



Conditional Cash Transfer Facilitated to Improved Nutrition Outcome for the Poor Children

A Piloting Experience in Bangladesh

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The project provided assistance to more than 7,000 poor families in Bangladesh to improve the knowledge of mothers and caregivers about breastfeeding, growth monitoring and improved diet for the children. During 2012-2013 the project was implemented by the Local Government Division with support from The World Bank and technical assistance from Bangladesh Post Office, DATA and Bangladesh Center for Communication Programs.

Objectives

The piloting aimed at testing the way to promote child nutrition in accordance with WHO's age specific goal of weight and increase nutrition related knowledge and practice among mothers and caregivers.



Methods

The project cycle included the following processes:

Targeting: More than 40,000 households were targeted to determine eligibility to enroll in the program for nutrition outcome and a database and Management Information System was generated.

Enrolment: From the targeted families more than 7,000 households were selected as beneficiary through Proxy Means Test and enrollment for nutrition outcome.

Payments/Benefits through Electronic Postal Cash Card: The beneficiaries received cash payment through Electronic Postal Cash Card on a monthly basis, which provided as an incentive for fulfillment of compliance conditions.

Compliance/Conditions for receiving payments:

- Regular growth monitoring (height and weight measurement) of beneficiary children aged 0-36 months.
- Mother/caregivers must attend monthly health education session.

Compliance Monitoring:

- Attendance at the nutrition session by the mothers/caregivers of relevant household.
- Height and weight measurement of children eligible for receiving payments was monitored on a monthly basis using standard specific height and weighing scales.

Case Management/Grievances: A case management system was set up for addressing grievances at any stage; such as beneficiaries selection, changes in family composition and/or dealt with issues of non-compliance.

Public Information Campaign:

The project implemented through an overarching public information campaign (PIC) with the objective to (i) raise awareness and educate beneficiary households on cash benefits (ii) enable them to fulfill conditions and nutrition outcomes for continued enrollment. The PIC included the following activities:

- Symbolizing the issue using a logo and a slogan.
- Developing a set of campaign and education materials including banners, brochure, family booklet, leaflet, flipchart, growth cards and miking script.
- Raising awareness and education of beneficiary households on cash benefits, conditions and nutrition outcomes that they need to fulfill for continued enrollment.
- Conducting nutrition and health education sessions for the mothers and caregivers.
- Conducting a series of training sessions for the field workers.
- Conducting a number of orientation sessions and idea sharing meetings for different level stakeholders to raise awareness and gain support from them.



*"I can purchase nutritious food for my children and take better care of them, as a result their malnutrition decreased."
 - Sathia from Jaldhaka*

Results

- Significant improvement in knowledge on food diversification among mothers of the youngest cohort of children aged 1 year.
- An increased proportion of mothers (6.3 percentage points more) learned about exclusive breast-feeding practice.
- Wasting (nutritional outcome) was reduced by 12.5 percentile points in case of below 3 years age group children.
- Suggests a positive consumption, especially consumption of food with high protein content.

Recommendation and Conclusion

- Conditional Cash Transfer could increase the knowledge and practice for better child nutrition.
- The Government of Bangladesh is replicating the project in 28-districts targeting 500,000 beneficiaries for 5 years.

