



Golden 1000 Days Public Awareness Campaign Promoters Announcement Program



Background

The 'Golden 1000 Days Public Awareness Campaign' partnership between the Government of Nepal (National Planning Commission and Ministry of Health/National Health Education Information Communication Centre), The European Union (EU) and the United Nations Children's Fund (UNICEF) for improving the nutrition situation of women and children in the country was launched on 21st April, 2016. The launching event was organized by the National Planning Commission (NPC).

The 1,000 days between a woman's pregnancy and her child's second birthday offer a unique window of opportunity to shape a healthier and more prosperous future. Right nutrition and care during this 1,000 days window can have a profound impact on a child's ability to grow, learn, and rise out of poverty. It can also shape society's long-term health, stability and prosperity. The Golden 1000 Days Public Awareness Campaign seeks to increase awareness about the importance of the first 1000 days in a child's life, with an aim to reduce maternal and child mortality through improved health and nutritional status of adolescents, pregnant and lactating women as well as young children. Realizing the importance of the issue, the Honorable President in her policy speech mentioned the need to escalate the Golden 1000 Days activities in the Policies and Programs of the Government of Nepal for Fiscal Year 2073-74 (2016-17).

The promoters (celebrities) play a crucial role in creating awareness about the importance of the '1000 days' as they have a wider reach. Campaign promoters often try to influence people's behaviors/opinions/decisions in a latent manner in such a way that the target population are not aware that the messages they see/hear are strategic campaign posts aimed at persuading them to follow. Realizing the importance of Promoters for the 'Golden 1000 Days Public Awareness Campaign', an event was held on, 17 May 2016 by the NPC in partnership with NHEICC, UNICEF and EU for the announcement of the promoters. Three Nepali artists were announced as promoters, they have been selected due to their charismatic personality and outreach to the community, which will help in translating the message as a 'household message'.

The Event

Honorable Minister Sherdhan Rai, Ministry of Information and Communication was the chief guest and the Honorable Member Dr. Geeta Bhakta Joshi, Member, National Planning Commission was the chair of the event. The participants list were enriched with representatives from government, media, development partners, INGOs, donor agencies, UN agencies and the civil society representatives.

Mr. Purna Chandra Wasti, Senior Food Research Officer, Department of Food and Technology and Quality



Welcome Address: Purna Chandra Wasti

Control welcomed the chief guest and the participants. He stated that the year 2073 has been very positive. The year began with the launch of the *Golden 1000 Days Public Awareness Campaign* and the launch of Nepal Cricket Team Captain, Mr. Paras Khadka, as the Goodwill Ambassador for Nutrition and Food security and Golden 1000 Days Public Awareness Campaign. Together with this the selection of the promoters who are popular TV stars will be crucial in spreading the messages around Nutrition and its impact on lives of people. He stressed on the importance of children and their nutrition status by drawing an analogy between the seed plantation phase and the growth trajectory of

children. He further added that communication will play a crucial role in spreading the message across sectors. Nepal is presenting an exemplary move in MSNP in the global forum and the commendable work in the arena of communication, coordination mechanism and implementation has been remarkably notified. Recently we had a high level team from Tajikistan for a study tour in Nepal to capture the best practices that has aided Nepal in successfully carrying out programs within the Multisectoral Framework.

The welcome remarks was followed by a presentation on the ‘Communication Strategy for implementation



Join Secretary, NPCS: Madhu Kumar Marasini
Presenting the Communication Strategy and the implementation method

of the Golden 1000 Days Public Awareness Campaign’ by Madhu Kumar Marasini, Joint Secretary, Social Development Division, NPCS. He outlined the importance of Advocacy, Social Mobilization, Community led Social Transformation and Social and behavior Change. The mobilization of community networks like teachers, mothers groups, child clubs, Ward Citizen Forum, Social Mobilizers(SM) as well as Citizens’ Awareness Centers. The FCHVs, SM as well as other health workers can be essential in this mechanism. He also highlighted the role of social networks in addition to the community networks.

