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Final Report, Iodized (2CL) Salt Social Marketing Campaign In Low Coverage Mountain Districts of Nepal

September 2014- June 2015

Submitted by: maxPro

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I. Executive Summary

This final report for *“Iodized (Two Child Logo) Salt Social Marketing Campaign in central mountain districts of Nepal”* covers detail of all activities accomplished and results from September 2014 until April 2015. All activities as stated in the proposal were accomplished within the given time frame, which are summarized below.

With regard to the pre-campaign activities, program teams were assigned both in the program district and centre office. Documentation of implementation plan and other program related forms and formats was prepared including monitoring, BCC & merchandising materials were designed and prepared, district familiarization trip was done by district team and NGO partners were selected by each district at the local level.

Supply strengthening activities such as coordination with the STC, salt traders, and community groups have been done. Similarly, participative orientation and review meeting have been completed with **15** market committee members through participative orientation meetings, **15** strategically located bulk buyers and retailers orientation and review meetings were accomplished.

Under promotional activities, **96** VOW shows and **203** IDD documentary shows were completed. Likewise, door- to-door visit had been completed in all **52** intensive VDCs. Follow up door to door visits were also done in all 52 intensified VDCs. In addition, **9** public Interaction program and participative orientation and review meeting with **52** core committee groups, **1** local partner NGOs' Supervisors and Social Mobilizers meeting and review meeting, **3** Mass media groups, **3** resource persons/teachers at resource centers, **146** events of teachers and school children, **22** wall paintings and **7** 2CL branded volleyball sport events for youth (Iodine Month - February) were conducted for promotion and awareness through participative orientation meetings.

Also, Govt., Non-Govt. and community support structures were also mobilized to sustain 2CL salt use. Planning meeting at central level, program orientation to central & district team, BCC materials' consultation workshop, 1planning and consultative meeting with the District (Public) Health Officers, **3** district level advocacies, participative orientation with **5** local NGO, Youth Clubs and farmer/forest user groups along with review meeting with the same groups, **27** community based women credit and saving groups, CBOs, LGCDP mobilizers, HFOMCs, CWF members were completed.

Moreover, 4 team review meetings were done till date. Various coordination meetings were done at central and district level. Monitoring & supervision visits were done by central & district level government, fhi 360, maxPro centre & district team and partner NGOs.

Results achieved by the program intervention have been satisfactory, which have been expressed by various stakeholders during the review meetings and gatherings. Learning from the program has been separately presented in the report. The existing stakeholders have made commitments, especially, DHO, DEO, CDO, NGOs, political leaders, chambers, media, etc., to internalize the learning through their regular activities.

II. Background and Rationale

Background

The term, “Iodine Deficiency Disorders (IDD)” refers to all of the adverse effects and consequences of iodine deficiency in a population that can be prevented by ensuring an adequate intake of iodine¹. Worldwide, IDD is the most common preventable cause of mental impairment. Estimates suggest that around 2 billion people around the world live in areas at risk of insufficient iodine intake and populations living in South Asia are among those most affected². A deficiency of iodine leads to hypothyroidism, impaired mental and physical development in infants, children and adolescents, Goiter, impaired mental function and reduced productivity in adults³ and an increased risk of spontaneous abortion, stillbirths, and congenital abnormalities in pregnancy⁴. The first countrywide survey of goiter, conducted in the mid-1960s, found goiter to be endemic not only in the hilly districts but also in the densely populated southern Terai areas. Since then, several other surveys have confirmed the seriousness of the IDD situation in Nepal.

To address the situation, two major activities were initiated by the Government of Nepal in the early 1970s: first salt iodization project, with support from the Government of India, and an Iodine Supplementation Program, supported by UNICEF. Salt iodization was established with the objective to fortify all edible salt with Potassium Iodate. The purpose of the supplementation project was to ensure that iodine reached the most remote parts of the country, even areas difficult to reach because of the rough terrain and insufficient road networks. Initially the supplementation was conducted in 40 districts where iodized oil injections were administered in these districts every five years. In 1993, the injections were replaced with annual administration of oral iodized oil capsules. As the road network expanded and iodized salt became increasingly available in remote areas, there was a gradual reduction in areas targeted for supplementation and in 1997 iodine supplementation was completely phased out.

To achieve universal salt iodization, efforts were further intensified from 1998 through implementation of the Universal Salt Iodization (USI) program to make iodized salt universally accessible and to increase the demand and consumption of adequately iodized

¹United Nations Children’s Fund. Sustainable Elimination of Iodine Deficiency.2008

²Zimmermann MB, JoostePL,Pandav CS. Iodine Deficiency Disorders.Lancet.2008;372:1251-62

³United Nations Children’s Fund. Iodine Deficiency Disorders and Universal Salt Iodization: South Asia Priorities.2002

⁴World Health Organisation. Micronutrient Deficiencies. 2012.

refined or crushed packed salt. The concept of USI gained momentum during the World Summit on Children in 1990, where the leaders of most nations of the world pledged to universally iodize all salt, and to virtually eliminate IDD by the end of the millennium⁵. The concept of USI was also officially endorsed by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) in 1994 as a sustainable strategy to ensure elimination of IDD⁶. The attainment of the USI goal has been recognized as one of the key priorities by the Ministry of Health and the aim is to reach the goal of USI by year 2015. In this regard, the government is promoting the consumption of iodized and packed salt equipped with a logo showing two healthy children otherwise referred to as the "Two Child Logo (2CL)". The logo is a government endorsed symbol guaranteeing that the packed salt is adequately iodized. There are four brands of salt with the 2CL logo. Aayo is a triple refined free flow salt, which is an expensive brand. Tej, Shakti and Bhanu are crushed salt and relatively cheaper. Only when a majority of the households use packed salt will the USI goal be achieved. The government has therefore set a target of ensuring that at least 75 percent of households use packed salt with the two-child logo.

Nepal has made significant progress in its USI program, as evidenced by the fact that the household coverage of adequately iodized salt has increased from 55.2% in 1998⁷ to 80% in 2011⁸. Coverage of 2CL salt has grown nationally from 37.7% in 2005⁹ to 59% in 2011¹⁰. In spite of this progress, progress of 2CL salt coverage in the mountain districts has remained stagnant (34.5% in 2005 to 36.9% in 2010)¹¹. During the same period, the Terai region witnessed a substantial growth in the coverage of 2CL salt (33.3% in 2005 to 59.4% in 2010) with a large contribution towards this increase being attributed to the social marketing campaign implemented by the Govt. of Nepal in this region from 2007 to 2012 to promote the Govt. approved 2CL salt. The campaign has significantly contributed in increasing the use of the 2CL salt (from 10.3% in 1998 to 59.4% in 2011) (*Source: National Plan of Action to Achieve Optimal Iodine Nutrition in Nepal).

As such, this project will introduce a similar social marketing effort to promote 2CL salt in the central mountain region of Nepal in the districts of Rasuwa, Sindupalchowk and Dolakha. The current coverage of adequately iodized salt in this region is 67%¹². In this

⁵ United Nations Children's Fund. Iodine Deficiency Disorders and Universal Salt Iodization: South Asia Priorities. 2002

⁶ United Nations Children's Fund. Universal Salt Iodization in central and Eastern Europe and the commonwealth of independent states: Experiences, achievements and lessons learned during the decade 2000-2009.

⁷ Nepal Survey and Impact Study for Iodine deficiency Disorder and Availability of Iodized salt in Nepal

⁸ Nepal Demographic and Health Survey, 2011

⁹ NIDDSS 2005

¹⁰ Nepal Living Standard Survey, 2011

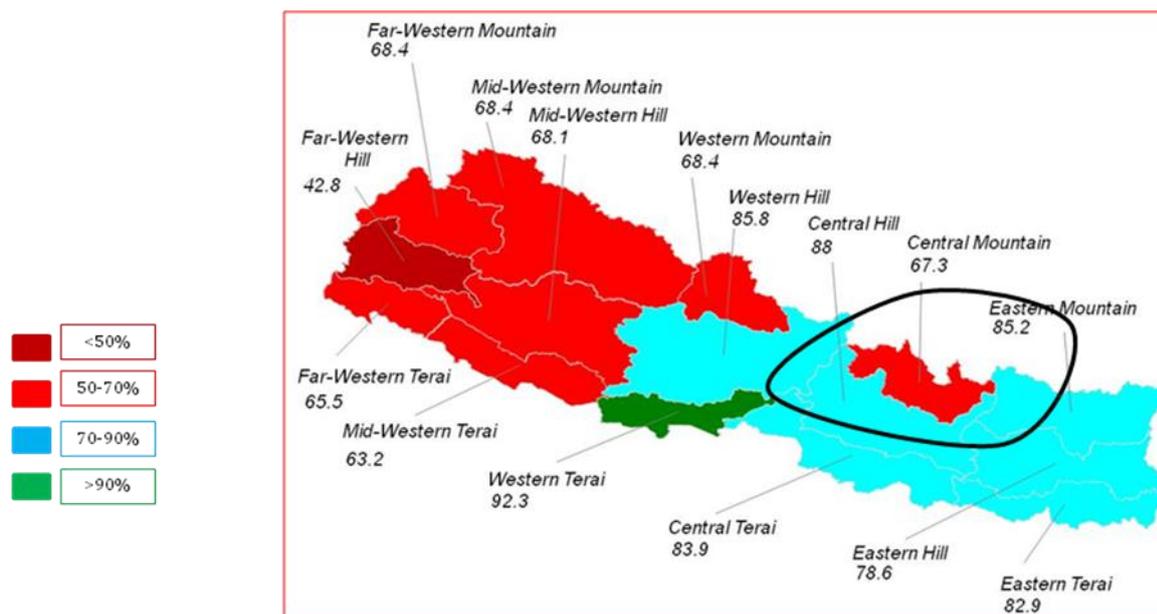
¹¹ Nepal Living Standard Survey, 2005 and 2010

¹² Nepal Demographic and Health Survey, 2011

region, majority of the population continues to consume non 2CL salt, namely “Dhike noon” or “Phoda salt” or large crystal salt supplied by STC. This social marketing campaign aims to rapidly increase the consumption of adequately iodized 2CL packet salt and reduce or totally eliminate the consumption of non 2CL salt (*phoda*). For implementation purposes of this campaign, maxPro, a social marketing organization, who was responsible for implementation of the Iodized Salt Social Marketing Campaign in Central and Eastern Terai, has been contracted by FHI 360 to implement the project for duration of 7 months beginning from October, 2014.

Rationale

Nepal has made significant progress in its USI program, as evidenced by the fact that the household coverage of adequately iodized salt has increased from 55.2% in 1998¹³ to 80% in 2011¹⁴. Despite such progress for the country as a whole, there are still some regional disparities, with coverage of iodized salt much lower in the Far-west, Mid-west and Eastern Rural Hills¹⁵ than in other parts of the country, which suggests that focused efforts are required to assure that the entire country is protected from IDD.



This project aims to work in the Central mountain region, the only region among the central and eastern regions of Nepal, where majority of the population continues to consume non 2CL salt. The coverage of adequately iodized salt in this region is 67%. Studies have shown that almost 60% of non 2CL salt when tested for iodine content at the household level, do

¹³Nepal Survey and Impact Study for Iodine deficiency Disorder and Availability of Iodized salt in Nepal

¹⁴ Nepal Demographic and Health Survey, 2011

¹⁵ Nepal Living Standards Survey-III, 2011

not contain adequate levels of iodine (*source: NIDDSS 2005*), Associating this finding with the current coverage of 67% in this region, 2CL salt coverage is expected to be lower than 35% among the households in this region. In a similar neighboring Eastern Mountain region, where adequately iodized salt use is 85.2%, 2CL salt coverage would be almost 70%. This project aims to drastically increase the consumption of the adequately iodized Two Child Logo packaged salt and reduce or totally eliminate the consumption of non 2CL salt (packaged or loose) which do not ensure adequate iodine levels for human consumption. The reduction in the demand for non 2CL salt will also lead to lower trade volumes of these types of salt in the overall region, which would further help decrease the visibility of non 2CL salt and contribute towards its elimination from the trade cycle.

III. Goals and Objectives

Goal: To virtually eliminate IDD problem in Nepal through the implementation of the Universal Salt Iodization Program in Nepal ensuring all Nepalese households consume adequately iodized salt.

Objectives: Following are the specific objectives of this project:

Influence behavior change towards consumption of 2CL Salt: Create awareness and stimulate interest and desire to consume 2CL salt among 80% community members of project districts

To establish strong 2CL salt supply Facilitate adequate supply of 2CL salt in coordination with Salt Trading Centre (STC) and by mobilizing community groups to ensure 2CL salt availability and sales in 75% retail shops of program districts

Sustainability: Ensure long term sustainability of the program after withdrawal of direct intervention

Fast Views

Program Partners

Dolakha
<ol style="list-style-type: none"> 1. Community Development Forum (CDF) 2. Ecology and Agriculture Development Society (ECARDS)
Rasuwa
<ol style="list-style-type: none"> 1. Manikor Society 2. Tejilo Sachetana Samaj Nepal (SWAS)
Sindhupalchowk
<ol style="list-style-type: none"> 1. Mahila Atma Nirbharta Kendra (MANK) 2. Community Development and Environment Conservation Forum (CDECF)

Final VDCs (Partner wise)

District	Name of Partner	Name of VDCs
Dolakha	Community Development Forum (CDF)	Jhule Katakuti Laduk Namdu Bhusafeda Ghyang Sukathokar Khare Sailungeswor Syama Tamchet Dudhpokhari
	Ecology and Agriculture Development Society (ECARDS)	Babare Gairimudi Mirge Thulopatal Dandakharka Chhetrapa Kalinchowk Khopachagu Melung Suri
Dolakha Total		20

Rasuwa	Mani Kor Society	Chilime Gatlang Thuman Timure
	SWAS Nepal	Bhorle Dadagaun Haku Ramche Saramthali Yarsa
Rasuwa Total		10
Sindhupalchowk	MANK	Banskharka Bhote Namlang Ichok Kiwool Langarche Palchok Gunsakot Baramchi Dhuskun Fulpingkatti Fulpingkot Jalbire Kunchowk Lisankhu Maneswnara Mankha Singpal Kabhre Pangtang Pedku Selang Tekanpur Thulo Pakhar
	CDECF	
Sindhupalchowk Total		22
Grand Total		52

Basic District Information

Description	Dolakha	Rasuwa	Sindhupalchowk
Number of Partners Selected	2	2	2
No. of VDCs Selected	20	10	22
Total Population*	186,557	43,300	287,798

Project Team

S.N.	Name	Designation	Remarks
1.	Mr. Rajat SJB Rana	Managing Director	Technical Support from maxPro
2.	Mr. Nanda Kishor Adhikari	Sr. Program Manager	Technical Support from maxPro
3.	Mr. Sichan Shrestha	Program Advisor	Technical Support from maxPro
4.	Mr. Kuldip Malla	Head-Corporate Affairs	Technical Support from maxPro
5.	Ms. Richa Uprety	Project Coordinator	Project Team-Central
6.	Mr. Laxman Adhikari	Finance Coordinator	Project Team-Central
7.	Ms. Roshna Maharjan	M&E Officer	Project Team-Central
8.	Mr. Regan Ranjit	BCC and SM Officer	Project Team-Central
9.	Mr. Subash KC	District Coordinator, Dolakha	Project Team-District
10.	Mr. Yubaraj Acharya	District Coordinator, Sindhupalchowk	Project Team-District
11.	Mr. Rajan Pudasaini	District Coordinator, Rasuwa	Project Team-District
12.	Mr. Netra Lal Tamang	District Officer, Dolakha	Project Team-District
13.	Mr. Ishwori Prasad Adhikari	District Officer, Sindhupalchowk	Project Team-District
14.	Mr. Ramesh Acharya	District Officer, Rasuwa	Project Team-District

Summary of Project Activities Key Accomplishments

The table below highlights major activities accomplished during the program period.

