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NAFAKA BEHAVIOR CHANGE COMMUNICATION PLAN

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INTRODUCTION

Over the past decade, the agricultural sector in Tanzania has experienced strong growth. However, rural households continue to experience poverty and insufficient caloric intake. With a large percentage of the labor force working in the sector, agriculture has the potential to drive economic growth and poverty reduction within the country and the region.

The Government of Tanzania has placed food security at the top of its development agenda and established multiple initiatives, including the National Strategy for Growth and Poverty Reduction (MKUKUTA), 2006-2015 Agricultural Sector Program (ASDP), Kilimo Kwanza (Agriculture First) campaign, the Health Sector Strategic Plan III (HSSP 2009-2015), the Roadmap Strategic Plan to Accelerate the Reduction of Maternal and Child Deaths (2009-2015), the draft National Nutrition Strategy (2009-2015), by joining the Comprehensive Africa Agriculture Development Program (CAADP) process.

Outside development agencies and donors providing agricultural assistance aimed at increasing food security include:

- The Southern Africa Growth Corridor of Tanzania (SAGCOT), a public-private partnership that aims to boost agricultural productivity in Tanzania by promoting "clusters" of profitable agricultural farming and service businesses;
- Japan International Cooperation Agency (JICA) investments in an irrigation scheme and training center for irrigation technicians, as well as engineering designs for the schemes;
- World Bank investments in a regional center of excellence for rice research and small-scale maize fortification;
- Africa Development Bank investments in credit co-guarantees and rural roads; and
- Food and Agriculture Organization (FAO) investments in capacity building for farmers in irrigation schemes.

Implemented through Feed the Future (FtF), the United States Agency for International Development's (USAID) strategy is to design programs that complement those of other donors. Integrating agricultural, gender, and nutritional development approaches, the Tanzania Staples Value Chain (NAFAKA) focuses on the maize and rice value chains with the aim of improving the productivity and profitability of smallholder farmers.

NAFAKA is a USAID-funded program that integrates agricultural, gender, and nutritional development approaches to improve smallholder farmers' productivity and profitability in maize and rice value chains. The ACDI/VOCA Support for Food Security Activities (SFSA) team, a consortium of nine food security and agricultural development organizations, is leading this comprehensive food security program, which is part of USAID's FtF initiative.

The overall goal of NAFAKA is to sustainably reduce poverty and hunger by improving the productivity and competitiveness of the rice and maize value chains so as to provide job and income opportunities for rural households. The project is designed to accomplish this goal by improving the competitiveness and productivity of maize and rice value chains; facilitating greater domestic and regional trade; increasing benefits from the growth of the maize and rice subsectors, particularly to women and youth; enhancing rural household nutrition via women-focused value chain development; and encouraging consumption of a balanced diet. The FtF initiative has a central focus on women, seeking to improve their roles and engagement in all program areas.

Regarding the communication environment, several projects are currently tasked with designing interventions aimed at influencing the behavior of Tanzanian farmers, primarily female farmers. This includes the Mwanza Bora project, with a mission of promoting dietary diversity, prevention of maternal anemia, and childhood stunting, and the

Tuboreshe Chakula project, promoting micronutrient powder and fortified products, primarily maize and sunflower oil. As these two FtF projects overlap with the NAFAKA project in four districts and are targeting the same populations, it will be crucial to coordinate communication efforts and ensure that messages are complementary. In addition, the World Bank is promoting nutrition and fortification, and Helen Keller International is designing a mass media campaign promoting fortified foods. Nutrition, public health, and economic development campaigns are not new to Tanzania. Rural Tanzanian families, primarily female caregivers, have been targeted for decades by campaigns aimed at preventing malaria, tuberculosis (TB), HIV/AIDS, and promoting maternal child health and family planning. As FtF crosses over health, agricultural, and economic sectors, one key to the success of behavioral interventions will be to take a consumer-driven approach and not a traditional information-driven one, looking at individuals holistically and communicating with them in one voice.

RESEARCH FINDINGS

The NAFAKA project sponsored a baseline survey with results published in February 2012. The baseline survey assessed the main constraints to increasing rice and maize production. Those constraints included high cost of land preparation and limited numbers of tractors available, limited irrigation works available to ensure adequate water, and high cost of improved seed. Many farmers are still dependent on traditional farming methods, such as hand hoes, and have no access to modern tools. Some farmers acknowledge that they lack basic training in farming and agriculture, in part due to a lack of extension services. The high prices of agricultural inputs, including seeds, fertilizers, and herbicides, are disproportionate to the low price of produce. This makes it difficult to increase production without access to loans and credit. Many farmers also describe climate, specifically irregular and inadequate rainfall, as a key constraint to increased production.

