



Delivering for Nutrition in South Asia
Towards Impact at Scale



Empowering Communities via a Digital Quran – Based Campaign

Advancing Nutrition & Disability Inclusion for Health and Equity in Afghanistan

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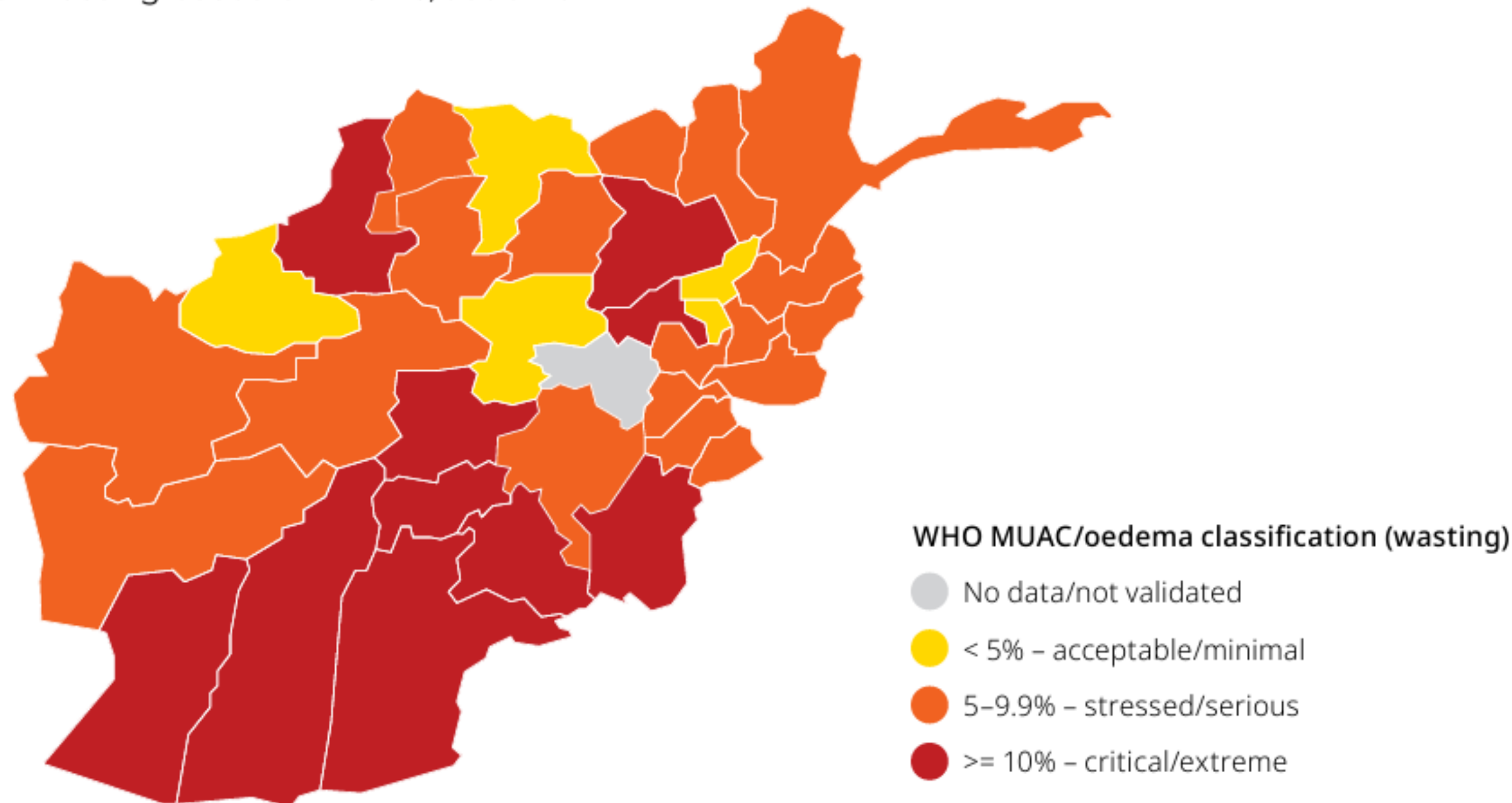
NRM, Agriculture and Environment Advisor

