

PRESS RELEASE

Media Advocacy Workshop on Addressing Malnutrition and Anaemia among Children and Women in Tamil Nadu

Recent results of National Family Health Survey (NFHS-5) of Tamil Nadu indicates that, there is remarkable impact on Health and Nutritional services excelling the National average indicators and there is reduction in stunting and wasting of children. But the prevalence of anaemia in women and children is still high and Infant and Young Child Feeding (IYCF) Practices among the community is not encouraging which need to be improved upon for the welfare of women and children in Tamil Nadu.

In order to sensitise and orient the media personnel about various programmes implemented in our State for addressing Malnutrition and anaemia among women and children and to create awareness among the community by disseminating Government schemes on health and nutrition to communicate key messages of change for an effective behaviour change communication among the people to attain malnutrition free Tamil Nadu, a media workshop is organised in Chennai by the Department of Social Welfare and Women Empowerment, Government of Tamil Nadu for sensitising media personnel of Tamil Nadu State about Integrated Child Development Services.

The workshop was presided over by **Hon'ble Minister for Social Welfare and Women Empowerment Department, Tmt. P. Geetha Jeevan**, who stressed the role of Government welfare schemes in mitigating the malnutrition in Tamil Nadu. Also released two awareness short films on first 1000 days and Adolescent Girls care.

Tmt. V. Amuthavalli, I.A.S., Director cum Mission Director, Dept. ICDS spoke about the services rendered by Dept. of ICDS on health and nutritional services towards Antenatal and Postnatal mothers, Children below 6 years and Adolescent girls and the role of media personnel in creating awareness among the community.

The following Officers and resource persons oriented the participants on various schemes of the State Government.

- **Tmt.D.Rathna,I.A.S., Director, Social Welfare and Women Empowerment Department.**
- **Tmt.S.Valarmathi, I.A.S., Director, Department of Social Defence,**
- **Dr.Darez Ahamed, I.A.S., Mission Director, National Health Mission,**
- **Thiru.A.Annadurai, I.A.S., Director, Agriculture Department,**
- **Tmt. C.Amuthavalli, Joint Director, School Education Department,**
- **Ms.Ranjitha Gunasekaran, Assistant Resident Editor (Tamil Nadu), The New Indian Express,**

The vote of thanks proposed by **Tmt. K.Kanmani, Joint Director (Admin), Department of ICDS.**

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