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

Dates
Location of Workshop
• **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

• Action Against Hunger (2015): Implementation of the SDGs at the National Level: How to Advocate for Nutrition-Related Targets and Indicators
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: develop a national nutrition policy and implement the regulation on decentralisation.

- Support the establishment and strengthening of a multisectoral institutional framework for nutrition.

- Mobilise civil society organisations to generate social accountability, and encourage communities to demand access to nutrition services.

- Build the capacity and enhance the skills of concerned sectors' staff and caregivers on priority nutrition interventions, innovative approaches and financing schemes for ensuring food security.
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

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

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<th>Target Audience: [Insert audience group here]</th>
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<td>Desired change</td>
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<td>Key barriers</td>
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<td>Advocacy intent</td>
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<td>Messages</td>
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FOR EACH AUDIENCE GROUP

Group work #2: Guiding questions to identify activities

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

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<th>TARGET AUDIENCE:</th>
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<td>MISP-related objectives:</td>
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<td>Desired change:</td>
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<th>IMPLEMENTATION PLAN</th>
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Plenary work #4: Marking on a timeline the key events/opportunities for advocacy in the next 18 months

- January: International Women's Day, Global Campaign for Education
- April: World Malaria Day, Polio and Vit A Campaign
- July: National Children's Month, World Breastfeeding Week
- January: Budget Allocation Day, Establishment of subnational health committees
- April: Global Campaign for Education, National NGO Day
- July: Approval of National Child Health Strategy, National Day of Women and Girls

Other key events include:
- National Day of Women and Girls
- World Health Week
- World Breastfeeding Week
- Polio and Vit A Campaign
- Budget Allocation Day
- National Youth Day
- National NGO Day
- Global Campaign for Education
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
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PATH

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