Deutsche Welthungerhilfe, Afghanistan

Rationale

Figure 5. Global Acute Malnutrition (GAM) prevalence map, Q2 2025

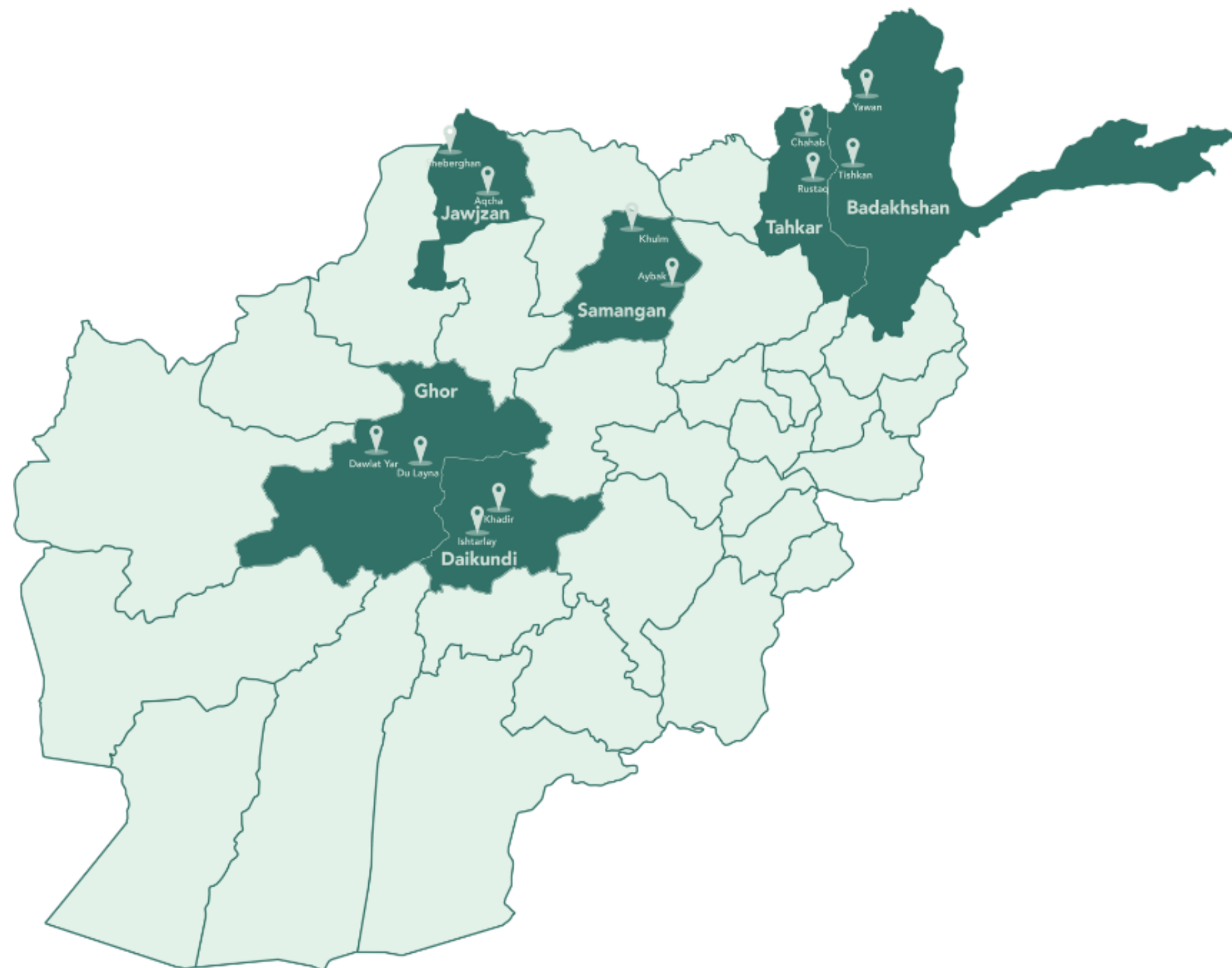
Level of wasting based on MUAC/oedema



Approaches:

