

BREAKING NUTRITION OUT OF THE ECHO CHAMBER

FINAL REPORT
March 2017



M&CSAATCHI
WORLD SERVICES

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This report summarizes key learnings and implications from a project led by M&C Saatchi World Services and Weber Shandwick and commissioned by the Children's Investment Fund Foundation (CIFF) and the Bill & Melinda Gates Foundation, to improve global advocacy on the issue of nutrition. The report is broken into six key sections:

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1. CONTEXT OF THE PROJECT & OUR BRIEF

Context of the project and our brief

Despite its impact on individuals, communities, and economies, nutrition has been a neglected area of global health and development, accounting for less than one percent of global foreign aid. Early research for this project (assets audit, media audit, workshops, and surveys with the community) identified several key barriers to effective advocacy around nutrition. Notably:

- **A fragmented voice on this issue** among the global nutrition community, including a hesitance to engage in a campaign, and a lack of a coordination mechanism between high-burden country and donor country CSOs
- **An overly technical story about nutrition** that failed to reach a broader audience or engage decision- and policy-makers
- A sense that **the challenge is just too big and complex to address**

As a result, the conversation around nutrition has typically failed to reach beyond an 'echo-chamber' of like-minded people. Our work on this project aimed to overcome this challenge.

Our brief was to develop a more effective way to talk about nutrition and support efforts within the nutrition field, to help the nutrition community advocate more effectively about the issue, firmly establishing it on global and national political agendas.

Key strategic shifts that had been suggested by our research and that needed to be addressed in this work included:



A reminder of our key partners on this work

Communications Working Group members:

- Scaling Up Nutrition (SUN) Secretariat
- SUN Civil Society Alliance
- 1,000 Days (US)
- Action Against Hunger
- JAAGO Foundation

- Media representative: The Express, Times of India and the New internationalist
- Partnership for Nutrition in Tanzania (PANITA)
- Hellen Keller International

Advisory Group members:

- Action Against Hunger UK
- Concern Worldwide UK
- Global Citizen
- Jamie Oliver Food Foundation
- Save the Children UK
- REMCOD Organization (SUN CSN affiliated)
- The Global Nutrition Report
- Power of Nutrition
- ONE
- Unicef
- RESULTS UK
- The World Bank

Other partners / advisors:

- The International Coalition for Advocacy on Nutrition (ICAN)
- UNDP
- WaterAid
- World Vision

Partners in Bangladesh

- SUN (Scaling Up Nutrition) Bangladesh
- Helen Keller International (Bangladesh)
- Concern Bangladesh
- Unicef
- World Food Programme
- JAAGO
- GAIN (Global Alliance for Improved Nutrition)
- Care Bangladesh
- BBC Media Action
- Bangladeshi Ministry of Health
- International Food Policy Research Institute
- Alliance for Cooperation & Legal Aid Bangladesh (ACLAB)

Partners in India

- Antara Foundation
- Media representative: The Express, Times of India and the New Internationalist

Partners in Kenya

- European External Action Services (EEAS)
- Deutsche Stiftung Weltbevoelkerung (DSW)
- Ministry of Health
- Unicef
- Ministry of Public Health and Sanitation

- Action Contre La Faim (ACF)
- Global Alliance for Improved Nutrition (GAIN)
- Rescue

Partners in Niger

- SUN CSA Niger
- Concern
- BEFEN Association (Wellbeing of Women and Children in Niger)
- Jeunesse Assistance
- REACH
- Solidarité Paysanne au Niger Kara
- Médecin Sans Frontières
- Helen Keller International Niger

Partners in Nigeria

- CS-SUNN
- Sam Empowerment Foundation
- dRPC
- Alive and Thrive
- Women in the New Nigeria and Youth Empowerment for Positive Change (WINN)
- Food Basket Foundation
- RAISE Foundation
- Carelink Resource Foundation
- Traffina Foundation for community health
- CRS Smile
- Ministry of Defense HQ
- Sacdyei
- Health Policy Research Group
- Nasarawa State Chapter
- Nigerian media: Aso Radio, Vision FM, The Guardian, National Mirror, Journalists for Better Health Initiative, Newline, This Day, News Agency of Nigeria, ITV, FMO H, Daily Trust

Partners in Tanzania

- Partnership for Nutrition in Tanzania (PANITA)
- Dodoma NGO Network
- Umoja wa uwezeshaji Kigoma
- Afya Women Group
- Mass Media Bariadi
- Kikundi Mwavuli Mtwara (KIMWAM)
- CECOFON- Centre for Counselling on Food and Nutrition
- HUHESO Foundation
- Irish Aid
- Pemba Rapid Development
- ANGONET

2. EXECUTIVE SUMMARY

This project aimed to break nutrition out of its 'echo-chamber' by reaching non-technical experts and those outside the immediate nutrition community in order to engage them with advocacy efforts on this issue and push it up the policy-making agenda in both the Global North and South. Our model for working with partners and our approach to outputs were critical in helping us meet these objectives; particularly in the context of working effectively with the Global South.

How we worked with partners: an insight-led process with collaboration baked in

Our approach to this project was an insight-led one from the beginning. It involved early research via in-depth interviews with members of the nutrition community and advisors to decision-makers, running a two-day workshop with key partners to better understand the key needs and barriers around effective advocacy on this issue and online surveys assessing the nutrition community's needs. In addition, we conducted an analysis and audit of current media reporting and nutrition community communication materials to understand how this issue has been communicated historically and fed into a process of quantitative research that the Bill & Melinda Gates Foundation was producing around nutrition messaging.

This early insight-gathering phase helped us to identify some of the biggest needs and barriers, including a clear need to talk in less technical, complex and jargon-laden language and to help unify the community's voice on what has historically been a hugely complex and fragmented issue.