The lack of storage facilities was also found to be a major factor limiting smallholders' abilities to increase incomes from farm sales, thus contributing to inefficient markets with seasonal price variability. Without safe storage infrastructure, households go straight from the field to the market to sell their produce, even when prices are at their lowest. While the majority of households reported storing their harvests to be consumed at a later date, very few reported storing to sell at a higher price when market demand increased.

The baseline survey asked respondents about their level of knowledge in relation to specific production areas. Most respondents admitted limited knowledge. Over half of the respondents indicated little current knowledge regarding irrigation, conservation agriculture, soil fertility management, green manure, pest management, and soil conservation. When asked about their desire for training, nearly 100 percent of respondents expressed a desire for training in all aspects of farming.

Without access to extension services, friends, relatives, and other farmers serve as the primary sources of information for smallholder farmers. Currently, radio and SMS play a limited role in increasing farmer's knowledge on improved farming practices; however, these channels of communication may be pursued in the future.

In addition to the baseline sponsored by the NAFAKA project, the TUBORESHE CHAKULA project also funded a formative/diagnostic assessment on the "Consumption and Demand of Improved Foods" to inform their demand generation strategy. This study, with results published in January 2012, provided valuable insight into lower and middle-income caregivers of children under age 5 living in the Morogoro Region in terms of attitudes, preferences, and beliefs regarding food, nutrition, and information sources.

Based on a literature review, secondary research, and baseline survey findings, the following obstacles faced by female smallholders have been identified:

EXTERNAL (STRUCTURAL/ENVIRONMENTAL) OBSTACLES

- Poverty
- Gender norms (inequity)
- Climate (rain)
- Poor infrastructure (roads)
- Lack of transport
- Isolation
- Lack of access to credit
- Lender lack of trust/belief in smallholders as credit-worthy
- Lack of (support from) extension workers
- Corruption/Exploitation by traders/middlemen

INTERNAL (BEHAVIORAL) OBSTACLES

- Traditional/current harmful farming practices and beliefs (e.g., 'broadcasting' seed, recycling of used seed, lack of crop rotation, belief that fertilizer destroys soil)
- Lack of skills
- Lack of knowledge about a balanced diet
- Lack of household decision-making power
- Feelings of isolation
- (Fatalistic) belief that they have no/little control over their crops and their future
- Low self-efficacy (i.e., self-confidence in their ability to change things)

ADDITIONAL RESEARCH REQUIREMENTS

In addition to the baseline formative assessment, NAFAKA will be conducting a barrier analysis to probe further into environmental barriers to productivity and food security. The Mwanza Bora (Nutrition) project also has plans to conduct a household assessment. With regard to designing a behavior change intervention, it is also highly recommended that the NAFAKA project pretest campaign concepts and prototype materials with the primary target audience of female smallholders, their spouses, and select members of the secondary target audience, including extension workers. More specifically, future communication research should include the following:

- Once visual concepts and themes for a toolkit/community campaign are developed, they should be tested with both users/messengers (EXTENSION WORKERS) and farmers
- Select toolkit prototype materials will be developed and pretested before finalization

COMMUNICATION PLAN

TARGET AUDIENCE(S)

In 2010, the estimated population of Tanzania was just over 43 million, with almost 50 percent of the population under 15 years old. Over 70 percent of the population lives in rural areas, the majority of whom are employed in the agriculture sector as smallholder farmers. Literacy levels among the rural population are low. With over half of the rural labor force between 15 and 29 years old, only about 8.5 percent have post-primary school education or training.

Because of the subsistence farming opportunities available, the unemployment rate is low in rural areas; however, underemployment is substantial, and yields are generally low.

Although the NAFAKA project aims at influencing the behavior of multiple actors across the staples value chain, the following PRIMARY target audience (beneficiaries) and SECONDARY audience of influencers have been identified based on FtF's mission.

PRIMARY TARGET AUDIENCE: Smallholders/rice growers in Morogoro region, with a focus on female farmers. The target audience can further be segmented by economic status, with one priority segment being the most vulnerable. Another priority (and overlapping) segment is women of reproductive age, with a focus on pregnant and lactating female farmers and farmer mothers of children under age 2.

Following is a target audience profile that will inform the design of a consumer-focused behavioral intervention.

