



# Case Studies

# World Bank and FSSAI's Media Sensitisation on Nutrition

- FSSAI launched the EAT RIGHT INDIA Movement with the messaging Eat Safe, Eat Healthy and Sustainability.
- Heal Health Connect was approached to device a media sensitization strategy and implement the media activation plan to reach masses.

## Objective

To reach masses through media to spread awareness around Eat Right India Movement.

# Project Details

## Strategy

- Mapping, identifying and connecting with target health media in target regions.
- Developing and curating quality information to share with them.
- Designing high quality engaging and interactive workshops for their capacity building

## Methodology

- Classroom style interaction with regional health media
- Interactive capacity building techniques
- Reward and recognition based incentivisation to further mobilise the media.

## Result

- In the first phase, project involves 3 regional workshops and 6 months of sustained PR activity.
- Total target was to generate 120+ media coverage on key nutrition subjects in 6 months.
- **100+ media coverage** was generated in the **first month of the project itself**.

# Coverage Snapshot

**THE TIMES OF INDIA**

## Edible oils in city to be fortified with vitamins

**Times News Network**

Chandigarh Soon, edible oils in the city will be fortified with vitamins A and D under the 'Eat Right India' programme of Food Safety and Standards Authority of India (FSSAI). The programme was launched in Chandigarh, Punjab on Wednesday.

"This is already started and by the year end we will have fortification of edible oils," said Dr C Dewan, director, health services, Chandigarh.

As per National Family Health Survey - IV, about 76% of the female population in the city suffers from anaemia, the one of the highest among all states and UTs. Prevalence of anaemia in children between 6 months and 59 months is 76%, the highest among all states and UTs in the country. In the rest of the country, the prevalence of anaemia is 49%.

FSSAI said, "Chandigarh, the first city in the country to launch the 'Eat Right' movement and to take the lead in food fortification movement. We hope this will lead to social and behavioural change among citizens. Our top priority is to improve the nutritional status of the population. We are launching the 'Eat Right' movement in the city on Wednesday. There are some concerns raised by a few people about food fortification, but such people are very much in the minority," Agarwal said, reports from a press conference. The initiative is being organized in collaboration with the World Health Organization (WHO) and the FSSAI. Food fortification is the addition of key nutrients such as iron, iodine, Vitamin A and D etc. to staple foods such as wheat flour, rice, vegetable oil, milk and salt to improve their nutritional content.

Other health and nutrition-related interventions such as the importance of nutrition during the first 1,000 days of life were also covered.

At the National Family Health Survey (NFHS) - IV, about 76 per cent of the female population in Chandigarh suffers from anaemia - the second highest among all states and UTs. Also, prevalence of anaemia in children (age 6 to 59 months) at 76 per cent is the highest in Chandigarh among all northern states. Food fortification is a complementary strategy to fight micronutrient deficiencies such as anaemia.

The standards provide a range of choices, when aim at providing 30-50 per cent of the daily recommended dietary allowance (RDA) of the nutrients.

Sharing the details, the FSSAI shared Chandigarh has voluntarily started this fortification through its ICDS centres, MDM programmes, which cater to approximately 1 lakh beneficiaries. Harpan has introduced fortified wheat flour in its ICDS and MDM programmes as well as fortified vegetable oil in ICDS, MDM and MDM programmes. Voluntary, Punjab is also geared up to introduce fortified food in its daily life programmes.

KS Datta, Secretary, Agriculture and Commissioner of Food Safety, Punjab, Dr. Nandini, Secretary, Education, Social Welfare, Women & Child Development, UT, and Dr C Dewan, Director, Health Services, were also present at the session. - TNS

**The Tribune**  
[VOICE OF THE PEOPLE]

## Importance of food fortification highlighted

**CHANDIGARH, August 29** - A proposal to mandate fortification of staple foods in the city to improve their nutritional status was discussed at a press conference. The initiative is being organized in collaboration with the World Health Organization (WHO) and the FSSAI. Food fortification is the addition of key nutrients such as iron, iodine, Vitamin A and D etc. to staple foods such as wheat flour, rice, vegetable oil, milk and salt to improve their nutritional content.

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**The Indian EXPRESS**

## Food safety regulator launches Eat Right India movement in city

**EXPRESS NEWS SERVICE CHANDIGARH, AUGUST 29**

According to the FSSAI, almost 76 per cent of the female population in the city of Chandigarh suffer from anaemia - the second highest among all states and UTs.

The Food Safety and Standards Authority of India (FSSAI) launched the Eat Right India movement in Chandigarh on Wednesday. The FSSAI had last month launched a nationwide public awareness campaign called 'Eat Right India' to usher in a new food culture with the right food and dietary choices among citizens.

The movement is a collective effort of FSSAI, along with the health departments to empower citizens to improve their health and well-being. The movement includes eating safe, eating healthy, encouraging the consumption of fortified foods and lowering of foods high in fat, salt and sugar.

Under the campaign, the FSSAI has been addressing widespread micro-nutrient deficiencies such as anaemia.

According to the FSSAI, almost 76 per cent of the female population in the city of Chandigarh suffer from anaemia - the second highest among all states and UTs. At the workshop, it was also said that the prevalence of anaemia in children (age 6 to 59 months) at 73 per cent was the highest in Chandigarh among all the northern states as well.

