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## **Makerere University Workshop on the Use of DHS and Other Nutrition Data to Influence National Policies**

*Entebbe, Uganda: November 3-12, 1994*

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The SARA Project is funded by the U.S. Agency for International Development (AFR/SD/HRD)



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## **ABBREVIATIONS**

<b>AED</b>	<b>Academy for Educational Development</b>
<b>AID</b>	<b>Agency for International Development</b>
<b>CHDC</b>	<b>Child Health and Development Centre</b>
<b>CRHCS/ECSA</b>	<b>Commonwealth Regional Health Community Secretariat for East, Central, and Southern Africa</b>
<b>DHS</b>	<b>Demographic and Health Survey</b>
<b>ICN</b>	<b>International Conference on Nutrition</b>
<b>PRB</b>	<b>Population Reference Bureau</b>
<b>SARA</b>	<b>Support for Analysis and Research in Africa</b>
<b>UNICEF</b>	<b>United Nations Children's Fund</b>
<b>WHO</b>	<b>World Health Organization</b>

## Executive Summary

This report describes the preparations, products and outcomes, and lessons learned from the *Regional Workshop on the Use of DHS and Other Nutrition Data to Influence National Policies*, which was held at the Lake Victoria Hotel in Entebbe, Uganda from November 6-11, 1994. The workshop was organized by the Child Health and Development Centre (CHDC) of Makerere University and the Commonwealth Regional Health Community Secretariat for East, Central, and Southern Africa (CRHCS/ECSA). Funding, and logistic and technical support were provided by the Support for Analysis and Research in Africa (SARA) Project at the Academy for Educational Development (AED), and by its subcontractors, Macro International (Coordinator of the Demographic and Health Surveys Program) and the Population Reference Bureau (PRB).

Eighteen participants and seven facilitators from seven African countries and the United States attended the workshop. African participants were from Kenya, Malawi, Namibia, Tanzania, Uganda, and Zambia. These countries were selected to participate in the workshop because they each have Demographic and Health Survey (DHS) data on nutrition, as well as nutrition chartbooks and briefing packets prepared by Macro International. Participants, working in three-member country teams, included high-level, government professionals working in nutrition programs, in policy formulation, and who were experienced with the DHS. Workshop facilitators were from Nigeria, Tanzania (CRHCS/ECSA), Uganda, and the U.S. A list of workshop participants and facilitators is found in Appendix A.

The goals of the workshop were 1) to increase the use of DHS and other nutrition data in national policy decisions, and 2) to improve participants' nutrition communications and advocacy skills. The specific objectives of the workshop were 1) to identify nutrition problems using DHS and complementary nutrition data for each country present, 2) to identify key nutrition policy messages from the data, and 3) to develop nutrition advocacy strategies and plans of action for implementing them (the workshop product). The detailed agenda and related materials are found in Appendices B through H.

During the workshop, participants were asked to follow a seven-step process to develop country-specific nutrition advocacy plans. These steps included 1) identifying nutrition problems, 2) defining the nutrition advocacy objective, 3) specifying at least three key messages to support this objective, 4) developing and presenting visual materials that illustrate priority messages, 5) identifying target audiences for each message, 6) selecting communications channels (e.g., mass media, inter-personal) and formats (e.g., meetings, pamphlets, fact sheets, etc.) for reaching audiences, and 7) identifying persons responsible and a time frame for implementing each advocacy activity.

Countries defined a wide range of nutrition advocacy objectives, shown below:

- Kenya: To reduce undernutrition in rural areas by improving small farmers' access to credit and agricultural loans.
- Malawi: To gain momentum for implementing an existing plan to improve the feeding practices of young children.

**Namibia:** To create human resource capacity in the area of nutrition at the institutional and community levels.

**Tanzania:** To increase NGO and private sector involvement in the implementation of the National Plan of Action in Nutrition (by 20 percent over the next 5 years).

**Uganda:** To formulate standard, national feeding guidelines for pregnant and lactating mothers, and for children less than 5 years old over the next 2 years.

**Zambia:** To formulate a national food and nutrition policy.

Post-workshop evaluation and follow-up questionnaires completed by all participants indicated an overwhelmingly positive opinion of the meeting:

1. All participants articulated a workshop objective that was consistent with the organizers' objectives for the meeting.
2. When asked to identify the most useful aspect of the workshop, almost all participants checked more than one response, with some noting that the workshop package as a whole was useful. The three most commonly checked responses were:
  - the workshop provided an opportunity to discuss issues with others in my region.
  - the preparation of the advocacy plans.
  - the identification of key messages.
3. The majority of participants rated the overall content of the material presented during the plenary sessions as somewhat new (rather than very new or very familiar).
4. The majority of participants rated all of the country presentations, and the time spent in working group sessions, as extremely useful (rather than somewhat useful or not useful).
5. All but one participant felt that regional workshops are an effective means for enhancing nutrition advocacy skills and that future workshops of this type should be organized for other African countries.
6. The most frequently mentioned recommendations for improving the effectiveness of this workshop were to 1) plan follow-up activities and meetings so that groups stay active, 2) invite more regional facilitators, and 3) allow more time for country representatives to discuss their own experiences doing advocacy work.
7. The most frequently mentioned suggestions for improving future workshops were: 1) consult with participants prior to the meeting to get their input in planning the meeting's contents, 2) use more African facilitators and advocacy experts, 3) spend more time on data interpretation and developing messages from the data, and 4) use more nutrition-related examples in the plenary sessions.
8. Of the 18 participants at the workshop, all but one felt that their country working group would work together, following the workshop, to implement their nutrition advocacy strategy.

The conclusions and lessons learned from this workshop that should be taken into account in the planning of future meetings are:

1. Regional workshops are extremely useful venues for discussing results of the DHS and their implications, and for enhancing participants' skills in planning nutrition advocacy activities.
2. The logistic and administrative aspects of the meeting greatly facilitated its smooth implementation, and should be replicated in the future.
3. Participants' familiarity with nutrition communications and advocacy should be ascertained during the planning stages of future meetings. The agenda and material covered during the plenary sessions should be prepared accordingly.
4. When preparing their country nutrition assessments, participants should be asked to address their past experiences with nutrition advocacy.
5. There should be more African workshop facilitators, preferably with experience in nutrition advocacy.
6. The workshop agenda should be revised, as follows:
  - on day 1, more time is required to review the overall process of the workshop and what an advocacy plan would look like (give out a completed sample nutrition advocacy plan).
  - on day 2, more time is required to review data and develop key messages (since this appeared to be the most difficult part of the strategy development).
  - on day 3, more time should be spent translating key messages into detailed graphic presentations.
  - on day 4, the two plenary sessions on target audiences, channels, formats and completing the advocacy plan of action should be combined into one session.
7. Future workshops should include participants who work outside of government: (e.g., from local NGOs, the media).
8. At future workshops, the linkages (similarities and differences) between policy communications/advocacy, and communications to improve behaviors at the household/consumer level should be discussed.

Additional conclusions are:

1. The DHS chartbooks and briefing packets should, when possible, include materials developed specifically for policy audiences.
2. Future research, analysis, and information dissemination activities in Africa should focus on improving our ability to describe — in human and economic terms — the impact of investing in nutrition, and collaborating with African colleagues on the development of data-driven advocacy arguments and plans.

- 3. In the future, consideration should be given to conducting similar advocacy-training workshops in conjunction with country-level data analysis to maximize the use of DHS.**

## **I. Background**

In May 1994, Ellen Piwoz (SARA Nutrition Advisor), Elisabeth Sommerfelt (of Macro International), and Catherine Siandwazi (Food and Nutrition Coordinator of CRHCS/ECSA) travelled to Kampala, Uganda to work with Dr. Jessica Jitta, the Director of the Child Health and Development Centre (CHDC) of Makerere University, to finalize plans for a regional workshop on the use of DHS and other nutrition data to influence national policy decisions. One of the organizers, Louise Sserunjogi (CHDC) was unable to attend the May meeting.

This planning visit resulted in an agreement with Makerere University to implement the workshop during the week of November 7-11, 1994, and it set into motion a series of preparational activities for the event. These preparations, which were carried out between May and November, included:

- identifying and inviting participants (CRHCS/ECSA).
- selecting and contracting with the hotel for rooms and conference facilities (SARA).
- arranging travel and per diem for all participants (SARA).
- contracting workshop speakers and facilitators (SARA).
- finalizing the agenda and preparing materials (CHDC, CRHCS/ECSA, SARA).
- arranging all administrative, secretarial, and computer support for the workshop (CHDC).
- inviting local participants (CHDC).
- organizing, and inviting speakers and journalists to the workshop's formal opening and closing ceremonies (CHDC).
- preparation of workshop materials (SARA, DHS/Macro International, PRB)

This report describes the preparations and the results of the regional workshop. In addition to providing an overview of the activities listed above, the report contains the nutrition advocacy plans developed by the participants at the workshop, the results of the post-workshop evaluation and follow-up questionnaires, and recommendations for future workshops on nutrition advocacy. This report complements the report on the workshop proceedings, which is being prepared by the CHDC.

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## *Workshop Preparation*

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### **II. Results**

#### **A. *Workshop Preparation***

##### **1. Identifying and Inviting Participants**

In June, initial letters of invitation were mailed by the Food and Nutrition Coordinator of the CRHCS/ECSA to participants from Kenya, Malawi, Namibia, Tanzania, Uganda and Zambia. These countries were selected to participate in the workshop because they are all members of the ECSA region with experiences to share, and they each have Demographic and Health Survey (DHS) data on nutrition, as well as nutrition chartbooks and briefing packets prepared by Macro International, under contract with the IMPACT Project, with funding from the Africa Bureau of USAID.

Invitations were extended to three participants from each country. These included 1) a person who is involved with national nutrition programs, 2) a person involved with the DHS, and 3) a person involved in nutrition-related policy formulation. The names and addresses of the participants are found in Appendix A.

Prior to the meeting, participants were asked to prepare a brief assessment of their country's major nutritional problems, and the policies and programs in place to address them. They were also asked to bring the results of national surveys and nutrition-related studies to use during the workshop in order to develop key nutrition advocacy messages.

##### **2. Hotel and Conference Facilities**

After reviewing competitive estimates from three hotels interested in hosting the workshop, the workshop organizers selected the Lake Victoria Hotel in Entebbe as the most appropriate venue for the meeting. Negotiations for the rooms and facilities were conducted on behalf of the SARA Project by Delmira Tour Agency, based in Kampala.