Following our early insight-gathering phase, we worked throughout the project in close collaboration with the community; by establishing both a Communications Working Group (CWG) and an Advisory Group, involving a range of partners, both from Global South and donor countries. We had regular calls with these forums to gain input and seek feedback on both the messaging and strategy of our work and, later, the planned creative approach and creative assets. This allowed us to ensure that what we produced would meet the needs of partners globally and be relevant to the contexts they operate in, as well as ensure that partners felt involved and 'bought into' this work. In addition, a key strand of our work involved tailored support to CSOs in high-burden countries – which allowed us to offer bespoke strategic support to help address needs at a country level.

Our approach to outputs

To ensure our work would meet the needs of a range of organizations in a diverse set of geographies, we produced a global nutrition toolkit comprising a nutrition narrative; including key messaging and assets to help people effectively communicate about the issue and integrate the messaging according to their own advocacy priorities; and a range of nutrition creative assets, including videos, social media materials, posters, infographics and fact-sheets based on the core messages of our nutrition narrative.

The messaging for the toolkit was based on meeting the needs identified in our early insight-gathering work as well as overcoming the barriers to effective advocacy. This

included meeting key needs around communicating *what* good nutrition means, *why* the matter needs addressing urgently and *how* action can be taken. Critically, we decided early on that to maximize ownership, we would adopt an unbranded, 'white label' approach to the toolkit and offer access to it in an open-source way via an online portal.

Outcomes and our shift in focus

Our original outcomes were focused on galvanising the community behind big 'activation' moments and events for advocacy - with an initial focus on the expected N4G II event in Rio, to coincide with the Olympics. Due to the shifting political environment, those 'big moments' decreased in global importance; for example, N4G in Rio was not the high-burden country pledging moment it was meant to be. This meant that opportunities for a global convening of high burden countries also reduced. As a result, our approach shifted to a more national-level focus, engaging and supporting organizations and CSOs in the Global South. This involved re-orientating the way we operated; working towards outcomes much more focused on widespread adoption of the nutrition toolkit and achieving a more cohesive voice on this issue from the community itself.

Early indicators suggest that this model is working

- As there was no dedicated budget or M&E resource on this work, we have been unable to measure scale of success in terms of actual usage (i.e. adoption). However, there are **positive indicators of engagement**; notably **6,698 file downloads** of different elements of the nutrition toolkit from our open source portal to-date; including from a range of **Global South countries** not offered face-to-face tailored support (including Burkina Faso, Zambia, Qatar and Nepal)
- In addition, **250 USB sticks** with all portal materials in English, French, and Swahili were physically handed out to interested high-burden country nutrition community representatives (including CSOs, government, and UN) during face-to-face workshops in Kenya and Tanzania, alongside printouts of the key materials for ease of reference and sharing with colleagues. This gave the nutrition community direct access to materials, without the need to access the portal
- While we cannot measure scale of adoption, qualitative feedback suggests that the **range of uses for the toolkit has been hugely diverse** – including in global, national, regional and hyper-local contexts, as well as settings we never would have anticipated. For example, the work was used at events during the World Bank's Human Capital Summit, in community mobilization with leaders in two local area councils in Nigeria, and the main video was adapted and shown during an event in Cote D'Ivoire
- In addition, qualitative feedback and ongoing monitoring on the use of the toolkit demonstrates that the **community's voice on this issue is more unified**; with key messages from the toolkit showing real cut-through even at this early stage

Key factors that shaped success on this project:

1. **Maximizing ownership** in two key ways:
 - a. **Working collaboratively and iteratively with the community** to first understand key needs and barriers and then to ensure that partners could input into and feedback on the development of the work throughout the project
 - b. **Taking an unbranded, white-label approach to the outputs** and an **open-source approach to the dissemination** of these outputs
2. **Prioritizing messaging rooted in foundational and non-time sensitive insights about the universal needs and barriers around effective advocacy on the issue** as opposed to basing messaging on specific events, moments, contexts or national or regional policies
3. **Meeting the needs of a range of partners:**
 - a. **Providing a diversity of types of outputs** – from messaging documents, to guidance on advocacy, to videos for 'press play' moments at events, to factsheets around nutrition interventions designed for use on-the-ground; and tailoring these as necessary to address specific needs and cultural sensitivities
 - b. **Ensuring that these outputs are accessible and useable; regardless of where on the spectrum an organization's communications capabilities are** –from partners who want to simply pick up and use materials with low barriers to entry, through to those who want to tailor the materials (e.g. adding branding) in flexible ways

Key learnings on what didn't work

1. **Structuring a communications and advocacy support project around key moments, as opposed to sustained engagement**
 - The initial moment-centred approach needed to be modified as a result of environmental shifts outside the control of the nutrition community, which reduced the importance of some of the moments initially identified; and as a result of the community's hesitance to work towards a joint campaign
2. **Attempting to provide support to high-burden country CSOs when they don't have the capacity or skills to take it on**
 - Unless CSOs recognize the need for capacity building and unless they are able to take it on, in terms of resources and communications skills, there is a limit to the impact external partners can have on local advocacy efforts
 - Two key factors for successful implementation of in-country tailored support are:
 - A landscaping exercise to determine which countries would benefit the most from this type of support, and the exact need and capabilities of CSOs in those countries
 - The identification of an in-country champion, a senior figure who has a holistic view of needs and capabilities in the country and can bring key stakeholders together
 - A recommended approach for handling high-burden country CSO support in the future would be to help countries develop a

coordinated national advocacy plan, and then monitor implementation, offering ongoing support along the way

3. Attempting to gather input from partners in a group setting

- Collective touchpoints (e.g. partner group calls), although useful in order to exchange views among partners, are not effective when used as the sole engagement method in terms of gathering input and insights. It is essential to allow additional time and resource for 1:1 touchpoints with all external advisors.
- Partner input and consensus building on messaging and creative assets takes time, so project timelines and processes need to accommodate this

4. Adoption of messaging and assets requires ongoing engagement with partners beyond project completion; and M&E is key to better understanding outcomes

- Future intentions to use both the narrative and assets in this project are high but may not be capitalized upon if there is no support model in place once the project ends
- Building M&E into projects is key in order to get clear measures of usage (& outcomes rather than outputs)

5. Review and sign-off procedures need to be clear from the beginning of a project

- Clarity on which partners need to be involved in decision-making should be established up-front, to ensure a clear timeline and smooth approvals process
- Translation reviews in particular can be very resource-heavy and therefore a strain on smaller CSOs. Thought should be given up-front as to how to support (or even recompense) local CSOs' time

3. OVERARCHING APPROACH & WAYS OF WORKING

Overarching approach and ways of working. This section includes:

- Key insights on the overarching approach and ways of working
- An overview of the approach:
 - Process at a glance
 - Key outputs
 - Key moment support

KEY INSIGHTS ON OVERARCHING APPROACH AND WAYS OF WORKING

WHAT WORKED WELL?