S. No.	Activity	Key Result
<u>Behavior Change Communication (Demand Creation) Activities</u>		
1	Video on wheel (VOW)	12,595 community people have viewed video shows through 96 events.
2	IDD documentary show by local partners	6,769 community people have viewed IDD documentary through 203 events. Note: Participants list of 80 shows of Dolakha was lost during Earthquake.
3	Door to door & retailer visit	Completed in 52 intensified VDCs
4	Follow up Door to door & retailer Visit	Completed in 52 intensified VDCs
5	2CL promotion event in major markets (public interaction program)	9 events organized with 41 influential people invited as panellist
6	Core committee orientation	52 core committees formed with 686 members. Note: Participants list of one meeting held in Dolakha was lost during the Earthquake.
7	Core committee Review Meeting	52 meetings were done where no. of participants were 490 Note: Participants list of all meetings held in Dolakha was lost in Earthquake.
8	Program orientation to local NGOs	3 orientations completed with 92 participants.
9	Review meetings with local NGOs	3 review meetings with 80 participants
10	Wall Paintings	22 Wall Paintings completed in major market areas.
11	Resource person/ teachers orientation	3 orientations done reaching 87 participants
12	Teachers & school children orientation	146 schools orientation 6,894 students.
13	Volley-Ball sports event	9 events reaching 3,500 audiences

14	Mass Media Orientation	3 orientations mobilizing 60 media personnel
15	Planning and review meetings at central level	1 planning and 1 review meeting held at central level
16	BCC materials consultation workshop	1 workshop completed with 21 participants.
17	Planning & consultation meeting at DHO	3 meetings conducted with 50 participants.
18	District level advocacy	3 advocacies done with 73 participants
19	Review with district line agencies	3 meetings done with 87 participants
20	Local NGO, Youth Clubs and farmer / forest user groups through participative orientation	5 orientations and mobilized 114 participants
21	Review meeting with Local NGO, Youth Clubs and farmer / forest user groups	5 meetings with 117 participants
22	Community based women credit and saving groups, CBOs, LGCDP mobilizers, Operation and Management Committee, Citizen Ward Forum members orientation	27 groups intervened, mobilizing 628 local level NGOs
<u>Supply Strengthening Activities</u>		
23	Market committee orientation	15 orientations completed and mobilized 225 participants
24	Review of Market Committee Orientation	15 Orientation Completed with 237 participants.
25	Bulk- Buyer & Retailer orientation	15 orientations conducted to 320 market players (retailers, wholesalers).
26	Review of Bulk- Buyer & Retailer	15 Orientations with 300 participants

Chapter 1: Behavior Change Communication (*Demand Creation*)

A. Context and challenges

The current coverage of adequately iodized salt in mountain district of Nepal is 67%¹⁶. Studies have shown that almost 60%¹⁷ of non 2CL salt when tested for iodine content at the household level, do not contain adequate levels of iodine (*source: NIDDSS 2005*), which leads us to estimate that about only 1/3 of households are consuming 2CL putting a large majority of the population at risk of IDD. The social marketing campaign will aim to rapidly increase the consumption of adequately iodized 2CL packet salt and reduce or totally eliminate the consumption of non 2CL salt (*phoda*). The reduction in the demand for non 2CL salt will also lead to lower trade volumes of these types of salt in the overall region, which would further help decrease the visibility of non 2CL salt and contribute towards its elimination from the trade cycle.

The coverage of 2CL salt has been low in this region because of various reasons and among them, large number of people are reluctant to change to any other types of salt than phoda salt as from their ancestor time the same salt has been used. The people also excuses for the difficulty for them to measure the amount of 2CL salt to be used, some people also complained about the bitterness taste of 2CL. Another major reason for not using 2CL salt is the cost, as the phoda is comparatively cheaper than packet salt. All the above reasons are just an excuse expressed by the people, mainly due to the lack of knowledge of the people about the importance of iodine and 2CL salt.

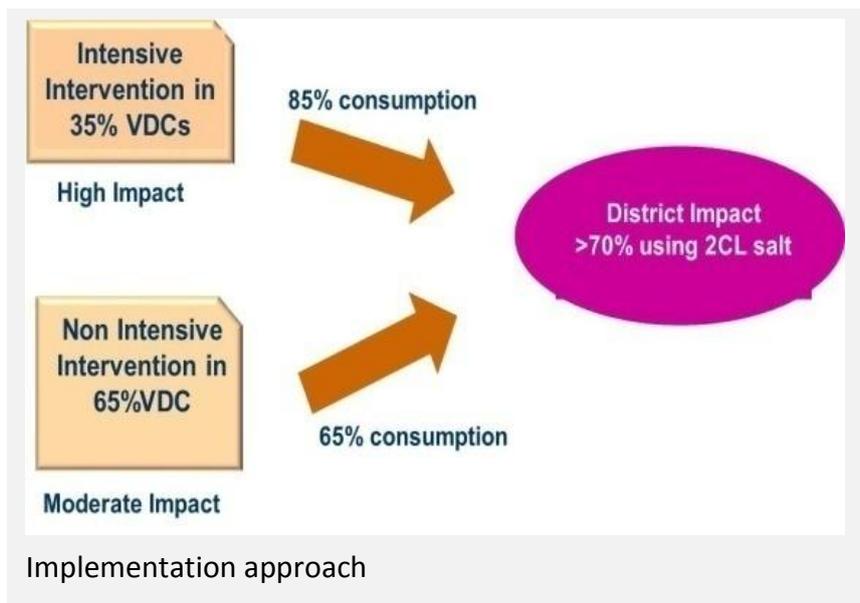
B. Approach

Program has worked in close coordination with the CHD, STC, DoHS and other key central and district level stakeholders for establishing substantial demand and overall monitoring. The campaign has also utilized Govt. and non govt. agencies' local networks (*such as LGCDP, WCO and Suaahara*) to reach rural communities together with CBOs and other community based socially active groups to ensure maximum multiplication of the campaign team's social marketing efforts.

¹⁶ Nepal Demographic and Health Survey, 2011

¹⁷ NIDDSS, 2005

Each district was divided into intensive VDCs (*Based on criteria such as Low 2CL salt coverage, VDCs covered by rural markets, populous VDCs, marginalized communities, etc.*) and non-intensive VDCs. Aiming the behavior change of community people to 2CL salt, Local NGOs have been selected as Local Partners to implement field-based activities within the district on a cost-sharing basis. These partners had mobilized their resources (*Cluster coordinators and Social*



coordinators and Social Mobilizers) and networks to outreach services within their defined cluster (*consisting of few intensified VDCs*) along with their other ongoing program activities. District Coordinators (*DCs*) appointed for district-level program management to supervise and guide the

local partners.

The partner NGOs did massive program activities such as School advocacy; mobilizing different groups like core committee, forest users groups, saving credit groups, etc; wall painting; door to door visit; IDD documentary shows and various others in the intensive VDCs. Similarly, program team also did the similar program activities in the non-intensified VDCs of the districts. These activities have caused the flow the information about the importance of 2CL salt to the community people, which has lead to behavior change.

PHOTOGRAPHS



Review meeting with forest user's groups



Orientation to saving and credit group



Core committee members during review meeting



Video show



Students observing IDD test

C. Project Activities Key Accomplishments

a. District Level Advocacy, interaction for mobilization of District Level Stakeholders

Program planning and consultative meeting with District Health Officers of program districts

One-day district level planning and consultation meeting were held prior to the project implementation at the district level with the D/PHO team. During this meeting, project implementation modalities and key messages were shared with the participants and a plan of actions for project implementation was also prepared that included planning for a D/PHO led district level advocacy. Dates for conducting the advocacy program was also be fixed during this meeting. The meeting participants comprised of District Health Officers, Nutrition Focal person and District Supervisors.

Table 1. Planning and consultative meeting with the District (Public) Health Office

District	Venue	Date	No. of participants		
			Female	Male	Total
Dolakha	DHO Hall	11/10/2014	1	7	8
Rasuwa	DHO Hall	11/13/2014		29	29
Sindhupalchowk	DHO Hall	11/7/2014	3	10	13
Total			4	46	50

Mobilization of program district line agencies through district level advocacy/ review meetings

One-day D/PHO led advocacy programs inviting the Chief District Officer as the chief guest were organized in the district headquarters of all three project districts, where key government officials and other stakeholders (*the Chief District Officer, Local Development Officer, District Health Officer, Chief of District Education Office, Nutrition Focal Person, Women Development Officer and representatives of various NGOs and INGOs working in the district*) were invited as participants. This advocacy program aimed to brief the participants on implementation aspects of the project, the challenges that exist in their respective districts, and sharing of the project work plan, jointly developed by the maxPro district team and the D (P) HO. The advocacy aimed to ensure a positive and supportive environment for the project, as well as to generate commitments of support from the participants.

Table 2. Mobilization of program district line agencies through district level advocacy

District	Venue	Date	No. of participants		
			Female	Male	Total
Dolakha	DCC Hall	11/23/2014	3	25	28
Rasuwa	DHO Hall	11/18/2014		15	15
Sindhupalchowk	Chautara	11/17/2014	2	28	30
Total			5	68	73

Also one day review meeting with district line agencies was held in all working district. The meeting was basically focused on giving the brief of activities accomplished and achievements to the participants. Teams also share the learning at the community level. The detail of review meeting as follows:

Table 3. Review meeting of program district line agencies

District	Venue	Date	No. of participants		
			Female	Male	Total
Dolakha	Charikot	21-Apr-15	4	22	26
Rasuwa	DHO Hall	23-Apr-15	4	29	33
Sindhupalchowk	Hotel Langtang, Chautara	23-Apr-15	6	22	28
Total			14	73	87

Mobilization of resource person/ teachers at resource centres through participative orientation meetings

This orientation meeting was held to prepare platform for the school intervention programs being planned for the campaign. In line with the District Education Office structures, there are resource centers in the district where principals or representatives (known as resource persons) of schools have regular meetings. maxPro district team participated in one of these meetings in all three project districts to orient these resource persons about the social marketing campaign. The meeting was aimed to disseminate information regarding 2CL salt and its benefits to school-teacher, and children through them. Along with that, the meeting also planned school orientation activities to directly reach out to school children to raise awareness of IDD and 2CL salt. maxPro district team facilitated the meeting.

There were altogether **87** participants (12 female and 75 male) in the orientation meetings from all the project districts.

Table 4. Mobilization of resource person through participative orientation

District	Venue	Date	No. of participants		
			Female	Male	Total
Dolakha	Bhimeswor-1, D.E.O. Hall	12/21/2014	4	21	25
Rasuwa	DEO office, Dhunche	12/21/2014		20	20
Sindhupalchowk	DEO office, Chautara-5	12/11/2014	8	34	42
Total			12	75	87

Mobilization of local NGO, Youth Clubs and farmer/ forest user groups through participative orientation/ review meetings at community level

One day participative orientation meeting was conducted among representatives from local NGO, youth clubs, and farmer/forest user groups at district level. The orientation meeting was intended to expand awareness of 2CL salt and mobilize such groups to advocate for the use of 2CL salt among their networking groups at the community level. The planning of intervening in their grass root level networking groups was also done in the meeting.

Altogether 5 orientation meetings were conducted. Due to dispersed district based organization in the district, two meetings were conducted in Rasuwa and Sindhupalchowk to include them in our project. There was total participation of **114** representatives. Among them, 36 were female and 78 were male.

Table 5. Mobilization of local NGO, Youth Clubs and farmer/forest user groups through participative orientation meetings at community level

Districts	No. orientation	No. of participants		
		Female	Male	Total
Dolakha	1	12	22	34
Rasuwa	2	9	30	39
Sindhupalchowk	2	15	26	41
Total	5	36	78	114

Also one day review for local NGO, Youth Clubs and farmer/forest user groups was held in the districts. The meeting was basically focused on giving the brief of activities accomplished and achievements to the participants. Teams also share the learning at the community level. Altogether **5** review meetings were conducted where no. of participants were **117**. The detail of review meeting as follows:

Table 6. Review for local NGOs, Youth Clubs and farmer/ forest user groups

Districts	No. orientation	Total no. of participants
Dolakha	1	35
Rasuwa	2	45
Sindhupalchowk	2	37
Total	5	117

Mobilization of community based women credit & saving groups, CBOs, LGCDP mobilizers, Peer Educators, Health Facilities Operation and Management Committee, Citizen Ward Forum members through participative orientation meetings

One day orientation meeting was conducted among 27 various community based groups and networks already in place in the districts that were responsible for social mobilization like the Social Mobilizers appointed by the LGCDP Govt. program. The members of these groups and networks worked with the agenda of furthering social development in their communities. As part of the community mobilization, the project utilized such groups and networks to create awareness and increase consumption of 2CL salt by orienting such groups and network members about IDD and 2CL salt and ensure inclusion of these messages in their ongoing social work.

There was total participation of 628 members from 27 community groups.

Table 7. Mobilization of community based groups and networks through participative orientation meetings

District	No. of groups intervened	No. of Participants
Dolakha	10	195
Rasuwa	6	153
Sindhupalchowk	11	280
Total	27	628

Also, one day review for local community based groups and networks were held in the districts. The meeting was basically focused on giving the brief of activities accomplished and achievements to the participants. Teams also share the learning at the community level. The detail of review meeting as follows:

b. Intensive community promotion activities

Mobilization of Core Committee Groups through participative/ review meetings at VDC level

Core Committee was a small informal group of people comprising of salt traders and retailers, influential people of the VDCs, social mobilizers from partner NGO, health facility operation and management committee (HFOMC), health facility in charge, credit and saving group, youth clubs, school teacher, LGCDP social mobilizers. Core Committees were mobilized as advocates of the program in their respective VDCs. The members of the committee were involved in dissemination of information about iodine and 2CL salt to the community members, planning of ITD, IDD class and IDD documentary shows and ensuring increase in the sales of 2CL packet salt. Core committee members were shared by result of door to door visit to update about program progress and key areas to focus.

There were total of 497 core committee members from the 46 core committee formed in the intensive VDCs.

Table 8. Mobilization of Core Committee Groups

District	No. of core committee	No. of member
Dolakha	20	235
Rasuwa	10	150
Sindhupalchowk	22	301
Total	52	686

(Note: Details including participants list of 1 VDC of Dolakha was lost during the Earthquake)

One-day review meetings were held for the same core committees. The aim of meeting was to collect the information from the groups about how the information about 2CL salt were disseminated in the community, what kind of queries were done from the people, the behavior change seen in the community after their effort.

Table 9. Review of Core Committee Groups

District	No. of core committee	No. of member
Dolakha	20	
Rasuwa	10	151
Sindhupalchowk	22	339
Total	52	490

(Note: Details including participants list of all review meetings of Dolakha was lost during the Earthquake)

Program orientation/ review meeting with local partner NGOs' Supervisors and Social Mobilizers

Two-day Program orientation meeting with local partner NGOs' Supervisors and social mobilizers was held in the district headquarters. Supervisors from the selected local NGOs and their social mobilizers for each intensive VDC participated in the meeting which was facilitated by the Nutrition focal person from DHO and the district team. 9 Supervisors and 52 Social Mobilizers from all districts participated in the meetings. The meeting was aimed to orient the local NGO partner team members regarding the social marketing campaign, each individual's roles and responsibilities and implementation plan with providing them with tools, materials and guidelines to implement the activities as per the design. The program was monitored by the Chief District Officer (CDO), District Health Officer (DHO), representatives from various district stakeholders, fhi 360, and maxPro central team.

