

Delivering for Nutrition in South Asia

Towards Impact
at Scale



Evaluation of a school- and community-based intervention to promote iodine consumption and healthy eating practices among women and adolescents

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Rationale: The IDD Challenge in India

- ⚠️ **A Major Public Health Issue:** Iodine Deficiency Disorder (IDD) remains a significant challenge for India.
- 👥 **Population at Risk:** More than 200 million people are estimated to be at risk of IDD.
- **Population Affected:** Over 70 million people suffer from goitre and other iodine deficiency disorders.
- **Goal of this Study:** To evaluate a targeted intervention designed to improve awareness and practices to combat IDD.



Study Objectives

The primary objective was to evaluate the effectiveness of a community-based intervention in:

- Improving awareness about Iodine Deficiency Disorder (IDD).
- Promoting healthy eating practices.

Target Population:

- Women (18-49 years)
- Adolescents (10-17 years)

Location:

- Karnataka, Andhra Pradesh, and Telangana

Methodology



Study Design

A cross-sectional mixed-method study design was employed at baseline and endline to assess changes in knowledge, attitude, and practices.



Scope & Location

The study was conducted in 15 selected districts across the three states of Karnataka, Andhra Pradesh, and Telangana.



Sampling

Participants were identified using a multi-stage random sampling technique to ensure a representative sample.

Intervention Activities



Community Educational Sessions



Traditional Folk Performances



School-Based Programs



Front Line Worker Training

Participants & Analysis

Participants Surveyed:

A total of 2,962 (baseline) and 2,868 (endline) people.
50% women, 25% boys, and 25% girls.

Target Groups:

School-going adolescents (10-17
years) Adult women (18-49 years)

Analysis Method:

Linear regression was performed to assess the effect of the intervention on the change in outcomes.



Validation:

Knowledge and attitude scales had a strong internal consistency of 0.8.

Findings

Significant Increase in Scores ($p < 0.001$)

+15

Unit Increase in
Knowledge Score



+13.5

Unit Increase in
Positive Attitude Score

The association remained significant even after adjusting for age, education, ration cards, and socio-economic status.

Behavioral Changes

- **Dietary Diversity:** A statistically significant increase in post- test dietary diversity was observed.
- **Salt Consumption:** Overall consumption of salt increased by 1% at the endline.
- **Iodized Salt Practices:** Most importantly, there was a statistically significant increase in:
 - Correct storage of iodized salt
 - Proper usage during cooking
 - Purchase of iodized salt

Implications & Scale-Up

- ✓ **Proven Success:** A diverse range of activities (education, school programs, folk performances, capacity-building) demonstrated a clear transformation.
- ↗ **Recommendation:** The program can be scaled up across different geographies and over a longer duration for sustained impact.
 - 🏛 **Partnerships (Academia):** Collaborate for operational research on Anganwadi centres' services and upgrading worker skills.
 - Partnerships (Government):** Work with Women & Child and Health departments for convergence on awareness and sustained behavior change (e.g., +Flogo).



Thank you

My participation was made possible through the generous
support of the
Delivering for Nutrition 2025 Conference funders