- **Ensuring ownership by the community via an unbranded, open-source approach and via ongoing contact and input from working-groups**
 - The unbranded, white-label approach of 'evergreen' (i.e. non-time-sensitive) content ensured, and continues to ensure, widespread adoption of the nutrition narrative and creative assets, as each organization can tailor the messaging and assets to their own needs and incorporate them into their own communications and priorities
 - The ongoing liaison with a cross-geography working group and advisory group helped secure a sense of ownership and offered vital input into the development of the toolkit, as well as critical insights into cultural sensitivities that needed to be reflected in the assets
 - Ensuring ownership by multiple stakeholders has meant at times selecting a 'simpler' path, likely to work with a majority of CSOs, as opposed to a path that would have been preferred by CSOs with strong communications capabilities. This was reflected, for example, in the choice of the creative platform ('1,000 days', as opposed to other alternatives that had been proposed, such as 'supercharging children and nations')
- **Tailored support for CSOs was fundamental to capacity-building and ensured the toolkit was relevant to local contexts**
 - Tailored support for high-burden countries, including in face-to-face format where appropriate, was an effective working model. It helped build a sound understanding of the new nutrition narrative and creative assets; tailor them to local contexts; and upskill key nutrition community members, to strengthen their communications and advocacy efforts
 - The tailoring of assets, taking on board specific country needs and cultural sensitivities, was key in order to ensure high levels of adoption. For example, we developed different versions of the film: a version omitting the human foetus, for use in the US, and a version including a covered pregnant belly, for use in Muslim-majority countries, following feedback from CSOs in these countries

KEY INSIGHTS ON OVERARCHING APPROACH AND WAYS OF WORKING

WHAT WORKED WELL? (contd.)

- **Flexibility allowed us to remain relevant despite environmental shifts**
 - Flexibility in the approach allowed us to respond to environmental shifts and to the needs of the community – shifting away from a milestone-focused approach of key events and moments, towards a non-time-sensitive content development approach, that encouraged adoption of messaging and assets in a more ongoing way, as well as supporting key events. This was particularly important as there was a lack of a coordination mechanism between donor and high-burden country CSOs when it came to agreeing priorities and/or a joint approach around key milestones.

- **Close communication with key nutrition community networks: ICAN & SUN**
 - A strong working relationship with both groups helped ensure timely access to information regarding developments in the nutrition field and the needs of the community. This allowed us to respond to needs as they emerged and as a result, there was good uptake of, and engagement with, materials developed

KEY INSIGHTS ON OVERARCHING APPROACH AND WAYS OF WORKING

WHAT WOULD WE HAVE DONE DIFFERENTLY?

- **Structure the project around sustained engagement, as opposed to a 'key moments' focus**
 - The moment-centred approach of the original proposal needed to be modified to address environmental shifts outside the control of the nutrition community; and to address the lack of a coordination mechanism between donor and high-burden country CSOs around milestones. The central moment around which the programme of activities had been planned, N4G II in Rio, did not end up being the big rallying moment the community had expected – due to wider political developments. In other cases, e.g. Human Capital Summit, the community had not firmed up their plans in advance, which made strategic advocacy support challenging, and involved a more reactive, quick-turnaround approach
 - Future projects should focus more on developing non-time sensitive content and on ongoing engagement with community members to ensure they adopt messaging and collateral from the project for advocacy efforts at the national and state level
- **Have direct points of contact within CSOs organizing the community around key moments and work with them to plan messaging in a more upstream way**
 - When working towards an external milestone (e.g. The World Bank's Human Capital Summit), it is helpful to be directly in touch with key contacts organizing the community's activities as early on as possible and to have a single and accountable point of liaison for messaging and communications. This helps determine the need and best use of resources to support the community in the most efficient way
- **Allow time and resource for more 1:1 touchpoints with external advisors / partners**
 - We had originally envisaged collective touchpoints (e.g. regular group calls) with Working Group and Advisory Group members, in order to provide updates and gather their input. However, due to a range of factors (mostly telephone and internet connection challenges), a 1:1 approach was adopted to complement these group touchpoints. This was not originally allowed for in terms of either budget or timelines, but was essential for the successful delivery of the project
- **Agree on the voices fronting the effort, to ensure ideas and content are shared broadly**
 - Although local-level activities were fronted by relevant CSOs in-country, for any global efforts (especially involving media outreach) it is key to agree from the beginning the voices that can be used to carry the message – e.g. the voice of international networks such as SUN and ICAN

KEY INSIGHTS ON OVERARCHING APPROACH AND WAYS OF WORKING

WHAT WOULD WE HAVE DONE DIFFERENTLY? (contd.)

- **A landscaping exercise at the beginning of the project would have helped identify the countries where tailored support would have had the most impact**
 - A consistent assessment mechanism for selecting countries for tailored support would have helped identify the countries that both have a need, but that also have CSOs with the appetite and capabilities to benefit from extra support

APPROACH IN MORE DETAIL

Both our ways of working and approach to outputs were key to the success of this project. This involved:

- A **uniquely collaborative and iterative process of co-creation with partners around the world, especially high-burden countries**
- The development of a **flexible toolkit of white-label and open-source materials and non-time-sensitive content** – not a 'branded campaign'- to ensure widespread adoption

This strategy was designed to maximize ownership amongst a range of partners, with different needs, and in different settings. In addition, a series of tailored support opportunities and support around key calendar events were planned, in order to amplify adoption opportunities, ensure the toolkit was tailored to local contexts and to maximize the impact of advocacy efforts at local, regional, and global levels.