Table 10. Program orientation meeting with local partner NGOs' Supervisors and SMs

District	Venue	Date	No. of participants		
			Female	Male	Total
Dolakha	DCC Hall	11/29/2014	10	26	36
Rasuwa	Laccos Hall, Dhunche	11/27/2014	8	14	22
Sindhupalchowk	Hotel View Point, Chautara	11/27/2014	20	14	34
Total			38	54	92

Similarly review meeting were done with local partner NGOs' Supervisors and SMs to collect the information like response of community people, feedbacks, etc related to IDD program that they gathered during their different activities like school advocacy, IDD shows and others. The other main objective was to orient the SMs for 2nd round Door to door visit. The SMs were taught how to ask questions, probe, and note down the response of the respondent and further counsel them about the program.

The detail of review meeting is as follows:

District	Venue	Date	No. of participants		
			Female	Male	Total
Dolakha	Hotel Sangam, Charighyang	Mar 19 & 20, 15	11	21	32
Rasuwa	Laccos Hall, Dhunche	Mar 21 & 22, 15	7	13	20
Sindhupalchowk	Hotel Chautara view point	March 23 & 24	19	9	28
Total			37	43	80

Door to door Visit/ Follow-up visit

Door to door was conducted in phases; first in the month of December 2014 to collect the baseline information regarding the 2 CL consumption status in the district and also to counsel non 2 CL users and the second in the month of March 2015. Both the first and second door to door visit was conducted in all intensified VDCs. The second door to door visit is conducted to assess the behaviour change regarding the consumption of type of salt. The second door to door was conducted only among the non 2 CL salt consuming households found from first door to door visit. However, the second retail visit was conducted in all the retailer shops of all the intensified VDCs like in the first door to door visit. Hence, both the door to door visit was conducted in all 52 VDCs of the working VDCs. *However, this report does not include the second door to door visit result of 13 VDCs (1 VDC of Sindhupalchok and 12 VDCs of Dolakha district) as we could not collect the data of those VDCs due to the mega earthquake.*

Video on Wheels

Pretest of the documentary “Ekpahal”

A checklist was prepared with an objective to pretest the documentary in the community during Video on Wheel Show. A total of 15 set of checklists (5 in each district) was filled to assess whether the documentary meets the objective of the activity. From the analysis, it was found that the almost all the community members accepted the Video on wheel show. It was also found that it is an effective tool for disseminating key messages to the larger audience.

Video on wheel show

Video on wheel (VOW) was a promotional event organized in strategic locations of the VDCs where large gathering of community members is possible. This event was organized to increase awareness regarding 2Cl salt and increase the consumption of 2Cl salt. District team conducted 63 shows in non-intensive VDCs.

A docudrama 'EK PAHAL' was prepared to reinforce the information on Iodine and encourage the community members to consume 2CL salt. It was also intended to promote the selling behavior of 2CL salt to the salt traders (bulk buyers and retailers).

District team along with video technician travelled with a vehicle to various strategic locations for video on wheel show, which is targeted for the community members. The

Video on wheel show was followed by Iodine Deficiency Disorder (IDD) classes and 2CL salt counseling along with Iodine Test Demonstrations (ITD).

A total of **96** VOW promotion events were conducted with the total participation of **12,595** people. Among them 7,016 were female and 5,579 were male. The VOW show was followed by 142 IDD classes and 117 ITDs.

Table 11. Video on Wheel (VOW) promotion event

District	Total No. of Shows	Total No. of Audience			Number	
		Male	Female	Total	IDD	ITD
Dolakha	36	2,268	2,615	4,883	82	57
Rasuwa	12	592	503	1,095	12	12
Sindhupalchok	48	2,719	3,898	6,617	48	48
Grand Total	96	5,579	7,016	12,595	142	117

IDD Documentary Show

IDD documentary was a promotional event organized in strategic locations of the VDCs where large gathering of community members is possible. This event was organized to increase awareness regarding 2CL salt and increase the consumption of 2CL salt. Social Mobilizers of the partner NGOs conducted this event in 52 VDCs. SMs conducted this event in various strategic locations of the assigned VDCs. The documentary show was followed by IDD and 2CL salt counseling along with Iodine Test Demonstrations.

The same docudrama 'EK PAHAL' designed for the VOW show was used in this IDD documentary show.

A total of **203** IDD shows were conducted with the total participation of **6,769** people. Among them 3244 were female and 3525 were male. The VOW show was followed by 209 IDD classes and 208 ITDs.

Table 12. IDD documentary show

District	Partner NGO	No. of shows	Total No. of Audience			Number	
			Male	Female	Total	IDD	ITD
Dolakha	CDF	28	507	564	1,071	37	32
	ECARDS	38	521	610	1,131	35	35
Dolakha Total		66	1,028	1,174	2,202	72	67
Rasuwa	Manikor Society	16	192	139	331	16	16

		24	504	359	863	24	24
Rasuwa Total		40	696	498	1,194	40	40
Sindhupalchok	CDECF	63	927	1,178	2,105	63	67
	MANK	34	593	675	1,268	34	34
Sindhupalchok Total		97	1,520	1,853	3,373	97	101
Grand Total		203	3,244	3,525	6,769	209	208

(Note: Out of total 80 IDD documentary shows done in Dolakha, data of 14 VDCs has been lost during the Earthquake)

c. Community awareness and promotional events through district team

2CL promotion event in major market areas

A one day promotion event on 2CL salt was organized in 9 strategically located markets from three districts to spread public aware about 2CL salt. The promotion events were organized in close coordination with DHO and local FMs in all three districts. The interaction program was aired live by the local FMs of the respected districts. There was participation of prominent influential community leaders who advocated for the use of 2CL salt in their communities along with the community members. This event was also linked with IDD class, 2CL salt counseling and Iodine Test Demonstrations. There was total participation of 41 influential people in the program. Among them, 6 were female and 35 were male.



Figure 6: Public Interaction Program, Sindhupalchowk

Table 13. Details of 2CL promotion events (Public Interaction Program)

District	No. orientation	No. of participants		
		Female	Male	Total
Dolakha Total	3	1	16	17
Rasuwa Total	3	1	11	12
Sindhupalchowk Total	3	4	8	12
Total	9	6	35	41

Wall Painting

Message dissemination through wall paintings were carried out at 21 strategically located areas of the project district with messages designed to promote the use of 2CL salt. Local

painters were provided with designs and locations of the wall paintings were selected in such a way that it could be viewed by large number of community members. It was painted in the market areas, DHO, VDC building etc. Wall paintings could be expected to last beyond the project period.

Table 14. Wall painting in major market areas

District	Name of VDC	Location	Ward no.	Date	Total
Dolakha	bhimeswor	Dolakha Temple	2	2/21/2015	1
	jiri	Jiribazar	NA	2/13/2015	1
	Kabre	Maenapokhari	3	2/12/2015	1
	Kabre	School	3	2/12/2015	1
	katakuti	Baghkhori bazar	9	2/24/2015	1
	laduk	Singati bazar	6	2/15/2015	1
	lamidada	pettroll pump	8	2/15/2015	1
Dolakha Total					7
Rasuwa	Dhaibung	Kalikasthan ghumti	5	1/21/2015	1
	Dhunche	Dhunche bazar	5	1/23/2015	1
	Dhunche	Public health Office	5	1/31/2015	1
	Laharipauwa	Betrabati	1	2/19/2015	1
	Syafu	Syafubesi bazar	9	1/26/2015	1
			9	1/28/2015	1
Rasuwa Total					6
Sindhupalchowk	Chautara	Jugal Tole Bazar	7	2/5/2015	1
	Jalbire	Fedi Bazar	4	2/12/2015	1
	Jalbire	Tari Bazar	5	2/14/2015	1
	Kadambas	Sukute Bazar	8	2/25/2015	1
	Mankha	Lamosaghu Bazar	1	2/27/2015	1
	Melamchi	Melamchi Bazar	6	2/20/2015	1
	Nawalpur	Nawalpur Bazar	5	2/18/2015	1
	Sagha Chowk	Bhanjang	5	2/9/2015	1
	Talamarang	Terse Bazar	7	2/22/2015	1
Sindhupalchowk Total					9
Grand Total					22

Mobilization of teachers & school children through participative orientation

One day participative orientation about 2CL salt and its benefits was conducted in 146 schools with lower secondary level or high in 3 project districts to mobilize the teachers and school children. The planning of this orientation was done by the orientation meeting at resource centre. Iodine Test Demonstrations was carried as part of the counseling. School brochure was distributed to each participant. Prior to holding such interactions either at the

assembly or in individual classes, there was an interaction meeting with teachers to brief them about IDD and 2CL as well as to plan the activities with the school children. Volunteer students who committed to advocate about the consumption of 2CL salt in their household as well as their neighborhood were also selected from the orientation.

There were a total of 6,894 students participated in the orientation program. Among them, 545 volunteer students were also selected.

Table 15. Mobilization of teachers and school children through participative orientation

District	Partner Name	No. of schools reached	No. of ITD	No. of students reached	No. of volunteers
Dolakha	CDF	9	21	526	48
	ECARDS	15	32	945	110
	District team	20	49	1,130	149
Dolakha Total		44	102	2,601	307
Rasuwa	SWAS	7	14	272	38
	Manikor Society	5	5	154	35
	District team	18	20	1,486	37
Rasuwa Total		30	39	1,912	110
Sindhupalchok	CDECF	28	35	933	37
	MANK	14	14	439	17
	District team	30	30	1,009	74
Sindhupalchok Total		72	79	2,381	128
Total		146	220	6,894	545

(Note: In Dolakha, CDF conducted 15 advocacies done but data of 6 VDCs is lost due to Earthquake)

2CL branded Volley Ball Sports Event for Youth

Volley Ball games were organized in the strategic locations with the support of local youth clubs. These events were implemented during the iodine month (February) which is celebrated by the Govt. of Nepal to promote use of Iodized Salt among its citizens. The program organized in coordination with DHO and local clubs. The district level volley ball competition was organized in Rasuwa district. There were total of 3500 audience from the 9 events where 44 teams were mobilized and 29 IDD class and ITD were performed.

Table 16. 2CL Branded Volley Ball Sports Event for Youth (Iodine Month - February)

District	No. of Events	Team Mobilized	Audience	IDD
Dolakha	4	18	1,150	16
Rasuwa	1	12	1,700	6
Sindhupalchowk	4	14	650	7
Total	9	44	3,500	29

Note: In Rasuwa, 1 tournament with 16 games organized to celebrate iodine month

Mobilization of mass media for promotion and awareness

One-day media orientation meeting was successfully held in all 3 project districts. The meeting was conducted to advocate to journalists and media personalities of the districts about 2CL salt and the benefits of iodine. The DHO facilitated the orientation meeting to disseminate information regarding Iodine Deficiency Disorder (IDD) and this project. The meeting was also aimed to build the capacity of local to effectively use media as a tool to promote the use of 2CL salt in their communities. Also the exposure visits to the media personnels (journalists) were conducted during different project activities.

There were a total of 60 participants during media orientation. Among them, 8 were female and 52 were male.

Table 17. Mobilization of mass media through participative orientation

District	No. orientation	No. of Participants		
		Female	Male	Total
Dolakha	1	2	13	15
Rasuwa	1	4	13	17
Sindhupalchowk	1	2	26	28
Total	3	8	52	60

d. Innovative Activities

1. Integration of project indicators (*Type of salt consumed, reason for not consuming 2CL salt, source of purchase of salt*) in the format prepared by the District Development Committee (DDC), Dolakha to carry out a study regarding share distribution of the upper Tamakoshi hydropower plant.
2. Project briefing in the District Multi Sectoral Nutrition and Food Security Steering Committee (DMSNFSSC) in Dolakha.
3. Use of social media networking facebook group to inform about the importance of iodine and 2CL salt. (<https://www.facebook.com/groups/332615073608736>)
4. Intervention meeting in the introductory meeting of newly appointed teachers in Rasuwa district.
5. Intervention program in different meetings like monthly field supervisors meeting of SUAAHARA in Dolaha and Rasuwa.
6. Intervention program in other activities like Full Immunization VDC Declaration Program in Sunakhani VDC and Open Defecation Free VDC Declaration program in Ichowk of Sindhupalchowk.
7. Co-ordination with District Health Office (DHO), local PNGOs for Iodine Month Celebration in February.
8. Conduction of 2CL promotion event in coordination with local FM radios in Dolakha and Rasuwa district.

9. Conduction of 2CL Branded Volley Ball Sports Event for Youth in coordination with Bhotekoshi Samrachhan Samaj Nepal as “Iodine Cup volleyball game”.
10. Conduction of interaction program on 2CL salt in the cultural program organised by Gosaikunda Kala Kendra on occasion of Lhosar.

D. Key Results (Outcomes)

1. Issuance of a project support letter by the Nutrition Section, Child Health Division (CHD), Department of Health Services (DoHS), Teku, Kathmandu, Nepal.
2. Approvals of major BCC materials i.e. Poster, General Brochure, school brochure and radio spot by Nepal Health Education Information and Communication Centre (NHEICC), Department of Health Services, Teku, Kathmandu, Nepal.
3. District Public Health Office in Rasuwa agreed to circulate “project support request letter” to the district level stakeholders such as the Chief District Office, District Education Office, market committees, salt traders, etc., to ensure smooth implementation of project activities.
4. Commitment and Support to the project by all Central and District Government Line Agencies during the Central Briefing Meeting and District Advocacy meeting. (*Source: Meeting summary, monthly project reports*).
5. Commitment from the representatives of different mass media to support the project during the mobilization of mass media through participative orientation meeting. Some of the local newspapers and FMs also initiated to aware people about the 2CL salt and project through their news.
6. Commitment of from both bulk buyers and retailers either to increase the selling of 2CL salt or to sell 2CL salt only after the mobilization of market committee members, bulk buyers and retailers through participative orientation meeting.
7. Mr. Nar Bahadur Basnet, owner of Ganga Kirana Store, committed to sale 2CL salt only after participating in the orientation meeting to mobilize strategically located bulk buyers and retailers.
8. Establishment of the retailer tracking system in the district after the mobilization of strategically located bulk buyers and retailers through participative orientation meeting.
9. Media coverage (Print and Radio) of the project activities.
10. Supportive supervision and monitoring with the technical partner FHI 360 Team.



Chinese phoda salt



“Bhhote Chiya”

Snapshot

Consumption of Chinese/Tibetan phoda salt by many communities in the bordering VDCs of Rasuwa district

During one of the central team’s monitoring and assessment visits to Rasuwa, a few instances of Chinese phoda salt was observed in few households and retail shops of the bordering VDCs (Timure and Chilime) of the district i.e..

Upon conversing with the households and retail shops, initially they claimed that they only use phoda salt for preparing the “*Bhhote Chiya*”, which is a form of local tea, generally consumed in cold climates by the Tibetan/Tamang communities.

After probing, team discovered that the same salt was being used for preparing regular meals as well. Since this tea is normally consumed 2-3 times per day, the household member found it tedious to use two different types of salt for cooking.

As such, though on a superficial level, most of the households in Rasuwa appear to be consuming 2CL salt, a detailed assessment of their actual salt consuming behavior is necessary to identify and eradicate the barriers in 2CL salt consumption.

