

Aama'

Get involved!



TUNE IN.

Listen to the radio programs and encourage others to listen.



WHEN & WHERE?

Radio Nepal
Radio Magazine: Saturday, 9:20 AM
Phone-in program: Wednesday, 6:10 PM
Also aired through popular local FMs in 41 districts.



SMS.

Send a cost free SMS to 7171.



SPREAD THE WORD.

Tell others about the radio programs, and encourage them to listen and participate.



CALL IN.

Call in with questions, comments, experiences or answers to the weekly quiz in our toll free numbers.

Nepali language:

16600100457 (NTC and SKY), 9801571000 (Ncell)

Awadhi language:

16600100459 (NTC and SKY), 9801571678 (Ncell)

Doteli language:

16600100458 (NTC and SKY), 9801571456 (Ncell)



DISCUSS WITH OTHERS.

Discuss the issues raised in the radio programs with others to build awareness on importance of nutrition during the 1000-day period.



MAXIMIZE REACH.

Organizations can broadcast the programs in different timings or in new FMs and help implement radio discussion groups.



भन्छिन आमा
समयमै स्वस्थ शुरुवात

'Bhanchhin (Mother Knows Best)

Bhanchhin Aama or "Mother Knows Best" is a social and behavior change communication campaign of the USAID-funded Suaahara (Integrated Nutrition) program. It is an integrated platform that uses interpersonal communication, community mobilization, and mass media to equip 1,000-day mothers (pregnant and breastfeeding women, and mothers with children under two years of age) and their families with the knowledge, tools and support required to enable improved nutrition and hygiene behaviors.



For further information: Save the Children, Nepal Country Office, Airport Gate, Shambhu Marg, Kathmandu, Nepal
Tel: +977-1-4468128, Email: suaahara.nepal@savethechildren.org

Disclaimer: This brochure is made possible by the generous support of American people through USAID.



Suaahara's Bhanchhin Aama campaign uses a mother-in-law character that serves as a spokesperson inspiring decisions around childcare, nutrition, hygiene and sanitation, food production and use of health services at the household level. This campaign is developed in the leadership of National Health Education, Information and Communication Center (NHIECC) under Ministry of Health and Population.

The Bhanchhin Aama aspires to:

Empower families with the knowledge of maternal and child health and nutrition, including proper nutrition for mothers and children, feeding and nurturing practices, hygiene and sanitation as well as family planning.