##### **3. Workshop Speakers and Facilitators**

The workshop organizers also contacted several people to serve as speakers and facilitators during the meeting. These included 1) Professor Tola Atinmo, of the University of Ibadan, Nigeria, who would speak and provide guidance on issues related to the interpretation of nutrition data, 2) Sasha Loffredo of the Population Reference Bureau, who would speak and provide guidance on advocacy and the development of advocacy plans, and 3) Beth Plowman, of the Office of Health and Nutrition of USAID, who would speak and provide guidance on the visual presentation of data to policy audiences.

#### **4. Other Preparations: Agenda, Goals, and Objectives**

The workshop agenda was revised and finalized during October and November, with input from all of the organizers and facilitators, through meetings and regular communications between Kampala, Arusha, and Washington, D.C. A professional workshop facilitator, Dr. Millie Morton, also provided input and guidance on the agenda, and on how to maximize the use of the available time in order to meet the workshop objectives.

During this stage of the preparations, it was agreed that the goals of the workshop were to 1) increase the use of DHS and other nutrition data in national policy decisions, and 2) to improve participants' nutrition communications and advocacy skills.

The specific objectives of the workshop were to 1) identify major nutrition problems using DHS and complementary nutrition data for each country present, 2) to identify key nutrition policy messages from the data, and 3) to develop nutrition advocacy strategies and plans of action for implementing them.

These goals and objectives would be accomplished through 1) plenary sessions to summarize available data for each country, and to describe the process of developing an advocacy plan, and 2) country working group sessions to determine country-specific advocacy objectives, key messages, communications channels and formats, and implementation plans. The final agenda and related materials are found in Appendix B.

#### **5. Other Preparations: Collecting Background Materials**

Materials to be distributed to workshop participants were also gathered in preparation for the meeting. These included 1) DHS chartbooks and overhead graphics, produced by Penny Nestel and Shea Rutstein, 2) published materials on nutrition and on advocacy, 3) PROFILES projections (graphics produced by Dr. Jay Ross of the Nutrition Communications Project) on the relationships between nutrition and mortality, and nutrition and morbidity for each participating country, using the DHS and other available data, and 4) relevant International Conference on Nutrition (ICN) country reports for all participants. A list of the materials provided to participants is found in Appendix C.

#### **6. Organizing the Opening and Closing Ceremonies**

Organizers at the CHDC arranged to have the Minister of Health open the workshop, and the Minister of Agriculture close the workshop in formal ceremonies hosted by the Vice-Chancellor of Makerere University and to have representatives from UNICEF, WHO, and the press attend. Programs for both ceremonies are found in Appendix D. Representatives from the USAID mission were also invited to attend the workshop ceremonies and sessions.

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## *Workshop Products and Outcomes*

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### **B. *Workshop Products and Outcomes***

#### **I. *Nutrition Advocacy Plans***

The following steps were used during the workshop to develop the country advocacy plans. Participants were asked to:

- identify major nutrition problems in each country.
- define key nutrition advocacy objectives.
- specify at least three key messages to support this objective.
- develop and present visual materials that illustrate the priority messages.
- identify target audiences for each message.
- select communications channels (e.g., mass media, inter-personal) and formats (e.g., meetings, pamphlets, fact sheets, etc.) for reaching audiences.
- identify persons responsible and a time frame for implementing each advocacy activity.

As noted previously, each step was introduced and discussed in a plenary session. Following this discussion, country working groups convened to complete the step. During the working group sessions, workshop facilitators circulated among the groups to observe or participate in the discussion, and answer questions, as appropriate. At least once per day, participants reconvened to present their work and to obtain feedback from the participants and facilitators.

The country-specific advocacy plans developed by each country working group are found in Appendix E. Issues related to their development are discussed below.

#### **a. *Identification of Major Nutrition Problems***

The working groups used the DHS Briefings and Chartbooks as well as other sources of national nutrition information to identify the main nutrition problems in each country.

#### **b. *Advocacy Objectives***

The nutrition advocacy objectives selected by each country working group are summarized below:

**Kenya:** To reduce undernutrition in rural areas by improving small farmers' access to credit and agricultural loans.

**Malawi:** To gain momentum for implementing an existing plan to improve feeding practices among young children.

- Namibia:** To create human resource capacity in the area of nutrition at the institutional and community levels.
- Tanzania:** To increase NGO and private sector involvement in the implementation of the National Plan of Action in Nutrition (by 20 percent over the next 5 years).
- Uganda:** To formulate standard, national feeding guidelines for pregnant and lactating mothers, and for children less than 3 years old over the next 2 years.
- Zambia:** To formulate a national food and nutrition policy.

The diversity in the objectives addressed by the country working groups is especially noteworthy. It is remarkable that a workshop of only one week's duration was able to accommodate such a broad range of topics related to nutrition. The diversity results from the regional nature of the meeting, and the fact that each country was at a different stage of development in terms of nutrition policy and programs.

*c. Using Data to Define Key Messages*

Key messages to support these objectives were developed using the DHS and other available data for each country. The goal was for each key message to be concise, positive, and solution-oriented. Messages were developed in the working groups, and were then presented in the plenary/recap sessions.

Crafting these messages (which are found in the advocacy plans in Appendix E) appeared to be the most difficult part of the advocacy planning exercise. Whereas some participants had difficulty defining messages without first specifying the audiences to receive them, others had difficulty using data (actual numbers) to argue their key points.

In addition, it was also difficult to articulate positive, solution-oriented key messages because many factors influence nutritional outcomes, and generalizable data on the anticipated impact of many nutrition-related interventions are not available. As a result, participants were unable to state the impact in human, economic, or nutritional terms of accomplishing their advocacy objectives. The ideal of crafting messages that link policy and program investments with human and economic returns is taken from experience in the field of family planning, which has had great success in policy advocacy.

Two exceptions to this observation are found in the plans for Zambia and Malawi. In Zambia, the country working group used data from local studies and PROFILES to estimate annual reductions in mortality that would result from improving the nutritional status of children in their country. In Malawi, the group used epidemiologic data to estimate the impact on diarrheal morbidity that could be avoided by increasing exclusive breastfeeding of young infants.

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## *Workshop Products and Outcomes*

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Thus, although every country employed data in the problem statement portion of their messages, only these two groups were able to link available data to their objective and a positive outcome. This suggests that nutrition advocacy, in general, would be strengthened if future research, analysis, and information dissemination focused on 1) characterizing in generalizable, human and economic terms the impact of investing to improve nutrition, and 2) educating African nutrition professionals about these relationships so they understand and feel comfortable using these data-driven advocacy arguments.

### *d. Preparation of Visual Materials*

All groups prepared at least three overhead transparencies illustrating the arguments stated in their key messages. Materials were generally prepared by hand, although some groups were able to use the Harvard Graphics software available on the conference computers.

Participants were encouraged to create their own visual materials to support their key messages. Some participants felt that the transparencies from the DHS Briefing Packets were not appropriate for policy audiences because they did not address the issues being discussed in their advocacy plans, they were too complex; or because they illustrated nutrition problems but not the impacts of solving them. Thus, if the chartbook and briefing packets are to be used for policy advocacy purposes, they need to be developed with the policy audience in mind. Graphics that are impact/solution-oriented should be included in the briefing packets, whenever possible.

### *e. Identifying Target Audiences, and Communications Channels and Formats*

Most groups were familiar with the process of identifying target audiences for their messages, and they had little difficulty segmenting these audiences and identifying appropriate channels and formats for reaching them.

At this stage, however, some participants expressed confusion about the direction and detail of the plans, and how they would be implemented. In response to this, a hypothetical nutrition advocacy strategy and action plan was drafted and discussed with participants (see Appendix F). This exercise was extremely useful because it provided participants with a model that they could refer to when questions about the overall process or specific steps in it arose.

Although most country working groups had experience working with the media, and all groups included the media in their plans, few participants had experience drafting press releases. In response to this situation, Sasha Loffredo drafted a press release describing the workshop and circulated it among all participants for their comments and suggestions. This press release, found in Appendix G, was distributed to the media representatives attending the workshop's closing ceremonies.

### *f. Developing the Plan of Action*

Once their overall strategy was drafted, groups also had little difficulty developing detailed plans for implementing them. The only issue to resolve at this stage was whether plans were to be drafted for all of the communications activities or only the highest priority activity. It was recommended that working groups complete action plans for as many activities as possible, so that there would be a detailed blueprint for implementing the entire advocacy strategy when they returned home.

## **2. Workshop Evaluation and Follow-up**

Participants were asked to complete workshop evaluation and follow-up forms during the afternoon of the last day of the meeting (see Appendix H). The purposes of the evaluation were to assess participants' opinions on 1) whether the workshop objectives were met, 2) the quality of the material presented, and 3) recommendations for future meetings on the use of DHS and other nutrition data for nutrition advocacy. The purpose of the follow-up form was to assess whether country working groups intended to carry out their advocacy plans following the workshop. Follow-up contacts are planned for mid-1995 and 1996 to assess the degree to which the nutrition advocacy strategies have been implemented, and the extent to which this advocacy has resulted in increased dialogue about nutrition problems, and new or enhanced nutrition policies and programs.

### *a. Workshop Evaluation*

All participants (N=18) and 6 organizers completed a workshop evaluation form. The results of the survey of participants are summarized below. Overall, the response to the workshop was overwhelmingly positive:

- 1) All participants articulated a workshop objective that was consistent with the organizers' objectives for the meeting.
  - 14 participants felt that the workshop's primary objective was met.
  - 3 participants felt that the workshop's primary objective was partially met.
  - only 1 participant did not feel that the workshop accomplished its primary objective.
  - the 4 participants who felt that the primary objective was only partially met, or not met at all, expected greater time and attention to be given to analyzing the DHS results.