TARGET AUDIENCE PROFILE

Eliwina is a 28-year-old female farmer, wife, and mother of 3 children ages 3–10, who has been farming since she was 4 years old. She is currently pregnant with her fourth child. Although her husband, Silas, makes most of the household decisions (especially where finances are concerned,) Eliwina makes most of the food preparation choices. She feeds her children as often as possible, usually once a day, with a rice-based porridge, at least when rice is in season. As rice is considered a female crop, she has been given much of the farming responsibility by her husband. Her husband and his family own the land, some of which is not productive. Eliwina is often on her own taking care of the land and children as Silas frequently goes into the city for weeks at a time for work. She and the children live with her mother-in-law, who helps with the farming and children when time permits. Eliwina would like to see more of a financial return on all of her hard work, but has few skills in addition to traditional agricultural practices, food preparation, and a bit if weaving. She only has a third-grade education with limited literacy, but yearns to learn more and become more self-sufficient. She hopes and dreams that her children have more opportunity than she ever did.

SECONDARY: (Influencers) Progressive farmers, extension workers, junior agronomists, community leaders, husbands/male farmers, in-laws, actors along the value chain, banks/lenders, and other sources of credit, policymakers, and media.

OVERVIEW OF SUPPLY SIDE

On the supply side, the following activities are taking place:

- NAFAKA is working with input suppliers to link with farmers over demonstration plots and provide more access to seeds and fertilizer.
- Some fertilizer is being subsidized by the government (discount vouchers given to select farmers).
- Warehouse receipt system (collective marketing): Farmer receives a receipt that can be taken to the bank for credit in exchange for storing 'paddy' (used as collateral) in a government warehouse.
- Efforts are ongoing to work with Tanrice to use warehouse space.
- Access is being provided to producer groups/producer training.
- TARIPA (Tanzania Rice Partnership) Information Clearinghouse provides business contacts, investment opportunities, a relationship with local and national government, etc.
- Female smallholder access to credit is being expanded through microfinance institutions (MFIs).
- Association development: The APEX network of associations is helping to negotiate for farmers.
- Fortification (Tuboreshe Chakula project) interventions are in development.
- SILC (Savings & Internal Lending) groups and training are being organized to help vulnerable women pool savings/gain access to credit and income-generating skills/opportunities.

- The supply of more diverse foods/crops is increasing through promotion of home/community vegetable gardens (Mwanza Bora Project promoting dietary diversity in conjunction with NAFAKA).
- Work is in progress to make rotary weeders and tractors more available/affordable.

Continued issues on the supply side include the lack of transport; lack of access to credit, especially for vulnerable female farmers; lack of access to quality inputs; lack of a diverse supply of nutritious quality foods; corrupt middle men; mistrust and lack of communication among value chain actors; and land ownership policies. The same root causes that affect demand for good agricultural practices and food security—gender inequity and poverty—also affect the supply side.

DEMAND SIDE COMMUNICATIONS GOALS AND OBJECTIVES

COMMUNICATION GOAL: To increase demand for good agricultural practices (GAP), improved nutrition, and food security.

PRIMARY TARGET AUDIENCE OBJECTIVES:

KNOWLEDGE

As a result of the communication, smallholder female farmers will know:

- Good agricultural practices
- That their agricultural practices have a direct impact on their land
- About balanced nutrition
- How to work wisely with other actors along the value chain
- Where to go to increase their capacity/productivity/ability to access credit
- How to join a growers association and what the benefits are to them
- How to access credit
- How to pool their savings (as part of SILC)
- How to grow/maintain a family garden
- When market (demand) is high for selling

BELIEF

She will believe/feel that:

- She has options
- She has the capacity to grow economically and improve the health and well-being of her family
- She has an equal and important role to play in household and farming decision making
- By storing her crop beyond harvest season, she can increase her family's income
- She is not alone
- Farming can be a good (family) business

BEHAVIORAL

She will:

- Join an association if she hasn't already
- Participate in training on a consistent, ongoing basis

- Improve her productivity by adopting GAP
- Seek access to credit
- Build her skills from subsistence to commercial farming
- Share her success and knowledge with friends and neighbors

Looking at behavior on a continuum, the behavioral intervention will aim to move her from feeling that she has few options to feeling hopeful, from being isolated to being part of a group/association, from her traditional feeding and farming practices to consuming/serving a more nutritious, diverse diet and GAP, from dependent with little access to credit to credit-worthy and self-sufficient, and from subsistence farming to commercial farming.