This was followed by the announcement of talented and popular artists-**Deepak Raj Giri, Deepa Shree Niraula and Jitu Nepal** as promoter of Golden 1000 Days Public Awareness Campaign by the Honorable



Promoters for the Golden 1000 days Public awareness campaign with the Goodwill Ambassador for Nutrition and Food Security and Golden 1000 Days Public Awareness Campaign

Minister Mr. Sherdhan Rai Ministry of Information and Communication. On behalf of the promoters Mr. Deepak Raj Giri shared a few words. He thanked the government of Nepal for giving them an opportunity to be part of such a crucial program which does not only talk about physical growth but the cognitive development. He also committed to promote golden 1000 days messages and programs in Nepal, particularly optimal behavior on care, nutritious food and hygiene for adolescent girls, pregnant women, breast feeding mothers and young children in all the relevant forum of cinema, TV, radio as well as media and in communities in accordance with Golden 1000 Days Public Awareness Campaign.

The emboldening remarks from the representative of the promoters was followed by the remarks from the Goodwill Ambassador for Nutrition, Food Security and Golden 1000 Days Public Awareness Campaign, Nepal Cricket Team Captain, Mr. Paras Khadka. He shed light on the consultative process and the



Mr. Paras Khadka, Captain Nepal Cricket Team

formulation of the ideas cornered around this campaign over the past year and he was happy to see the concerted efforts finally culminating into action with the launch marking the inception phase. He also added that for wider coverage of the messages there is heightened need to have dedicated promoters. He was happy to see popular artists being part of the campaign as its chief promoters. He also expressed his gratitude towards the Government of Nepal for letting him share this space with the promoters and also gave his commitment that he will spread positive messages in all his cricket and other forums. He pledged to mobilize the entire cricket team to carry forward the campaign messages. He concluded his remarks by wishing the campaign

success and pledged his commitment towards this good cause.

Mr. Tomoo Hozumi, Country Representative, UNICEF Nepal in his remarks mentioned that the vicious cycle of malnutrition doesn't just engulf an individual or family but the entire country by the growth faltering and the reduction in the GDP. The two years phase is crucial as 80% of the growth development already takes place during this phase. The campaign that translates the communication and advocacy strategy into practical action gets its strength from the crucial window of opportunity that is the 1000 days. The messages are cornered around this period but for a message to have a wider outreach the role of promoters is crucial in a public campaign. The strength of this public awareness campaign comes from the fact that the messages are designed as 'household messages'. These messages will reach maximum houses and will be touching the lives of the community through various channels of the media by the charismatic and much loved promoters.



UNICEF Country Representative, Tomoo Hozumi

Encouraging positive remarks from the Honorable Minister, Mr. Sherdhan Rai, Ministry of Information and Communication was adorned with appreciation for the campaign –the target group, the role and selection of promoters, the concept of delivering a 'household message' by the usage of various media channels. He urged all stakeholders to get involved in this process. He especially urged both the government and private media to prioritize the campaign. "It is our priority to make the country prosperous and the campaign will aid in this process by enriching the knowledge and practice at the household level", he said.



Honorable Minister Sherdhan Rai, Ministry of Information and Communication

Hon. Member Dr. Geeta Bhakta Joshi, closed the event by reiterating the Honorable President's address for the Policies and Programs of the Government of Nepal for Fiscal Year 2073-74 (2016-17) which lays importance on the escalation of the Golden 1000 Days program. He further mentioned that Nepal had achieved the MDG Goal 4 and 5 where Nutrition is the main indicator. Nepal has been gaining accolade for its growth in the field of nutrition through the Multi-sector Nutrition Plan. He said he was happy as globally people are seeking our advice and are showing keen interest to learn from us so that they can replicate the good practices. The Launch of the golden 1000 days promotion campaign has been remarkable for the wider outreach of messages. He thanked all officials for their hard work in making this program a success.



Honorable Member Prof. Dr. Geeta Bhakta Joshi



Deepak Raj Giri, Jitu Nepal, Deepa Shree Niraula, Hon. Member Prof. Dr. Geeta Bhakta Joshi, Hon. Minister Sherdhan Rai, Secretary Dinesh Kumar Thapaliya, Joint Secretary Madhu Kumar Marasini, Tomoo Hozumi and Paras Khadka