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## *Workshop Evaluation and Follow-Up*

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- 2) When asked to identify the most useful aspect of the workshop, almost all participants checked more than one response, with some noting that the workshop package as a whole was useful. The three most commonly checked responses were:
- the workshop provided an opportunity to discuss issues with others in my region (12 marks).
  - the preparation of the advocacy plans (9 marks).
  - the identification of key messages (7 marks).
- 3) As noted previously, the workshop participants came from diverse disciplines, making it challenging to plan the meeting's content. Therefore, the organizers thought it important to evaluate whether the material presented was very new, somewhat new, or very familiar to the participants:
- most participants (N=13) rated the material presented, overall, as somewhat new.
  - 3 participants felt that the material presented was very familiar, and 2 participants did not answer the question.
  - when asked to rate each plenary session, the majority of respondents also noted that the material in each session was somewhat new, except for the sessions on issues in the analysis and interpretation of data, the visual presentation of data, and identifying target audiences, which included material that was very familiar to most participants.
  - the majority of participants also rated all of the country presentations, and the time spent in working group sessions as extremely useful (rather than somewhat useful or not useful).
- 4) In terms of recommendations for future workshops:
- all but one participant felt that regional workshops are an effective means for enhancing nutrition advocacy skills.
  - all but one participant recommended future workshops of this type for participants from other African countries.

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## *Conclusions and Recommendations*

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- the most frequently mentioned recommendations for improving the effectiveness of this workshop were i) planning follow-up activities and meetings so that groups stay active (N=5), ii) invite more regional facilitators (N=4), and iii) allow more time for country representatives to discuss their own experiences doing advocacy work (N=2).
- the most frequently mentioned suggestions for improving future workshops were: i) consult with participants prior to the meeting to get their input in planning the meeting's contents (N=5), ii) use more African facilitators and advocacy experts (N=4), iii) spend more time on data interpretation and developing messages from the data (N=3), and iv) use more nutrition-related examples in the plenary sessions (N=2).

### *b. Workshop Follow-up*

Of the 18 participants at the workshop, all but one felt that their country working group would work together, following the workshop, to implement their nutrition advocacy strategy. Twelve participants felt that implementation of the strategy would require some additional resources, and 6 felt that no implementation would be possible without additional resources. Two participants also noted that implementation would require local endorsement and support. At the end of the workshop, it was mentioned that the SARA Project and the workshop organizers would contact them in 6 months to 1 year to discuss their progress and accomplishments.

### **III. Conclusions and Recommendations**

Our collective experience at this week-long meeting, as well as the results of the post-workshop evaluation, suggest that regional workshops are extremely useful venues for discussing results of the DHS and their implications, and for enhancing participants' skills in planning nutrition advocacy activities.

Many aspects of the meeting worked very well, and these deserve special mention. First, the Lake Victoria Hotel was an excellent site for the meeting in many respects. The rooms and conference facilities were very comfortable, and the location, in quiet Entebbe, was very conducive to long hours of work. Second, the logistic arrangements (travel) and system developed for per diem disbursement worked extremely well. Success in this area was due to careful planning and communication before the workshop, and to having a SARA staff person (Cathi Smith), who was responsible for all administrative details, present at the meeting at all times. Her

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## *Conclusions and Recommendations*

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dedication to the administrative and hotel-related arrangements allowed other SARA resource persons to concentrate on the technical issues that arose. Finally, provision by the CHDC of computers, a printer, a photocopy machine, and excellent support staff to work the equipment also contributed to the smooth implementation of the workshop.

Several lessons have been learned from this meeting that must be recorded and taken into account if future meetings are planned. These lessons, which pertain to the content and the format of the workshop, are summarized below.

1. Participants' familiarity with nutrition communications and advocacy should be ascertained during the planning stages of future meetings. The agenda and material covered during the plenary sessions should be prepared accordingly.
2. When preparing their country nutrition assessments, participants should be asked to address their past experiences with nutrition advocacy.
3. Workshop facilitators should include African experts, preferably with experience in nutrition advocacy.
4. The workshop agenda should be revised:
  - on day 1, more time is required to review the overall process of the workshop and what an advocacy plan would look like (give out a completed sample nutrition advocacy plan).
  - on day 2, more time is required to review data and develop key messages (since this appeared to be the most difficult part of the strategy development).
  - on day 3, more time should be spent translating key messages to detailed graphic presentations.
  - on day 4, the two plenary sessions on target audiences, channels, formats and completing the advocacy plan of action should be combined into one session.
  - participants should formally regroup at the end of every day to ask questions and discuss issues that arise during the working group sessions.

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## *Conclusions and Recommendations*

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- organizers should formally regroup at the end of every day to clarify the agenda for the next day, and to discuss and solve problems, and what has and has not worked.
  - all organizers should be active in chairing and notetaking during sessions. If feasible, participants may also be asked to chair and take notes during plenary sessions.
5. Future workshops should include participants who work outside of government (e.g., from local NGOs, the media). These people are in an excellent position to do nutrition advocacy, and direct communications between public and private sectors would be useful.
  6. At future workshops, the linkages (similarities and differences) between policy communications/advocacy, and communications to improve behaviors at the household/consumer level should be explicitly emphasized.
  7. Future workshops should consider holding this type of nutrition advocacy/policy communication workshop in conjunction with a further analysis workshop of DHS data.

Other recommendations mentioned previously in this report include:

8. DHS chartbooks and briefing packets should include, when possible, materials developed specifically for policy audiences.
9. Future research, analysis, and information dissemination activities in Africa should focus on improving our ability to describe, in human and economic terms, the impact of investing in nutrition, and collaborating with African colleagues to develop data-driven advocacy arguments and plans.

Participant Information:  
Regional Workshop on the Use of DHS and Other Nutritional Data  
To Influence National Policy

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Appendix A - List of Participants

Appendix A - List of Participants

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Elisabeth Sommerfelt	Demographic and Health Surveys, Macro International 11785 Stanford Boulevard Calverton, MD	(301) 572-0875(w); (410) 740-8049(h)	(301) 572-0999	sommerfelt @macroint.com
Louise Sserunjogi	Child Health and Development Centre, PO Box 7072 Kampala, Uganda	(256) 41-541684; 530325	(256) 41-531677	
Ursula Wangwe	Ministry of Health, Nutrition Division PO Box 8, Entebbe, Uganda	(256) 42-20401, 20075		
T.P. Zamaere	National Statistical Office PO Box 333, Zomba, Malawi	(265) 5230620; (265) 5223770	(265) 523130	
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**Appendix B - Agenda and Related Materials**

**WORKSHOP GOALS AND OBJECTIVES**

**Regional workshop on the use of DHS and other nutrition data to influence national policies**

**Lake Victoria Hotel  
Entebbe, Uganda  
November 7-11, 1994**

**Makerere University Child Health and Development Centre  
The Commonwealth Regional Health Community Secretariat for Eastern, Central, and Southern Africa  
The Support for Analysis and Research in Africa Project**

**Goals**

1. To increase the use of DHS and other nutrition data in national policy decisions.
2. To improve participants' nutrition communications and advocacy skills.

**Objectives**

1. To study and interpret DHS and complementary nutrition data for each country present.
2. To identify key nutrition policy messages from the data and to compare them to existing nutrition policies and programs.
3. To develop nutrition advocacy strategies, including the preparation of visual and written materials, and to prepare plans of action for implementing them.

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## ***Appendix B - Agenda and Related Materials***

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### **Agenda Summary**

#### **Day 1            Workshop introduction and opening**

Brief (20 minute) presentations on the importance of policy advocacy, experience in Uganda using the DHS data to influence nutrition policy, and an overview of issues in the analysis, interpretation and use of nutrition data.

Country working groups discuss their nutrition assessments and presentations.

#### **Day 2            Developing communications objectives and messages**

Country working groups finalize and present their nutrition policy situational analyses.

Presentation and discussion on the elements of an advocacy plan.

Country working groups define their communications and advocacy objectives and key messages.

#### **Day 3            The visual presentation of data**

Country working groups select their three priority messages.

Presentation and discussion on how to present data visually (with graphics).

Country working groups prepare materials illustrating their priority messages.

#### **Day 4            Developing a plan of action for advocacy**

Presentation on the target audiences for advocacy.

Country working groups identify and assess target audiences.

Presentation on communications channels and matching messages, audiences, and materials.

Country working groups complete strategy matrices and identify next steps for implementing advocacy strategies.

#### **Day 5            Follow-up activities: Implementing advocacy strategies**

Country working groups present and revise their nutrition advocacy plans.

Workshop evaluation

Closing remarks

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## *Appendix B - Agenda and Related Materials*

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### AGENDA

Regional workshop on the use of DHS and other nutrition data to influence national policies  
November 7-11, 1994

#### DAY 1 INTRODUCTION AND PRESENTATIONS

##### OBJECTIVES

- To introduce workshop subjects and methods.
- To study and interpret DHS and complementary nutrition data.
- To identify key nutrition problems and the populations affected.

##### PROGRAM

- 8:00 Registration
- 8:30 Welcome, Introductions, Overview of Workshop Objectives and Expected Outcomes (Dr. Jessica Jitta/Ms. Catherine Siandwazi)
- 9:30 Housekeeping instructions and questions (Ms. Cathi Smith)
- 10:00 Coffee Break
- 10:30 Opening Ceremonies begin
- 11:45 Guest of Honor's Address
- 13:00 LUNCH
- 14:00 PLENARY SESSION: Why Policy Communications is Important and an Overview of the Elements of an Advocacy Plan (Ms. Sasha Loffredo)
- 14:30 PLENARY SESSION: Issues in the analysis, interpretation, and use of nutrition data (Prof. Tola Atinmo/Elisabeth Sommerfelt)
- 15:15 Overview of Country Working Groups - instructions, goals, and objectives (Ms. Catherine Siandwazi)
- 15:30 COUNTRY WORKING GROUPS  
Groups convene to 1) study and interpret DHS and complementary nutrition data, and 2) identify key nutrition problems and the populations affected.
- 15:30 Coffee served while groups continue working
- 17:00 PLENARY SESSION: Report on Country Working Groups' progress, questions, and discussion
- 17:30 CLOSE

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## ***Appendix B - Agenda and Related Materials***

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### **DAY 2 COUNTRY PRESENTATIONS AND DEVELOPING COMMUNICATIONS OBJECTIVES AND MESSAGES**

#### **OBJECTIVES**

To assess whether existing nutrition policies and programs address key nutrition problems.

To prepare, present, and give each other feedback on country nutrition assessments.

To define advocacy communications objectives and key nutrition advocacy messages.