Source: Field Interview, Rasuwa

Snapshot

Supervision at the grass root level is an effective vehicle to convince households in large



DHO & program team with the old aged women, Ms. Chema Tamang



DHO handing the 2CL salt to the HH

“Packet salt is simply produced by crushing the same Dhike salt and putting it into a plastic pouch. I didn't see any differences.”

Ms.Chema Tamang, 75 years old, Shikharpur 5, Sindhupalchowk

Dr. Sagar Rajbhandari, District Health Officer (DHO) along with the project team from central office and district visited several households of Shikharpur VDC- ward no. 5, Babuwa village and few other VDCs (Ichowk, Nawalpur, Helambu, Melamchi, and Kiwool), Sindhupalchowk district on December 24, 2014. During the visit, the team interacted with several household's heads, retail shops, health facilities, and other key stakeholders. In the superficial discussions, most of the households expressed that they are already consuming 2CL salt which is needed for regular iodine intake. Later, after several interactions, the team had an opportunity to visit a household with a small family (old aged women, daughter, son, and daughter in law). In the initial discussion with old aged women (about 75 years old) expressed that they are consuming 2CL salt. DHO facilitated this discussion by probing with many questions with the old women and asked her to show the packet of salt from the kitchen, she later confessed that they are using Dhike salt. She said that they have been using Dhike salt from many years; it is tasty, and easy to use than the packet salt available in the market.

DHO counseled to all family members and other neighbors who had gathered during the discussion by explaining the importance of iodine and 2CL salt. DHO also showed and explained the differences between 2CL packet and Dhike Salt by using the Rapid Test-Kit solution. DHO handed over 2 packets of 2CL salt to immediately start using 2CL salt and requested to purchase the same salt from the markets. The visiting team concludes the discussion that there are many households in the rural communities who purchase few packets of 2CL salt along with a large quantity of Dhike salt for the livestock, but in practice, Dhike salt has been regularly used. So the frequent visit with proper counseling is required to increase the consumption of 2CL salt.

“I didn’t know that I am responsible for the health of so many people by selling phoda salt. Now I have realized and I will sell only 2CL salt.”

Mr. Nar Bahadur Basnet, Retail shop owner, Sindhupalchowk

Snapshot

An effort of a retailer who switched himself and his customers to consume 2CL salt

Mr. Nar Bahadur Basnet is a retailer of “Ganga Kirana Store” at Ichowk VDC, ward no. 6, Chature Bazaar of Sindhupalchowk district. Mr. Basnet is approx. 65 years of age and also an influential person in that area. Bulk buyers and retailers orientation meeting is one of the pre-defined activities under “Iodized (Two Child Logo-2CL) Salt Social Marketing Campaign in central mountain districts of Nepal” program. After the intervention of program in Sindhupalchowk district, Mr. Basnet participated in the orientation and was one of the active participants. After understanding the importance of iodine and 2CL packet salt, which is essential for human, Mr. Basnet committed that he will also contribute to increment of consumption of 2CL salt in his area.

Nowadays he disseminates information to the neighbors and community people about iodine and importance of 2CL salt. Also, the customers who come to buy phoda salt for themselves (other than for animals), he counsel them about the importance of iodine and 2CL packet salt. He makes people convinced about using 2CL salt and sells them 2CL salt only. Moreover, these days, he completely stopped selling phoda salt.

Source: Field Interview, Sindhupalchowk

Snapshot

The intensive activities have brought the tremendous change in the community

Mr. Lakcchin Ghale is a shop owner of Ghale Kirana store located at Syafrubesi, ward # 9. During the monitoring visit by Mr. Rajan Pudassaini, District Coordinator, maxpro for retailer tracking, interacted with Mr. Ghale. “Mr. Ghale explained that program activities have made tremendous changes in the society, more than 50% of his customers ask only for Two Child logo salt these days. Many are now aware about the Two Child logo packet salt through video shows, meetings, and core committee interaction. Children are mostly demanding Two Child logo packet salt and threaten to their households to avoid food with 2CL packet salt”.

Mr. Ghale further explained that the program had done various activities up to the grass root level, which has caused the flow of information at all levels and communicated one from another. Now everyone knows about the importance of 2CL salt. So many people these days prefer to buy 2CL salt than phoda salt or any other types of salt.

Source: District Coordinator, Rasuwa

E. Lessons learned

The following lessons have been learned for the behavior change process.

- It was found that behavior change process has been more effective when influential people of the same community share their experiences and motivate other for behavior change. This provides a space to clarify the understanding and thoughts regarding their misconceptions.
- The promotional activities such as interaction program, Video on Wheel shows, the BCC materials were found to be very effective for behavior change of the old aged people having traditional beliefs.
- Counseling with Iodine Test Demonstration (ITD) and the Purity test has been effective to explain why 2 CL salt should be used for human.
- School going children have been an effective vehicle to encourage households to use 2CL salt after watching the documentary show “**EK PAHAL**”.
- FCHVs should be mobilized to reach the larger population and is effective means of communication for converting the households. Hence, the program activities should be implemented in close coordination with FCHVs.
- Video documentary and FM stations have shown positive results for delivering the key messages among the larger population in rural community.
- The people were found to be less comfortable in measuring and estimating the required quantity of the salt while cooking.
- Many people with the traditional mindset were found reluctant to use 2 CL packet salt. According to them, the taste of the packet salt is bitter and phoda salt is cheaper. Hence, a counseling tool should be developed targeting old-age people to
- Mobilization of local NGOs and CBOs is an effective to bring change at the grass root level as people have faith and belief in these organizations. For example, mass campaign organized in coordination with Pragatisil Sewa Samuha Bipat Byebasthapan, Jalbire was successfully to gather huge mass.
- Reaching IEC/BCC material up to the beneficiary level is important to reinforce key messages of iodine. Identification of the proper place for visibility of BCC materials is must. Places such as public water tank, health post wall, public gathering places etc., will be effective places for visibility of BCC materials.
- Partnership with media and proper orientation about the program is very effective approach to get space in the print and electronic media where large community households are exposed to the program key messages at minimum investments. Similarly, volleyball competition was organized in partnership with local club in

leadership of DHO. During the event, IDD key messages were disseminated through signage and announcement.

- Retailers have learned to maintain ledger of key commodities so that actual stock of the commodities can be easily calculated. This has helped to plan their procurements from vendors. They always remember this initiative to the program, which has helped to remind them about the promotion of 2CL packet salt. As a result, sales of 2 CL packet salt have been increasing.
- Promotional activities have raised awareness in the community, which has helped converting from the phoda users towards 2 CL packet salt. One of the retailers from Yarsha, Rasuwa shares that he has bought salt about 20 sacks from the Trishuli market 15 days back, and already sold about half of the stock.
- In many areas, use of the phoda salt for livestock is prevalent. Hence, the majority of the households have a large stock of phoda salt, which is used an alternate when 2 CL salt in the kitchen is out of stock.

During the review meeting, Social Mobilizers of partner NGO have shared that after watching IDD shows by school going children they said to their parents “We won’t eat food if you use phoda salt, we have learned that only “Two Child” logo salt will help to develop our mind and makes us study better”

Chapter 2: Supply Strengthening

A. Context and challenges

Recent landscape study carried out in the mountain and hill districts as well as a rapid assessment study carried out by maxPro team in two project districts (*Sindupalchowk and Dolakha*) indicates few strikingly different market situations in the mountain region compared to the Terai region. Firstly, retail networks selling salt were more widespread accessible in rural Terai areas in comparison to the mountain regions. Secondly, Terai populations were already familiar with using crushed salt (*either Indian packet salt or loose crushed salt*). Thirdly, in the Terai, people purchased salt in small quantities (*either half kg or one kg packet*). In the mountain, communities far away from major market areas purchase salt less frequently as purchases of essential commodities (*rice, lentils, oil, sugar, salt and other spices*). Further, community members usually buy all their rations from single shops, to get a better bargain for their larger purchase. Many low-income households also made such purchases during the harvest season where excess harvests are sold in the market and in return, with the money they earn, they purchase rations for as long a period as they can.



Two Child logo salt loaded in a tractor along with other household goods at Dolakha

An insight that we have gained from past campaigns implemented is that even though salt is not a relatively profitable commodity to trade for retailers (due to limited trade margins provided by STC) it has to be stocked as it is an essential commodity with universal demand and use. Not stocking salt may amount to losing customers as customers usually demand all their commodities from one place. This provides leverage for the social marketing team to advocate with the retailers and traders to stock 2CL salt but at the same time ensure that demand for 2CL salt begins to increase.

B. Approach

For maintaining supply channel, the program team has worked closely with the Salt Trading Company. Since availability of 2CL salt is a crucial factor in increasing coverage, this approach complemented the project team's efforts to advocate to existing retailers and dealers to stock 2CL salt prior to commencement of demand creation activities. The program oriented and mobilized market representatives, traders, retailer, and bulk buyers. In coordination with STC ensured the availability of 2CL salt to all the VDCs including remote ones and in a reasonable price.

PHOTOGRAPHS



Bulk buyer & retailer orientation



Retail tracking, Sindupalchowk

C. Project Activities Key Accomplishments

a. Mobilization of market representatives, traders and retailers

One-day orientation meeting was conducted in 15 market committees from the major market areas of the three project implementing districts to familiarize the market committee members regarding the 2CL salt social marketing campaign as well as to gain their support ensuring their markets begin to sell 2CL salt only. This committee would support the district coordinators to monitor their markets in regard to the supply situation of 2CL salt and also to help them to understand any challenges faced in ensuring supply of 2CL salt in the various markets and to take adequate measures to overcome these challenges. There were altogether 225 participants (57 female and 168 male) from 15 market committees from the three districts.

Table 18. Mobilization of market committee through participative orientation meeting

District	No. orientation	No. of participants		
		Female	Male	Total
Dolakha	5	18	48	66
Rasuwa	4	26	40	66
Sindhupalchowk	6	13	80	93
Total	15	57	168	225

Mobilization of strategically located bulk buyers and retailers through participative follow up meeting

One-day participative orientation meeting was conducted in 15 markets of the strategically located bulk buyers (large retailers that supply to smaller retailers as well) and retailers in three districts. The district coordinators provided the information regarding the social marketing campaign, disseminated information regarding IDD and 2CL salt, discussed the supply situation of 2CL salt, and encouraged the participants to begin to stock and promote the use of 2CL salt among their customers. These retailers' sale of 2CL salt would also be monitored monthly during the retailer tracking by the district Coordinator. There were a total of 320 participants (103 female and 217 male) from 15 orientation meeting.

Table 19. Mobilization of strategically located Bulk buyers and retailers through participative orientation

District	No. orientation	No. of participants		
		Female	Male	Total
Dolakha	5	21	76	97
Rasuwa	4	52	50	102
Sindhupalchowk	6	30	91	121
Total	15	103	217	320

Similarly, one day review meeting was also conducted with all these groups to collect their feedback and recommendation. In total of **15** review meetings were done where no. of participants were **300** (105 Female & 195 Male).

Table 20. Review of strategically located Bulk buyers and retailers

District	No. of orientation	No. of participants		
		Female	Male	Total
Dolakha	5	23	73	96
Rasuwa	4	31	50	81
Sindhupalchok	6	51	72	123
Total	15	105	195	300

Few days ago, a man of age 65 years from Tamang community came to buy phoda salt at my shop. I tried to convince him to purchase 2CL salt. He told me that 2CL salt is difficult for estimation adding it to food and it tastes bitter so he preferred 2 CL salt.

(Retailer- Selang, Sindhupalchowk)

Snapshot

An effort of a retailer who switched himself and his customers to consume 2CL salt

“I didn’t know that I am responsible for the health of so many people by selling phoda salt. Now I have realized and I will sell only 2CL salt.”

Mr. Nar Bahadur Basnet, Retail shop owner, Sindhupalchowk

Mr. Nar Bahadur Basnet is a retailer of “Ganga Kirana Store” at Ichowk VDC, ward no. 6, Chature Bazaar of Sindhupalchowk district. Mr. Basnet is approx. 65 years of age and also an influential person in that area. Bulk buyers and retailers orientation meeting is one of the pre-defined activities under “Iodized (Two Child Logo-2CL) Salt Social Marketing Campaign in central mountain districts of Nepal” program. After the intervention of program in Sindhupalchowk district, Mr. Basnet participated in the orientation and was one of the active participants. After understanding the importance of iodine and 2CL packet salt, which is essential for human, Mr. Basnet committed that he will also contribute to increment of consumption of 2CL salt in his area.

Nowadays he disseminates information to the neighbors and community people about iodine and importance of 2CL salt. Also, the customers who come to buy phoda salt for themselves (other than for animals), he counsel them about the importance of iodine and 2CL packet salt. He makes people convinced about using 2CL salt and sells them 2CL salt only. Moreover, these days, he completely stopped selling phoda salt.

With an effort of a single person- Mr. Basnet (a retailer), the beneficiaries around/his customer who used to consume Phoda salt switched to consumption of 2CL salt.

Source: Field Interview, Sindhupalchowk

D. Lessons learned

The following lessons learned for strengthening supply mechanism are highlighted below.

- There are villages in remote areas where 2CL salt is not available at the retailer level. Hence, the program needs to focus on supply strengthening activities in close coordination with the Salt Trading Corporation and other stakeholders.
- Demand creation and supply strengthening activities should be done simultaneously, so that when promotional activities create demand from the community, salt supply is also ensured at the retailer level as per the demand from the community. This helps in the sustainability of the program.
- One of the wholesalers in Jalbire, Sindhupalchowk express that “cost variation between 2CL packet salt and phoda salt is the major reason for not opting packet salt”.
- Retail shop owners are the important person for raising awareness and advocating about 2CL packet salt. Many customers visit retail shops to buy salt and purchase salt recommended by the retail shop owners. Retail shops owners should be properly oriented about the program and there should be a provision of incentive package to motivate them for win-win situation.
- Even though community people are aware about the importance of 2CL packet salt, however, due to irregular supply of the salt, they are compelled to use phoda salt as an alternate. Hence, adequate quantity of stock of the 2 CL salt must be ensured. Long time back, phoda salt was brought from Tibet to feed the cattle. Nowadays there are cases where even 2CL packet salt is been fed to cattle. Market should ensure regular availability.

Chapter 3: Mainstreaming and Sustainability

A. Context and Challenges

When both demand and supply are established, a synergy between both will take place ensuring a sustainable coverage of 2CL salt in the markets and communities. Hence the program carried out various activities for demand and supply of 2CL salt in such a way that the sustainability of the use of 2CL salt by the community people is ensured even if the program phased out. The program has played only a facilitating role within the program duration and implemented most of the activities through the existing structure of government and non-government institutions. The capacities of the major stakeholders on IDD related were strengthened and mobilized their resources for implementation of activities.

B. Approach

The various activities carried out in the district for the behavior change (*demand creation*) and supply strengthen is done in such a way that ultimately those will also help for the sustainability of the program. The activities like planning and advocacy with the district level stake holders; orientation and mobilization of partner NGOs, local based NGOs, youth clubs, forest groups, core committees; public interaction programs; media coverage; orientation of market representatives, retailers, bulk buyers & traders; school advocacy; IDD documentary shows; etc. The program aims that these people will always remain in the district so that the knowledge gain by them will always remain and will continue and advocate others too to use 2CL salt even if the program team moves out of the districts.

