

(COUNTRY SEAL)

Developing an Advocacy Strategy in Support of a Multisectoral Approach to Nutrition

Dates

Location of Workshop

(ORGANISATION
LOGO)

(ORGANISATION
LOGO)

(ORGANISATION
LOGO)

(FUNDER LOGO)

- **Background:** This slide deck was used by MQSUN+ to support countries in the development of an advocacy strategy for their multisectoral nutrition plan (MSNP) via an in-country advocacy workshop.
- **Objectives:**
 - There are many different approaches to conducting a nutrition advocacy workshop. This slide deck aims to provide countries with a curated set of tools and resources for leading various plenary discussions and group work sessions within an advocacy workshop to develop key components of the advocacy strategy to support their MSNP.
 - This is not intended to serve as a comprehensive advocacy workshop presentation and should be supplemented with additional country-specific information.
- Additional information and context about each slide is included in the notes section at the bottom of each slide.

Global Advocacy-Related Tools & Resources

- Global Nutrition Cluster (2016): Nutrition Cluster Advocacy Toolkit
- United Nations Children's Fund (UNICEF) (2010): UNICEF Advocacy Toolkit
- Food and Nutrition Technical Assistance (FANTA) III (2018):
FANTA III Country-Level Multi-Sectoral Nutrition Advocacy Toolkit
- Global Breastfeeding Collective (2019): Breastfeeding Advocacy Toolkit
- Scaling Up Nutrition (SUN) Youth Leaders for Nutrition (2019):
Youth Leaders for Nutrition Advocacy Toolkit
- Action Against Hunger (2015):
Implementation of the SDGs at the National Level: How to Advocate for Nutrition-F

Illustrative Advocacy Strategy Objectives

Create an enabling environment in order to operationalise the MSNP to reach its goals:

- Raise awareness and sensitise decision-makers in sectoral ministries on the importance of a multisectoral approach in order to support the design and implementation of nutrition-sensitive interventions.
- Create an enabling policy and regulatory environment for nutrition-specific interventions to be implemented:

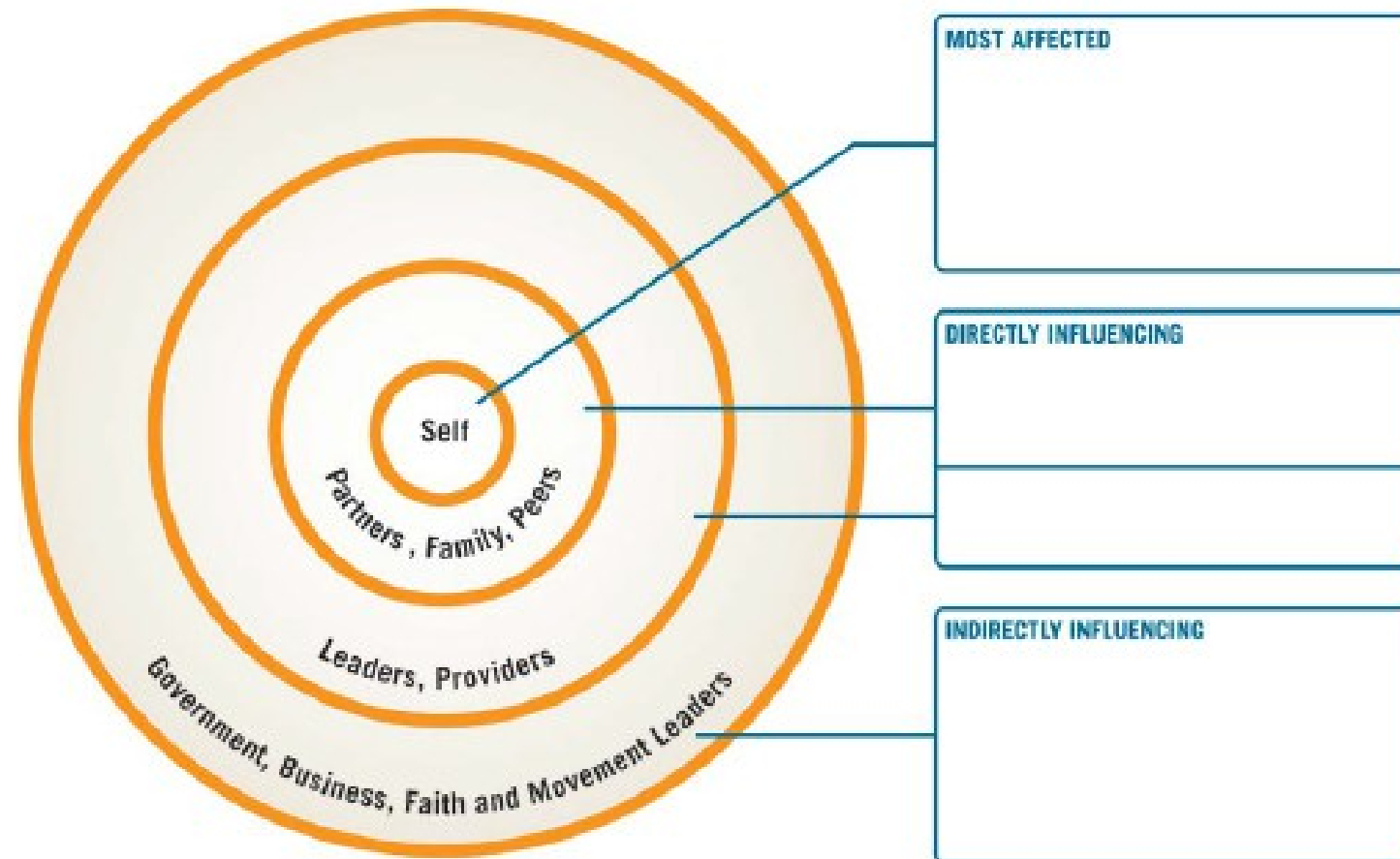
Existing Advocacy Initiatives

What existing advocacy initiatives do you know of that are relevant to nutrition?

Discuss advocacy materials from various nutrition-related