The project involved two key phases of work:

Phase 1

Initial insight-gathering and understanding communication needs of the community:

- Identifying what already exists and where the gaps lie (media and materials' audit)
- Early insight from partners on what was needed and key barriers to overcome (via surveys, interviews, workshops)
- Research to identify and shape early approaches to messaging

This research helped us identify key challenges (e.g. fragmented voice; the absence of jeopardy in messaging; a 'definition' problem for nutrition), as well as provide insights for impactful messaging. For example, the research clearly showed that technical terms such as 'stunting' fail to resonate with audiences and motivate them to act.

Phase 2

Ongoing collaboration with key partners on development of strategy and outputs:

- Establishment of a **Communications Working Group, including representatives from donor and high-burden countries** (*please refer to page 3 for comprehensive members' list*). The objective was for Working Group members to provide input into the communications approach and strategy, assets and activities planning, in order to ensure these would be impactful across a broad range of countries and to help create a sense of ownership so as to facilitate their uptake by their own organizations and the wider community.
 - Regular check-ins were conducted with the Working Group, enabling us to work with them as partners – ensuring this work would address their challenges and meet their needs
- Establishment of an **Advisory Group, also providing input on a regular basis** (*please refer to page 4 for comprehensive members' list*)
- Input from both the Working and Advisory groups informed the process from the early stages through to production of the narrative messaging and the production of the creative assets.

Our process at a glance



The global nutrition toolkit comprised a nutrition narrative, including key messaging and assets to help people effectively communicate about the issue and integrate the messaging according to their own advocacy priorities; and a range of nutrition creative assets, including videos, social media materials, posters, infographics and fact-sheets based on the core messages of the nutrition narrative.

The messaging for the toolkit was based on meeting the needs identified in our early insight-gathering work as well as overcoming the barriers to effective advocacy. This included meeting key needs around communicating *what* good nutrition means, *why* the matter needs addressing urgently and *how* action can be taken. Critically, we decided early on that in order to maximize ownership, we would adopt an

unbranded, 'white label' approach to the toolkit and offer access to it in an open-source way via an [online portal](#)¹.

Key outputs in more detail

- **A flexible nutrition narrative document**, including key messaging around what good nutrition is, why it is important and how to take action to ensure good nutrition
 - This narrative was designed to be used and incorporated flexibly by members of the community per their own advocacy goals and organizational priorities
- **A flexibility document** accompanying the narrative further helped community members by offering 'entry points' for related issues (e.g. women and girls)
- **Template media assets** (factsheet and Q&A) and case studies of key success stories around tackling nutrition challenges in high-burden countries
- **A range of creative assets** anchored in the messaging of the new narrative and a creative platform centred on a core message around the importance of nutrition in the first 1,000 days.
 - These included:
 - [Short films](#) to tell the nutrition 'story' in an emotionally compelling way
 - [Posters](#)
 - [Social media assets](#)
 - [Infographics, and factsheets](#) showing how to improve nutrition outcomes
 - These assets were designed to bring to life key elements and messages of the narrative; [what good nutrition is](#), [why it matters](#), [how to make nutrition relevant to other sectors](#) and [how to take action](#) to ensure good nutrition
 - The core story for many of the assets including our videos was rooted in a creative platform and insight designed to maximize a sense of urgency around this issue; showing the jeopardy of what happens when we get nutrition right or wrong in the first 1,000 days and the impact on the rest of a child's life and a nation's future
- **A toolkit designed specifically for SUN** member countries and the SUN Secretariat – using the new narrative as a starting point. This was a tool to support member countries and the Secretariat in national and international advocacy efforts
- **Moment-focused advocacy and communications support** around N4G in Rio, SUN event at UNGA, and World Bank's Human Capital Summit
 - Support involved the development of communication outreach guides, including proposed messaging; social media guidelines, toolkits and assets; tailoring of assets (e.g. films, advocacy letters) for specific events; and development of event-specific advocacy materials (e.g. two-pager and 'business card' bringing to life the link between nutrition and early childhood development (ECD), with a particular focus on economic arguments for nutrition investment . Organizations in both donor and high-burden countries made use of the deliverables and spoke with a common voice around these key milestones – examples of usage are included in the section below (pp.18-20).

¹ The online portal can be accessed at www.nutritionspace.org

- **Tailored support** to organizations in priority countries, focused on capacity building, upskilling key CSOs in communication and advocacy skills, helping strengthen the materials they use, and helping them put in place action plans for tackling undernutrition in their countries

The big shift: from moment-focused impact to non-time sensitive, ongoing adoption

Our original objectives were tied to outcomes around the 'impact' of our work in the context of event-based moments like Nutrition For Growth (N4G) in Rio, and their ability to lead to 'activation' – i.e. tangible pledges and commitments from decision-makers and governments. Specifically, the project's first key milestone was planned around one key global moment: the N4GII Summit, taking place around the opening ceremony of the 2016 Olympics in Rio de Janeiro, in August 2016. This was meant to be a big pledging moment for high-burden countries.

However, due to a number of political developments outside the control of the nutrition community, N4G in Rio was not the pledging moment the community had originally expected. This meant that it was critical to re-orientate both our approach and outcomes to ensure we were not entirely reliant on these key moments to make an impact and measure the success of the approach. As a result, our model became one in which we worked to achieve ongoing adoption of the nutrition toolkit amongst organizations in the field, and working to help these organizations with their own advocacy priorities and challenges in-country.

What did we do around key moments?