- Emergency response
- Improved household level food production
- Improved/more resilient livelihoods
- Cultural barriers;
 - Focus on breastfeeding
 - Increase dietary diversity

Inclusive Livelihoods Recovery and Community Resilience in Afghanistan 'Faragir' Project



Consortia members:

- Afghanaid
- Concern Worldwide
- Humanity & Inclusion (HI)
- Welthungerhilfe

in partnership with VIAMO, a digital platform

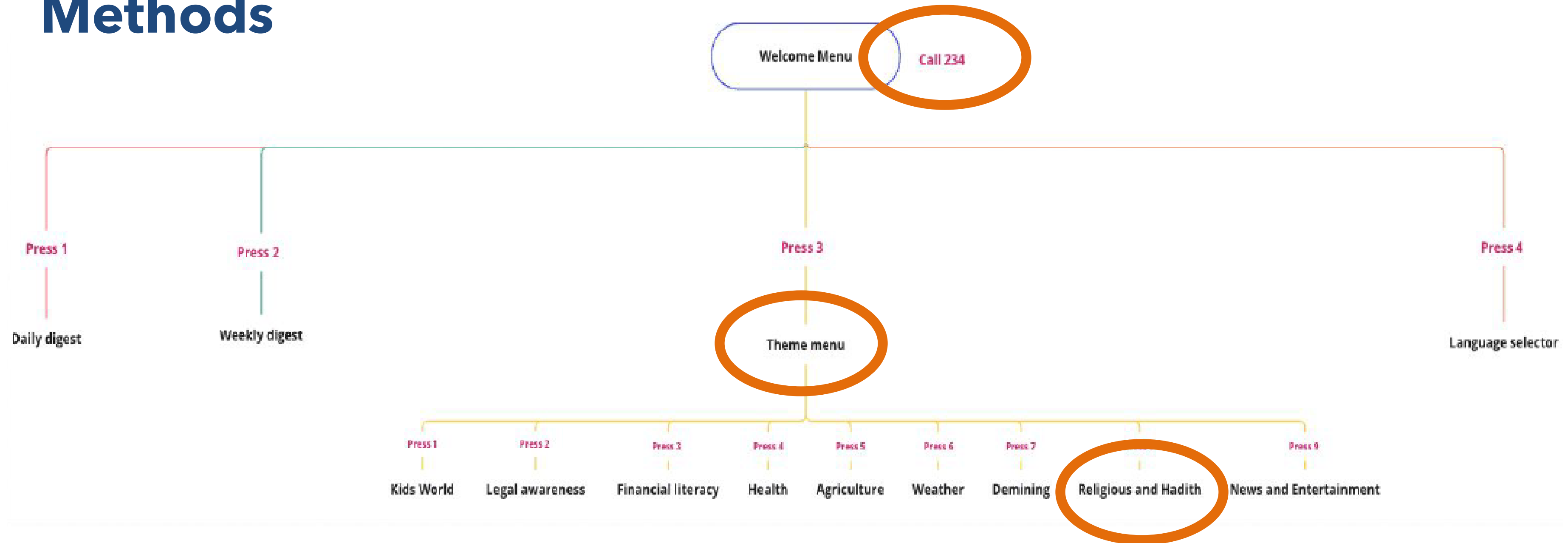


Method for Digital Campaign

- **20 Hadith- based messages** developed on:
 - nutrition (WHH) and disability inclusion (HI) topics
- Messages developed into **engaging sound bites**, with **monologues, dialogues** and **background music (Viamo)**
- Messages **integrated into Viamo's nation wide 2-3-4 free information and news service**, accessible by all mobile phones.
- Campaign ran for **6 months** (Oct 23- March 24)
- **Campaign** promoted:
 - By Viamo on their platform (2 months)
 - NGO staff distributed 2,700 promotional guides
- Viamo measured **caller interaction with the messages**.