SECONDARY AUDIENCE OBJECTIVES:

The secondary target audience of influentials will believe that (vulnerable female rice) farmers are worth training, supporting, and investing in. Their risk perception decreased and support increased. They will reach out to her; support her productivity and financial success; help her access, prepare, consume, and serve a diverse and nutritious diet; and acknowledge/reward her achievements.

BEHAVIORAL DRIVERS AND DETERRENTS

Potential drivers of behavior, especially food consumption behavior, include parents' aspirations to see their children grow healthy and physically strong, with a good education and a better life than theirs. Behavioral theories, including Diffusion of Innovation and the Social Learning Theory, inform us that early adopters (e.g., progressive farmers, especially female) play an important role in modeling behavior and leading change.

Deterrents include poverty, gender norms that perpetuate gender inequity, policy regarding land ownership, fatalism, and traditional, long-held agricultural practices and beliefs (included in Section II Research Findings).

COMMUNICATIONS STRATEGIC APPROACH

The communication strategy will include two components: (1) an overarching "umbrella" image component meant to mobilize community leaders, shift gender norms, and increase the self-efficacy of smallholders, particularly female farmers; and (2) a tactical component, which will include more detailed information about the products, services, and behaviors related to good agricultural practices.

The image component will be introduced first to launch the campaign and establish an emotional connection with members of the target population and actors across the value chain. The tactical component will follow, reflecting the same campaign brand so that all campaign activities and materials are linked and immediately recognizable, with one channel reinforcing another. As an example, the productivity and association trainings will be branded as part of the same campaign as local media efforts targeting the same smallholder population.

Regarding communication channels, in addition to training, we recommend multiple channels to increase reach and frequency and create an environment that is supportive of change. Findings from the Tuboreshe Chakula project assessment (January 2012) revealed that farming households with children primarily received their *health* information from radio and health facilities. Very few mentioned newspapers, magazines, or TV; however, reaching secondary target audience members, including actors across the value chain, lenders, and policymakers, will take more diverse channels, including mass media.

IMAGE COMPONENT

TO SHIFT GENDER NORMS, PROMOTE GENDER EQUITY, RECRUIT ADDITIONAL FTF CHAMPIONS, AND INCREASE THE SELF-EFFICACY OF FEMALE SMALLHOLDERS

The IMAGE component may use the following integrated communication channels and message strategies:

ACTIVITIES AND MATERIALS

Community-based father-son groups that look at redefining manhood and strength; digital (audio) stories told by female role model farmers; and campaign theme song to be used on radio, in trainings, and at community-based events

CHANNELS

Point Of Service (POS): Campaign stickers to brand association members and engage actors across the value chain to participate in FtF activities; **Community:** Campaign launch; and **Local Media:** Local radio coverage of campaign launch, call-in talk show, digital stories playing as radio spots, campaign theme song radio spot, (radio serial drama if funding permits)

MESSENGERS

Female role models, community leaders, and progressive farmers

KEY TAKEAWAY MESSAGES

- *It takes all of us working closely together to ensure food security and feed the future.*
- *Farming is a productive family business.*
- *Tanzania is a country rich in natural resources, and we can make more of them.*
- *Women play a vital role in feeding the future.*

TACTICAL COMPONENT

TO PROMOTE GOOD AGRICULTURAL PRACTICES AND STRENGTHEN THE RELATIONSHIP BETWEEN VALUE CHAIN MEMBERS

The TACTICAL campaign will use an integrated approach using community mobilization and interpersonal communication (IPC) and may include the following:

ACTIVITIES & MATERIALS

The primary communication channel is **IPC** between extension workers and farmers. This may be facilitated by a GAP toolkit, including the following types of materials:

- Extension worker/trainer preparatory materials, including a Resource Guide, Activity Guide, and Toolkit User's Guide
- Teaching tools for use with low-literacy smallholders, including flip chart, digital (audio or video) stories of successful (progressive) farmers, and pictorial educational leaflets
- Take-home materials, such as reminder head scarves and calendars

Another channel to be considered is new media, such as **SMS**, mobile phone messaging, for GAP reminders, market information, weather forecast, and association follow-up.