C. Project Activities Key Accomplishments

Following activities are done for behavior change (*demand creation*) and supply strengthens which ultimately will help to sustain to use 2CL salt in the districts:

- District level advocacy, interaction for mobilization of district level stakeholders
- Intensive community promotion activities through local partner NGOs (*core committee orientation, door to door visit, IDD documentary shows, etc*)
- Community awareness and promotion event (*wall painting, school advocacy, volleyball event, etc*)
- Mobilization of mass media
- Mobilization of market representatives, traders and retailers
- Program monitoring and supervision

D. Lessons learned

- Regular monitoring visit by the government key officials is necessary in the initial phase of the program for ownership of the program and positive message to the community people.
- Local NGOs and CBOs and other stakeholders were found to be supportive for 2 CL promotion activities. For e.g., women and saving credit group in Baramchi VDC of Sindhupalchok district has internalized IDD program in their regular meeting agenda. They have been disseminating key messages of 2 CL to their members.
- The role of government is very important for resource sharing and feeling of ownership. The district health official distributed 2CL packet salt at Shilkharpur village at free of cost to motivate the community people.
- The orientation to local organizations including women's groups, FCHVs, local groups, etc., is effective to reach the huge mass of community in a cascading effect. This will aid in collaborating with them to gain support in all program activities and continuation of activities even after program closure.
- Mobilization of school children are the effective communication vehicle to reach all target households. In the rural areas, elders listen to their children what they have learned from school going teacher. Many households are converted into the 2CL packet salt user, as a result of their children advice. However, a separate school intervention package should be designed to motivate children with an interactive incentive.
- The regular monitoring visits and interaction with the households and other stakeholders is essential to reinforce key messages about iodine and use of 2CL packet salt.
- Community members are the advocates for all types of communication in the district. Once they are properly oriented about the program and make them feel the ownership of the program, clear roles and responsibilities should be delegated for effectiveness.

VIII. Monitoring and Evaluation

The following activities were done under monitoring and evaluation during project period:

A. Baseline Situation Analysis

Baseline situation analysis of the three project districts was done in the month of November 2015 through conduction of **3 Focus Group Discussions (FGD)** and **15 Key Informant Interviews (KII)** in order to aid the project team in better understanding the district situation in regards to IDD and 2CL salt consumption.

An external research team was assigned for this activity. Brief summary of the baseline situation analysis is as follows:

- In general, “Two Child” logo packet salt is mostly used for human consumption where as loose large crystal salt is used for animals.
- There are still large populations in upper belt of mountains, which do not have regular access to markets and prefer phoda salt.
- Phoda salt was also observed to be consumed due to perceived benefits compared with the 2CL packet salt. Perceived benefits expressed ranged from taste, comfort to purchase to easy mixing with other spices.
- The major barrier observed behind not consuming 2CL packet salt was observed to be cooking habit, education, and awareness.

A qualitative study for baseline was conducted in three project districts (Mirge VDC of Dolakha district, Ramche VDC of Rasuwa district and Sangachowk VDC of Sindhupalchowk). A total of 3 FGDs were conducted (one FGD in each district) and 15 KIIs were conducted (5 KIIs in each district) at VDC level. The purpose of FGD was to generate qualitative baseline information and understand the access, availability, utilization pattern, barrier and other relevant information related to 2CL salt social marketing campaign. Prior to the study, two days orientation was done to the field enumerators.

The study shows that 2 CL salt is being used for human consumption and phoda salt for animal consumption in all three districts. Seasonal migration for animal rearing is one of the major barriers for regular consumption of 2 CL salt. People do not have practice carrying separate salts for their consumption and animals resulting high phoda consumption in all three districts. Regarding purchasing behavior in the study districts, people prefer to purchase phoda salt in bulk and store it as a larger quantity for animal consumption and

prefer to buy in small quantity for their kitchen use. Hence, there is practice of using phoda salt during unavailability of 2 CL salt at their home. Price hike and unavailability of 2CL due to inaccessibility of transport during the rainy is another reason for continuing the practice of phoda salt consumption.

The study also shows that level of knowledge is satisfactory. However, the practice of using both 2CL salt and Phoda salt is prevalent. Similarly, retailers are also aware about the benefits of 2CL, but they are selling both 2CL and phoda salt due to the high demand of phoda salt for animal consumption. Phoda salt is preferred more due to its taste, easiness in estimating quantity during cooking. This is one of the major barriers hindering the consumption of 2CL salt. The other barriers are the misconception of causing high blood pressure and diabetes and also causing cough among animals due to 2CL salt. Likewise, regular consumption of 2CL salt is hindered by the unavailability in the shops nearby and the price.

Even though, the people are aware of benefits of 2 CL salt, both phoda salt and 2CL salt are being used simultaneously either in the excuse of animal consumption, taste, seasonal migration, price, kitchen practice and unavailability during rainy season.

B. End-line Situation Analysis

End line situation analysis of the two project districts (Rasuwa and Sindhupalchok) was done in the month of April 2015. A total of 10 Focus Group Discussions (FGD) (5 in each district) and 20 Key Informant Interviews (KII) (10 in each district) in order to aid the project team with the learning for launching the IDD project in the mountain districts, to study the effectiveness of the processes that are implemented so that similar activities can be replicated in the other districts.

The study site for FGD and KII was selected in those pockets of the VDCs where the consumption of the 2 CL salt is low. The low consumption pockets were identified with the help of first door to door visit analysis.

Findings

- There are still people who are using phoda salt both in program exposed and program not exposed VDCs even though they are aware about the benefits of 2 CL salt.
- Availability of 2CL salt is not an issue but the cost variation was marked as issue for the reluctance of switching to 2 CL salt.

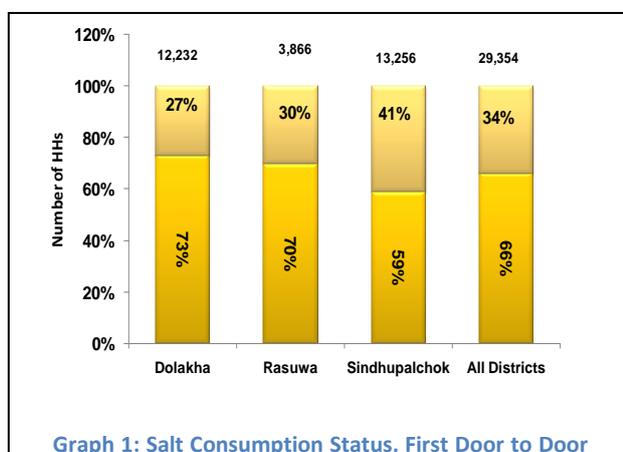
- It was found that in some villages of Sindhupalchok district before the project launched in the VDC, they have been using 2 CL salt even though they were not aware of 2 CL salt benefits. The program helped them to know the benefits of 2 CL salt. In contradictory to Sindhupalchok, in Rasuwa district due to SUSAHARA project majority of the people were found to be aware about the benefits and also the process of using 2 CL salt.
- The purchasing behavior is another reason for continuation of the phoda salt in the kitchen. Majority of the people tame livestock for their livelihood and they feed phoda salt to the livestock due to which they have bulk quantity of phoda salt stored at their household. Therefore, there is always alternate salt for using when 2 CL salt is out of stock in the kitchen.
- Local NGOs and CBOs and other stakeholders were found to be supportive for 2 CL promotion activities. *For eg, women and saving credit group in Baramchi VDC of Sindhupalchok district and its network integrated 2 CL salt in their agenda during their meeting. They have been disseminating messages of 2 CL to their members.*
- The government stakeholders were also found to be very supportive to the program. The district health official distributed 2CL at Shilkharpur village at free of cost to motivate the community people to use 2CL salt at home.
- The orientations to local organization were found to be effective to reach the huge mass of community in cascade affects. The more of the orientations on focusing on women groups, FCHVs are must for the behavior change and sustainability.
- Mobilization of media was found to be a good concept to promote 2 CL salt in the district. Both print and FMs were found to be effective for disseminating the messages to the larger community in short period of time.
- Door to door visit was found to be effective tool for both monitoring and counseling. Similarly, the documentary was found to be very effective tool for disseminating community and the school children as they could relate the characters and story to themselves.
- The concept of core committee was also found to be very effective for disseminating and reinforcing the key messages as this committee includes influential people who have some weight age of their voice at the community.

FGD reveals that processes for behavior change are effective. However they are still people who are using phoda salt. Hence, pockets of non 2 CL salt users should be indentified rather than taking the program in the whole VDC or the whole districts and focus the program activities in such VDCs.

C. Door to Door Visit

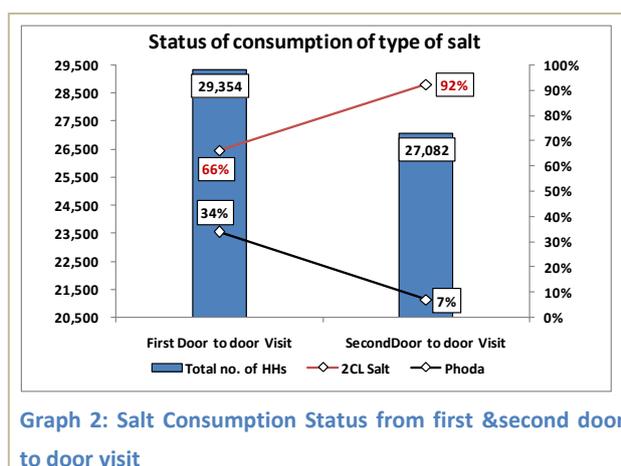
Status of consumption of salt by its type

A total of **29,354** households were visited in the first door to door visit and the result shows that 34 % of households were still using phoda salt in their daily food. A total of **9,935** households were counseled with regard to the benefits of 2 CL salt. During the second door to door visit, all 34% of the households who were not using 2CL salt and received counseling were revisited.



Graph 1: Salt Consumption Status, First Door to Door

Out of total 27,082 households, 92% of the HHs was found to be consuming 2 CL salt. In the first door to door visit, only 66% of the HHs was found to be consuming 2 CL salt. This shows that consumption status of 2 CL salt is increased from 66% to 92%. Similarly, the consumption status of phoda salt declined from 34% to 7%. This might be due to the intensive program activities conducted for promotion and awareness raising at the community level.



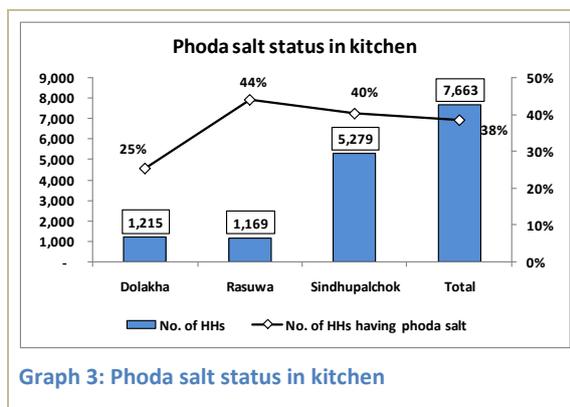
Graph 2: Salt Consumption Status from first & second door to door visit

Presence of phoda salt in the Kitchen

During the second door to door visit, the households were assessed whether they store phoda salt in the kitchen. This will provide some gesture that households are still using phoda salt as an alternate. The visit showed that 38% of total 7,663 households were found to store some quantity of phoda salt in the kitchen at the time of visit.

Status of using alternate salt

During first door to door visit, a total of 1,347 households and in second door to door visit a total of 7,663 households were asked whether they also use other salts during the circumstances like while their regular salt is out of stock or for observing their customs and rituals or in especial cases. The visit showed that there are still 23.71% of the households using phoda salt. This data is justified with the presence of phoda salt in the kitchen. Hence, the program still needs to focus on counseling these households so that they don't use phoda salt at all.



Household using type of salt sometimes

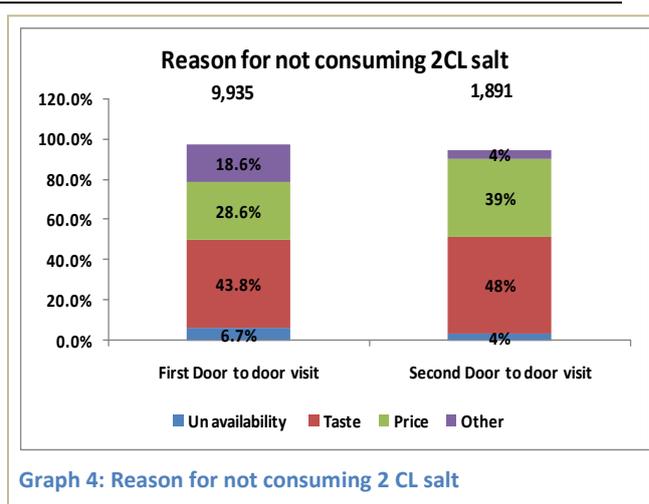
Districts	Total no. of HHs	2CL Salt	Phoda	Others
Dolakha	1,453	2.75%	15.35%	0.14%
Rasuwa	1,608	9.89%	25.62%	0.19%
Sindhupalchok	5,409	9.19%	25.38%	0.04%
All Districts	8,470	8.22%	23.71%	0.08%

Reasons for not consuming 2 CL salt

In the first and second door to door visit shows the majority of the households perceive that phoda salt is tastier than 2 CL salt and hence are reluctant to use 2 CL salt. The other reason for not consuming 2 CL was the price of the salt.

Knowledge of benefits of 2 CL salt among non 2CL salt

The table below shows that among 9,935 phoda salt consumers only about 12% of the HHs have knowledge on the benefits of 2 CL salt. Majority of the phoda salt consumers (approx. 88%) are still unaware about the benefits of 2 CL salt.



Knowledge of HHs having benefits of 2 CL salt

District	Total no. of HHs using phoda salt	HH having knowledge about benefits of 2 CL salt
Dolakha	3,317	17.9%
Rasuwa	1,172	9.7%
Sindhupalchok	5,446	9.2%
All Districts	9,935	12.1%

Source of information

During the second door to door visit, the knowledge was assessed with the source of the information. Each household was asked if they know or heard about 2 CL salt. Then they were asked about the source of information regarding 2 CL salt. At the time of visit majority of the households were informed regarding 2 CL salt from interaction. The table below shows that households had exposure to one or other activities of the program. This implies that all the promotional activities effectively contributed in increasing the knowledge among the people and hence increasing the consumption of 2 CL salt

Table 21. Source of information

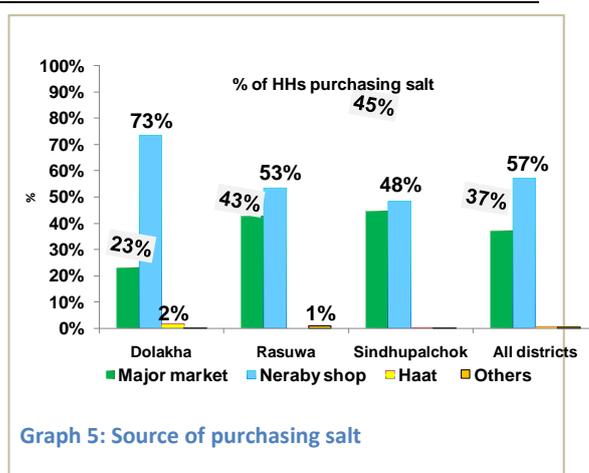
District	Total no. of HHs	Interaction	Radio	Shopkeeper	Student	Documentary	Others
Dolakha	1,215	37%	22%	12%	20%	14%	0%
Rasuwa	1,169	46%	43%	43%	59%	37%	51%
Sindhupalchok	5,279	59%	48%	45%	50%	50%	11%
All Districts	7,663	53%	43%	39%	47%	42%	15%

Purchasing behavior

The graph shows that 57% of the phoda users purchase salt from nearby retailer shops. This shows phoda salt is available up to the VDC level.