We still supported the community around global milestones, although these were not the activation opportunities originally envisaged and our focus was on the adoption of our toolkit in service of these milestones and events. The two main moments were:

Nutrition for Growth (N4G), Rio de Janeiro, August 2016

Overview of activities

As Rio was no longer the high-burden country pledging moment it was initially planned to be, we used it as an opportunity to soft-launch the creative platform of this global effort and start seeding key messages that injected urgency into the nutrition space. To maximize the potential of the Rio event as an advocacy opportunity, we encouraged ICAN members, SUN CSAs and other civil society partners to:

- Conduct targeted media outreach promoting messages on nutrition in key donor and high-burden countries
- Disseminate creative content provided to make the case for expanded engagement and renewed commitments
- Promote the Rio event and its outcomes, through social media channels

We provided a communications outreach guide including proposed messaging based on the new nutrition narrative, social media guidance and proposed content and tailored assets for use around this specific moment, including producing a version of our main film with Portuguese subtitles.

Examples of outcomes of this work include:

- The Portuguese subtitled film was screened by the Government of Brazil as part of the N4G kick-off event in Rio
- World Vision utilized messaging from the nutrition narrative as part of their Nutrition4Gold campaign, launched just prior to Rio N4G, calling on world leaders to ensure good nutrition and the right start for all children
- A number of both donor and high-burden country CSOs and organizations utilised the social media toolkit, using their channels to disseminate messaging and creative from this project. This got the **community speaking with one voice**, calling on policymakers to #actonnutrition. Examples of organizations who used this content on their social channels include the Graça Machel Trust, Private Sector Health Alliance of Nigeria (PHN), SUN in-country CSAs and SUN Secretariat, USAID, Global Nutrition Report, ONE, Power of Nutrition, RESULTS Canada & Australia, GAIN, World Vision, Save the Children (country chapters), Hunger Free and WaterAid.

Providing strategic communications and advocacy support around Rio presented challenges, given the changing political environment and the change of scope and country participation at the event itself. Limited information, no lead CSO on the ground and tight timelines meant that communications support materials had to be developed within a very tight timeframe and there was limited time to encourage adoption of messaging and materials as part of organizations' Rio communications. Despite that, adoption results were encouraging, showing a readiness of the community to speak in a consistent voice.

World Bank Human Capital Summit, Washington DC, October 2016

Overview of activities:

The Human Capital Summit on Early Childhood Development (ECD), and community activities around it, provided the opportunity to raise the importance of investing in nutrition, in the context of early childhood development.

We developed a social media toolkit to unify the community's voice in raising awareness of the importance of investing in nutrition and ECD as a driver of economic progress and encouraged world leaders to make meaningful commitments in this area and see them through.

In addition, we developed advocacy materials that were distributed during a private luncheon reception to mark the outcomes of the Human Capital Summit and establish where we go from there. The reception, 'Scaling Up Nutrition & Early Childhood Development for Equity and Shared Growth', was organized by the International Coalition for Advocacy on Nutrition (ICAN), the Scaling Up Nutrition (SUN) Civil Society Network, and the Early Childhood Development (ECD) Action Coalition.

On an in-country level, we developed a template media statement for use by CSOs in countries that made commitments at the meeting, and offered in-country media outreach support. This was taken up by PANITA, the lead CSO network in Tanzania, which, with agency support, secured coverage around the government's commitment to nutrition and their own call to action.

Examples of outcomes include:

- Nutrition advocacy materials were shared with more than 125 attendees and 15 speakers at the luncheon reception
 - Speakers included: Anthony Lake (Executive Director, Unicef), Gerda Verburg (SUN Coordinator), Keith Hansen (VP for Human Development, World Bank Group), Lynette Okengo (Executive Director, African Early Childhood Network), as well as a number of key decision makers (Members of Parliament, Ministers, and Prime Ministers) from high-burden countries: Malawi, Congo, Côte d'Ivoire, Ethiopia, Cameroon, Burkina Faso, Tanzania; as well as from France and the UK.
 - Attendees included representatives from: African Leaders for Nutrition Secretariat, Africa Early Childhood Network, Action Against Hunger, Save the Children, USAID / Global Health Bureau, Global Partnership for Education, ACTION, US State Department, Results for Development Institute, 1,000 Days, ONE, Concern Worldwide, Power of Nutrition, UN FAO, World Bank, PAHO, French Ministry of Foreign Affairs, and Ministry representatives from Tanzania, Congo, and Malawi
- Social media content, based on the narrative and accompanying creative assets were promoted via the community's social media channels, again showing the readiness of CSOs to **speak with a consistent voice**. Examples of organizations which used messaging and creative from this project on their channels included: 1,000 Days, Food Revolution, Global Nutrition Report, PSI Impact, Save the Children country chapters (Nigeria, UK, Australia), SUN, Graça Machel Trust, as well as individual decision makers, such as UK Labour MP Dr Rosena Allin-Khan
- Media outreach in Tanzania, highlighting the government's commitment to nutrition and PANITA's call to action resulted in media coverage in English and Swahili in: The Guardian, The Daily News, Majira, Tanzania Daima, Nipashe, and Habarileo

4. USAGE & ENGAGEMENT WITH THE 'NUTRITION TOOLKIT'

Usage and engagement with the nutrition toolkit. This section includes:

- Key insights on usage and engagement with the nutrition toolkit
- Indicative engagement with the toolkit
- Usage and future intentions to use

KEY INSIGHTS ON USAGE AND ENGAGEMENT WITH THE NUTRITION TOOLKIT

WHAT WORKED WELL?