#### **PROGRAM**

- 8:30           **PLENARY SESSION:** Recap and discussion of the day's goals and instructions
- 8:45           **COUNTRY WORKING GROUPS** (con'd)
- Groups meet to 1) assess whether existing nutrition policies and programs address key nutrition problems, and 2) finalize presentation of their country assessment.
- 10:00          Coffee break
- 10:30          **COUNTRY PRESENTATIONS** - order will be randomly selected
- 15 minutes per country with 30 minutes for questions and feedback following every 3 presentations
- 13:00          **LUNCH**
- 14:00          **PLENARY SESSION:** Developing communications objectives and messages (Ms. Sasha Loffredo)
- Overview of how to develop communications objectives and messages, using examples from the country presentations.
- 14:30          Questions and discussion on nutrition communications objectives and messages (Ms. Catherine Siandwazi, Louise Sserunjogi, Ellen Piwoz)
- 15:30          Coffee Break
- 16:00          **COUNTRY WORKING GROUPS**
- Groups convene to define and write down their communications objectives and messages.
- 17:30          **PLENARY SESSION:** Report on Country Working Groups' progress and overview of the following day's activities
- 18:00          **CLOSE**

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## *Appendix B - Agenda and Related Materials*

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### **DAY 3 THE VISUAL PRESENTATION OF DATA**

#### **OBJECTIVES**

To discuss how to present data graphically to different policy audiences.

To prepare graphic materials to illustrate or support the key nutrition advocacy messages.

To present the graphic materials and key messages, and give and receive feedback on them.

#### **PROGRAM**

- 8:30            **PLENARY SESSION:** Recap and discussion of the day's goals and instructions
- 8:45            **COUNTRY WORKING GROUPS**
- Groups convene to select and write down their top 3 data-driven key nutrition messages.
- 10:30           Coffee Break
- 11:00           **PLENARY SESSION:** The Visual Presentation of Data (Ms. Beth Plowman)
- To discuss the appropriate use and preparation of graphs and other advocacy materials (do's and don'ts)
- 11:30           Questions and discussion
- 12:00           **COUNTRY WORKING GROUPS**
- Country working groups convene to 1) review the graphic material available for their country, 2) identify ways to graphically present their key nutrition messages, and 3) begin preparation of graphics (hand-drawn, computer-generated).
- 13:00           **LUNCH**
- 14:00           **COUNTRY WORKING GROUPS**
- Groups prepare graphics in support of their top three messages.
- 15:30           Coffee served while groups continue working
- 16:00           **COUNTRY PRESENTATIONS** - order to be determined randomly
- Country working groups present their messages with graphics.
- 15 minutes per group with 5 minutes each for questions and feedback
- 18:00           **CLOSE**

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## ***Appendix B - Agenda and Related Materials***

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### **DAY 4          DEVELOPING A PLAN OF ACTION FOR ADVOCACY**

#### **OBJECTIVES**

To identify and assess country-specific target audiences, communications channels and formats.

To complete the strategy matrices which match key messages with audiences, channels, and formats.

To identify the next steps, or plan of action, for implementing the nutrition advocacy strategies.

#### **PROGRAM**

- 8:30            **PLENARY SESSION:** Recap and discussion of the day's goals and instructions
- 9:00            **PLENARY SESSION:** Identifying Target Audiences (Ms. Sasha Loffredo)
- Overview of the types of audiences to reach with nutrition messages, why it is important to match your message to different audiences, and what makes the difference in effectively communicating your messages.
- 9:30            Questions and discussion
- 10:00           Coffee Break
- 10:30           **COUNTRY WORKING GROUPS**
- Country working groups convene to 1) identify their own target audiences, 2) assess their audiences' familiarity with nutrition and their position with respect to the key messages, and 3) discuss tools that can be developed to better understand their target audiences.
- 13:00           **LUNCH**
- 14:00           **PLENARY SESSION:** Identifying communications channels and the remaining steps in the advocacy strategy (Ms. Sasha Loffredo)
- 20 minute presentation with 10 minutes for questions
- Overview of the different communications channels and formats for reaching target audiences, and how to match messages to different channels and formats.
- 14:30           **COUNTRY WORKING GROUPS**
- Groups convene to 1) identify communications channels and formats for their messages, 2) complete matrices which match messages, audiences, channels, and formats, 3) identify next steps for implementing strategies following the workshop, and 4) discuss presentation of advocacy strategies.
- 15:30           Coffee served while groups continue working
- 17:00           **PLENARY SESSION:** Report on Country Working Group's progress (10 min per group)
- 18:00           **CLOSE**
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## *Appendix B - Agenda and Related Materials*

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### **DAY 5      COUNTRY PRESENTATIONS AND FOLLOW-UP: IMPLEMENTING THE ADVOCACY STRATEGIES**

#### **OBJECTIVES**

To present, offer, and receive feedback on the key nutrition messages, target audiences, and advocacy plans of action by each country working group.

To revise the strategies and plans of action based on the feedback received.

To complete a workshop evaluation exercise.

#### **PROGRAM**

- 8:30            **PLENARY SESSION:** Recap and discussion of the day's goals and instructions
- 8:45            **COUNTRY PRESENTATIONS** - order to be determined randomly
- Countries will present their key messages, target audiences, and their next steps for how they will implement their advocacy strategies locally. Feedback will be given from the whole group.
- Each presentation will be 15 minutes plus 15 minutes for discussion and feedback.
- 10:00           Coffee will be served during the presentations.
- 12:15           **COUNTRY WORKING GROUPS**
- Groups convene to revise their advocacy plans based on feedback from the presentation.
- 13:00           **LUNCH**
- 14:00           **PLENARY SESSION:** Participants complete evaluation and follow-up forms
- 14:30           **COUNTRY WORKING GROUPS**
- Groups finalize matrices and plans of action (next steps), and photocopy.
- Copies of all plans are left with conference secretariat/organizers.
- 15:00           **PLENARY SESSION:** Discussion of workshop goals, advocacy plans, next steps, and follow-up
- 16:00           **CLOSING CEREMONY** (Chairperson, Uganda Food and Nutrition Council/Minister of Agriculture and The Vice-Chancellor, Makerere University)
- 17:30           **HIGH TEA**
- 18:00           **WORKSHOP CLOSES**

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## *Appendix C - Materials Provided to Participants*

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### **Appendix C - Materials Provided to Participants**

#### Materials in Conference Briefcases:

After Cairo: A Handbook on Advocacy for Women Leaders.

Communicating Population and Family Planning Information to Policymakers.

Giving Voice to Children: Strengthening Advocacy for Child Health and Well-Being.

*Improving Feeding Practices during Childhood Illness and Convalescence: Lessons Learned in Africa.*

Reaching Out to Policy-Makers: The Population Impact Project of Ghana.

DHS Nutrition Chartbooks and transparencies for participant's country.

ICN Country Report for participant's country.

#### Materials in Conference Folder (found in each briefcase):

Detailed agenda, agenda summary, statement of workshop goals and objectives, opening ceremonies, and invitation to reception.

PROFILES description.

Summary of relationships and interventions modelled in PROFILES.

PROFILES Graphics for participant's country (4) showing relationships between undernutrition and mortality, morbidity overall, and morbidity from diarrhea and acute respiratory infections under present conditions and with reductions in adverse nutritional indicators.

Summary of assumptions used and sources of data for the PROFILES Graphics.

Summary of feeding and nutrition data derived from the DHS and used in PROFILES Projections.

Computed prevalences of mortality and mortality averted for profiles graphics on undernutrition and mortality.

Tips on feedback (organizers only).

Tips on brainstorming (organizers only).

Chair responsibilities in Plenary Sessions (organizers only).

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## *Appendix C - Materials Provided to Participants*

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### **Materials Handed Out During the Meeting**

*Journal of Nutrition Supplement* (October, 1994)

The Effects of Malnutrition on Child Mortality in Developing Countries (draft paper by Pelletier et al, *Bulletin of the WHO*, Vol 74, Issue 4, 1995, in press.

Investing in the Future: Six Principles for Promoting the Nutritional Status of Adolescent Girls in Developing Countries.

Summary of Participants' expectations for the workshop.

Transcripts from Opening and Closing Ceremonies.

Copies of overheads from all plenary presentations.

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*Appendix D - Programs for the Opening and Closing Ceremonies*

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**Appendix D - Programs for the Opening and Closing Ceremonies**

**REGIONAL WORKSHOP ON THE USE OF DHS AND OTHER NUTRITION DATA TO INFLUENCE NATIONAL POLICIES**

**Programme for Opening Ceremony - 7th November, 1994**

- 11.30 a.m.           Arrival of Guest of Honour.
- 10.45 a.m           Introduction - **Dr. Kyabaggu - Commissioner for Planning and Training, Ministry of Health.**
- 11.00 a.m.           Major Non-Governmental Organisation and Donor Agencies' comment to Nutrition Improvement in the Region.
- Commonwealth Regional Health Community Secretarial for East, Central and Southern Africa (CRHCS/ECSA)  
                          "Nutrition Perspectives for the ECSA Region". - **Catherine Siandwazi, Co-ordinator, Food and Nutrition Programme.**
- Support for Analysis and Research in AFRICA (SARA) - **Ellen Piwoz, Nutrition Advisor, SARA.**
- Demographic Health Surveys (DHS)  
                          **Beth Ann Plowman, USAID/Washington Co-ordinator of Health Component of the DHS.**
- World Health Organisation (WHO) - **Prof. Obuoforibo, Ag. Country Representative**
- UNICEF - **Mr. Colin Glennie, Ag. Senior Programme Officer, PAM (Planning, Analysis and Monitoring) Uganda.**
- Makerere University - **Prof. J. Sebuwufu, The Vice Chancellor.**
- 12.00                Guest of Honour's Address - **Dr. J. Makumbi, Hon. Minister of Health.**
- 1.00 p.m.           Lunch.
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*Appendix D - Programs for the Opening and Closing Ceremonies*

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**REGIONAL WORKSHOP ON THE USE OF DEMOGRAPHIC HEALTH SURVEY (DIIS) AND OTHER NUTRITION DATA TO INFLUENCE NATIONAL POLICIES**

PROGRAMME FOR CLOSING CEREMONY 11TH NOVEMBER, 1994

- 3.30 P.M. ARRIVAL OF GUEST OF HONOUR.
- 3.40 P.M. INTRODUCTION - MR. J. W. WAGONDA-MUGULI, PERMANENT SECRETARY - MINISTRY OF AGRICULTURE, ANIMAL INDUSTRY AND FISHERIES.
- 3.50 P.M. BRIEF REMARKS
- CATHERINE SIANDWAZI - CO-ORDINATOR, FOOD AND NUTRITION PROGRAMME. THE COMMONWEALTH REGIONAL HEALTH COMMUNITY SECRETARIAL FOR EAST, CENTRAL AND SOUTHERN AFRICA (CRHCS/ECSA).
  - MR. PUUMUE KATJIUANJO  
PARTICIPANTS' REPRESENTATIVE
  - PROF. J. SEBUWUFU - THE VICE CHANCELLOR, MAKERERE UNIVERSITY.
  - THE GUEST OF HONOUR'S ADDRESS - MRS. V. B. SSEKITOLEKO, HON. MINISTER OF AGRICULTURE, ANIMAL INDUSTRY AND FISHERIES.