Methods



Digital Campaign Results over 6 months

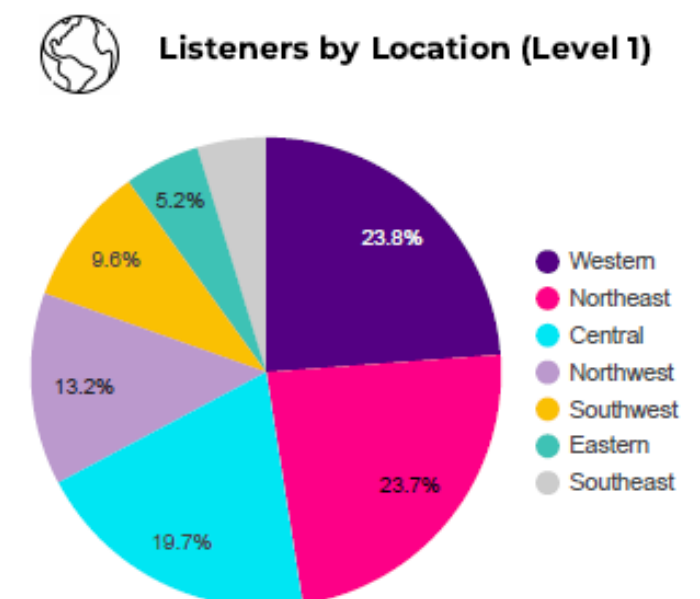
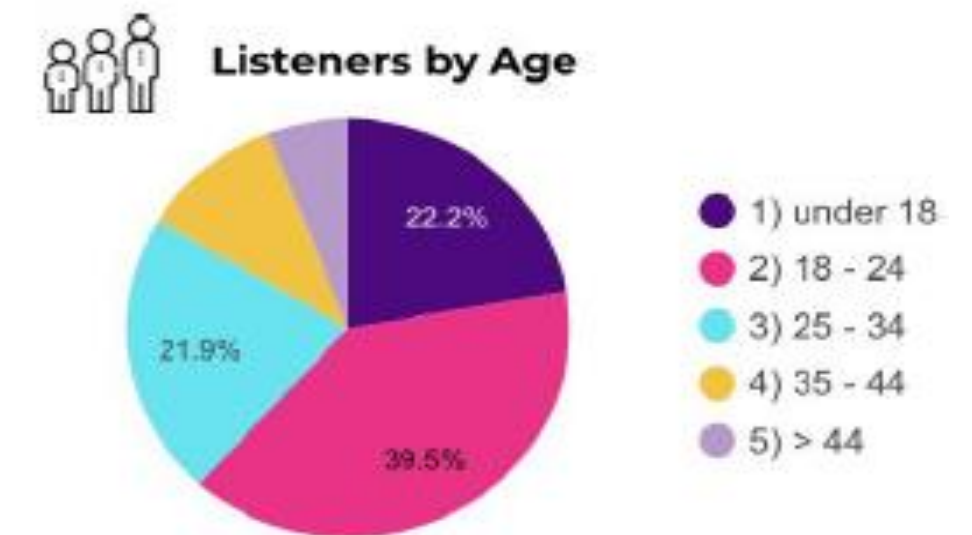
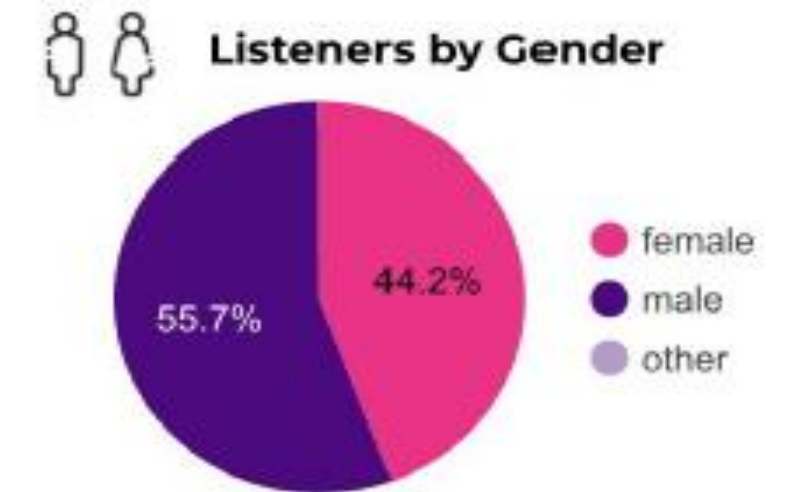
- **66,263 callers** listened to **119,625 messages** (av of 1.8 messages per call)
- The percent of **callers who stayed online** to listen to the whole message: **85% to 90%**
- Relative balanced gender (56% male vs 44% of listeners were female)
- High youth engagement, 18 to 24 age group (36%)
- Geographic perspective, **Badakhshan, Kabul, and Herat** 34% of the total listener base, with 47% of listeners coming from 12 other provinces across the country









