More diverse promotional activities and innovative (low-lit) materials may include:

- EXPERIENTIAL MARKETING with demonstrations of new products and practices at community events and ROAD SHOWS via mobile van
- SIGNAGE and a reward program for farmers who adopt and maintain good agricultural practices

CHANNELS

Training Centers: IPC between extension workers and farmers, photo wall, GAP cards/rewards, and events for farmers who adopt new practices; **Community Events:** Ag Fairs, demonstration events; **Local Media:** Local radio

MESSENGERS

Extension workers, progressive farmers and family members, and media

KEY MESSAGES

- *"Sell more…For more."* (current ACDI-VOCA cross-cutting theme)
- *Your agricultural practices have a tremendous impact on your land.*
- *You can increase your productivity and your income with good agricultural practices (GAP).*
- *Farming is a good (family) business.*
- *We can do more together.*

The recommended channels, materials, and activities are meant to "AMPLIFY" the reach of the planned training(s). It is recommended that all behavior change communications (BCC/TRAINING) targeting the farmer is "held together" under one cohesive thematic and visual 'umbrella' identity so that the target audience comes to trust and rely on NAFAKA as a source of valuable information and support. In summary, the following communication channels are recommended over the course of the project.

Toolkit for Productivity (GAP) Training: The primary channel is IPC between extension workers and farmers or farmer to farmer. The toolkit will include three categories of materials: Facilitator's/User's Guide; teaching aids, such as a photo flip chart (demonstrating techniques and before and after photos) and digital (audio) stories of progressive farmers; and take-home reminders (e.g., calendar) for farmers. We also recommend building in rewards/reinforcement/certification for trained facilitators and progressive farmers to support retention and sustainability.

Radio: Extend the reach of digital audio stories of progressive farmers; consider a serial radio drama, including actors from across the value chain; and consider talk radio with interviews with extension workers and the ability to call in.

Road Show (Plus Other Events Like Ag Fair or Harvest Celebration): Take the demonstrations farther with a "road show," a mobile demonstration that stops in villages and shows flip chart and/or video of GAP and success stories. The road show also provides the opportunity for "experiential marketing"; for example, cooking demonstrations and taste testing, livelihood demonstrations, planting, etc.

SMS: Reminders of good agricultural practices and market information

Note: Community Mobilization: meetings are already taking place with community leaders and farmers to increase awareness of the NAFAKA project and associations. We suggest developing a leave-behind "invitation" for the secondary target audience consisting of community leaders, extension workers, local media, and other "messengers," to recruit them as FtF campaign champions (ASK ME ABOUT…)

Point of Purchase/Signage: Carry the campaign brand (theme and visual identity) forward by placing signage along the value chain at participating vendors and partners. This should communicate that this actor offers quality products and services and cares about feeding the future.

Policy/Media Advocacy: Earned media (PR) placed in local newspapers and on radio, including stories of success and struggle that will 'nudge' policymakers to enact supportive policy

ACTIVITY PLAN AND TIMELINE

ACTIVITY PLAN

COMMUNICATION CHANNEL	TARGET AUDIENCE	OBJECTIVE	ACTIVITIES AND MATERIALS
TRAININGS			
Productivity	Smallholders (male and female)	To generate demand for and build skills in good agricultural practices	**GAP Toolkit–**Branded with the campaign theme and visual identity, which includes three different categories of products: 1. **User Guides:** For use by extension workers and trainers to facilitate training 2. **Job Aids:** Teaching tools, such as flip charts that help to teach and demonstrate good agricultural practices and digital (audio) stories of progressive farmers that make an emotional connection and help personalize the messages 3. **Take-Home Reminders:** Participants may need reminders to reinforce training messages, which could come in the form of a calendar, a branded head scarf, or even a popular farming tool. Select participants may be given a small digital camera or mobile phone to document changes in their land and yield. **Note:** SILC already has proprietary training materials that may be complemented by new nutritional materials and demonstrations.
Association	Extension workers and junior agronomists	To increase productivity	
SILC		To build income generating capacity and access to credit	
Nutrition		To increase demand for and access to quality inputs, credit, and more diverse supply of nutritious quality foods	
Farming as Family Business		To train trainers and provide teaching tools & job aids	
POINT OF PURCHASE/SERVICE (POP/POS)			
Marketplace	Smallholder farmers	To reinforce training messages and value of extension workers	**Stickers** to identify FtF vendors and suppliers of quality products (including loans) to smallholders
Millers shop	Value chain actors	To identify family-friendly providers	**Demonstration** marketplace event to show successful results of good