- **The toolkit has travelled far; across both the Global North and Global South**
 - We have seen signs of engagement in a hugely diverse range of countries that go beyond Working Group members and countries where we delivered face-to-face tailored support
- **The toolkit (both the narrative/messaging and creative assets) are being adopted in diverse ways...**
 - The delivery of adaptable, flexible, unbranded and non-time-sensitive resources has paid off in securing a range of uses from national and regional advocacy through to hyper-local community mobilization
- **And, the evidence suggests that the narrative messaging and creative assets are being used together; in ways that are complementary**
 - Responses from the survey and ongoing feedback indicate the 'toolkit' is being used as a single set of resources; with the narrative supporting the creative assets and vice-versa
- **Having a clear and consistent structure across the toolkit has been key in engaging people and securing adoption**
 - A clear structure around 'what is nutrition, why does it matter and how to take action' (our three story pillars) has built clarity and continuity for the toolkit and helped maximize engagement
- **The prioritization of key messages in both the narrative and assets has helped to achieve a key objective in aligning the community's voice on this issue**
 - Feedback suggests clear cut-through and buy-in to key messages amongst partners
- **Offering materials in ways that makes it easy to use them 'off the shelf' is key**
 - There was a real desire and appetite for materials and formats that could be quickly and easily used e.g. ready to print posters, videos for 'press play' moments with decision-makers
 - This is likely down to both resource and capability challenges for many of the Southern CSOs who are also likely to be time poor and who want materials that can be picked up and used in a variety of contexts without any need to edit or tailor them
 - Offering a range of different kinds of formats – from video content, to posters to factsheets and infographics is also likely to have helped engagement; offering flexibility for different contexts

KEY INSIGHTS ON USAGE AND ENGAGEMENT WITH THE NUTRITION TOOLKIT

WHAT WOULD WE HAVE DONE DIFFERENTLY?

- **Partner input and consensus building on messaging and creative assets takes time, so project timelines and processes should accommodate this**
 - This is particularly true for assets/messaging that required greater technical input and/or country context – e.g. the interventions
 - In future, more technical input earlier on would enable a project to move more swiftly
 - In addition, allowing greater time overall for the development of the creative assets before their 'launch' to the community would be beneficial in allowing time to build consensus
- **Adoption of the toolkit will require ongoing engagement with partners beyond project completion**
 - Future intentions to use both the narrative and assets are high but may not be capitalized upon if there is no support model in place once the project ends
 - In future, recruiting champions to take ownership for ongoing engagement in specific territories early on in the process could be a good model to adopt
- **Early understanding of specific country and partner contexts (particularly in the Global South) would have helped maximize the relevance of assets further**
 - This approach would enable understanding of where and how assets and messaging may be used and help to develop additional, relevant formats
- **More investment in M&E budget is key to better understanding**
 - We have a good understanding of indicative 'engagement' via portal data and qualitative feedback, but no clear measures of actual usage
 - Investing more budget in M&E would have enabled us to understand not only where people have shown signs of engagement, but also how many people have used the toolkit and in what contexts
 - This would offer valuable learning about what is most useful to people and enable us to make firmer conclusions about the needs of partners
 - Because of our lack of ring-fenced budget for M&E, this has meant significant time analysing data manually to get to useful learnings

FINDINGS IN MORE DETAIL

Learnings for this section of the report have been taken from a range of sources:

- Online survey shared with key contacts (members of ICAN, SUN, Working Group, Advisory Group, as well as participants in tailored support activities) in December 2016 – January 2017 (34 responses)
- Top line data on views of/downloads from the nutrition portal (www.nutritionspace.org)
- Ongoing qualitative feedback from partners throughout the project

(N.B. At the time of writing this report, creative assets for India and Bangladesh were in the process of being finalized and shared).

Indicative engagement with the nutrition toolkit

- To date, there have been **6,698 downloads** from the nutrition portal and **10,153 page views** of the nutrition portal²
- In addition, **63%** of our survey respondents said they had **already used** some element of the toolkit.³ However, we should be mindful that neither views or downloads from the portal are a fully accurate record of actual usage; they can only give us indicators around engagement, as we have no way of determining whether views or downloads convert into actual usage
- **Intentions to use are high** – with 97% of survey respondents saying they intend to use the narrative and 79% saying they intend to use the creative assets in future⁴
- The UK and US are the biggest viewers of and downloaders from the nutrition portal, but overall engagement is geographically diverse with data indicating that the portal has been viewed by countries we might not expect
- In particular, this includes countries outside of our tailored support locations, including Burkina Faso, Nepal, Qatar, and Zambia (all of whom are in the top 20 list for views of the portal)
- These countries also feature in the list of Global South locations that have been the highest downloaders from the portal including:
 - **Niger** – 501 downloads
 - **Nigeria** – 457 downloads
 - **Burkina Faso** – 256 downloads
 - **Nepal** – 177 downloads
 - **Qatar** – 175 downloads
 - **India** – 128 downloads
 - **Bangladesh** - 103 downloads
 - **Zambia** – 89 downloads

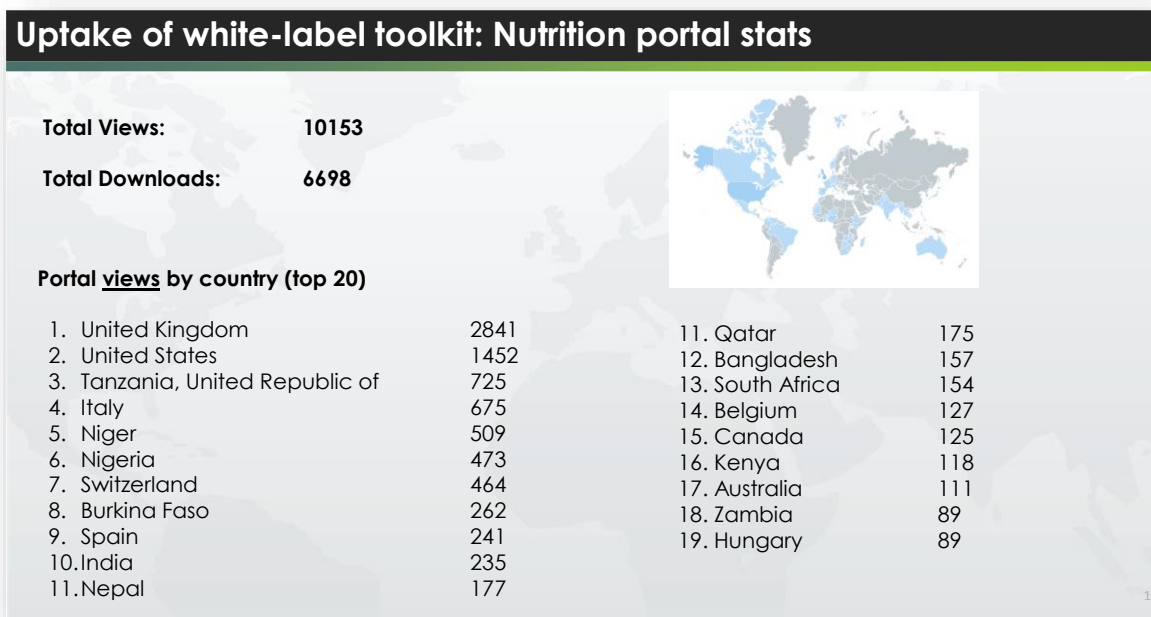
² Data from www.nutritionspace.org – total page views and file downloads, 1st June 2016 –28th Feb 2017.