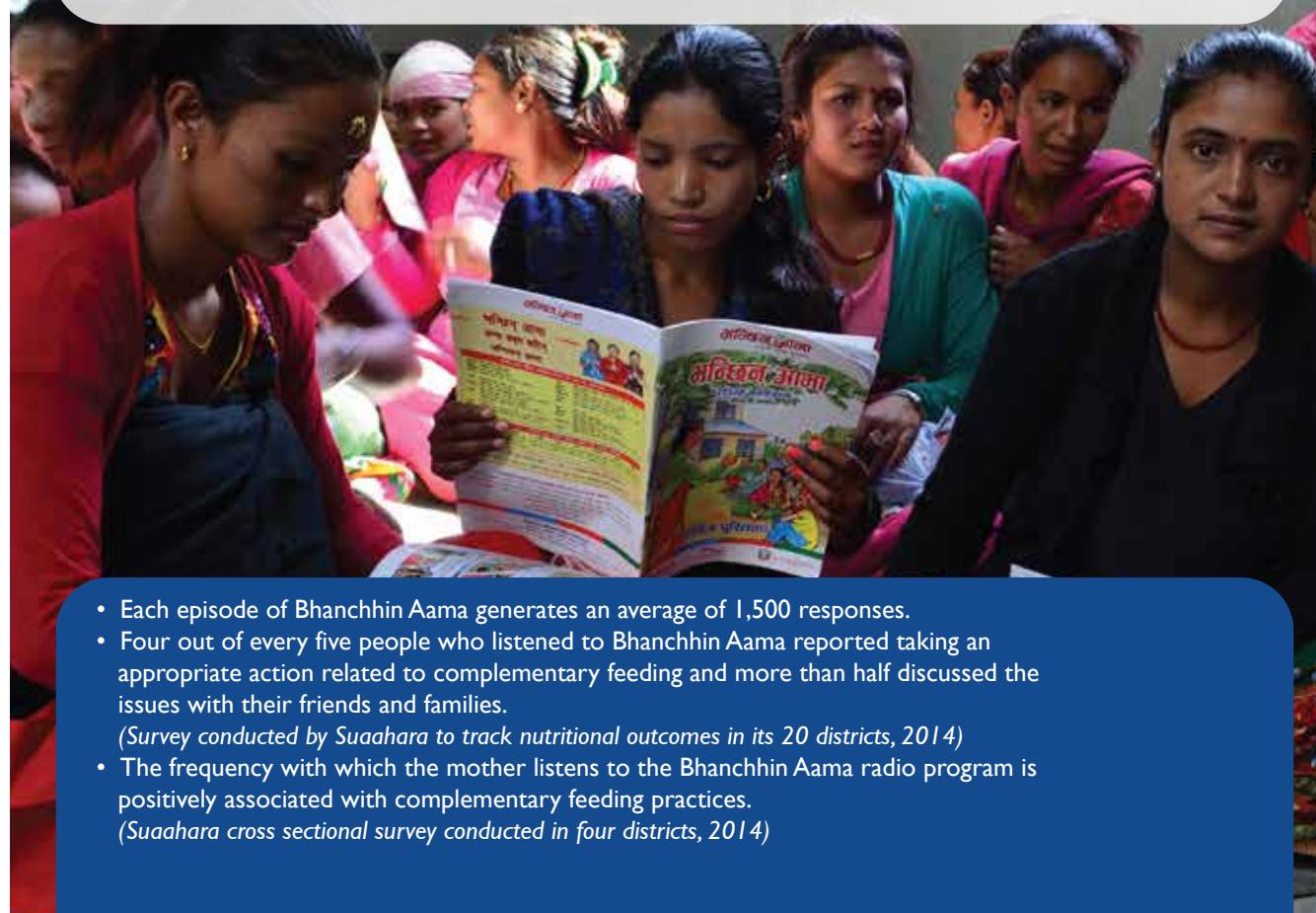
Encourage family members to apply acquired knowledge into their daily lives and adopt behaviors that ensure healthy growth and development of their children.

Demonstrate how families can provide physical and emotional support to mothers during the 1,000-day period such as sharing of heavy workloads and providing nutritious foods.

Increase demand for health and nutrition services among target populations.



"I regularly listen to Bhanchhin Aama radio program and really like Mana Aama (ideal mother, hero of the radio drama)... Mana Aama taught me to share things to my husband, so that I receive the support I needed at home... She motivated me to maintain my kitchen garden and reminded me of the variety of vegetables I required to grow to eat and feed my baby for a healthier life." *Sobita Karki, 24, thousand-day mother, Baglung.*



- Each episode of Bhanchhin Aama generates an average of 1,500 responses.
- Four out of every five people who listened to Bhanchhin Aama reported taking an appropriate action related to complementary feeding and more than half discussed the issues with their friends and families. *(Survey conducted by Suaahara to track nutritional outcomes in its 20 districts, 2014)*
- The frequency with which the mother listens to the Bhanchhin Aama radio program is positively associated with complementary feeding practices. *(Suaahara cross sectional survey conducted in four districts, 2014)*



The Bhanchhin Aama campaign is anchored by two radio programs – Bhanchhin Aama radio magazine and phone-in program – aired in three languages: Nepali, Doteli, and Awadhi. Accompanying these two components, the campaign engages communities and families through multiple channels such as home visits, cooking and feeding demonstrations, key life events celebrations, community level competitions and recognitions, health mothers' group meetings, and radio discussion groups using pictorial discussion guides, schools and child clubs.

Bhanchhin Aama radio magazine:

This program is aired on Saturdays and includes an interesting drama followed by community interviews, real life stories and local songs around issues related to maternal and child nutrition. Participants engage in a quiz at the end of the program, and they can submit answers by calling or texting a listed number. Listeners also provide comments and questions that are discussed during the phone-in program.

Hello! Bhanchhin Aama:

Broadcast every Thursday, the phone-in program builds on the Bhanchhin Aama drama and is hosted by the knowledgeable mother from the radio drama herself. The mother discusses the questions and comments raised by listeners, shares their experiences and also announces the quiz winners.