

NUTRITION OLYMPIAD 2018

– Empowerment and Nutrition of Youth for a Healthy Nation –

Concept Note on

Organizing a Design Thinking Workshop to develop a plan of action to address malnutrition and building design and planning skills of Nutrition Club leaders

Introduction

In a world marked by rapid change, the quest for solutions to address a range of social challenges has become more complex. However, the tools to govern our societies are still inadequate. In the face of the emerging global challenges, it's very crucial to channel resources in building an assertive, strong young generation who will contribute in building a better Bangladesh. Bangladesh, a nation with a growing population of 163 million, has many adolescents.¹ More than 20.5 percent of the total population includes adolescent age groups, and the percentage and absolute number of adolescents will continue to increase at least until 2021. To withstand and navigate the inevitable force of change, it is necessary to empower these adolescents and increase their ability to influence their communities and contribute in solving the existing problems therein. Involving youth in the planning of goods and services that they are entitled to and that interest and impact upon them will create opportunities for them to contribute in their communities on a larger scale. Thus to mitigate the current as well as impending challenges head on, looking beyond the traditional means and deploying youth as catalysts for change is the need of the hour.

Background

Nutrition Club, a BIID initiative to foster youth engagement in nutrition and positioned as a growing network of nutrition volunteers nationwide. BIID believes that by facilitating skills, knowledge and awareness of the volunteers of Nutrition Clubs, the young members can contribute in addressing malnutrition in their communities and environment significantly and more effectively. In addition to the existing activities, BIID has planned to introduce the Design Thinking as a new concept to engage, identify and resolve social problem through co-creation and human centric design process. Through the design thinking workshop, the volunteers of Nutrition Clubs will be given hands on training to identify and address critical challenges pertinent to malnutrition in their societies. Hence Nutrition Olympiad 2018 will be preceded by a the design camp hosted for the best performing volunteers / members of Nutrition Club to

¹ In Bangladesh, adolescents have been defined as those persons between 10 and 19 years of age by using the UN standard, according to the National Strategy for Adolescent Health 2017-2030.



understand the challenge of malnutrition, frame a plan of action and develop strategies to resolve the issue.

Brief of the Workshop

The Design Camp will be a 3-day residential workshop for NC members, primarily students. The camp will be held during April (18-20), 2018 at Bangladesh Academy for Rural Development (BARD), Comilla. The total number of the participants will be 30 from different Nutrition Club (NC) and 6 teachers. They will interact, share and develop a plan of action for the Nutrition Club for the next fiscal year. The outcomes of the camp will be shared at the Nutrition Olympiad in front of a panel of policy makers, development practitioners and nutrition experts who will share their opinions and feedbacks on the outcomes. An expert will lead the sessions and provide technical guidance to follow the elements of design thinking process (See the basic components of design process).



The Design Thinking: Making Human Centric Design to address malnutrition

Design Thinking is a design methodology that provides a solution-based approach to solving problems. It's extremely useful in tackling complex problems like malnutrition, by understanding the human needs involved, by re-framing the problem in human-centric ways, by creating many ideas in brainstorming sessions, and by adopting a hands-on approach in prototyping and testing. Understanding these five stages of Design Thinking will empower the volunteers of Nutrition Club to apply the Design Thinking methods in order to solve the malnutrition issues at local and national level.

Execution Steps

The Design Camp execution steps are:



Step 1 : Participant selection from Nutrition Clubs.

Step 2 : Design camp activities

Step 3 : Share the findings and recommendations at the knowledge sharing session at Nutrition Olympiad 2018

Step 4 : Monitoring and Evaluation (M & E) and Scale up:

- Setting indicators
- Review/Follow up
- Documentation of good practices and sharing the case with wider audience
- Scale up NC's (Based on learning)

Expected Outcome

During the design camp, the participants will find out the solution for the challenge “Youth engagement to address malnutrition”.

After the completion of the process, the participants will come up with set of recommendations to make the NC's more active with the following:

1. Vision
2. Strategy
3. Plan of Action (Making Impact)
4. Growth Plan (Scale up)

These recommendations will be shared by the participants in the Nutrition Olympiad to make NC more dynamic and functional.

Sustainability

Afterwards the design thinking workshop and Nutrition Olympiad 2018, the outcomes will be integrated in the Nutrition Club activities and will be continued onward with required changes.

Contact

For any question or query, please reach out to us at fatema@biid.org.bd. Bangladesh Institute of ICT in Development (BIID), House No. 174, Level-2, Apt.B3, Road No. 02, Mohakhali DOHS, Dhaka- 1206, Bangladesh; Phone: (+880) 2 8714169, (+880) 2 9845909
Fax: (+880) 2 8714168 www.biid.org.bd