Officials said food fortification was a complementary strategy to fight micro-nutrient deficiencies such as anaemia, which is also simple, sustainable, safe and cost-effective. Food fortification is the addition of key vitamins and minerals such as iron, iodine, Vitamin A and D etc. to staple foods such as wheat, flour, rice, vegetable oil, milk and salt to improve their nutritional content.

Chandigarh has voluntarily begun rice fortification through its Integrated Child Development Services and midday meal programmes, which cater to approximately 1 lakh beneficiaries.

FSSAI CEO Pawan Agarwal said Chandigarh, like the rest of the country was fighting a dual burden of malnutrition. "Such figures, by no means, serve any justice to the city (called City Beautiful). FSSAI has selected Chandigarh to be the first city to launch the Eat Right India movement and to take the lead in food fortification-related activities. We hope this will lead to social and behavioural change among citizens," he added.

Agarwal further stated that the World Health Organisation (WHO) has already planned to eliminate trans fat in foods by 2023 globally. On the question about the plan for labelling norms, the CEO said talks were on with several stakeholders.

Dr C Dewan, IIT Director of Health Services and Mission Director, National Health Mission, citing ICMR's 2017 report (Global Health of Nation's States, mentioned that from 1990 to 2016), diabetes in India had increased manifold. "Heart diseases are among the top 10 leading causes of deaths in Punjab and Haryana. The Eat Right India movement sends a very relevant message that the simple act of reducing fat, salt and sugar in our daily diet can make a strong and positive difference in our health status," he said.

Before the launch on Wednesday, a media workshop was organised in Chandigarh to engage and sensitize the local media about the importance of food fortification.

**hindustantimes**

## Malnutrition: Fortified oil to be on shelves by year-end

**HT Correspondent**

CHANDIGARH: The state government has announced that it will start distributing fortified oil to the public by the end of the year. The initiative is part of the 'Eat Right India' movement launched by the Food Safety and Standards Authority of India (FSSAI). The government aims to improve the nutritional status of the population by providing fortified oil to the public. The initiative is being organized in collaboration with the World Health Organization (WHO) and the FSSAI. Food fortification is the addition of key nutrients such as iron, iodine, Vitamin A and D etc. to staple foods such as wheat flour, rice, vegetable oil, milk and salt to improve their nutritional content.

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**परियोजना से प्रकाशित**

## पायनियर

**एफएसएआई का अभियान: सही खाओ, अच्छा खाओ और स्वस्थ हो**

**आयोजनकर्ता: सिटी ब्यूटीफूल में 76 फीसदी महिलाएं एनीमिया की शिकार**

चंडीगढ़ में 76 फीसदी महिलाएं एनीमिया की शिकार हैं। एनीमिया एक गंभीर रक्त विकार है जो शरीर में रक्त के अभाव को दर्शाता है। यह आमतौर पर महिलाओं में पाया जाता है। एनीमिया के कारण शरीर में रक्त के अभाव को दर्शाता है। यह आमतौर पर महिलाओं में पाया जाता है। एनीमिया के कारण शरीर में रक्त के अभाव को दर्शाता है। यह आमतौर पर महिलाओं में पाया जाता है।

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Vitamin D deficiency is quite prevalent in India. FSSAI wanted to spread awareness around the importance of vitamin D and role of sunlight for the production of Vitamin.

Heal Health Connect Solutions was approached to come up with a campaign plan and its media strategy

## Objective

The objective was to spread awareness among masses around the importance of Vitamin D.

# Project Details

## Strategy



- Create awareness around Vitamin D deficiency through innovative tools.
- Have an engaging activity to engage target audience of school children.
- Connect with like minded credible partners like CBSE, NCERT, NDMC etc.
- Bring renowned KOLs on board to bring knowledge on the subject and validate innovative concept.
- Highlight sun as the natural source for Vitamin D and promote fortified food to meet nutrition needs.

## Methodology



- Introduced concept of Noon Assembly. 11AM to 1PM is the best time to absorb Vit D from the sun. Hence, schools were urged to push morning assembly to noon.
- Pre-launch and launch PR campaign was designed and implemented.

## Result



- In a period of **1 week, 100+ media coverage** was generated.
- Complete NCR and part of north India like Punjab widely covered the subject.
- **Over 20 crore people reached** through print, electronic and online portals.

# Coverage Snapshot



**ET Healthworld**  
From The Economic Times

**INDIA TODAY**

FSSAI for assembly in schools around noon-time to address Vitamin D deficiency

## Noon Assembly in schools to address vitamin D deficiencies

Project Dhoop seeks to promote sunlight as a natural source of Vitamin D for children. Schools urged to shift 'Morning Assembly' to 'Noon Assembly' – the best time for students to soak in sunlight for n



छात्रों में विटामिन डी की कमी से निजात दिलाएगी 'प्रोजेक्ट धूप'

**FINANCIAL EXPRESS**

## FSSAI for assembly in schools around noon-time to address Vitamin D deficiency

Food safety regulator FSSAI today launched a unique initiative 'Project Dhoop' to encourage schools to shift their morning assembly to around noon-time, mainly between 11 am to 1 pm, to ensure maximum absorption of Vitamin D in students through natural sunlight.

**THE TIMES OF INDIA**

FSSAI for assembly in schools around noon-time to address Vitamin D deficiency

**The Tribune**  
Newspaper for the region

'Shift morning assembly to noon for ample sunlight'