Findings of retailers visit

During the first door to door visit, a total of 744 retailer shops were visited to find the status of 2 CL salt in the retailer shops. The visit showed that majority of retailers has been selling both type of salt. Few retailer shops sell phoda salt only.



Similarly during the second door to door visit, a total of 572 retail shops were visited. Even though during the second visit, all the retailer shops of all 52 intensified VDCs were visited due to mega earthquake, only data of 39 VDCs were received and analyzed.

Retailers selling type of salt

The table 3 shows that 2 CL salt is available in all retailer shop. Only 2% of retailers shop sells phoda salt and do not have 2 CL salt. More than 30% of retailer shops have been selling exclusively 2 CL salt. This implies that majority of the retailer shops have phoda salt which accounts for 66%.

Table 22. Retailers selling type of salt during first door to door visit

District	No. of retailers visited	No. of retailers selling 2CL Salt only	No. of retailers selling Phoda salt only	No. of retailers selling both
Dolakha	274	14%	0%	84%
Rasuwa	113	42%	1%	52%
Sindhupalchowk	357	39%	3%	57%
Total	744	30%	2%	66%

The table 4 shows that during second door to door visit 38% of the retailers shops were found to be selling exclusively 2 CL salt. The retailer shops selling exclusively phoda salt was found to be negligible. Hence, there is increment in the percentage of retailer shops selling exclusively 2 CL salt in comparison to the first door to door visit.

Table 23. Retailers selling type of salt during second door to door visit

District	No. of retailers visited	No. of retailers selling 2CL Salt only	No. of retailers selling Phoda salt only	No. of retailers selling both
Dolakha	99	5%	0%	95%
Rasuwa	133	56%	0%	44%
Sindhupalchowk	340	40%	0%	60%
Total	572	38%	0%	62%

Status of average monthly sales

During the first door to door visit, the average monthly sale of phoda salt was found more than that of 2 CL salt.

Table 24. Average monthly sales quantity in Kg during first door to door visit

District	No. of retailers visited	2CL salt	Phoda
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Dolakha	255	75	130
Rasuwa	98	45	23
Sindhupalchowk	347	49	49
Total	700	58	75

However, during the second door to door visit the average monthly sales of 2 CL salt is more than phoda salt which is reverse to the finding of the first door to door visit refer to table 6. This implies that the counseling to the retailer shops during the first door to door visit contributed increasing the understanding of the benefits of 2 CL salt among retailers which resulted in increased monthly sales of the 2 CL salt.

Table 25. Average monthly sales quantity in Kg during second door to door visit

District	No. of retailers visited	2CL salt	Phoda
Dolakha	99	113	104
Rasuwa	133	69	43
Sindhupalchowk	340	110	76
Total	572	101	73

D. Retailer tracking report

This table 26 and 27 show that both sales and stock of phoda salt is higher than 2 CL salt in the market as of till the month of March, 2015. This might be due to behaviour of the community to purchase phoda salt in bulk quantity for livestock consumption and store the phoda salt for months

Table 26. Details of salt stock

Stock											
		Two Child Logo					Phoda				
SN	District	Dec	Jan	Feb	March	Total	Dec	Jan	Feb	March	Total
1	Sindhupalchok	4,460	18,850	10,600	15,300	49,210	4,480	27,100	29,475	19,500	80,555
2	Rasuwa	6,050	3,820	11,370	6,820	28,060	2,850	4,030	7,155	5,055	19,090
3	Dolakha	NA	15,200	8,650		23,850	NA	29,750	10,750		40,500
	Total	10,510	37,870	30,620	22,120	101,120	7,330	60,880	47,380	24,555	140,145

Table 27. Details of salt sales

Sales										
		Two Child Logo				Phoda				
SN	District	Jan	Feb	March	Total	Jan	Feb	March	Total	
1	Sindhupalchok	4,215	31,650	10,300	46,165	7,730	50,125	15,425	73,280	
2	Rasuwa	10,440	7,880	9,300	27,620	-	3,860	4,025	7,885	
3	Dolakha	67,150	41,350	-	108,500	90,450	48,800		139,250	
	Total	81,805	80,880	19,600	182,285	98,180	102,785	19,450	220,415	

E. Monitoring and supportive supervision visits

Central government team from the CHD, fhi 360 and maxPro centre team have done **monitoring and supportive supervision** to the project districts to observe and guide the district team whilst conducting the various project activities.

Similarly, government district line agencies and the district project teams have done **monitoring and supportive supervision visits** to the project VDCs to assess the community scenario and to acquire information required for planning the future community driven activities.

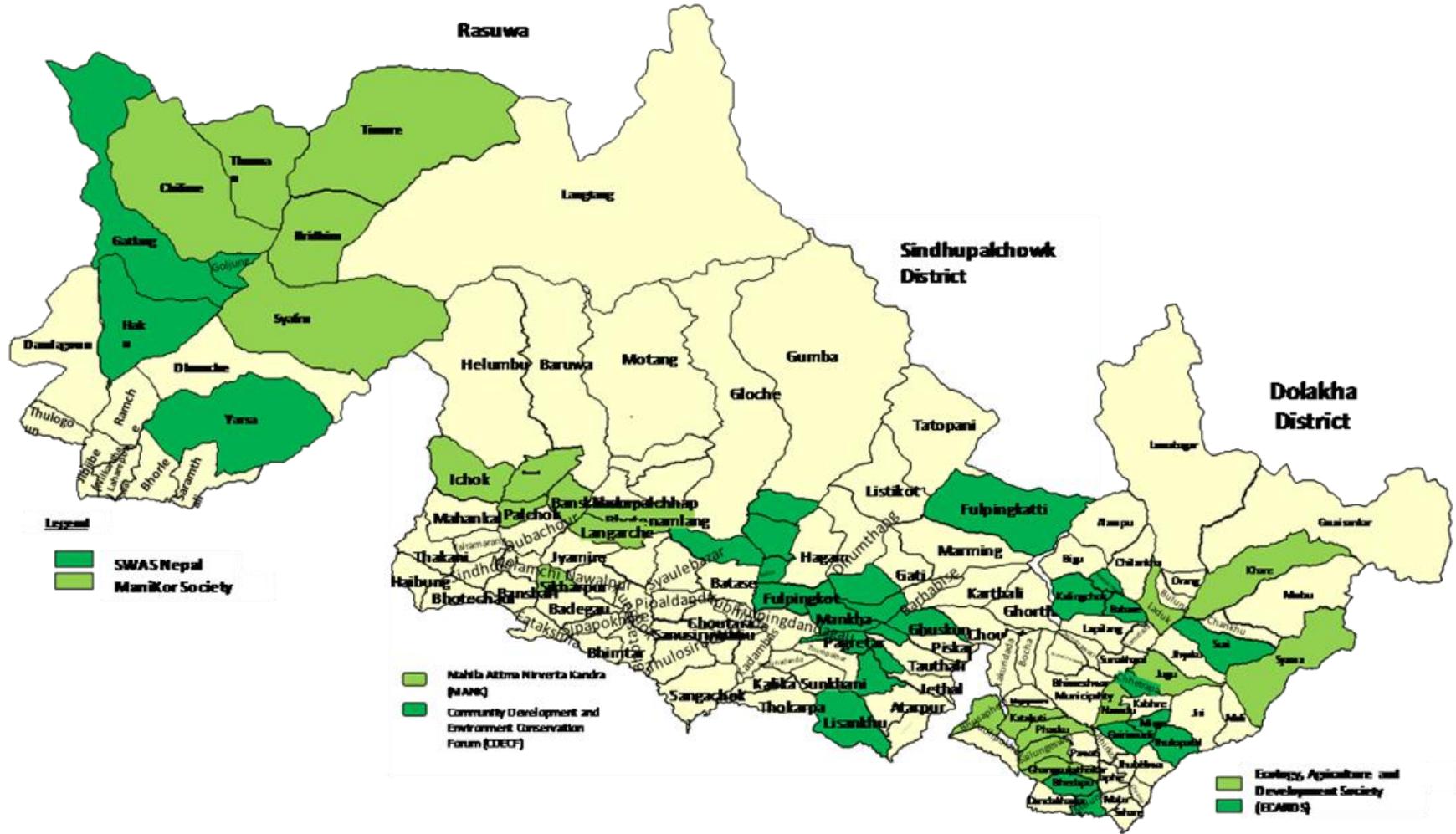
IX. Management Information System

A. Inventory of procurements

SN	Item	Total	Distribution (Out)				Total	Remaning Balance
		Quantity (In)	Rasuwa	Sindhupalchok	Dolakha	Others		
A Merchandizing:								
1	Bag	60	12	24	24	0	60	0
2	Keychain	2,975	800	1,080	1,000	21	2,901	74
3	Paper wieght	450	110	149	144	15	418	32
4	Ball pen	3,000	800	1,125	1,025	38	2,988	12
5	Cap	900	171	373	336	4	884	16
6	Wall clock	225	66	73	67	12	218	7
7	Grocery bag	2,800	700	1,075	925	65	2,765	35
8	Docudrama DVD	88	19	32	32	1	84	4
B IEC:								
9	Poster	7,500	1,525	2,985	2,750	255	7,515	-15
10	General Brochure	70,000	11,416	29,891	27,308	820	69,435	565
11	School Brochure	15,345	3,030	6,267	4,893	170	14,360	985
12	Jobaid	110	15	32	27	7	81	29
13	Sticker large	514	80	242	172	13	507	7
14	Sticker small	1,050	300	360	300	65	1,025	25
15	Sticker medium	1,600	233	750	527	35	1,545	55
16	Streamer	1500	380	585	490	17	1,472	28
17	Signage	300	80	117	100	1	298	2
C Form:								
Door to door visit								
18	form	5,000	700	1,800	1,700	0	4,200	800
19	Retail visit form	454	75	150	150	0	375	79
D Others:								
20	Stock book	60	16	24	20	0	60	0
21	Marker	408	0	168	157	0	325	83
22	ITD kits	1,000	230	390	330	7	957	43

*Source: maxPro's inventory management system (Till February, 2015)

B. Mapping of Local NGO Partner and their working VDCs



X. Conclusion and Recommendations

The program has successfully completed Iodized (Two child logo) salt social marketing campaign as the pilot initiatives with the objective of learning for replicating similar activities in other regions of Nepal. The results have been satisfactory in terms of behavior change of a large number of communities toward consumption of “Two child’ logo salt as well as lessons learned for future interventions. Lessons learned on behavior change communication, supply strengthening, sustainability has been separately discussed in the respective chapters. Program has been formally closed in all three districts by inviting district stakeholders and made commitments to internalize the lessons in their regular activities for the promotion of Two Child logo salt.

Recommendations

- There are some households, who still prefer phoda salt in the pocket area. They need proper counseling and advices from the existing organizations. Focus should in those areas rather than the whole district.
- The district chamber should coordinate with the Salt Trading Company to appoint dealers in the district for regular supply and monitor pricing for uniformity throughout the district. They should be provided with the incentives for distribution of salt in the remote areas of the district.
- Networking with the national level programs such as ODF, hand washing, etc. for integration of IDD key messages and rewarding system.

XI. Annex

A. Baseline Information

S.N	Indicator	District			
		Dolakha	Sindhupalchowk	Rasuwa	Total
1	Total Population	186,557	287,798	43,300	517,655
a	Male	87,003	138,351	21,475	246,829
b	Female	99,554	149,474	21,825	270,853
2	No. of Households	45,688	66,688	9,778	122,154
3	Literacy Rate (Total) (%)	47%	71%	54%	172%
a	Male (%)	49%	80%	61%	190%
b	Female (%)	36%	64%	47%	146%
4	No of *VDCs	51	75	18	144
5	No. of municipalities	1	1	0	2
6	No. of Haat bazaar	5	0	0	5
7	No of Chinese border *VDCs	3	4	5	12
	Major religions	2	5	5	12
8	Major languages	6	5	6	17
9	Total Roads (Kms)	252	1,184	163	1,599
10	No. of potential NGOs	19	7	8	34
11	No. of Cooperatives	NA	11	NA	NA
12	No. of emergency support programs	2	6	1	9
13	Total Schools	311	383	71	765
a	No. of Lower Secondary School	176	209	42	427
b	No of Secondary School	91	120	19	230
c	No. of Higher Secondary School	44	54	10	108
	Number of SLC pass out students	3,459	1,696	NA	NA
	% of SLC passed rate in the district (year 2070/71)	45%	35%	20%	
	% of school dropout rate in the district	NA	19%	13%	
14	No of Resource Centres	16	19	8	43
a	No of Schools represented	413	566	91	1,070
15	No. of Hospitals	1	3	1	5
16	No. of *PHC	2	3	1	6
a	Total VDC covered by PHC Centres	33	24	5	62
17	No. of *HP	25	10	13	48
a	Total VDC covered by HP Centres	NA	55	13	68
18	No. of *SHP	27	66	4	97
19	Total no. of Doctors	14	5	3	22
20	Total no. of Outreach clinic	148	249	45	442
	Total no. of EPI clinics	167	264	57	488
	Total no. of Health Facility In charge	57	87	11	155
21	Total no. of *FCHV	1,262	711	245	2,218
22	IDD Status (Total in %)				
a	Goiter (%)	NA	2%	NA	NA
b	Cretinism (%)	NA	16%	NA	NA
a	Dwarfism (%)	NA	10%	NA	NA
b	Malnutrition (%)	NA	0.01%	NA	NA
23	IDD facts	NA	NA	NA	NA
a	% aware about Iodine	NA	NA	NA	NA
b	% aware about 2CL packaged salt	NA	NA	NA	NA

c	% of consumption of 2CL salt	NA	NA	NA	NA
d	% Aware of adequately iodized salt	NA	NA	NA	NA
e	%Consumption of adequately iodized salt packaged salt	NA	NA	NA	NA
f	%Consumption of Phoda salt	NA	NA	NA	NA
27	No. of VDCs with high IDD problems	22	NA	5	27
28	No. of key nutrition support programs	2	NA	1	3
29	No. of major markets	8	4	3	11
a	Types of available salt	2	2	2	4
30	No. of Feeder markets	5	10	9	14
31	No. of major Chinese Border Markets	NA	5	2	7
a	No. of VDC covered by major Chinese markets	NA	9	3	12
32	No. of Haat Bazaars	6	NA	NA	6
36	WCDO information				
a	No. of Working VDCs	51	19	8	78
b	No. of staff	13	11	8	32
i	Male Staff	1	2	2	5
ii	Female Staff	12	9	6	27
iii	Total pay staff	13	11	8	32
iv	Total Volunteers	NA	0	0	0
c	Total working areas of organization	3	3	0	6
d	Total no. of respective saving and credit group	112	20	8	140
e	Total no. of HHs covered	45,000	1,300	NA	46,300
f	No. of other organization affiliations	1	NA	1	2
g	No. of current programs	NA	NA	NA	NA
h	No. of market areas of working VDCs	3	3	3	9
	* NA - Not Available		* HP - Health Post		
	* VDC- Village Development Committee		* SHP - Sub Health Post		
	* Kms - Kilometres		* FCHV - Female Community Health Volunteer		
	* PHC - Public Health Centre		* WDO - Women Development Organization		

