

Rose Star: A Network of Pediatricians to Offer Nutrition Services Among Under 5 Children

Low dietary diversity and poor hygiene practices play a critical role in stunting, wasting and underweight among children in Bangladesh. According to BDHS 2022, 24% of under 5 year children are stunted (short for their age), 11% are wasted (low weight for their height), 22% are underweight (low weight for their age).



Orientation on growth monitoring activities for pediatricians

To address these issues, SMC took initiative in 2018 to monitor growth of the children by Blue Star providers. SMC included growth monitoring and counseling services in the basic training curriculum and provided height, weight measuring scale and service registers and growth monitoring cards to Blue Star providers. Using this tool, Blue Star providers can detect inadequate growth of a child earlier and restore proper growth in right time. Based on the experience, in 2022, SMC has engaged pediatricians to offer growth monitoring and nutrition services.

A sensitization meeting was held at Barishal on September 28, 2021 to know the doctor's interest and to develop a strategy for pediatricians to include growth monitoring as a tool to improve child nutrition status through them. Thereafter SMC organized orientation and training programs for pediatricians. Training curriculum developed following the national guideline of Institute of Public Health Nutrition.

Currently the network has trained 545 pediatricians and it is branded as 'Rose Star'. The Rose Star program is an initiative to monitor growth of children under 5 and counsel mothers for improving nutritional status of their children.

Major Accomplishments

- As of June 2026, SMC has oriented 545 pediatricians under Rose Star program
- During July 2025 - June 2026, the network offered Growth Monitoring and Promotion (GMP) service to 34,310 under-5 children where 3,601 cases found malnourished
- The malnourished cases are followed up periodically and completed on proper feeding practice



Basic training on growth monitoring for pediatricians

Growth monitoring is an important tool for assessing the nutritional status of a child. Objective of this initiative includes –

- Engage pediatricians in nutritional service in a structured manner
- Develop willingness to offer growth monitoring services
- Develop counseling skills and provide adequate counseling on proper feeding
- Promote micronutrient powder to address iron deficiency anemia among under 5 children
- Promote the requirement of GMP services among parents and caregivers of under 5 children.
- Documentation of services using GMP card/chart

Doctors are selected based on some criteria for attending training on growth monitoring services.

Doctor should be a pediatrician and must have private chamber with a good number of children in their practice. Willing to offer GMP services and has interest in child nutrition improvement initiatives.



Practical demonstration on measuring length of child in the basic training on GMP for Assistants

To implement the Rose Star program SMC offers following support to the doctors–

- Orientation on growth monitoring and counseling on nutrition (continuous technical support as required) to the pediatrician and their assistants
- Install a signboard for branding chamber for the doctors as a center to offer growth monitoring and other nutrition related services
- Provide service delivery materials (weight and height measuring scale, GMP card, client register)

- Develop and distribute promotional materials (poster, banner, leaflet, brochure) among the network providers



Rose Star provider is providing health service to a child

- SMC has developed electronic reporting system to collect monthly performance report from doctors through interactive voice response (IVR) system
- Collect monthly report from pediatricians and organize periodical performance review meeting with them to track and improve performance



Rose Star signboard



Rose Star provider is providing health service to a child

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