platforms or campaigns that could be leveraged (e.g. Baby-Friendly Hospital Initiative).

Selecting Target Audiences

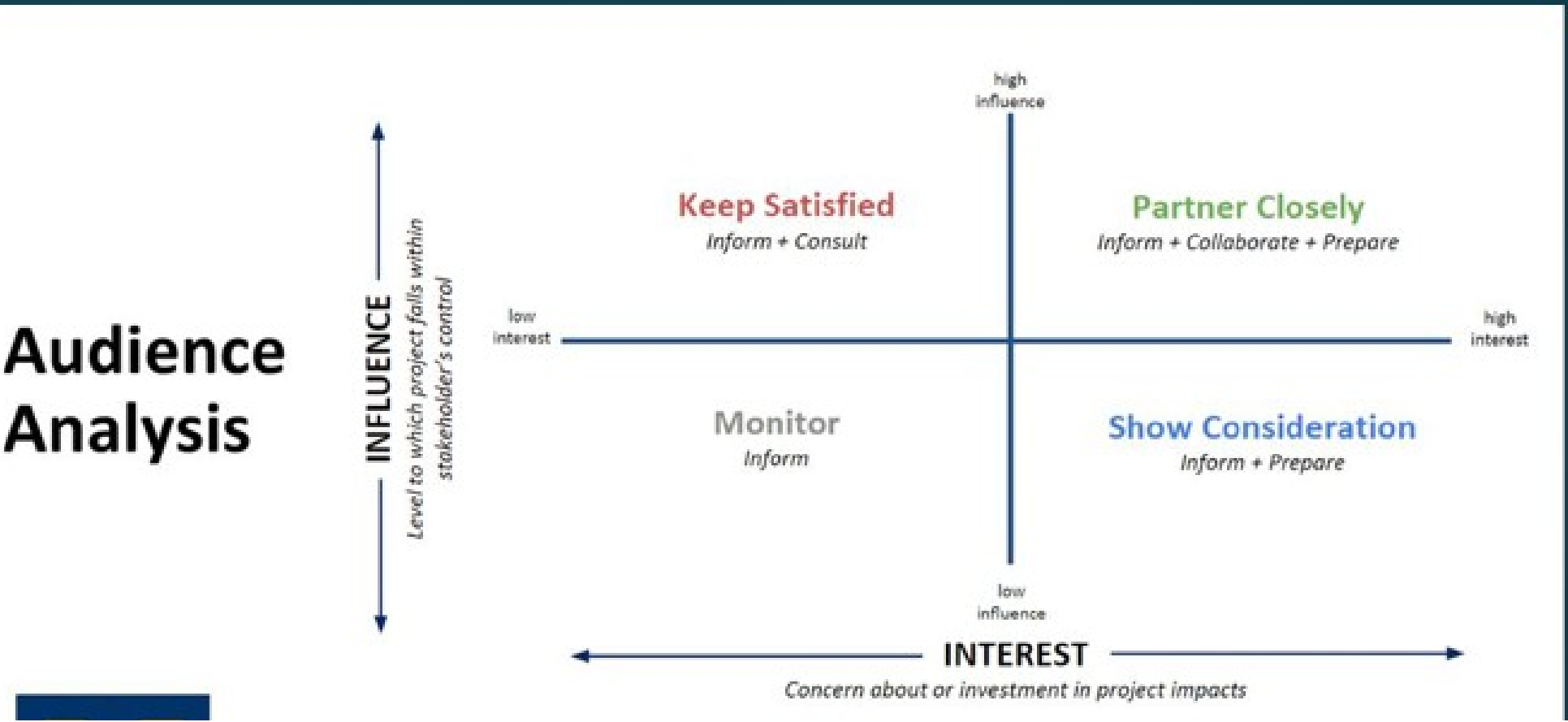
Plenary work #1: Target audience mapping



