

# Promoting healthy nutrition in children of Bangladeshi origin

Our WHO-recommended, community-based model:

- improved nutrition and feeding practices, maternal and neonatal survival rates
- proved the effectiveness of a LMIC women's group approach in the UK
- has influenced Tower Hamlets and Newham Local Authority early year programmes
- is raising awareness of the crucial first two years of life through the NEON film (touring UK)



## Promoting healthy nutrition in children of Bangladeshi origin in East London: Nurture Early for Optimal Nutrition (NEON)

"This research has been a great journey for me and I feel privileged to have been a part of it from its inception. It's been very satisfying to have the opportunity to help bridge the gap for some of the health inequalities that exist. This research has been my baby and I feel proud seeing it grow!" - Lily Islam, NEON community facilitator



"NEON shifts the power to the community where mothers and carers are provided with information about good practices, can discuss challenges, and gain support to overcome any issues they face in a safe environment" - Monica Lakhanpaul, NEON lead & Professor of Integrated Community Child Health, UCL



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