Source: District Profile and Field Interaction by maxPro staff, 2014

B. VoW shows

District	VDC Name	Venue	Date (mm/dd/yy)	Total Audience	No. of Shows	No. of Male	No. of Female	No. Of IDD	No. of ITD
Dolakha	Sunakhani	Bulkepatal	23-Jan-15	115	1	75	40	1	1
Dolakha	sundrawati	katuwachaur	25-Jan-15	120	1	50	70	1	1
Dolakha	lamabagar	Lamabagar	25-Jan-15	65	1	25	40	1	1
Dolakha	Buling	bulung	26-Jan-15	200	1	80	120	1	1
Dolakha	Lapilang	Bhimsensthan	26-Jan-15	75	1	35	40	1	1
Dolakha	lamidada	pokhare	27-Jan-15	75	1	35	40	1	1
Dolakha	lamidada	Hilepani	27-Jan-15	210	1	90	120	1	1
Dolakha	lamidada	Hilepani	27-Jan-15	210	1	90	120	2	2
Dolakha	lamidada	Singati	27-Jan-15	45	1	15	30	1	1
Dolakha	Powati	Ramailochowk	28-Jan-15	60	1	25	35	1	1
Dolakha	Powati	Satyashowr Hss	28-Jan-15	400	1	150	250	1	1
Dolakha	Bhirkot	Narayani Hss	29-Jan-15	230	1	100	130	1	1
Dolakha	Malu	Dadagaun	29-Jan-15	200	1	100	100	1	1
Dolakha	Chyama	Masinachaur	30-Jan-15	50	1	20	30	1	1
Dolakha	Shahare	Pati	30-Jan-15	37	1	17	20	1	1
Dolakha	Hawa	Gairagaun	30-Jan-15	55	1	25	30	1	1
Dolakha	Boch	Boch	20-Feb-15	130	1	60	70	4	2
Dolakha	Lakuridada	Lakuridada	20-Feb-15	160	1	80	80	3	2
Dolakha	Bhimeshwor	Rajkuleswor	21-Feb-15	80	1	40	40	4	2
Dolakha	Lakuridada	Bhandare	21-Feb-15	120	1	60	60	3	2
Dolakha	Lakuridada	Lakuridada	22-Feb-15	170	1	80	90	5	2
Dolakha	Boch	Boch	22-Feb-15	180	1	90	90	3	2
Dolakha	Sushpachhemawati	sushpachhemawati	23-Feb-15	70	1	30	40	4	2
Dolakha	Sushpachhemawati	sushpachhemawati	23-Feb-15	210	1	90	120	4	2
Dolakha	Bhimeshwor	Maherdradaya	24-Feb-15	130	1	70	60	3	2
Dolakha	Japhe	Dudebazar	24-Feb-15	210	1	100	110	3	2
Dolakha	Kabre	Maenapokhari	25-Feb-15	150	1	60	90	3	2
Dolakha	Kabre	Maenapokhari	25-Feb-15	150	1	80	70	3	2
Dolakha	jiri	jiri	26-Feb-15	180	1	90	90	4	2

Dolakha	Mali	Haleswor	26-Feb-15	150	1	80	70	2	2
Dolakha	Chankhu	Gurumphi	27-Feb-15	130	1	70	60	2	2
Dolakha	Chankhu	Jantipur	27-Feb-15	70	1	30	40	2	2
Dolakha	Chilankha	Syankhu	28-Feb-15	139	1	99	40	4	2
Dolakha	Aalampu	Thampu	28-Feb-15	90	1	40	50	3	2
Dolakha	Gumba	Gumba	1-Mar-15	47	1	7	40	2	2
Dolakha	VDC Office	VDC Office	1-Mar-15	170	1	80	90	4	2
Dolakha Total				4883	36	2268	2615	82	57
Rasuwa	Bhorle	Sarsung	9-Feb-15	125	1	45	80	1	1
Rasuwa	Dhaibung	Jibjibe bazar	9-Feb-15	90	1	37	53	1	1
Rasuwa	Laharepouwa	Gombudada	10-Feb-15	101	1	55	46	1	1
Rasuwa	Ramche	Ramche	10-Feb-15	131	1	78	53	1	1
Rasuwa	Ramche	Ramche Bazer	10-Feb-15	78	1	43	35	1	1
Rasuwa	Haku	Mahilung.gogane	11-Feb-15	51	1	28	23	1	1
Rasuwa	Thulogaun	Semlay	11-Feb-15	61	1	35	26	1	1
Rasuwa	Ramche	Garang	12-Feb-15	66	1	39	27	1	1
Rasuwa	Dhunche	Thade	12-Feb-15	61	1	32	29	1	1
Rasuwa	Dhunche	Thada	13-Feb-15	116	1	70	46	1	1
Rasuwa	Syafu	Syafu,	12-Feb-15	141	1	95	46	1	1
Rasuwa	Syafu	Sano barku	13-Feb-15	74	1	35	39	1	1
Rasuwa Total				1095	12	592	503	12	12
Sindhupalchok	Tatopani	kodari HSS Kodari	1-Feb-15	87	1	30	57	1	1
Sindhupalchok	Phulpingkatty	VDC Hall	1-Feb-15	27	1	20	7	1	1
Sindhupalchok	Bharabise	Sarada H S S Sunkoshi	2-Feb-15	97	1	50	47	1	1
Sindhupalchok	Bharabise	Sarada H S S Sunkoshi	2-Feb-15	160	1	75	85	1	1
Sindhupalchok	Ghorthali	Kageswori S S Ghorthali	2-Feb-15	80	1	45	35	1	1
Sindhupalchok	Karthali	Sunkoshi HSS Budhepa	2-Feb-15	85	1	45	40	1	1
Sindhupalchok	Phulpingdanda	Binjel	3-Feb-15	65	1	45	20	1	1
Sindhupalchok	Thumpakhar	Mahendradayo HSS Patidanda	3-Feb-15	140	1	60	80	1	1
Sindhupalchok	Thumpakhar	Mahendradayo HSS Patidanda	3-Feb-15	125	1	50	75	1	1
Sindhupalchok	Attarpur	paiyu kharka	4-Feb-15	45	1	15	30	1	1
Sindhupalchok	Tauthali	Trepurasundari HSS Tauthali	4-Feb-15	150	1	50	100	1	1
Sindhupalchok	Tauthali	Trepurasundari HSS Tauthali	4-Feb-15	200	1	80	120	1	1
Sindhupalchok	Pantang	Pantang	5-Feb-15	80	1	35	45	1	1
Sindhupalchok	Baramchi	Baramchi	5-Feb-15	78	1	28	50	1	1

Sindhupalchok	Jalbire	Anand HSS Jalbire	6-Feb-15	150	1	60	90	1	1
Sindhupalchok	Sunkhani	Devisthan HP	7-Feb-15	35	1	18	17	1	1
Sindhupalchok	Sunkhani	Devisthan HP	8-Feb-15	90	1	30	60	1	1
Sindhupalchok	Kunchok	Jaudanda	9-Mar-15	140	1	20	120	1	1
Sindhupalchok	Pipaldanda	Pipaldanda	9-Mar-15	90	1	25	65	1	1
Sindhupalchok	Pipaldanda	Pipaldanda	9-Mar-15	95	1	55	40	1	1
Sindhupalchok	Badegaun	Laphi	10-Mar-15	45	1	5	40	1	1
Sindhupalchok	Nawolpur	Bhimsenthan	10-Mar-15	250	1	100	150	1	1
Sindhupalchok	Badegaun	Aiselukharka	10-Mar-15	150	1	70	80	1	1
Sindhupalchok	Mahankal	Gyalthum	11-Mar-15	150	1	70	80	1	1
Sindhupalchok	Mahankal	Gyalthum	11-Mar-15	160	1	60	100	1	1
Sindhupalchok	Talamaranga	Batasedanda	11-Mar-15	170	1	60	110	1	1
Sindhupalchok	Basbari	Giranchaur	12-Mar-15	250	1	120	130	1	1
Sindhupalchok	Bhotechaur	Dandagaun	12-Mar-15	350	1	165	185	1	1
Sindhupalchok	Haibung	Haibung	13-Mar-15	64	1	10	54	1	1
Sindhupalchok	Haibung	Haibung	13-Mar-15	250	1	120	130	1	1
Sindhupalchok	Bhotecgaun	Jotisgaun	13-Mar-15	120	1	50	70	1	1
Sindhupalchok	Basbari	Kateg	14-Mar-15	18	1	6	12	1	1
Sindhupalchok	Thanpaldhap	Dhap	15-Mar-15	100	1	45	55	1	1
Sindhupalchok	Bhotang	Bhotang	15-Mar-15	350	1	150	200	1	1
Sindhupalchok	Thanpalkot	Chilaune	15-Mar-15	350	1	100	250	1	1
Sindhupalchok	Thanpalkot	Raithane	16-Mar-15	280	1	125	155	1	1
Sindhupalchok	Gunshakot	Gunsha	16-Mar-15	300	1	80	220	1	1
Sindhupalchok	Thanpaldhap	Tar	16-Mar-15	80	1	40	40	1	1
Sindhupalchok	Thanpaldhap	Tar	16-Mar-15	150	1	60	90	1	1
Sindhupalchok	Ichook	Gohore	17-Mar-15	206	1	96	110	1	1
Sindhupalchok	Helambu	Nakhote	17-Mar-15	150	1	55	95	1	1
Sindhupalchok	Helambu	Melamchi	17-Mar-15	145	1	70	75	1	1
Sindhupalchok	Melamchi	Melamchi	18-Mar-15	55	1	25	30	1	1
Sindhupalchok	Melamchi	Melamchi	18-Mar-15	80	1	35	45	1	1
Sindhupalchok	Helambu	Timbu	19-Mar-15	105	1	45	60	1	1
Sindhupalchok	Helambu	Timbu	19-Mar-15	60	1	26	34	1	1
Sindhupalchok	Chautara	Chautara	20-Mar-15	155	1	75	80	1	1
Sindhupalchok	Chautara	Chautara	20-Mar-15	55	1	20	35	1	1
Sindhupalchok Total				6617	48	2719	3898	48	48

Grand Total	12595	96	5579	7016	142	117
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C. IDD shows

District	Partner NGO	VDC Name	Name of village	Date (mm/dd/yy)	Total No. of Audience	Total No. of Shows	Male	Female	No. Of IDD	No. of ITD
Dolakha	CDF	Bhusapheda	jamsing	8-Feb-15	30	1	14	16	1	1
			Magargaun	6-Feb-15	26	1	4	22	1	1
			Nabin SS	10-Feb-15	24	1	10	14	1	1
			Pheda	10-Feb-15	41	1	23	18	1	1
		Ghyangsukaathokar	Bhumesthan SS	16-Feb-15	61	1	32	29	1	1
			majhghar	19-Feb-15	29	1	8	21	1	1
			Mane tole	17-Feb-15	30	1	14	16	1	1
			Urlini	18-Feb-15	26	1	7	19	1	1
		Katakuti	Bhimsenthan	4-Feb-15	28	1	18	10	3	2
			Koledada	5-Feb-15	25	1	18	7	3	1
			Lakuridil Fokte	9-Feb-15	23	1	14	9	4	3
			Sidartha Primary school	7-Feb-15	29	1	16	13	3	2
		Khare	Chhesa khare	10-Feb-15	63	1	20	43	1	1
			Hurupung Chautara	11-Feb-15	54	1	24	30	1	1
			Jamunne	9-Feb-15	24	1	10	14	1	1
			Kaseri	8-Feb-15	85	1	40	45	1	1
		Laduk	Dabali	8-Feb-15	43	1	23	20	1	1
			Ghaderi	15-Feb-15	46	1	25	21	1	1
			Jimba gaun	17-Jan-15	29	1	12	17	1	1
			VDCs OFFIce	29-Jan-15	24	1	15	9	1	1
		Sailungshwor	Bhaise	9-Feb-15	17	1	11	6	1	1
			Jhal dhara Pra bi	17-Jan-15	50	1	21	29	1	1
			Padekhani	8-Feb-15	74	1	43	31	1	1
			Sarada SS	10-Feb-15	64	1	33	31	1	1
		Shyama	Imba tole	31-Jan-15	33	1	15	18	1	1
			Rabu	28-Jan-15	17	1	5	12	1	1

		Shyama	29-Jan-15	37	1	14	23	1	1
		Sinuwa	8-Feb-15	39	1	18	21	1	1
CDF Total				1,071	28	507	564	37	32
ECARDS	Babare	Dharapani	9-Feb-15	65	1	36	29	1	1
		Milijuli sahakari	7-Feb-15	51	1	24	27	1	1
		Nikobhume	8-Feb-15	62	1	28	34	1	1
		(blank)	10-Feb-15	0	1				
	Chhetrapa	Fedi	13-Feb-15	33	1	15	18	1	1
		Jirel samaj Bhawan	10-Feb-15	29	1	13	16	1	1
		Newar Gaun	11-Feb-15	39	1	15	24	1	1
		Sital Basti	12-Feb-15	34	1	14	20	1	1
	Dadakharka	Dadakharka Mav	23-Feb-15	55	1	20	35	1	1
		Hawalдар tole	21-Feb-15	50	1	24	26	1	1
		Nigasi	22-Feb-15	40	1	10	30	1	1
		Vinendra LSS	24-Feb-15	27	1	12	15	1	1
	Gairimudi	Bishnu Mavi	5-Feb-15	47	1	17	30	1	1
		Dobhan	8-Feb-15	35	1	30	5	1	1
		Naklo tole	4-Feb-15	24	1	6	18	1	1
		VDCs OFFice	6-Feb-15	44	1	20	24	1	1
	Kalinchwok	Dhusikharka	31-Jan-15	30	1	15	15	1	1
		Kyampole	29-Jan-15	25	1	12	13	1	1
	Khaopachagu	Helthpost	29-Jan-15	18	1	10	8	1	1
		Khopachagu	4-Feb-15	21	1	8	13	1	1
		Thamichagu	3-Feb-15	22	1	8	14	1	1
		(blank)	6-Feb-15	0	1				
	Melung	Birauta	20-Feb-15	41	1	26	15	1	1
		Chhap	21-Feb-15	30	1	12	18	1	1
		Laligurash sahakari	12-Feb-15	33	1	13	20	1	1
		(blank)	22-Feb-15	0	1				
	Mirge	Jainalu	12-Feb-15	29	1	11	18	1	1
		Paile gaun	10-Feb-15	32	1	8	24	1	1
		Patalegaun	11-Feb-15	41	1	15	26	1	1
		sanitar	9-Feb-15	26	1	10	16	1	1
	Suri	Dadatole	20-Feb-15	18	1	9	9	1	1
		Ghamtara	17-Feb-15	13	1	8	5	1	1

