



Background

BIID introduced Nutrition Club jointly with academic institutes to promote awareness & disseminate nutrition messages by engaging youth communities (primarily students) through a network of volunteers.

Introduction

Nutrition campaign at school is an activity of the *Nutrition Clubs* to foster awareness, sustainable dissemination of nutrition messages locally (Family & community) and introduce ICT enabled knowledge sharing & management on nutrition. Local opinion leaders, teachers, students and parents will be engaged in the activities.

Why Campaign on Nutrition is important?

Nutrition campaign is important because it provides a platform for capacity building, knowledge spreading and awareness building on Nutrition. It focuses on changing the lifestyle of students, families and communities to enhance food literacy and adoption of healthy eating habits.

Engage Students in Nutrition

How it Works?

- The Nutrition Campaign will be arranged at schools (both urban and rural) under direct guidance of the assigned academic institution and volunteers to organize, lead and coordinate the activities.
- It works through the consultation with teachers and identify students to join as *Nutrition Volunteer*.
- BIID facilitate program design, develop partnership & experts for training, documentation, monitoring, advocacy and supports with promotional materials.

- Host educational institute support the activities, allow students to join as Nutrition Volunteer and establish Nutrition Club, assign Mentor (Teacher), offer spaces for training and organize the campaign.

Share the learning at home & community

Activities

1. Selection of educational institutes
2. Briefing the objectives of Nutrition Club and School Campaign
3. Identify and select the volunteers & members.
4. Meeting with the teachers and frame a PoA
5. Nutrition Club volunteers conduct the activities jointly with the teachers and local volunteers
6. BIID provide learning and communication materials
7. Set up visibility for awareness building and dissemination the knowledge on Nutrition.
8. Monitoring (Follow up) and documentation of activities as well as impact
9. Initiate launching local Nutrition Club.

Check List for School Campaign

1.	Select the Mentor and executive team of volunteers
2.	Brief the volunteers about their assignment(s)
3.	Prepare a list of activities and roles of participants
4.	Make sure all logistics are ready
5.	Profile the venue properly
6.	Manage the event as per plan (Time and content)
7.	Follow up plan including PR and documentation

Join Us

Interested academic institutes can join us as partner. Contact: Bangladesh Institute of ICT in Development (BIID), Phone: +880 2 8714169, Fax: +880 2 8714168 E-mail: info@biid.org.bd Website: www.biid.org.bd