			agricultural practices; invite media for free (earned) media/PR
Warehouses	Extension workers	To reward GAP and build new customer base	**Association Promotion:** Discount promotional event that features benefits and services
	Community Leaders To attract new association members		**GAP Card:** A card for the producer who has adopted good agricultural practices, which earns him points for every new association member referred. Points can be applied toward discounted products and services.
			Progressive Farmer photo wall at training venue, etc. The photo wall might also include before and after photos to demonstrate change.
COMMUNITY MOBILIZATION			
Community meetings	Loyal customers	To stimulate interaction between value chain actors	**Bring-a-Friend/Family Member** association promotion to earn points and vouchers toward discounted products and services
Agricultural fairs	Potential members	To attract new association members	
Demonstration events			**Special Day Events**, including demonstrations and tours with theme of special day **Mobile Van** mikings and demonstrations to expand the reach of productivity training and demonstrate results
Association meetings	Lenders	To demonstrate success of progressive farmers and reduce risk perception among lenders and value chain actors	
Harvest celebration and other special events	Value Chain actors		
MEDIA			
Media	Farm families	To increase demand for good agricultural practices	**Digital (Audio) Stories** told by real people/ progressive farmers played in trainings, at community agricultural fairs/events, and on local radio
	Policymakers	To shift gender norms by featuring female role models	**Photos** of same progressive farmers featured in community-based posters and flyers announcing special event days
Local radio			**Radio serial drama** featuring actors across value chain based on real-life challenges and potential solutions
TV (optional)		Policy advocacy	A **National TV** talk show for women is currently under development and will provide a venue for telling the small female farmer's story. This series, an opportunity to shift gender norms and influence policy in Tanzania, may be an excellent opportunity/potential partnership for NAFAKA.

ACTIVITY PLAN

APRIL 2012

- Local BCC staff hired
- Review NAFAKA gender strategy to ensure integration with BCC strategic plan
- Finalize communication/BCC strategic plan

MAY 2012

- Creative team meets to brainstorm campaign concepts
- Finalize selection of training package components/contents and complementary communication channels
- Continue working closely with FtF fortification and nutrition project BCC counterparts to integrate nutrition messaging into NAFAKA activities
- Finalize campaign implementation plan

JUNE 2012

- Finalize creative concepts (campaign slogan and visual identity) for testing
- Recruit participants and prepare research protocol and instruments for concept testing
- Identify (progressive) farmer role models/spokespeople for success story production

JULY 2012

- Conduct concept testing (focus group discussions with primary and secondary target audience participants)
- Draft topline report results
- Review results and draft creative recommendations
- Preproduction of success stories (pre-interview select farmers)
- Finalize campaign concept based on test results

AUGUST 2012

- Campaign/training materials development; draft copy/text and layout
- Radio drama character and storyline development*
- Design community (events) component (also men's groups-gender norms)
- Finalize media partnerships and strategy
- Develop monitoring and evaluation (M&E) plan for BCC component with ACDI/VOCA M&E staff

SEPTEMBER 2012

- Facilitate media buy (radio time)
- Pretest and finalize materials
- Scriptwriting for radio series*
- Materials production: (e.g., digital stories, radio series,* photography (flip chart))
- Finalize plans for messenger (champions) workshop

OCTOBER 2012

- Continue scriptwriting and cast voice talent*
- Produce radio series* and finalize digital stories
- Finalize training toolkit production
- Messenger (champions) workshop with extension workers, community leaders, progressive farmers, and media partners to disseminate all materials
- Plan campaign launch event with media (draft press release, prep video news release, etc.)

OCTOBER 15, 2012–FEBRUARY 15, 2013

- Campaign launch community-based event: international day of rural women (unholiday October 15)
- Campaign launch activities continue – World Food Day (October 16)
- Four months of implementation
- Monitor 4-month (16-week) campaign activities and track media
- Design next year's road show component

FEBRUARY 16–MARCH 31, 2013

- Post-campaign evaluation
- Gather and analyze M&E data
- Document lessons learned and successes
- Make necessary adjustments for year 3
- Refresh/update campaign creative as appropriate
- Meet with FtF BCC counterparts to analyze coordination efforts and coordinate year 3

YEAR 3

- Road show extends the reach of productivity demonstrations
- Refresh digital stories
- Identify and fill gaps in training materials
- Ensure that gender activities are supported by appropriate materials
- Feature campaign success stories via earned media (women's TV series)

YEAR 4

- Include more consumer-generated content
- Farmers documenting success
- Coordinate more experiential marketing events to highlight nutrition activities and demonstrate success
- Continue media coverage of campaign success

YEAR 5

- Conduct final evaluation and document lessons learned/best practices

*Activities with asterisk (*), primarily the radio series, are contingent on additional funding or grantee/partnership with local radio station.

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