³ Feedback from online survey shared with key partners (ICAN, SUN, AWG, CWG, tailored support workshop participants: sample size of 28 respondents), Dec-Jan 16-17: *Have you used any of the nutrition toolkit as part of your advocacy and communications work? (Y/N)*

⁴ Feedback from online survey: *Do you intend to use the narrative/creative assets as part of your advocacy and communications work in future? (Y/N)*

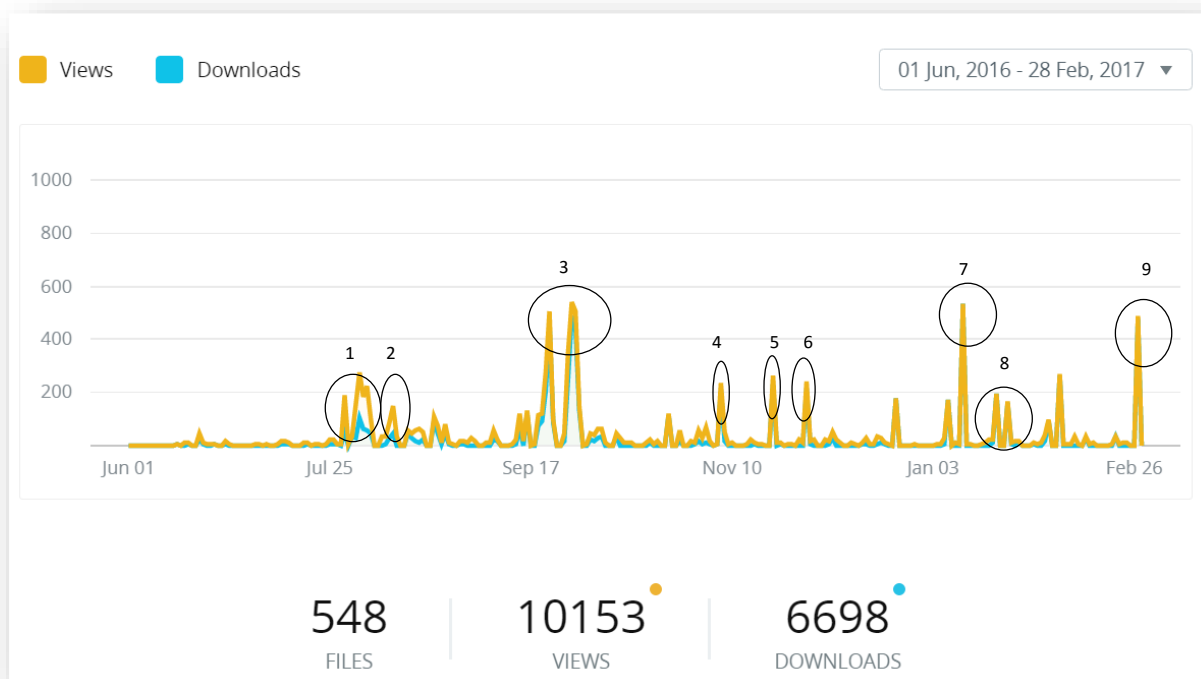
- However, in the same way that we have no accurate record of actual usage, we cannot assume that either view or download numbers indicate the reach of the work within a country; it could be that an individual or small group within that location is highly engaged (in fact we suspect some have been downloading everything/whole folders in one 'hit' to browse and select what is useful at a later point).
- All portal materials were also copied on and physically distributed via **250 USB sticks** to high-burden country CSO representatives from 35 countries during face-to-face workshops in Kenya and Tanzania. The USB sticks contained all materials in English, French, and Swahili, and were accompanied by a selection of printed materials to aid understanding about the usefulness of the assets, as well as their socialization with colleagues.
- The survey reveals that while many high-burden countries have used the narrative and/or assets, not everyone has accessed the work via the portal. This is the case in both Kenya and Tanzania, where people likely used the USBs as their primary way of accessing the materials.

Distribution of portal views by country⁵



⁵ Data from www.nutritionspace.org – number of page views by country, 1st June 2016 – 28th February 2017.

Portal engagement suggests events played an important role in driving downloads



- Downloads from the portal peaked around key event-based moments, with World Bank being the biggest driver of downloads. Notably:
 - **1:** Run up to and during Rio between **July 31th - August 5th (333 downloads)**
 - **2:** ‘Public Financing for Better Nutrition’ meeting in Nairobi (pre-TICAD), between **August 22nd – 23th (139 downloads)**
 - **3:** Run up to and during World Bank events, as well as tailored support workshop in Tanzania, between **Sept 19th – 30th (2,256 downloads)**
 - **8:** Davos 2017 - **January 20th (195 downloads)** and **January 23rd (162 downloads)**
- This suggests that events can be a useful mechanism for driving engagement with the narrative/narrative materials and creative assets for some parts of the community (notably CSOs in donor countries)
 - Qualitative feedback from the survey reinforces that social media toolkits and assets, including videos, were particularly useful around these events⁶
- The survey indicates that engagement around World Bank was higher than around the Rio meeting and this is clearly substantiated by portal download numbers.⁷ This is likely a reflection of the fact that Rio became less of a big ‘moment’ for the community as well as it being the first event we supported; meaning that assets and the narrative materials (and the portal itself) had less chance to ‘bed in’ vs. World Bank

⁶ Feedback from online survey: *Which materials did you use for RIO/World Bank and how?* (Open-ended).