Source: FANTA III (2018). Manual for Country-Level Nutrition Advocacy Using PROFILES and Nutrition Costing.

Analysing & Prioritising Target Audiences

Plenary work #2: Target audience analysis 2



Source: Adapted from Imperial College London (2017). Stakeholder Management.

Emerging Core/Headline Messages

Plenary work #3: Identifying emerging key messages

Guiding questions for discussing the key messages are:

- What is the problem? (Key facts/scope of the problem of malnutrition in your context)
- What are the obstacles?
- What do we propose? Why a multisectoral approach to nutrition? (Call to action)
- What would be the impact?

Crafting Audience-Specific Messages

Group work #1: Key messages for each prioritised target audience group

Target Audience: [Insert audience group here]	
Desired change	
Key barriers	
Advocacy intent	
Messages	

Group work #2: Guiding questions to identify activities

**FOR EACH
AUDIENCE
GROUP**

1. What formats have proven to be effective?
Which communication medias does this audience use?
2. What language(s) does this audience prefer?
3. Is this channel/activity best suited for this content?
4. Is the activity realistic/feasible with the allocated resources?

Crafting Audience-Specific Messages

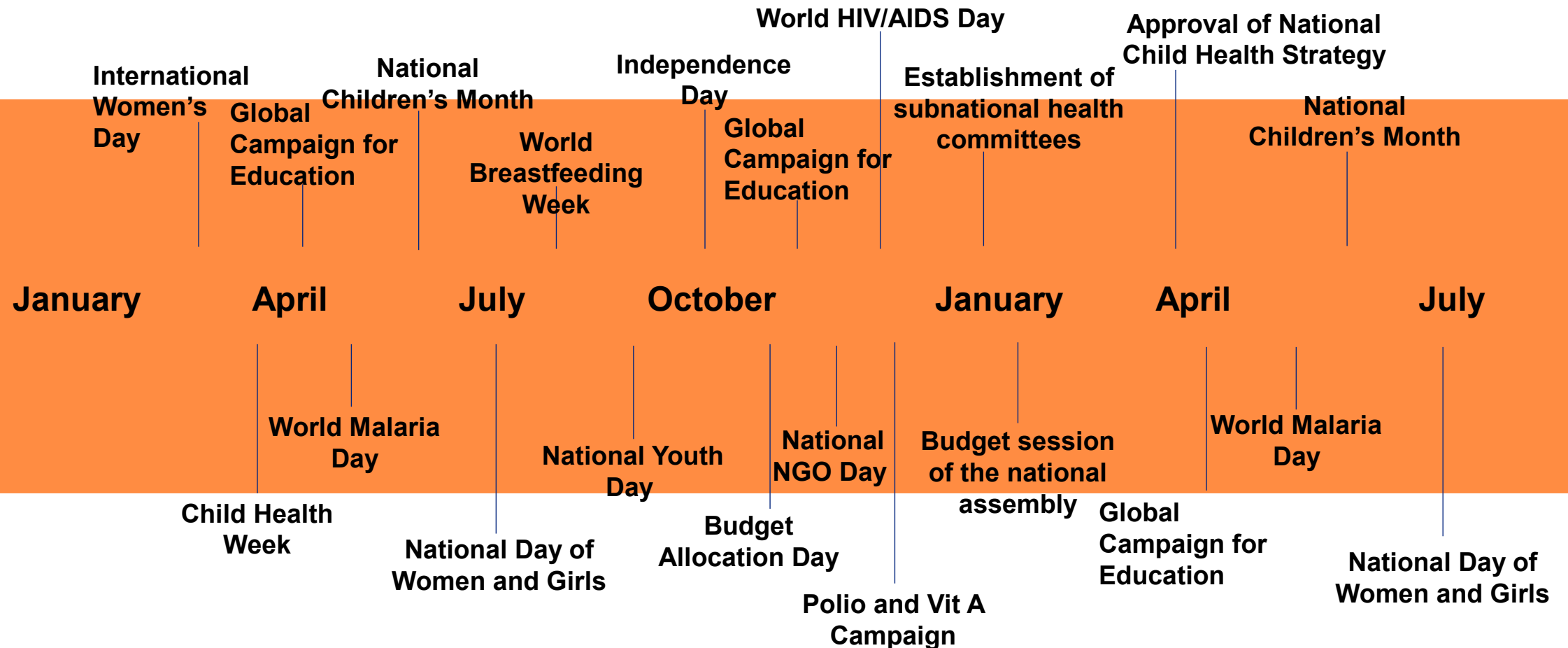
Group work #3: Detail activities for each prioritised audience

TARGET AUDIENCE:				
MNSP-related objectives:				
1.				
2.				
3.				
Desired change				
Key barriers				
1.				
2.				
3.				
Advocacy intent				
Key messages				
1.				
2.				
3.				
Indicators				
1.				
2.				
3.				
IMPLEMENTATION PLAN				
activities	Materials to support activity	Timeline	Proposed responsible organisation	Proposed supporting organisations
Indicators				
Means of verification				

Source: Adapted from FANTA III (2018). Manual for Country-Level Nutrition Advocacy Using PROFILES and Nutrition Costing.

Advocacy Opportunities/Moments

Plenary work #4: Marking on a timeline the key events/opportunities for advocacy in the next 18 months



Next Steps

- **Sectoral/ministry delegates: continue developing and finalising key messages for each target audience.**
- **Advocacy strategy development lead/coordinator: gather key messages by audience from each ministry to move forward with strategy development.**
- **All participants: please complete post-workshop evaluation survey by end of today to provide feedback.**

MQSUN+ aims to provide the UK's Foreign, Commonwealth and Development Office (FCDO, formally DFID) with technical services to improve the quality of nutrition-specific and nutrition-sensitive programmes. The project is resourced by a consortium of five leading non-state organisations working on nutrition. The consortium is led by PATH.

The group is committed to:

- Expanding the evidence base on the causes of undernutrition.
- Enhancing skills and capacity to support scaling up of nutrition-specific and nutrition-sensitive programmes.
- Providing the best guidance available to support programme design, implementation, monitoring and evaluation.
- Increasing innovation in nutrition programmes.
- Knowledge-sharing to ensure lessons are learnt across DFID and beyond.

MQSUN+ Partners

Aga Khan University

DAI Global Health

Development Initiatives

NutritionWorks

PATH

Contact

PATH | 455 Massachusetts avenue NW, suite 1000 | Washington, DC 20001 | USA

Tel: +1 (202) 822-0033

Tool Acknowledgements



THE AGA KHAN UNIVERSITY



This presentation was produced by MQSUN+ through support provided by UK aid and the UK Government; however, the views expressed do not necessarily reflect the UK Government's official policies.