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*Appendix E - Country Nutrition Advocacy Plans*

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**Appendix E - Country Nutrition Advocacy Plans**

ADVOCACY PLAN WORKSHEET: KENYA

OVERALL OBJECTIVE: To promote policies aimed at increasing access to farm inputs with a view to increasing rural small holder food crop production to mitigate household food security and nutritional problems.

Messages	Audience	Sources	Channels	Formats
<p>1. Relaxing government regulations governing small-holder access to agricultural loans (inputs) can reduce the stunting prevalence by 10 percentage points through doubling the capacity to produce maize and thereby increase household dietary intakes <u>within the next five years.</u></p>	<p>Ministries of: Finance, Planning and National Development (P &amp;ND) Agriculture, Livestock Development and Marketing (ALD &amp; M)</p> <p>Financial Institutions</p> <p>Farmers' Pressure Groups.</p> <p>Parliamentarians</p>	<p>Minister of Agriculture, Livestock Development and Marketing.</p>	<p>Inter-personal</p> <p>Mass media</p>	<p>Cabinet paper</p> <p>Sessional paper</p> <p>Pamphlets/Fact Sheets</p> <p>Meetings/ Workshops.</p>
<p>2. Government of Kenya to review (upwards) the level of allocations towards Nutrition programmes so as to facilitate promotional activities in the diversification of food production and consumption with emphasis to rural small holders to increase household dietary intakes.</p>	<p>Relevant line ministries.</p> <p>Multi- and Bi-lateral agencies.</p> <p>NGOs.</p> <p>Private sector</p>	<p>Minister of Planning and National Development.</p>	<p>Inter-personal</p> <p>Mass media</p>	<p>Cabinet paper</p> <p>Sessional paper</p> <p>Fact sheets</p> <p>Memos</p> <p>Workshops/ Seminars.</p>
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Communications Activities (and description)	Priority Rank	Short/Medium/Long Term
Write a Cabinet Paper using all available information; on issuance of loans to small holders. This should indicate the advantages and disadvantages facing the target population.	TOP	LONG
Prepare sessional paper to brief the MPs on the problems facing the small-holders and the likely gains to be made in case of relaxation both for the small holder and nation.	TOP	LONG
Prepare a presentation describing, in details the nature of the problems facing the small holder and the likely gains to be made in case of relaxation of regulations governing access to loans.	TOP	MEDIUM
Prepare a memo outlining the problems facing the small holder and their impact on food production and consequently, on dietary intakes.	TOP	SHORT

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ADVOCACY PLAN WORKSHEET: KENYA

PAGE

COMMUNICATIONS ACTIVITY: PREPARE SESSIONAL PAPER TO BRIEF THE MPS ON THE PROBLEMS FACING THE SMALLHOLDER AND THE LIKELY GAINS TO BE MADE IN CASE OF RELAXATION BOTH FOR THE SMALL-HOLDER AND NATION

	Plan for Acquiring Resources	Plan for Pretesting	Dissemination Plan
Who is responsible for overseeing activity ? (institutions and people)	P.S. MOALD & S (CHAIRMAN)  P.S. OVP & MPND (MEMBER)  P.S. M.O.F. (MEMBER)	P.S' MEETINGS	IN CABINET MEETINGS
Who are the active players in carrying out the activity ? (institutions and people)	2 DIRECTORS OF LIVESTOCK/AGRICULTURE  CROPS AND LIVESTOCK DIV. (MOALD & S)  DIRECTOR BUDGETARY SUPPLIES.	RELEVANT DEPARTMENTAL HEADS	THROUGH PS' MEETINGS
Whats steps must be taken ?	PREPARE DRAFT REPORT  LIVESTOCK DEVT. & AGRIC. OFFICERS	HOLD MEETINGS WITH RELEVANT DIVISIONAL HEADS TO DISCUSS DRAFT OF INCORPORATE SUGGESTED CHANGES AND COMMENTS	DRAFT COMMITTEE

What is the general timeframe for these steps ? When should this be accomplished ?	ONE MONTH, BY JANUARY 1995	ONE MONTH FROM THE START, OF MEETINGS.	DRAFT COMMITTEE.
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ADVOCACY PLAN WORKSHEET: MALAWI

OVERALL OBJECTIVE: To implement the plan to increase Nutrition knowledge on feeding practices of vulnerable groups

Messages	Audience	Sources	Channels	Formats
<p>Increasing exclusive breast feeding for the first 4-6 months would reduce incidences of diarrhoea</p> <p>BEST AVAILABLE DOCUMENT</p>	1. State President	UNICEF WHO resident USAID represent- atives CONGOMA	Inter- personal Mass media	Memo meeting Fact sheet Radio
	2. Minister of health	Minister of Health " " Finance	Inter- personal Mass Media	Fact sheet radio Newspapers Leaflets
	3. National Family welfare Council	UNICEF WHO Res. reps. Nutritionists CHAM	Mass media inter- personal	Interviews Newspapers Meetings, memo radio, posters
	4. Minister of EP&D	Commission for WID CHS CNS	Inter- personal Mass media	Memo meeting
	5. Minister of Women and Children Affairs and Social Welfare	FSNU UNICEF Commission for WID NFWC Commission for WID UNICEF	Inter- personal Mass Media	Memo meeting Video Fact Sheet News paper Leaf;et
	6. Minister of Finance	FSNU (EP & D) Minister of Health, UNICEF and WHO	Inter- personal Mass media	Memo Fact Sheet Newspaper

**KEY:** CHAM - Christian Hospital of Malawi  
 CONGOMA - Council of NGOs in Malawi

OVERALL OBJECTIVE: To implement the plan to increase Nutrition knowledge on feeding practices of vulnerable groups

Messages	Audience	Sources	Channels	Formats
	7. Nurses Council of Malawi	<ul style="list-style-type: none"> <li>- Minister of Health</li> <li>- National Family Welfare Council</li> <li>- Chief of Health Services</li> <li>- Controller of Nursing Services</li> </ul>	Interpersonal 1 Mass Media	<ul style="list-style-type: none"> <li>- Newspapers</li> <li>- Meetings</li> <li>- Radio</li> <li>- Fact sheet</li> <li>- Posters</li> </ul>
	8. District Health officers	<ul style="list-style-type: none"> <li>- Nutrition Unit, Ministry of Health</li> </ul>	Interpersonal 1 Mass Media	<ul style="list-style-type: none"> <li>- Memo</li> <li>- Letter</li> <li>- Fact sheet</li> <li>- Posters</li> </ul>
	9. Mass Media (Editors, Producers, broadcasters etc)	<ul style="list-style-type: none"> <li>- Technical people in the Inter-ministerial Food and Nutrition Committee.</li> </ul>	Interpersonal 1 Mass Media	<ul style="list-style-type: none"> <li>- Press briefing</li> <li>- Fact sheets</li> <li>- Interviews</li> </ul>

Communications Activities (and description)	Priority Rank	Short/Medium/Long Term
1. Preparation and production of fact sheet on breastfeeding trends in Malawi, problems in breastfeeding, dangers of early weaning supplementation, benefits and some data on breast feeding	Top	Short term
2. Production of memos to the President, and Ministers requesting their support in breast feeding activities.		Short term
3. Organisation of a meeting with UNICEF representative the president, WHO representative, USAID representative and minister of health to discuss breastfeeding practices and their implications, presentation of fact sheets.	Top	Short term
4. Preparation and production of posters describing the relationship between exclusive breastfeeding and incidence of diarrhoea and other parameters.		Short term
5. Arrange a press briefing and press release concurrently in order to explain facts about breastfeeding. Presentation of fact sheets and summaries of data on incidence of diarrhoea and exclusive breastfeeding and any other data	Top	Short term
6. Arrange for panel discussion and interviews on the radio on exclusive breastfeeding.		Short term

Communications Activities (and description)	Priority Rank	Short/Medium/Long Term
7. Arrange meetings for Ministers of Health, Women and Children Affairs and Social welfare, National Family Welfare Council, Nurses of Malawi, Chief of Health Services to advocate for exclusive breastfeeding	Top	Short term
8. Write a circular to all District Health Officers and Regional Health workers on importance of exclusive breastfeeding and diarrhoea.		Short term
9. Inclusion of breastfeeding on health related radio programmes	Top	Long term

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COMMUNICATIONS ACTIVITY: Preparation and Production of a fact sheet.

	Plan for Acquiring Resources	Plan for Pretesting	Dissemination Plan
Who is responsible for overseeing activity ? (institutions and people)	<ul style="list-style-type: none"> <li>- Ministry of EP&amp;D (FSNU)</li> <li>- Nutrition Unit, Ministry of Health</li> </ul>	<ul style="list-style-type: none"> <li>- FSNU, EP&amp;D</li> <li>- Health Education Unit (Min. of Health)</li> </ul>	<ul style="list-style-type: none"> <li>- FSNU, EP&amp;D</li> <li>- Nut., Unit, MOH</li> </ul>
Who are the active players in carrying out the activity ? (institutions and people)	<ul style="list-style-type: none"> <li>- Nutrition Unit, MOH</li> <li>- Health Education Unit, MOH</li> <li>- EP&amp;D (coordination)</li> <li>- Potential donors: UNICEF, WHO, USAID</li> </ul>	Health Education Unit MOH	<ul style="list-style-type: none"> <li>- Hand delivery</li> <li>- Food security &amp; Nutrition Bulletin (EP&amp;D)</li> <li>- Health Education Unit</li> </ul>
Whats steps must be taken ?	<ul style="list-style-type: none"> <li>- Draft a fact sheet</li> <li>- Draft funding proposal and budget</li> <li>- Meet with UNICEF and WHO to present a proposal</li> </ul>	<ol style="list-style-type: none"> <li>1. Send the fact sheet to selected audiences and sources for comments</li> <li>2. Incorporate comments</li> <li>3. Hold a meeting to discuss final design and layout</li> </ol>	<ol style="list-style-type: none"> <li>1. Produce final fact sheet</li> <li>2. Produce a mailing list</li> <li>3. Distribute to president meetings, press meetings DHO, WID, NFWC, NGO, NCM etc.</li> </ol>
What is the general timeframe for these steps ? When should this be accomplished ?	Secure funding by December 1994	Complete pretest by March 1995	First distribution in June 1995

ADVOCACY PLAN WORKSHEET

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COMMUNICATIONS ACTIVITY: Preparation and Production of memos.

