supplementation, Weight measurement and Nutrition Counselling),
11. Nutrition of pregnant and lactating mothers;
12. Nutrition of Adolescent;
13. BMS Act 2013;
14. Hygiene maintains.

Practical/Courtyard Session

Courtyard session with the community members at community clinic conducted by MSG members

To strengthen the members of MSG and orient the mothers and caregiver of the children around the community a courtyard session with total 30 participants conducted after conduction of the theoretical sessions at the community clinics.

The courtyard session organized through following process-

1. The members of the courtyard the pregnant, lactating, 0- 06 months babies' mothers, 07- 24 months babies' mothers, 25- 60 months babies' mothers, 06- 10 years children, 11- 19 years adolescent and Elderly form the respective community.
2. Prior to the courtyard a baseline survey conducted among the participants considering the pregnant and lactating mothers.
3. A registration/attendance sheet provided by BBF full filled with signature and contact details of the participants.
4. Local resource persons from the respective community invited and engaged in the courtyard to add value in conveying messages.
5. Pregnant and lactating women counseled on dietary improvement during ANC and PNC services and also during domiciliary visits of the health and family planning workers as part of essential service package (ESP).
6. Importance of Early Initiation of Breastfeeding (EIBF), Exclusive Breastfeeding (EBF) and Complementary Feeding (CF) etc. discussed in courtyard session. Appropriate methods for IYCF practices discussed and demonstrated as well.
7. Necessity of maintaining hygiene and sanitation, hand washing practices, personal cleanliness etc. emphasized in the courtyard session.
8. SBCC activities conducted to improve community awareness on maternal diet and nutrition care with given support from MSG.

9. The MSG members of the respective area arranged practical sessions in courtyard/ back yard of the selected area. In the courtyard session mothers as well as other female participants attended. They supported the mother by knowledge skills, Early Initiation of Breastfeeding (EIBF) to all newborn, exclusive breastfeeding (EBF) in infants for 6 months following national IYCF guidelines, homemade complementary food/calorie intake by the adolescent boys and girls, pregnant and lactating mothers decreasing mortality and morbidity of children.

Summary of all division MSG program July 2019-June, 2020

Name of Activity	Targeted # of activities	Completed # of activities	Project Outcome
Orientation meeting at Upazila Level	04	04	Approximately 200 participants were orientated.
MSG formation in rural area	200	200	Approximately 1400 members directly received training and facilitated courtyard and demonstration of complementary feeding.
Courtyard Session	200	200	Approximately 9000 participants were attended.
Day-long Refresher training For MSG members	200	200	Approximately 8000 members were directly received training.

Some snapshots of the MSG program:



Summary of all division MSG program July 2020-June, 2021

SI NO	Name of Division	No of Upazilla	No. of 2 Days Training	No. of MSG Training	No. of CY Participants
1.	Barishal	3	67	536	2010
2.	Chattogram	5	55	440	1650
3.	Dhaka	2	68	544	2040
4.	Khulna	2	53	424	1590
5.	Mymensing	3	72	576	2160
6.	Rajshahi	2	60	480	1800
7.	Rangpur	3	75	600	2250
8.	Sylhet	2	42	336	1260
Total		22	492	3936	14760

Some snapshots of the MSG program:



Conducting MSG training in, Barisal at Pascima Maluhara cc



Courtyard session of MSG training in, Barisal GoyalBari cc



Courtyard session of MSG training in, Barisal a
Muarabari cc



Conducting MSG training in, Chottogram a
Shapchari CC



Courtyard session of MSG training in,
Chattogram at Lokhipur CC



Conducting MSG training in, Dhaka at Miji
Miji CC



Conducting MSG training in, Dhaka at
Jalkuri CC



Conducting MSG training in, Khulna at
Baghadanga CC



Courtyard Session of MSG training in, Khulna at
Bathangachi CC



Courtyard Session of MSG training in,Rajshahi at Ramnagar CC

Courtyard Session of MSG training in,Sylhet

Summary of all division MSG program July 2021-June, 2022

Division	Upazilla	Total 2 days training done in community clinic	Total MSG	Total MSG members trained	Total Beneficiary
Dhaka	Tagail sadar Gosaighat (Sariatpur)	26	52	338	1378
Rangpur	Dinajpur sadar Rajibpur (Kurigram) Sundarganj (Gaibandha) Gobindoganj	29	58	377	1537
Rajshahi	Naogaon sadar, Chowhali (Sirajganj), Nachole (Capai Nawabganj)	26	52	338	1378
Mymensingh	Baksganj sadar (Jamalpur) Durgapur (Netrokona) Sherpur Sadar	26	52	338	1378
Sylhet	Balaganj sadar (Sylhet) Kanaighat (Sylhet)	19	38	247	1007