Most listened to messages:

- Importance of 1000 days from the beginning of pregnancy to the child's 2nd birthday
- Importance of spouses and family support for pregnant and lactating mothers
- Importance of early and exclusive breastfeeding
- Importance of washing hands to prevent diseases in child and mothers
- Equality, stigma, and support for persons with disabilities

Least listened to message:

- Importance of seasonal fruits and vegetables for the health of pregnant mothers.
- Capabilities and abilities of person with disabilities.



	Key Message title	Times reached ▼	Times listened	Callers	Listeners	C2L Ratio	% female listeners	% male listeners
1.	Importance of 1000 days from the beginning of pregnancy to the child's 2nd birthday	1,507	1,329	1,191	1,035	87%	46% 	54% 
2.	Use of variety of foods to improve family nutrition	1,466	1,297	1,136	987	87%	47% 	53% 
3.	Importance of washing hands to prevent diseases in children and mothers	1,454	1,326	1,098	992	90%	49% 	51% 
4.	Importance of mother and child hygiene	1,454	1,288	1,083	936	86%	47% 	53% 
5.	Importance of spouses and family support for pregnant and lactating mothers	1,448	1,339	1,129	1,036	92%	46% 	54% 
6.	Importance of breastfeeding in the initial six months	1,385	1,287	1,063	978	92%	50% 	50% 
7.	Discrimination and social barriers	1,368	1,247	1,050	943	90%	47% 	52% 
8.	Patience and Gratitude	1,360	1,250	1,053	956	91%	47% 	53% 
9.	Equality and Equity	1,359	1,250	1,079	979	91%	47% 	53% 
10.	Importance of proper care of pregnant and lactating mothers and the baby	1,354	1,267	1,033	962	93%	47% 	53% 
11.	Diversity of situation and health conditions	1,340	1,246	1,046	970	93%	46% 	54% 
12.	Equal participation and equal access	1,339	1,228	1,051	958	91%	49% 	51% 
13.	Importance of breastfeeding till the age of two	1,336	1,221	1,054	950	90%	48% 	52% 
14.	Stigma and stereotypes	1,309	1,189	996	897	90%	46% 	54% 
15.	Importance of first six months breastfeeding and supplementary food until the age of 2	1,306	1,192	1,015	911	90%	46% 	54% 
16.	Importance of breastfeeding during the first hour of birth	1,298	1,186	985	889	90%	47% 	53% 
17.	Importance of girl's education and nutrition for tomorrow's healthy mothers	1,294	1,158	979	868	89%	48% 	52% 
18.	Capabilities and abilities of persons with disabilities	1,269	1,142	968	855	88%	45% 	55% 
19.	Importance of taking care of pregnant mothers for the health of fetus	1,259	1,155	970	880	91%	48% 	52% 
20.	Importance of fruits and vegetables in different seasons for the health of pregnant mothers	1,203	1,053	875	742	85%	41% 	59% 

