

Using social behaviour change to promote healthy diets among children and adolescents

Healthy diets

The Bhutan Nutrition Strategy and Action Plan (NNSAP) 2020 – 2025 seeks improvement of the nutritional status of school-age children, including those in monastic institutions, through improved nutrition knowledge, skills, and practices as a strategic result area, with a comprehensive social behaviour communication change (SBCC) strategy as an important means to achieve this. WFP Bhutan partners with the Ministries of Health (MoH) and Education (MoE) to research food consumption behaviour and develop well targeted SBC strategies, campaigns, and materials.

Challenges

Bhutan is currently experiencing a transition in nutrition and food consumption patterns among its populations, especially school-age children and adolescents. Nearly one in three adolescent girls is anaemic and one in ten school children are already overweight, a problem that is increasing. Micronutrient

Solutions

To address these threats to the health and well-being of the next generation, WFP partners with the Ministry of Education (MoE), and provides technical assistance to its School Health and Nutrition Division, to improve the nutritional status of school children and

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