

## Feasibility study of integrating maternal nutrition interventions in existing maternal, newborn and child health services

**Project Title:** P344 - Evidence of impacts, impact pathways, synergies and cost-effectiveness of nutrition-sensitive agricultural programs

**Description of the innovation:** The study on 'Improving Maternal Nutrition Services in Uttar Pradesh' evaluated the feasibility and impact of integrating a package of maternal nutrition interventions that align with the latest global evidence and the national policies and guidelines of the government of India within routine reproductive, maternal, newborn and child health (RMNCH) services. A 'Cost of Diet' analysis was conducted to examine the affordability and accessibility of nutritious diets in the districts under study.

**New Innovation:** No

**Stage of innovation:** Stage 3: available/ ready for uptake (AV)

**Innovation type:** Research and Communication Methodologies and Tools

**Geographic Scope:** Sub-national

**Number of individual improved lines/varieties:** <Not Applicable>

**Country(ies):**

- India

**Description of Stage reached:** Findings helped inform the relevance and adoptability of BCC strategies that are currently being used in Alive & Thrive. Developed tools for a nested cohort study for collecting objective measures of the key outcomes (maternal weight gain during pregnancy, consumption of iron folic acid (IFA) and calcium supplements, diet diversity)

**Name of lead organization/entity to take innovation to this stage:** FHI360

**Names of top five contributing organizations/entities to this stage:**

- IFPRI - International Food Policy Research Institute

**Milestones:** No milestones associated

**Sub-IDOs:**

**Contributing Centers/PPA partners:**

**Evidence link:**

- <https://tinyurl.com/ybl7bpto>

**Deliverables associated:**

- D3594 - MNCH - Baseline report on feasibility of integrating maternal nutrition interventions in existing MNCH services (**Marked as Confidential**)

**Contributing CRPs/Platforms:**

- A4NH - Agriculture for Nutrition and Health