Example message content: Message 17 - Importance of girls education and nutrition for tomorrow's healthy mothers

وعن عبدالله ابن مسعود رض قال سمعت رسول الله يقول من كانت له ابنة فادبها فاحسن ادبها وغذاها فاحسن غذاها واسبغ عليها من النعمة التي عليه كانت له ميمنة وميسرة من النار الى الجنة (اخرجه القيسراني في كتابه ذخيرت الحفاظ) وابن عدي في كتابه الكامل في الضعفاء)

Translation: It was narrated that 'Abdullah Ibn Mas'ud' said: I heard the Messenger of Allah (peace and blessings of Allah be upon him) say: *"The one who has a girl child and teaches her well and feeds her good food and gives her the same credit given to him by Allah, that girl is for him a blessing and a means of ease to enter heaven"*.

Dear parents! According to this noble Hadith, the importance of nutrition and children's literacy is apparent, that every parent has to feed their children and teach them good deeds, so that they are saved from the hellfire and earn blessings (rewards). The Prophet (PBUH) has emphasized on the nutrition and literacy of girls, because girls will be mothers of the future and no doubt that mothers with a good nutritional status would give birth to children with a better nutrition status, and poor mothers would give birth to poor and malnourished children with poor nutrition. Therefore, you dear parents, considering the nutrition of children and especially the girl child, you will not only prevent your child from suffering malnutrition, but also you will save the community from malnutrition, thus; you will have good nutrition for your children, that is, the good of the world and the hereafter.

Strengths and weaknesses

✗ Weaknesses

- Not detailed and targeted enough
- Availability of more SIM companies causing fragmentation
- Limited promotion
- Difficult to measure practice change (caller anonymity)

✓ Strengths

- Cost efficient, accessible, sensitization tool
- Integral in a context of increasing restrictions on education and barriers to reaching women
- Higher reach to men than traditional methods
- Side steps national level politics (difficult to censor)
- Can be integrated with village level trainings through Mullahs
- Messages within cultural & religious framework; through the Holy Quran
- Use of a widely used mobile company
- Strong youth and gender engagement



Method for Community Campaign



- Messages shared with Provincial level 'Ministry of Haj and Pilgrimage' – fully supportive.
- Messages shared with village level religious leaders.
- Workshop held to discuss comments on messages.
- Awareness sessions conducted monthly through Friday prayers at the mosque.
- 40 volunteer community leaders, Mullah's and community influencers did awareness raising and reported number of people trained each week.
- Positive community feedback and willingness to address concerns related to women and people with disabilities.
- Increased access to female project participants by female NGO staff.

8,500 people trained
over 2 years
(89,803 reported interactions with
the messages)

Implications for scaling and policy

- Programs must prioritize maternal and child nutrition, empower women and persons with disabilities
- Expand culturally sensitive digital outreach
- Sustaining engagement, and addressing social norms
- Monitoring outcomes for improving nutrition and inclusion
- Partnerships with nutrition, health, education, and social protection sectors
- Collaboration with private sectors for digital access
- Engagement of community and religious leaders:
- Alignment with **government** strategies;
- Coordination with NGOs; and donor support to ensure reach, relevance, and sustainability.

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