Chottogram	Laxmipur sadar, Thanchi (Bandarban), Lama (Bandarban)	27	54	351	1431
Khulna	Jessore sadar, Dacope,Koira (Khulna), Jibonnagar (Cuadanga)	29	58	377	1537
Barisal	Potuakhalisadar, Rajapur (Jhalokathi), Kathalia (Jhalokathi)	26	52	338	1378
Total		208	416	2704	11024

Some snapshots of the MSG program:



Conducting MSG training at Badarpur CC, Barishal



Conducting MSG training at Madha Lohali CC, Barishal



After training in front of Dr. Anowerul Haque bari CC, Chottogram

Conducting training session at Dr. Anowerul Haque bari CC, Chattogram



Courtyard session at Agbethur CC, Dhaka



A mother feeding her child CF during courtyard session at Agbethur CC, Dhaka



MSG member practicing attachment & position during training session at Goalgaon CC, Mymensingh



Conducting training session at Doripara CC, Mymensingh



After training session in front of Sejeli CC, Khulna



Conducting training session at Churamonkati CC, Khulna



Medical Education and Family Welfare Division Joint secretary Shahiduzzaman sir distributed logistics to the MSG members of Narchi CC, Naogaon sadar, Rajshahi at 2.10.21



Conducting training session at Norai CC, Rangpur



Conducting courtyard session at Noshipur CC, Rangpur



Medical Education and Family Welfare Division Joint secretary Shahiduzzaman sir monitored the MSG training of Khadimpur CC, Osmani nagar, Sylhet at 17.10.21

Conducting courtyard session at Motiargao CC, Sylhet

Summary of all division MSG program July 2022-June, 2023

Division	District	Upazila	Total two days training	Total MSG	Total members trained	Total beneficiary
Dhaka	Rajbari	Goalando	07	14	91	371
	Tangail	Modhupur	07	14	91	371
	Dhaka	Keraniganj	01	02	13	53
	Faridpur	Charbhadra san	05	10	65	265
	Tangail	Dhonbari	07	14	91	371
Rangpur	Kurigram	Rajarhat	07	14	91	53
	Kurigram	Char Rajibpur	07	14	91	371
	Kurigram	Phulbari	07	14	91	371
	Dinajpur	Kaharole	06	12	78	318
Rajsahi	Sirajganj	Belkuchi	07	14	91	371
	Sirajganj	Sahajadpur	06	12	78	318
	Pabna	Bera	06	12	78	318

	Joypurhat	Khetlal	06	12	78	318
Mymensingh	Mymensingh	Dhubaura	07	14	91	371
	Mymensingh	Nandail	06	12	78	318
	Netrokona	Khaliyajuri	06	12	78	318
Sylhet	Sylhet	Goainghat	07	14	91	371
	Moulvibazar	Juri	06	12	78	318
	Sylhet	Beanibazar	06	12	78	318
	Moulvibazar	Sreemongol	06	12	78	318
Chottogram	Chandpur	Kachua	08	16	104	424
	Coxbazar	Moheshkali	06	12	78	318
	Coxbazar	Teknaf	06	12	78	318
	Chanadpur	Haimchar	05	10	65	265
Khulna	Shatkhira	Asasuni	07	14	91	371
	Khulna	Koyra	05	10	65	265
	Shatkhira	Tala	07	14	91	371
	Shatkhira	Shymnagar	06	12	78	318
Barisal	Barisal	Hizla	06	12	78	318
	Bhola	Sadar	07	14	91	371
	Barisal	Mehendiganj	06	12	78	318
	Pirajpur	Kawkhali	06	12	78	318
Total			208	416	416	2,704

Some snapshots of the MSG program:



MSG Member was Practise & showing Position & Attachment in Vinguliyacc, Haimchar Upazilla, Chandpur at 18.05.23 (2nd day)



LMC in Kamalapur CC, Haimchar, Chandpur.



