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| **Title of Research Presentation Addressing maternal anaemia through a social entrepreneurial initiative** |
| **Background/Objectives** Within the Ngorongoro Conservation Authority (NCA), an entrepreneurial effort to provide nutritious food to expectant mothers using an agri-business approach. Two communities were involved within the NCA – one as an intervention group and one as a control group.  **Methods** The project is a multi-phase mixed methods approach with this reporting on the initial findings only. This presentation reports on the focus group discussion and the first phase of food provision to expectant mothers in NCA including baseline health assessment and early reports on anaemia indicators and participants’ knowledge of nutrition (specifically micronutrients) and anaemia.  **Results** The preliminary result on the knowledge of nutrition and anaemia showed, at baseline, a fair understanding of micronutrients existed regardless of age, education, and other factors (e.g. marital status, socioeconomics). Variability in knowledge by micronutrient type (I.e., iron, Vitamin A) was evident. The results show that this knowledge did not necessarily translate into improved dietary practices especially in those with lower education  **Discussion** The research team considers the impact of providing nutritious food (micronutrient rich) for expectant mothers in a unique pastoralist context through a social entrepreneurial project with TBAs – seeking local solutions to the local/global challenge of prenatal anaemia. The TBAs procure and/or produce the necessary foods to address deficits in prenatal haemoglobin status of the women in this context. The TBAs are also providing nutrition information to the women which includes culturally acceptable and relevant knowledge sharing while incorporating medical nutritional knowledge. Residual agri-product is being sold within the community by the TBAs for profit thereby assisting these women to gain further independence.  Aligned with this intervention, we are following the pre- and post- intervention status of the women (i.e., haemoglobin, health literacy on nutrition, awareness of signs, symptoms, and consequences of anaemia, and other critical indicators of maternal and neonate health). We will also follow the progress of the TBAs towards increased financial security, improved self- image, and inclusion in the health care system solutions to prenatal anaemia.  **Keywords** Traditional Birth Attendants, Social Enterprise, Maternal Anaemia, Nutrition |