	Plan for Acquiring Resources	Plan for Pretesting	Dissemination Plan
Who is responsible for overseeing activity ? (institutions and people)	Food Security and Nutrition Unit in EP&D Nutrition Unit MOH	- FSNU, EP&D  - Health Education Unit (Min. of Health)	- FSNU, EP&D  - Nut., Unit, MOH
Who are the active players in carrying out the activity ? (institutions and people)	- Nutrition Unit, (MOH) Food Security & Nutrition Unit (EP&D)	- Health Education Unit	- FSNU, EP & D  - Health Education Unit
Whats steps must be taken ?	- Draft memos to the president & the Ministers - Circulate to FSNU members & PSS in the minsteries - Finalise the memo & submit	Draft memos will be read by the Minister EP&D and CHS MOH	Draft the memo Revise the memo Produce the memo Submit the memo to the President and Ministers
What is the general timeframe for these steps ? When should this be accomplished ?	Draft the memo by 1995	Complete and pretest by April 1995	First distribution in June 1995

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## ADVOCACY PLAN WORKSHEET FOR NAMIBIA

### OVERALL OBJECTIVE:

To create human resources capacity in the area of nutrition at both institutional and community levels.

MESSAGES	AUDIENCE	SOURCES	CHANNELS	FORMATS
1. Since the NDHS showed that Namibia has the highest levels of acute undernutrition in Southern Africa, there is a need for a short term technical assistance to address nutritional problems, as there is no nutrition experts in Namibia.	NPC MOHSS MAWRD MTI MRLGH MLRR Office of the PM Office of the President (Dept of Women affairs) Donors & NGOs UN Agencies	Food security & Nutrition Council  P.S of respective Ministries  Programme Managers	Interpersonal   Mass Media	Cabinet Memos  Personal Memos  Presentations

## COMMUNICATIONS ACTIVITY:

A proposal specifying categories of expertise, job description, terms of references required at all levels.

	PLAN FOR ACQUIRING RESOURCES	PLAN FOR PRETESTING	DISSEMINATION PLAN
Who is responsible for overseeing activity ? (institutions and people)	Chairman of the FNTC	FNTC	Chairman of FNC
Who are the active players in carrying out the activity ? (institutions and people)	FNTC	FNTC	Chairman of FNTC
What steps must be taken ?	<ol style="list-style-type: none"> <li>1) Meeting with the chairman of FNTC.</li> <li>2) Arrange meeting with FNTC and allocate tasks to various committee members.</li> <li>3) Meeting with Heads of Training Institutions.</li> <li>4) Feedback to the chairman of FNTC.</li> <li>5) Draft outline of proposal and allocate writing tasks.</li> <li>6) Meeting of FNTC to put proposal together.</li> <li>7) Send proposal to the chairman of FNTC for dissemination to council members.</li> </ol>	<ol style="list-style-type: none"> <li>1. Circulate to members of FNTC</li> <li>2. Discussions at FNTC meeting</li> </ol>	Circulate draft proposal to members
What is the general time frame for these steps ? When should this be accomplished ?	Draft proposal to be ready by March 1995 Final Draft: August 1995	April 1995	September 1995

## ADVOCACY PLAN WORKSHEET

### COMMUNICATIONS ACTIVITY:

Presentation of the proposal to FNC members at a one day workshop for discussion.

	PLAN FOR ACQUIRING RESOURCES	PLAN FOR PRETESTING	DISSEMINATION PLAN
Who is responsible for overseeing activity ? (institutions and people)	Chairman of the FNTC	Members of FNTC	Chairman of FNC
Who are the active players in carrying out the activity ? (institutions and people)	Members of the FNTC	Members of the FNTC Meeting	Chairman of FNTC
What steps must be taken ?	1) Identify venue. 2) Invitation 3) Prepare press release	Meeting of the FNTC	Chairman of FNTC

# ADVOCACY PLAN WORKSHEET

## COMMUNICATIONS ACTIVITY:

Summarize proposal and send to cabinet for endorsement.

	PLAN FOR ACQUIRING RESOURCES	PLAN FOR PRETESTING	DISSEMINATION PLAN
Who is responsible for overseeing activity ? (institutions and people)	Chairman of the FNTC	Members of FNTC	Chairman of FNC
Who are the active players in carrying out the activity ? (institutions and people)	Members of the FNTC	Members of the FNTC	Chairman of FNTC
What steps must be taken ?	1) Meeting of the council members to decide on summary content  2) Prepare cabinet memo to accompany proposal  3) Submit memo to cabinet		Chairman of FNTC
What is the general time frame for these steps ? When should this be accomplished ?	May 1995	May 1995	May 1995

## ADVOCACY PLAN WORKSHEET

### COMMUNICATIONS ACTIVITY:

Presentation of approved proposal to National Planning Commission and Donors at a half day workshop to secure funds.

	PLAN FOR ACQUIRING RESOURCES	PLAN FOR PRETESTING	DISSEMINATION PLAN
Who is responsible for overseeing activity ? (institutions and people)	Chairman of the FNTC	Members of FNTC	Chairperson of FNC
Who are the active players in carrying out the activity ? (institutions and people)	Members of the FNTC	Chairperson of the FNTC	Director General of National Planning Commission
What steps must be taken ?	1) Send invitations to Donors, NGOs and the Press  2) Present proposal	Meeting of the FNTC	
What is the general time frame for these steps ? When should this be accomplished ?	Invitation to be send in July 1995  Workshop to be held in August 1995	July 1995	August 1995

## ADVOCACY PLAN WORKSHEET - TANZANIA

**OVERALL OBJECTIVE:** To increase NGOs and private sectors' involvement in the implementation of the National Plan of Action on Nutrition in the 5 years

Messages	Audience	Sources	Channels	Formats
<p>1. NGOs and Private Sector are responsible for producing and marketing of 80% of the salt and 100% of the oil used in the country. So, it is important to involve them in solving micronutrient malnutrition</p>	<ul style="list-style-type: none"> <li>- Ministers of Trade, Health, Minerals and Agriculture</li> <li>- NGOs</li> <li>- Private businessmen /women</li> </ul>	<ul style="list-style-type: none"> <li>- Director, State Mining Corporation</li> <li>- Director, National Food Control Commission</li> <li>- Director, Tanzania Bureau of Standards</li> <li>- Tanzania Marketing Development Bureau</li> <li>- Managing Director, Tanzaniza Food and Nutrition Centre</li> </ul>	<ul style="list-style-type: none"> <li>- Face-to-face</li> <li>- Mass media</li> </ul>	<ul style="list-style-type: none"> <li>- Orders/Directives</li> <li>- Press Release</li> <li>- Quarterly News Bulletins</li> <li>- Seminars/meetings</li> </ul>
<p>2. Involvement of the NGOs and Private Sector in solving nutritional problems would save the governments expenditure on the social sector by 20%</p>	<ul style="list-style-type: none"> <li>- Ministers of Trade, Health, Minerals and Finance</li> <li>- NGOs</li> <li>- Private businessmen /women</li> <li>- Director, Investment Promotion Centre</li> <li>- Mass media</li> </ul>	<ul style="list-style-type: none"> <li>- Principal Secretary, Planning Commission</li> <li>- Director, Preventive Services, Health</li> <li>- Managing Director, Tanzaniza Food and Nutrition Centre</li> </ul>	<ul style="list-style-type: none"> <li>- Mass media</li> <li>- Face-to-face-</li> </ul>	<ul style="list-style-type: none"> <li>- Papers/memos</li> <li>- Articles</li> <li>- Press release</li> <li>- Interviews</li> <li>- Radio spots</li> <li>- Seminars meetings</li> </ul>

Communications Activities (and description)	Priority Rank	Short/Medium. Long Term
Tanzania Bureau of Standards will issue a directive on minimum levels of iodine in salt and levels of Vitamin 'A' in Fortified oils for human consumption, also on the quality and safety of edible oil	TOP	Long-term
Prepare periodical information on production levels, marketing and standard of oils and iodated salt, and produce for press release and news bulletins		Continuous
Prepare papers for presentation in Cabinet meetings and during seminars on reducing government expenditure on social sector involving NGOs and the private sector	TOP	Short-term
Organize a half day seminar for Ministers and Director of Investment Promotion Centre(IPC). The seminar will cover the importance of involving private sector and the savings that the government will make	TOP	Short-term
Prepare a TV programme for subject matter specialists and influential people to discuss the benefits of involving the private sector and NGOs in solving nutritional problems		Short-term
Prepare radio spots on the role of the business community in solving nutritional problems through marketing of iodated salts and fortified oils	TOP	Continuous

COMMUNICATIONS ACTIVITY: Tanzania Bureau of Standards will issue a directive on minimum levels of iodine in salt and level of Vitamin 'A' in Fortified oils for human consumption, also on the quality and safety of edible oil

	Plan for Acquiring Resources	Plan for Pretesting	Dissemination Plan
Who is responsible for overseeing activity ? (institutions and people)	Director, Tanzania Bureau of Standards(TBS)	TBS and IEC staff of TBS	TBS, IEC and Library Staff at TBS
Who are the active players in carrying out the activity ? (institutions and people)	1. Director, IEC Department, TBS 2. National Food Control Commission(NFCC) 3. Government- Industries 4. Possible Donors: UNICEF WHO	TBS and NFCC staff UNICEF WHO	TBS, IEC and Library Staff at TBS
Whats steps must be taken ?	1. Develop standards 2. Gazette in Govt. Gazette 3. Publish 4. Circulate to the concerned	Convene Committee meeting to deliberate and approve the standards	1. Print the standards 2. Draw up mailing list 3. Mail to concerned parties 4. Give press release
What is the general timeframe for these steps ? When should this be accomplished ?	June, 1995	August, 1995	1. First Distribution in September, 1995 2. Ongoing thereafter