			Kasika	18-Feb-15	16	1	10	6	1	1
			Masding	15-Feb-15	15	1	9	6	1	1
		Thulopatal	Hosinga	9-Feb-15	0	1			1	1
			Lishe	2-Feb-15	27	1	18	9	1	1
			Pakhere	5-Feb-15	35	1	22	13	1	1
			Trisule	4-Feb-15	24	1	13	11	1	1
ECARDS Total					1,131	38	521	610	35	35
Dolakha Total					2,202	66	1,028	1,174	72	67
Sindhupalchok	CDECF	Baramchi	Baramchi	7-Feb-15	64	1	30	34	1	2
			Jhirgaun	17-Feb-15	52	1	25	27	1	2
			khangarl	19-Feb-15	25	1	11	14	1	1
			Ramche	5-Feb-15	45	1	25	20	1	1
			Thansing	15-Feb-15	60	1	32	28	1	2
			Vedabari	11-Feb-15	29	1	14	15	1	1
		Dhuskun	Akle	23-Feb-15	32	1	20	12	1	1
			Betechaur	25-Feb-15	25	1	15	10	1	1
			Phaparchaur	27-Feb-15	34	1	19	15	1	1
			Simle,Dabi	23-Feb-15	42	1	19	23	1	1
		Jalbire	Biplung	14-Feb-15	22	1	8	14	1	1
			Devi Danda	15-Feb-15	20	1	12	8	1	1
			Jarkebari	16-Feb-15	18	1	5	13	1	1
			Tari	13-Feb-15	30	1	18	12	1	1
		Lisankhu	Alang	1-Feb-15	42	1	19	23	1	1
			usatpa	16-Feb-15	37	1	14	23	1	1
			usidung	5-Feb-15	43	1	20	23	1	1
			Wafal	7-Feb-15	57	1	39	18	1	1
		Maneswra	Ghode	27-Feb-15	40	1	18	22	1	1
			Gole Chaur	26-Feb-15	20	1	9	11	1	1
			Hare	26-Feb-15	25	1	15	10	1	1
			Lama Tole	27-Feb-15	25	1	7	18	1	1
		Mankha	Chimling	7-Feb-15	65	1	10	55	1	1
			Mankha , Tamang tole	15-Feb-15	30	1	5	25	1	1
			Mankha ,chaurtole	8-Feb-15	30	1	10	20	1	1
			Topka	1-Feb-15	36	1	10	26	1	1
		Pangretar	4 kilo	23-Feb-15	15	1	5	10	1	1

	Jamune	21-Feb-15	16	1	7	9	1	1
	Sadhi	16-Feb-15	15	1	5	10	1	1
	Swara	20-Feb-15	13	1	6	7	1	1
Pantang	Golchi	15-Feb-15	42	1	26	16	1	1
	Khanigaun	16-Feb-15	32	1	18	14	1	1
	Paku	17-Feb-15	38	1	20	18	1	1
	Pantang	18-Feb-15	38	1	18	20	1	1
Pedku	Bhandari Tole	13-Feb-15	11	1	2	9	1	1
	Lauchaur	16-Feb-15	17	1	10	7	1	1
	Majha tole	15-Feb-15	26	1	12	14	1	1
	Tamang Tole	14-Feb-15	18	1	6	12	1	1
Phulpingkatty	Khokundol	19-Feb-15	36	1	17	19	1	1
	Panthali	22-Feb-15	32	1	0	32	1	1
	Shirchaur	20-Feb-15	35	1	14	21	1	1
	Thapi Narayan	21-Feb-15	58	1	27	31	1	1
Phulpingkot	Chandanda	26-Feb-15	30	1	13	17	1	1
	Deurali	27-Feb-15	80	1	17	63	1	1
	Dhuskot	27-Feb-15	34	1	19	15	1	1
	Machhegaun	26-Feb-15	45	1	20	25	1	1
	Thapagaun	23-Feb-15	40	1	18	22	1	1
Ramche	Arukharika	16-Feb-15	26	1	12	14	1	1
	Chulthi	18-Feb-15	28	1	10	18	1	1
	Damar	15-Feb-15	38	1	13	25	1	1
	Ghude	10-Feb-15	35	1	20	15	1	2
Selang	Badsimle	5-Feb-15	22	1	12	10	1	1
		7-Feb-15	23	1	9	14	1	1
	Bhote Selang	13-Feb-15	42	1	19	23	1	1
	Dharapani	10-Feb-15	27	1	12	15	1	1
Tekanpur	Dharapani	25-Feb-15	33	1	13	20	1	1
	Pipaldanda	24-Feb-15	41	1	21	20	1	1
	Tekanpur	26-Feb-15	41	1	20	21	1	1
	Tekanpur Bete	26-Feb-15	40	1	22	18	1	1
Thulopakhar	Chipleti	24-Feb-15	19	1	6	13	1	1
	Dandapakhar	18-Feb-15	29	1	13	16	1	1
	Kakaling	21-Feb-15	21	1	7	14	1	1

		Thutemane	19-Feb-15	21	1	9	12	1	1
CDECF Total				2,105	63	927	1,178	63	67
MANK	Baskharka	Barje Tole	20-Feb-15	13	1	9	4	1	1
		Baskharka	20-Feb-15	90	1	39	51	1	1
		Chamhost	19-Feb-15	12	1	7	5	1	1
		Jatan	20-Feb-15	61	1	36	25	1	1
		Mawali Devi	19-Feb-15	18	1	13	5	1	1
		Rato Danda	21-Feb-15	14	1	9	5	1	1
	Bhotenamlang	Bombokhor Tole	25-Feb-15	30	1	14	16	1	1
		Chantole	24-Feb-15	23	1	13	10	1	1
		Gyang	24-Feb-15	26	1	15	11	1	1
		Hop tole	25-Feb-15	26	1	15	11	1	1
		Pandit Tole	25-Feb-15	27	1	11	16	1	1
	Ichok	Bador	19-Feb-15	18	1	8	10	1	1
		Dhanitole	17-Feb-15	35	1	20	15	1	1
		Majuwa	23-Feb-15	40	1	22	18	1	1
		Pating	22-Feb-15	28	1	10	18	1	1
		Sursing	20-Feb-15	32	1	11	21	1	1
	Kiwool	Barsang	23-Feb-15	25	1	13	12	1	1
		Chittre kamigaun	23-Feb-15	44	1	23	21	1	1
		Dhodeni	22-Feb-15	100	1	40	60	1	1
		Sermathan	22-Feb-15	27	1	9	18	1	1
		siunche Lamatole	24-Feb-15	30	1	14	16	1	1
		Virkharka ,Tamang tole	22-Feb-15	47	1	22	25	1	1
	Lagarche	Gyang Danda	23-Feb-15	25	1	11	14	1	1
		Lagarche SS	24-Feb-15	76	1	41	35	1	1
		Milchaur	24-Feb-15	34	1	18	16	1	1
		Nagi Danda	23-Feb-15	29	1	16	13	1	1
	Palchok	Chandi Bhanjyng	24-Feb-15	25	1	12	13	1	1
		Kakani	22-Feb-15	50	1	24	26	1	1
		paunaghar	22-Feb-15	61	1	26	35	1	1
		SHP	23-Feb-15	86	1	45	41	1	1
	Gunshakot	B K Tole	11-Mar-15	32	1	7	25	1	1
		Shrestha Tole	11-Mar-15	35	1	5	30	1	1
		Lamaghar Tole	12-Mar-15	21	1	9	12	1	1

			Gole Tole	12-Mar-15	28	1	6	22	1	1
MANK Total					1,268	34	593	675	34	34
Sindhupalchok Total					3,373	97	1,520	1,853	97	101
Rasuwa	Manikor Society	Thuman	Delen	24-Jan-15	45	1	20	25	1	1
			Puljimba	24-Jan-15	25	1	15	10	1	1
			Dombe	24-Jan-15	32	1	14	18	1	1
			Domde	24-Jan-15	20	1	12	8	1	1
		Timure	Timure	18-Feb-15	14	1	9	5	1	1
				19-Feb-15	10	1	7	3	1	1
				20-Feb-15	38	2	28	10	2	2
		Chilime	Chilime	17-Feb-15	32	2	18	14	2	2
				18-Feb-15	37	2	22	15	2	2
		Gatlang	Gatlang	18-Feb-15	23	1	13	10	1	1
				19-Feb-15	14	1	9	5	1	1
				20-Feb-15	41	2	25	16	2	2
	Manikor Society									
	Total				331	16	192	139	16	16
	SWAS Nepal	Ramche	Palep	26-Jan-15	27	1	20	7	1	1
			Ambusey	26-Jan-15	29	1	17	12	1	1
			Grang	27-Jan-15	35	1	30	5	1	1
			Ramche	28-Jan-15	30	1	20	10	1	1
		Yarsa	Arukarka	25-Jan-15	75	1	45	30	1	1
			Thangdor	24-Jan-15	130	1	80	50	1	1
			Ghormu	26-Jan-15	55	1	30	25	1	1
			Yarsa	27-Jan-15	65	1	37	28	1	1
		Haku	Gogane		27	1	14	13	1	1
			Thulo Haku		32	1	21	11	1	1
			Nesing		31	1	17	14	1	1
			Sano Haku		29	1	12	17	1	1
		Dadagaun	Katunje		28	1	15	13	1	1
			Krumryang		21	1	11	10	1	1
			Khadgu		28	1	13	15	1	1
			Surjet		30	1	15	15	1	1
		Bhorle	Koledada	2-Mar-15	25	1	17	8	1	1
			Saryu	28-Feb-15	35	1	20	15	1	1

		Chautara Tol	1-Mar-15	20	1	10	10	1	1
		Kaagthali	2-Mar-15	19	1	11	8	1	1
	Saramthali	Saramthali	21-Feb-15	38	2	20	18	2	2
			22-Feb-15	28	1	20	8	1	1
			23-Feb-15	26	1	9	17	1	1
SWAS Nepal Total				863	24	504	359	24	24
Rasuwa Total				1,194	40	696	498	40	40
Grand Total				6,769	203	3,244	3,525	209	208

D. School Advocacy

District	Partner Name	VDC Name	No. of schools reached	No. of ITD	No. of students reached	No. of volunteers
		Bhusapheda	1	1	42	10
		Gairimudi	1	1	40	7
		Ghayang	1	1	61	10
	CDF	Katakuti	1	3	26	5
		Khare	1	1	85	3
		Laduk	3	6	150	3
		Shyama	1	8	122	10
	CDF Total		9	21	526	48
		Babare	2	4	345	10
		Dadakharka	1	2	35	7
		Gairimudi	1	2	53	11
	ECARDS	Ghyansukathokar	1	2	65	11
		Kalinchwok	2	4	70	9
		Khopachagu	1	2	65	5
		Laduk	2	5	103	20

		Melung	1	2	25	5
		Mirge	1	2	21	5
		Sailungewor	1	1	20	11
		Syama	1	4	119	9
		Thulopatal	1	2	24	7
	ECARDS Total		15	32	945	110
		Bhimeswor	2	2	125	12
		Bhimeswor	5	15	242	72
		Bhirkot	1	2	27	6
		Boch	2	4	128	11
		Bulung	1	5	97	4
		Chhemawati	1	4	62	8
		Dadakharka	1	1	45	2
		Japhe	1	2	56	6
		Lakuridada	2	3	130	12
		Lamidada	2	5	83	8
		Lapilang	2	6	135	8
	maxPro Total		20	49	1,130	149
<i>Dolakha Total</i>			<i>44</i>	<i>102</i>	<i>2,601</i>	<i>307</i>
		Baramchi	3	5	94	10
		Dhuskun	2	3	80	0
		Maneswora	2	3	90	0
		Mankha	2	2	64	4
		Pedku	1	1	36	1
Sindhupalchok	CDECF	Phulpingkatty	1	1	28	1
		Phulpingkot	1	2	45	11
		Ramche	2	2	57	2
		Selang	1	2	20	3
		Tekatpur	1	2	40	0
		Thulopakhar	4	4	122	4

	Kunchok	2	2	62	1	
	Sinpalkavre	1	1	30	0	
	Jalbire	2	2	69	0	
	Fulpingkot	1	1	49	0	
	Pangtang	2	2	47	0	
CDECF Total			28	35	933	37
	Baskharka	1	1	37	1	
	Bhotenamlang	2	2	61	3	
	Ichok	3	4	86	5	
MANK	Kiwool	4	4	128	4	
	Lagarche	2	1	53	1	
	Palchok	1	1	28	1	
	Gunsha	1	1	46	2	
MANK Total			14	14	439	17
	Badegaun	1	1	34	3	
	Batase	2	2	57	4	
	Bhotasipa	3	3	130	12	
	Chautara	2	2	47	1	
	Hagam	1	1	42	2	
	Irkhu	3	3	87	5	
	Kadambas	1	1	35	4	
maxPro	Kubhinde	2	2	78	6	
	Sagachok	2	2	79	7	
	Sanusiruwary	2	2	79	8	
	Sipapokhare	2	2	74	7	
	Thulosiruwary	1	1	49	2	
	Badeghaun	2	2	53	3	
	Syaule	2	2	52	3	
	Sagha chowk	1	1	26	1	
	Fulpingdada	2	2	55	4	

		Kuvinde	1	1	32	2	
	maxPro		30	30	1,009	74	
Sindhupalchok Total			72	79	2,381	128	
		Ramche	1	2	56	10	
	SWAS	Haku	2	4	49	8	
		Yarsha	1	2	37	4	
		Dadagaun	3	6	130	16	
	SWAS Total		7	14	272	38	
		Timure	1	1	21	3	
	Manikor Society	Chilime	1	1	25	5	
		Thuman	1	1	35	10	
		Gatlang	2	2	73	17	
	Manikor Society Total		5	5	154	35	
Rasuwa		Laharepouwa	5	5	335	9	
		Dhaibung	4	4	283	10	
		Bhorle	1	1	125	3	
		Ramche	1	1	131	2	
	maxPro	Thulogaun	1	1	73	2	
		syafu	1	2	141	2	
		Dhunche	2	3	190	6	
		Golgung	1	1	64	1	
		Saramthali	2	2	144	2	
			18	20	1,486	37	
Rasuwa Total			30	39	1,912	110	
Total			146	220	6,894	545	

E. Samples for FGD

S. No.	Audience Type	Number of FGDs	Sample Details	Participants Details
1	Household beneficiaries – not exposed to program	2	1 FGD each in 2 selected districts Sindhupalchowk – Syaule VDC Rasuwa – Thulogaun/Bhorle	12 to 15 households those who are not exposed to or have not received services from program relate activities should be selected.
2	Household beneficiaries – “Two Child” Logo salt users	2	1 FGD each in 2 selected districts Sindhupalchowk –Selang VDC, select ward from ward no1 to 4&8. Rasuwa - Yarsa VDC, ward no. 4, 2, 7	12 to 15 households those who have converted into “Two Child” Logo salt users after program interventions.
3	Household beneficiaries -“Two Child” Logo salt non-users	2	1 FGD each in 2 selected districts Sindhupalchowk –Selang VDC, select ward from ward no. 1 to 4&8. Rasuwa - Yarsa VDC, ward no. 4, 2, 7	12 to 15 households those who have <u>not converted</u> into “Two Child” Logo salt users after program interventions.

4	School student	3	1 FGD in Rasuwa in Yarsa VDC 1 FGD in Sindhupalchowk in Selang VDC	Selected school students those who have done contribution in voluntary works by disseminating key messages of “Two Child” Logo salt to their neighbours after participation in the school advocacy program.
5	Core Committee	2	1 FGD each in 2 selected districts Sindhupalchowk –Selang VDC Rasuwa - Yarsa	Active core committee members such as retail shop, VDC secretary, school-teacher, etc., should be included in the discussion.
Total number of FGDs		10		

F. Samples for Interviews

S. No.	Audience Type	Number of FGDs	Sample Details	Participants Details
1	Teacher	2	1 interview each in 2 selected districts; Rasuwa - Yarsa VDC Sindhupalchowk in Selang VDC	School teacher who have participated in the School Advocacy.
2	NGO	4	2 interviews each in 2 selected districts	Local NGO who are not project partner, but they were oriented on IDD program for dissemination of IDD message.
3	Community Group	4	2 interviews each in 2 selected districts	Active members or Social Mobilizers of local NGO

4	Retail Shop	6	3 retail shops in Rasuwa, Yarsa VDC 3 retail shops in Sindhupalchowk, Selang VDC	Any retail shop who deals in small volume (few packets)
5	Wholesale	2	1 interview each in 2 selected districts	Any wholesale shop who deals in sacks.
	Media	2	1 interview each in 2 selected districts	Journalist who was actively involved in publishing media article related to IDD.
	Total no. of Interviews	20		