



Starting Life Strong in

Lao PDR

**Designing child-focused hygiene
and nutrition interventions**

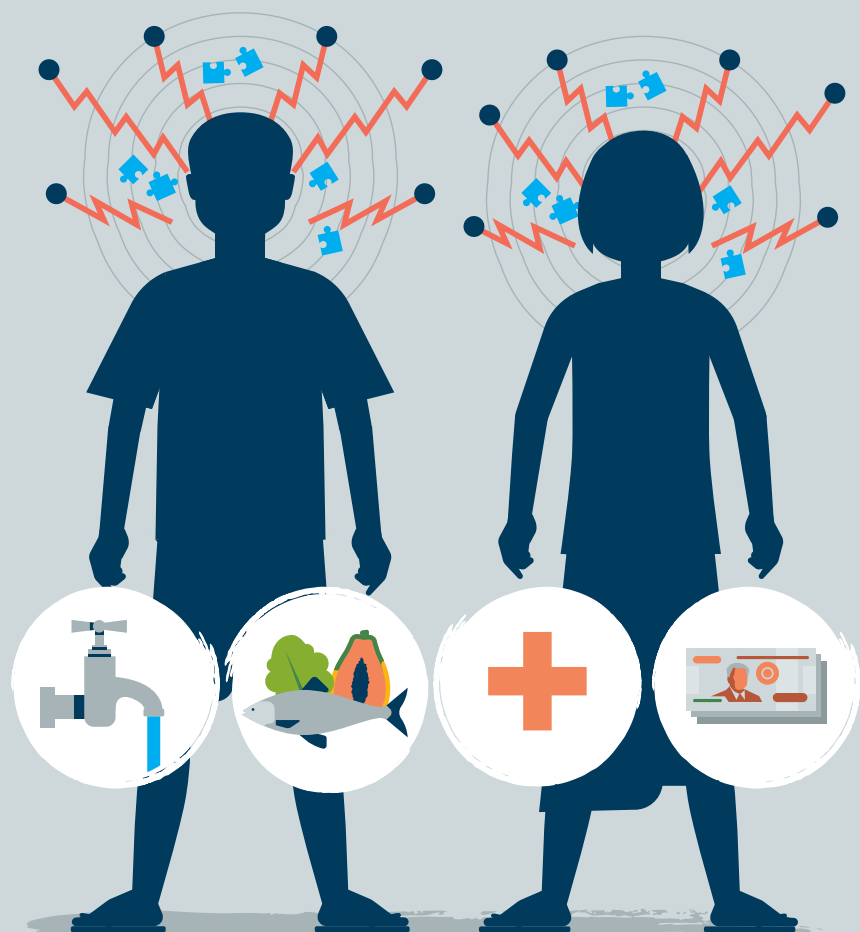


WITHOUT GOOD NUTRITION,
CHILDREN CAN EXPERIENCE

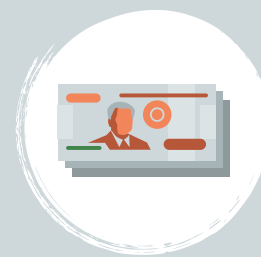
STUNTING

IMPAIRED BRAIN
DEVELOPMENT

LEARNING
DIFFICULTIES



STOPPING THEM
FROM REACHING THEIR
POTENTIAL AS ADULTS.



TO HELP THIS, THE LAO PDR GOVERNMENT IS IMPLEMENTING A WATER, SANITATION, AND HYGIENE PROJECT WITH THE SUPPORT OF THE WORLD BANK.

WASH

WATER SUPPLY, SANITATION & HYGIENE



THE PROJECT SUPPORTS COMMUNITIES TO CONSTRUCT SAFE WATER SUPPLY AND SANITATION SYSTEMS, AND WILL DELIVER A SET OF TARGETED BEHAVIORAL INTERVENTIONS TO

REDUCE EXPOSURE TO HARMFUL PATHOGENS



IMPROVE NUTRIENT INTAKE AND IMMUNITY.



RESEARCH ON BEHAVIORS IN NORTHERN LAO FOUND;



INFANTS TOUCHING DIRTY SURFACES OR OBJECTS AND THEN PUTTING THEIR HANDS IN THEIR MOUTHS,

RATHER THAN PROVIDING A CLEAN PLAY AREA TO LIMIT THEIR EXPOSURE..



CAREGIVERS SELDOM
WASHED HANDS WITH
SOAP BEFORE PREPARING
OR SERVING FOOD,



INSTEAD OF ONLY
DOING SO AFTER
WASHING HANDS
WITH SOAP.



FINALLY, MANY MOTHERS
RETURNED TO WORK
SHORTLY AFTER BIRTH,



WHICH INTERFERED
WITH THEIR ABILITY TO
PRACTICE EXCLUSIVE
BREASTFEEDING.



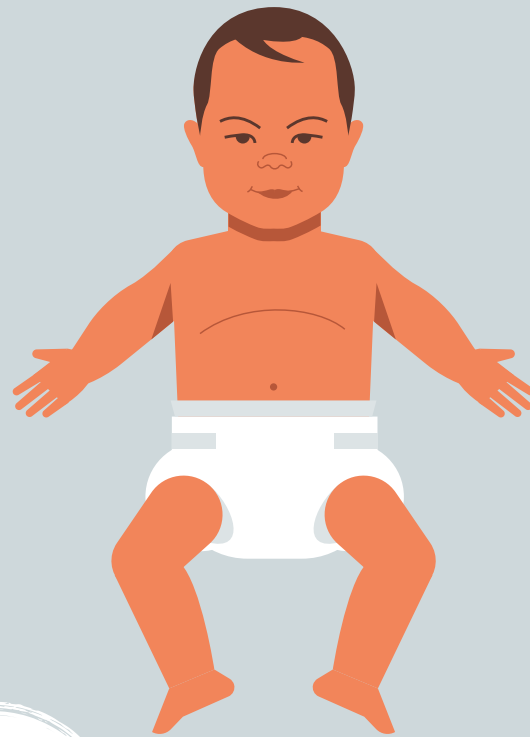
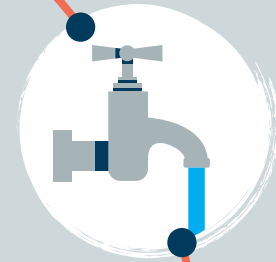
THESE DIFFERENCES WERE USED TO DESIGN
A SET OF BEHAVIORAL INTERVENTIONS.

TO BE DELIVERED ALONGSIDE;

AGRICULTURAL
INTERVENTIONS



WATER &
SANITATION
SERVICES



FINANCIAL
SUPPORT



NUTRITION
COUNSELING

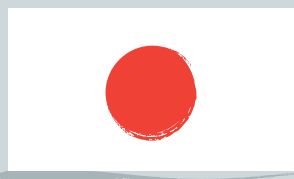


PREVENTIVE
MOTHER &
CHILD HEALTH
SERVICES



PROVIDING INFRASTRUCTURE, SERVICES AND BEHAVIORAL CHANGE TO ACHIEVE SUSTAINABLE RESULTS.





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through the **Japan Trust Fund for Scaling Up Nutrition**

To find out more visit

www.worldbank.org/water