ADVOCACY PLAN WORKSHEET: UGANDA

OVERALL OBJECTIVE: TO FORMULATE STANDARD NATIONAL FEEDING GUIDELINES FOR PREGNANT AND LACTATING MOTHERS AND CHILDREN < 3 YEARS WITHIN 2 YEARS

Messages	Audience	Sources	Channels	Formats
1. STANDARDISED FEEDING GUIDELINES FOR PREG/LACT MOTHERS AND CHILDREN BELOW 3 YEARS WILL PROMOTE GOOD HEALTH AND NUTRITIONAL STATUS OF THE CHILD	TRAINING INSTITUTIONS	TRAINING DIVISIONS	INTER-PERSONAL AND MASS MEDIA	MEETINGS AND INTERVIEWS SEMINAR PRESS RELEASE

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COMMUNICATIONS ACTIVITY: DRAFTING OF NATIONAL GUIDELINES

	Plan for Acquiring Resources	Plan for Pretesting	Dissemination Plan
Who is responsible for overseeing activity ? (institutions and people)	NUTRITION DIVN - MOH NUT. DESK - MAAIF	NUT. DIVN AND H/E - MOH NUT. DESK - MAAIF	NUT. DIVN AND H/E - MOH NUT DESK - MAAIF
Who are the active players in carrying out the activity ? (institutions and people)	NUT. DIVN NUT. DESK	NUT. DIVN NUT. DESK PLUS DRAFTING TEAM	NUT. DIVN NUT DESK PLUS DRAFTING TEAM
Whats steps must be taken ?	<ul style="list-style-type: none"> <li>- DRAFTING FUNDING PROPOSALS</li> <li>- SECURING FUNDS</li> <li>- SELECTION OF DRAFTING TEAM</li> <li>COLLECTION OF DATA AND OTHER MATERIALS</li> <li>- DRAFTING GUIDELINES</li> </ul>	<ul style="list-style-type: none"> <li>- IDENTIFY TARGET AUDIENCE, VENUE, TIME AND PERSONNEL TO DO IT</li> <li>- CONDUCT EXERCISE</li> <li>- INCORPORATE COMMENTS</li> </ul>	<ul style="list-style-type: none"> <li>- PRODUCE FINAL REPORT</li> <li>- LIST OF PPTS</li> <li>- IDENTIFY CHIEF GUEST</li> <li>- SELECT DATE, VENUE, ETC</li> <li>- INVITATIONS</li> <li>- PREPARE PRESS RELEASE</li> <li>- HOLD SEMINAR</li> </ul>
What is the general timeframe for these steps ? When should this be accomplished ?	4 - 6 MONTHS	3 WEEKS	1 WEEK

OVERALL OBJECTIVE: TO PUBLICIZE THE DEVELOPED GUIDELINES IN ALL NUTRITION TRAINING INSTITUTIONS AND SECTORS WITHIN TWO YEARS

Messages	Audience	Sources	Channels	Formats
2. STANDARDIZED GUIDELINES IMPROVE THE QUALITY OF NUTRITION MESSAGES	TRAINERS	DRAFTING TEAM	INTER-PERSONAL MEDIA	MEETINGS WORKSHOPS CHARTS, POSTERS, TAPES, BOOKLETS, ETC.
3. HAVING CONSISTENCY IN MESSAGES  PROMOTE GOOD MATERNAL/CHILD FEEDING PRACTICES	TRAINERS	DRAFTING TEAM	INTER-PERSONAL MEDIA	MEETINGS WORKSHOPS CHARTS, POSTERS, TAPES, BOOKLETS, ETC.
4. GOOD MATERNAL AND CHILD FEEDING PRACTICES CAN REDUCE UNDERNUTRITION. IMPROVE THE HEALTH AND NUTRITION STATUS OF THE PRESCHOOLER.	TRAINERS	DRAFTING TEAM DMO/DAO	INTER-PERSONAL MEDIA	WORKSHOP FIELD VISIT PRESCRIPTIONS

COMMUNICATIONS ACTIVITY: Implementation of guidelines

Uganda

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	Plan for Acquiring Resources	Plan for Pretesting	Dissemination Plan
Who is responsible for overseeing activity ? (institutions and people)	National training teams Nut. Div MAAIF - TR. CHDC, IPH, etc	Nut. Div.	National training teams Nutrition Divisions MOH, MAAIF, CHDC, IPH.
Who are the active players in carrying out the activity ? (institutions and people)	Donor agencies Nutrition Division Nutrition Desk	Drafting team Nut. Div/Nut. desk	Nutrition Division (MOH) Nutrition Desk (MAAIF)
Whats steps must be taken ?	Solicit for funds draft workshop training manuals and objectives	Review the intended workshop materials	- Develop participant's lit. & invitations - Select date/venue and facilitators etc. - Conduct and evaluate workshop. - Compile proceedings of workshop
What is the general timeframe for these steps ? When should this be accomplished ?	1 year	1-2	2 days

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UGANDA

ADVOCACY PLAN WORKSHEET

PAGE 6

Communications Activities (and description)	Priority Rank	Short/Medium/Long Term
TAPES, POSTER DEPICTING CONFLICTING MESSAGES TO BE USED IN THE WORKSHOP.	TOP	SHORT
DEVELOPMENT OF AUDIO MESSAGES HIGHLIGHTING THE INCONSISTENCY CONSISTENCY.	TOP	MEDIUM
ORGANIZATION OF WORKSHOP TO COVER KEY ISSUES IN DELIVERING NUTRITION MESSAGES WITH REGARD TO MATERNAL AND PRESCHOOL CHILD FEEDING.		LONG TERM

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ADVOCACY PLAN WORKSHEET ( ZAMBIA)

OVERALL OBJECTIVE: To formulate a national Food and Nutrition policy in order to improve the Nutritic Status by reducing all forms of Malnutrition by 5% in 5 years.

Messages	Audience	Sources	Channels	Formats
<p>1. If many Zambians 71% had 3 adequate meals per day ,the Infant Mortality Rate (IMR) would be reduce by 31% (UNICEF 1993)</p>	<p>Ministers of health, Social welfare and devpt,                      . Prominent persons                      .Religious groups                      .Womens groups                      .Hope foundation</p>	<p>. Nutritionists                      . Statisticians                      . Academicians                      . PHC specialist                      . Secretariat</p>	<p>Interpersona                      1. Mass Media                      #Electronic                      # print                      .Public meetings                      .Nutrition day</p>	<p>. Discussion panel                      .Radio                      .Television                      Memo/ Fact sheets, columns, Advertisement press releases                      Public addresses                      . Quiz , Exhibitions, songs, Drama</p>
<p>2. If proper Nutrition Programs were implemented through a Nutrition policy today, 15,000 lives of underfive children would be saved every year</p>	<p>Policy makers                      Womens groups (YWMCA, NGOCC, etc)                      Line Ministries                      Church Groups                      Ministers</p>	<p>NFNC                      FHANIS                      PAM                      LUTHERAN CHURCH</p>	<p>.Working breakfast                      .Workshops                      .Media (P&amp;E)                      .Memos</p>	<p>Discussions                      Paper presentations                      Newsletters</p>

Communications Activities (and description)	Priority Rank	Short/Medium/Long Term
Preparation of a briefing to ministers on the problem to be distributed 10 days before the discussion panel to address nutrition policy, and invite the press	Top	Medium
Arrange for meeting (Plan & send invitations) with women groups	Top	Long term
Brief person addressing the public meeting to sensitise the public on malnutrition	Top	Long term

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COMMUNICATIONS ACTIVITY: Preparation of Discussion panel of line Ministers to discuss food and nutrition policy

	Plan for Acquiring Resources	Plan for Pretesting	Dissemination Plan
Who is responsible for overseeing activity? (institutions and people)	Permanent Secretary		Meeting Internal memo
Who are the active players in carrying out the activity? (institutions and people)	NFNC Health reforms (MOH) MOA (Food sec. Unit)		
Whats steps must be taken?	<ul style="list-style-type: none"> <li>- Plan for discussion</li> <li>- Prepare material for discussion (summary of problem, a need for policy)</li> <li>- Invitations to ministers &amp; media</li> <li>- Meeting</li> </ul>	Technocrats	Meetings Associations EAZ) Service clubs etc - Press release - Distribute messages at church gathering Advertisement
What is the general timeframe for these steps? When should this be accomplished?	Draft outline by May 1995	Complete pretesting by April 1995	March

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*Appendix F - Hypothetical Nutrition Advocacy Strategy*

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**Appendix F - Hypothetical Nutrition Advocacy Strategy**

# Advocacy Plan Worksheet

Overall Objective: To obtain national-level commitment among developing country governments for addressing the nutritional needs of females throughout their lives within the next 2 years.

Messages	Audience	Sources	Channels	Formats
<p><u>Infants &amp; young girls</u></p> <p>Eliminating gender-discriminating feeding practices can reduce malnutrition in girls by as much as 15%.</p>	<p>Well-baby clinic managers</p> <p>Maternity ward managers</p> <p>Ministers / Parliament</p>	<p>respected research organization</p> <p>Physician (Surgeon General)</p>	<p>Mass media</p> <p>mass media</p>	<p>posters</p> <p>newsletter</p> <p>personal memo</p>
<p><u>Adolescents</u></p> <p>Since the more than 500,000 adolescent girls in the world today represent tomorrow's mothers, early attention to their nutritional needs would help ensure healthy future generations.</p>	<p>Women's groups</p> <p>Health programme managers</p> <p>Educators</p> <p>Ministers / Parliament</p> <p>secondary audience: media</p>	<p>President's wife</p> <p>respected research organization</p> <p>Medical School</p> <p>- Dean of Medical School</p>	<p>Inter personal</p> <p>Mass media</p> <p>inter-personal and mass media</p>	<p>Presentation</p> <p>Booklet</p> <p>one-day Seminar with handouts</p> <p>- press release &amp; briefing in conjunction w. Seminar</p>
<p><u>Pregnant Women</u></p> <p>etc...</p>				

# Advocacy Plan Worksheet

Communications Activities (and description)	Priority Rank	Short/Medium/Long-Term?
① Poster describing relationship between gender-discriminating practices and female malnutrition. To be distributed to clinics and maternity wards and other relevant locations.		short-term
② Presentation of a personal memo from Mr. Important Doctor to all Ministers and members of Parliament describing the effects of gender-discriminating feeding practices.	Top	short-term
③ Formal presentation given by Mrs. President's wife to relevant women's groups describing the importance of addressing female adolescents' nutritional problems		medium-term
④ Development of a booklet highlighting key policy issues regarding the nutritional status of adolescent girls	Top	medium-term
⑤ Organization of a one-day seminar for top officials. Seminar will cover important aspects of the nutritional needs of adolescent girls. Printed materials will be distributed	Top	long-term
⑥ Press briefing and press release concurrent with above seminar to publicize the issues among the general public.		long-term

# Advocacy Plan Worksheet

Communications Activity:

Thematic booklet highlighting key policy issues regarding the nutritional status of adolescent girls.