MSG Activities at CharRajibpur, Kurigram, Rangpur Division



MSG member showed position & Attachment.



BBF staff Mir Amanur Rahman was conducting MSG training day-1 at Kayempur cc, Shahjadpur, Sirajganj at 4.3.23



BBF staff Md.Shafiqul islam was conducting MSG training in Boro daiyel cc, Moheshkhali Upazilla, Coxbazar at 19.11.23



Courtyard session MSG Member was showing Position & Attachment in Sairar daiyel cc, Moheshkhali Upazilla, Coxbazar at 19.11.23 (2nd day)



Hand washing demonstration

BBF staff Jarin Tasnim was conducting MSG 1st day tarininig program at Moulovir Char CC, Chorvoddrason Upazila, Faridpur at 5.2.23



Nutritious ingredients for Egg Kitchuri



Distributed materials



MSG members were participants in Pretest program at Pagla CC, Kalmakanda, Netrokona



MSG Program Courtyard session BBF staff discuss five Finger recipe, EBF, CF etc. Lohitpur cc, Nandail, Mymensingh at 12.02.23



MSG Member are enjoying 2nd day courtyard session and Chingrakhali Community clinic area people are enjoying how to make five finger khichuri at Chingrakhali cc symnagar upazila, satkhira, khulna



BBF staff Swapan kumar mondal was conducting MSG training in Harinagar CC, symnagar upazila, satkhira, khulna (15 & 16/02/2023)



MSG Training Feedback session (Five finger kitchuri formula)



BBF staff Uttam kumar Mondal was conducting MSG training at Uttor Dudpur CC, Mehendigonj, Barisal.17.05.23



MSG Program Yard session refreshment (Egg-Khituri) was enjoying the participants at Shamadar CC, Bhola Sadar, Bhola in 26.11.22



MSG Program Yard session refreshment (Egg-Khituri) was enjoying the participants at Abdul Majid CC. Char Rajibpur, Kurigram. 27.08.22



MSG Program Courtyard session Fotapur CC, Goainghat, Sylhet at at 13.12.22



BBF staff MD. Umar Faruq was conducting MSG pre- test at Ghungiadia CC, Beanibazar, and Sylhet at 27.05.2023 1st day.

Overall challenges:

1. Area mapping was a big challenge for this program. BBF staffs communicated with CHCP, FWA, HA, Union Parishad to collect the necessary information.
2. MSG member selection from different village/para was another challenge. It was too difficult to select members where CHCP not know all people of this area.
3. Managing schedule with local representative was tough because they have their regular routine work, training etc.

Achievement:

BBF successfully done the area mapping activity where it was a new and great challenges for us. Though in this season BBF successfully completed 416 MSG training in 8 division.

Summary of all division MSG program July 2023-June, 2024

Division	District	Upazila	Total two days training	Total MSG	Total MSG members trained	Total beneficiaries
Dhaka	Kishoregani	Mithamoin	6	12	78	4680
		Kuliarchar	6	12	78	4680
		Karimganj	5	10	65	3900
		Tarail	5	10	65	3900
Rangpur	Kurigram	Ulipur	6	12	78	4680
		Bhurungamari	6	12	78	4680
		Nagashree	5	10	65	3900
		Chilmari	5	10	65	3900
Rajsahi	Sirajganj	Sahajadpur	5	10	65	3900
		Raiganj	5	10	65	3900
		Ssadar	6	12	78	4680
		Kajipur	6	12	78	4680
Mymensingh	Netrokona	Madan	5	10	65	3900
		Kendua	5	10	65	3900
		Kalmakanda	6	12	78	4680
		Sadar	6	12	78	4680

Sylhet	Sunamganj	Dharmapasha	5	10	65	3900
		Taherpur	5	10	65	3900
		Doarabazar	6	12	78	4680
		C hatok	6	12	78	4680
Chottogram	Khagrachari	Dighinala	6	12	78	4680
		Naikhangchari	5	10	65	3900
	Laxmipur	Sadar	6	12	78	4680
		Ramgati	5	10	65	3900
Khulna	Bagerhat	Chitalmari	5	10	65	3900
		Sarankhola	6	12	78	4680
	Shatkhira	Kaliganj	5	10	65	3900
	Bagerhat	Morelganj	6	12	78	4680
Barisal	Pirojpur	Jianagar	6	12	78	4680
		Sawrupkhati	6	12	78	4680
	Barisal	Bakerganj	5	10	65	3900
	Pirajpur	Mathbaria	5	10	65	3900
Total			176	352	2228	133680

Some snapshots of the MSG program:



BBF staff Uttam Kumar Mondal was conducting MSG Training, Day-1, in Parerhat UH & FWC, Indurkani Upazilla, Pirojpur at 30.08.2023

BBF staff Uttam Kumar Mondal was conducting MSG Training, Day-2 & Courtyard Session how to cook Egg-Khichuri and Distribution in in Betmor FWC, Mathbaria, Pirojpur at 11.06.2024.



Hygiene practice at Char Badam UH&FWC, Ramgoti, Lakshmipur.09.06.2024

MSG training Logistics distribution in Rashiknagar FWC, Dighinala, Khagrachori .03.9.23



BBF staff Shafiqul Islam& Basudeb were conducting MSG Training, Day-2 & Courtyard Session, Dokkhin Hamsadi UH & FWC, Sadar, Laxmipur at 28.08.2023

P-4: MSG Member was Enjoying Egg-Khichuri& Egg-Suji (Courtyard session) in Naikhongchari Sadar Clinic, Bandarban 15.11.23



BBF Officer Nurul Absar MUAC Measure in the Child.



Participant is explaining five fingers formula at Dhaki FWC, Mithamoin, Kishoreganj



BBF Officer Nurul Absar was explain the participants about importance of regular counselling and Entry and Maintains of Register Khata.



BBF staff Akram Hossain was explaining how breast milk is produced to the participants.



MSG training 1st day at Modon FWC, Nertrokona. When the MSG member is given pre test. (09.09.23)



Distribution of five fingers formulated khichuri to the participants of Kausholia FWC, Daskhin Sreepur, Kaliganj, Satkhira



After the training session, Participants were given a post-test exam at South Khali FWC, Saronkhola, Bagerhat



BBF staff MD. Jahid Hasan was conducting MSG Training, Day-1, Chitolmari FWC, Bagerhat, Bagerhat 04.09.2023



Dr. Shahnaz Sonia discusses the rules of proper breast feeding and preparation of home-made supplementary food to mothers in the Courtyard Session (18/11/23)

A participant was explaining the fingers Khichuri formula and position and attachment



MSG training Day-1 at Shuvogacha FWC, Kazipur, Sirajganj. 23/6/24



SACMO told important subject for MSG training at Dhoronibari FWC, Ulipur, kurigram, Rangpur. Date: 30/08/2023.



BBF staff MD. Umar Faruq was conducting MSG courtyard session Paiqurity FWC, Dharmopasa, Sunamgonj at 03.09.23 (2nd day)



Dim- Kichure and Dim- Suji Joysree FWC, Dharmopasa, Sunamgona at 09.09.23 (2nd day)



BBF staff MD. Umar Faruq was conducting MSG pre- test before MSG training at Dhorabazar Sader Clinic, Dhorabazar, Sunamgonj on 23.04.2024 1st day



A participant from adolescent catagptry was demonstrating the attachment and position

Overall challenges:

1. Area mapping was a big challenge for this program. BBF staffs communicated with CHCP, FWA, HA, Union Parishad to collect the necessary information.
2. MSG member selection from different village/para was another challenge. It was too difficult to select members where CHCP not know all people of this area.
3. Managing schedule with local representative was tough because they have their regular routine work, training etc.

Achievement:

BBF successfully done the area mapping activity where it was a new and great challenges for us. Though in this season BBF successfully completed 416 MSG training in 8 division.

Special comments from local family planning dept.:

Nowabad FWC CF program attend UFPO Tahamina madam. She thanks BBF arrange MSG and CF program and bdchannel4.com News and Sotabdi potrika and Purbo kontho potrika published our Complementary Feeding program and all Kishoregonj District all of the person then DD, UFPO, TNO, UNO are News in Complementary Feeding Program and they are a lot of thanks in BBF arrange program. They are very happy in our Complementary Feeding program and Important them Complementary Feeding Dim Kicuri and Dim Suji Recipe.