	Plan for Acquiring Resources	Plan for Pretesting	Dissemination Plan
Who is responsible for overseeing activity? (Institutions and people)	Joe Director	Joe Director's Aide	Joe Director
Who are the active players in carrying out the activity? (Institutions and people)	Joe Director's Institute Research organization - (source) Potential donors: USAID UNICEF World Bank	Joe Director's Institute → ICRW → USAID	Joe Director's Institute ICRW Global Mail Systems
What steps must be taken?	<ol style="list-style-type: none"> <li>1) Draft booklet outline</li> <li>2) Draft funding proposal and budget</li> <li>3) Meet with donors Negotiate</li> </ol>	<ol style="list-style-type: none"> <li>1) Determine 3 representative audience members from each main region</li> <li>2) send outline to them for comment</li> <li>3) Incorporate comments</li> <li>4) Hold local focus group to discuss design/layout</li> <li>5) Incorporate comments</li> </ol>	<ol style="list-style-type: none"> <li>1) Produce final booklet</li> <li>2) Develop mailing list</li> <li>3) Mass mail with cover letter</li> <li>4) Distribute at appropriate seminars (see activity #5)</li> <li>5) mail booklet with press release</li> </ol>
What is the general timeframe for these steps? By when should this be accomplished?	Secure funding by January, 1994	Complete pretest by June 1994	First distribution in December 1994. Ongoing thereafter

**Appendix G - Press Release**



**MAKERERE UNIVERSITY**



**Child health and Development Centre**

P.O. Box 6717 Phone: 541684/530325 Kampala (U) Fax: 531677

Our Ref:

Your Ref:

## **NEWS RELEASE**

Date:

**RELEASE DATE:**  
For Immediate Release

**CONTACT:** Director, Child Health and  
Development Centre /  
41-541684/530325

### **Nutrition Experts from Six Countries in Region Convene in Entebbe for Advocacy Workshop**

ENTEBBE, UGANDA, NOVEMBER 11. The Honorable Minister of Agriculture, Mrs. Victoria Sekitoleko, attended today's closing ceremony for the *Regional Workshop on the Use of DHS and Other Nutrition Data to Influence National Policies*, hosted by the Child Health and Development Centre of Makerere University and attended by nutrition experts and planners from six African countries -- Kenya, Malawi, Namibia, Tanzania, Uganda, and Zambia.

"We have political commitment for addressing nutritional issues in Namibia. We're now looking for a way to carry that momentum forward into concrete policy action," said Ms. Ella Shihepo, a workshop participant from Namibia. Throughout the week, participants shared personal experiences with nutrition policies and programmes in each of their home countries and worked to develop plans to advocate for national action.

A main emphasis in participants' advocacy plans is using statistical data to influence policy actions. The workshop draws on the wealth of nutrition data available through a recent survey series, the Demographic and Health Surveys. The surveys, implemented by local agencies and supported by the U.S. Agency for International Development (USAID), have been conducted in each of the represented countries and in an additional 45 countries around the world, collecting information on fertility, mortality, family planning, maternal and child health, and nutrition.

During the opening ceremony on Monday at the Lake Victoria Hotel, the workshop's venue, Dr. Kihumuro Apuuli, Director of Medical Services, delivered a speech for the Minister of Health. He emphasized that data can play an essential role in raising awareness. Because of Uganda's rich soil, he noted, it was assumed there was no food or nutrition problems. "This thinking led to complacency in addressing nutrition issues specifically until the Uganda Demographic and Health

Survey in 1989 revealed shocking results. The stunting rate, which is a sign of chronic undernutrition, stood at 45 per cent of all children under five years old."

Through efforts such as this workshop, Uganda is now actively addressing the country's nutrition problems. The Vice Chancellor of Makerere University, Professor J. Sebuwufu, and representatives of international agencies including UNICEF, USAID, CRHCS/ESCA and WHO, also made welcoming remarks during the first day's ceremonies.

Despite many similarities between countries in the region, the policy issues each country team is addressing vary considerably. The representatives from Kenya and Malawi, for example, are focussing on food security while the Tanzanian team is looking at ways to encourage private-sector involvement in nutrition programmes.

The Ugandan team has decided to focus on household feeding practices, or how parents make decisions regarding the food given to infants and children. "Uganda had no uniform guidelines for extension workers and other educators to advise mothers on healthy feeding practices," says Ugandan participant Abby Kalule Sewali of the Ministry of Agriculture. Issues such as the importance of frequent breastfeeding, for example, and the quantity and quality of foods required at each stage of a child's development need to be communicated consistently in Uganda.

Workshop participants also discussed other available data related to specific micro-nutrient issues, such as the fact that iodine deficiency results in health problems like goiter, a condition that causes thyroid swelling in the neck and can lead to reduced mental capacity. "The Government of Zambia has enacted legislation to address the fact that an average of 32 per cent of school children have goiter," says Mutinta Hambayi of Zambia's National Food and Nutrition Commission, quoting one of the Commission's 1993 reports.

The Commonwealth Regional Health Secretariat for East, Central and Southern Africa, based in Arusha, Tanzania, co-hosted the workshop, providing technical assistance in developing and carrying out the workshop activities. Funding was provided by the Africa Bureau of the U.S. Agency for International Development through its Support for Analysis and Research in Africa Project.

The Child Health and Development Centre, based at Makerere University, is a research and training institution that aims to build national capacity for child survival and development. In addition to conducting training sessions to develop practical skills in community health research, the Centre produces a newsletter on child health and provides assistance in research project design and implementation.

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*Appendix H - Workshop Evaluation and Follow-Up Questionnaires*

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**Appendix H - Workshop Evaluation and Follow-Up Questionnaires**

**WORKSHOP EVALUATION QUESTIONNAIRE**  
 Workshop on the use of DHS and other nutrition data  
 to influence national policy decisions  
 November 7-11, 1994

Profession:	
Are you:	<input type="checkbox"/> organizer <input type="checkbox"/> participant

1. What, in your opinion, was the primary objective of this workshop?

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2. Do you think the primary objective was met?     yes     no

Explain \_\_\_\_\_

3. What would you say was the most useful aspect of this workshop to you personally?

- preparation of country situation assessments
- identification of key nutrition messages
- learning about the visual presentation of data
- learning about effective communications strategies
- preparation of nutrition advocacy plans
- opportunity to discuss nutrition issues with others in my country and region
- other \_\_\_\_\_

4. Do you think a regional workshop of this sort is an effective way to enhance advocacy skills and to increase nutrition advocacy in the region?     yes     no

Explain \_\_\_\_\_

5. How do you think the effectiveness of such regional meetings can be increased?

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6. In general, was the material presented at the workshop:  
\_\_\_\_\_ very new      \_\_\_\_\_ somewhat new      \_\_\_\_\_ very familiar

7. Please rate the material presented at each session:

Day 1

7.1 Overview of the elements of an advocacy plan  
\_\_\_\_\_ very new      \_\_\_\_\_ somewhat new      \_\_\_\_\_ very familiar

7.2 Issues in the analysis, interpretation, and use of nutrition data  
\_\_\_\_\_ very new      \_\_\_\_\_ somewhat new      \_\_\_\_\_ very familiar

Day 2

7.3 Country presentations of nutrition situation  
\_\_\_\_\_ very useful      \_\_\_\_\_ somewhat useful      \_\_\_\_\_ not useful

7.4 Developing communications objectives and messages  
\_\_\_\_\_ very new      \_\_\_\_\_ somewhat new      \_\_\_\_\_ very familiar

Day 3

7.5 The visual presentation of data  
\_\_\_\_\_ very new      \_\_\_\_\_ somewhat new      \_\_\_\_\_ very familiar

7.6 Country presentations of nutrition messages (graphics)  
\_\_\_\_\_ very useful      \_\_\_\_\_ somewhat useful      \_\_\_\_\_ not useful

Day 4

7.7 Identifying target audiences  
\_\_\_\_\_ very new      \_\_\_\_\_ somewhat new      \_\_\_\_\_ very familiar

7.8 Identifying channels and formats for reaching policy audiences

\_\_\_\_\_ very new      \_\_\_\_\_ somewhat new      \_\_\_\_\_ very familiar

Day 5

7.9 Country presentations of advocacy strategies

\_\_\_\_\_ very useful      \_\_\_\_\_ somewhat useful      \_\_\_\_\_ not useful

7.10 Discussion of workshop goals, next steps, and follow-up

\_\_\_\_\_ very useful      \_\_\_\_\_ somewhat useful      \_\_\_\_\_ not useful

8. In general, how would you rate the country working group sessions?

\_\_\_\_\_ very useful      \_\_\_\_\_ somewhat useful      \_\_\_\_\_ not useful

Explain \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9. Would you recommend similar workshops for other countries?

\_\_\_\_\_ yes      \_\_\_\_\_ no

10. Do you have any additional comments on the workshop and how it can be improved in the future?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thank you for your participation in the workshop and your completion of this questionnaire.

**WORKSHOP FOLLOW-UP QUESTIONNAIRE**  
Workshop on the use of DHS and other nutrition data  
to influence national policy decisions  
November 7-11, 1994

Name:	
Country:	

1. Will your country working group work together to implement the nutrition advocacy strategy?

\_\_\_\_\_ yes      \_\_\_\_\_ maybe      \_\_\_\_\_ no      \_\_\_\_\_ don't know

2. How feasible will it be to implement your nutrition advocacy strategy?

\_\_\_\_\_ easy to implement without additional resources  
\_\_\_\_\_ implementation will require some additional resources  
\_\_\_\_\_ no implementation will be possible without additional resources  
\_\_\_\_\_ no implementation is likely  
\_\_\_\_\_ other \_\_\_\_\_

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