⁷ Download numbers from www.nutritionspace.org, July 31st – August 5th and Sept 19th-30th

- Not all peaks have been easily identifiable but we have mapped these according to possible drivers for traffic where possible:
 - **4:** Work with Nigerian Senator Lanre Tejuoso, Chairman of Nigeria's Senate Committee on Health, in preparation for upcoming speech on securing funding for nutrition
 - **5:** Global toolkit translations uploaded to the portal
 - **6:** Discussions with SUN CSOs following the Human Capital Summit – could have driven interest in the portal
 - **7:** Interesting spike in analytics/'download all' behaviour from Zimbabwe (over 500 downloads in one day, possibly a localised anomaly)
 - **9:** Online training on narrative and toolkit with key CSOs in Niger, for comms and advocacy purposes, and linking to the portal.

Engagement and usage of the narrative and narrative materials

- Different versions of the narrative and supporting documents have been downloaded **nearly 450 times from the nutritionspace.org portal to date⁸**, and an additional 250 copies were handed to CSOs on USB sticks
- Survey responses show strong engagement in terms of both use and future intentions to use, with a majority already incorporating it into their work and **97% saying they intend to use the narrative in the future⁹**
- Key messages that people have taken away from the narrative are:
 - **Urgency/the need for action in the first 1000 days**
 - **The need for more than just enough food** – focus on quality, not just quantity
 - **The three 'pillars' of nutrition** and its connection to the higher-level impacts of health/child mortality, educational outcomes and economic impact at national level
- The cut through of these key messages is encouraging because it indicates success in terms of one of our key strategic aims: **to encourage a more unified voice from the community**
- Supporting narrative materials also feature in the most viewed items on the portal (user guide, flexibility document, media Q&A etc.)
- A combination of portal views, downloads and survey feedback suggests that assets for media advocacy (e.g. media Q&A and media factsheet) were particularly well received
- The narrative flexibility document also had good numbers of views and downloads; suggesting that assets designed to help organizations incorporate central messages flexibly into their own priorities have been particularly useful.
- Feedback on the narrative has been very positive. Indicative comments include:
 - "I stayed up all night reading this. Three times! It is absolutely wonderful" – **FAO economist, delegate at SUN/Unicef Public Financing for Nutrition Workshop in Nairobi**

⁸ Total downloads of nutrition narrative document from www.nutritionspace.org, June 1st 2016 – February 28th 2017

⁹ Feedback from online survey: *Have you used the narrative (Y/N), Do you intend to use in future (Y/N)?*

- o "I have been working in the sector for 14 years and couldn't summarise nutrition so well in 10 minutes!" **Asfia Azim, Concern/SUN CSA Secretary in Bangladesh**

Examples of narrative-related materials produced



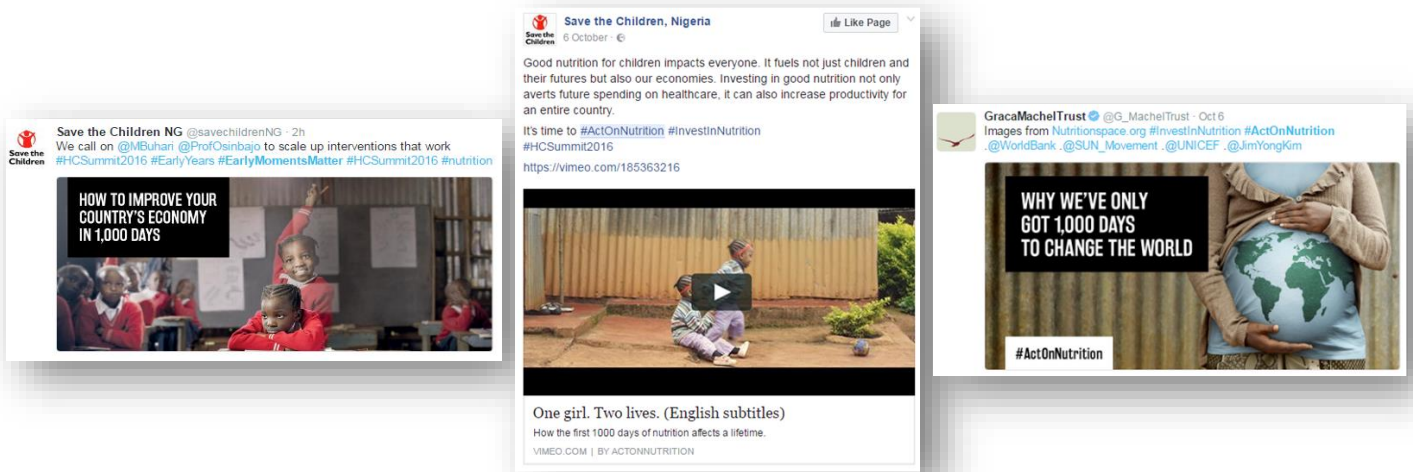
Engagement and usage of the creative assets

- Responses to the creative assets have been very positive
 - *["The materials are] pretty perfect! This can feed into pretty much all our work, depending on how the project is set-up/level of customization possible. - Vishnu Vasudev, Antara Foundation, India*
- In addition, in terms of both perceived quality and intentions to use signs of engagement are encouraging; with the **majority of respondents from the survey saying they intend to use the assets in future**¹⁰
- Particularly notable is that different versions/formats of the main nutrition film have been downloaded **over 350 times from nutrifionspace.org to date**¹¹ (this includes non-English-language versions)
- Qualitative feedback from the survey further reinforces the desire from a range of respondents to use the film as well as other creative materials, including amongst those in the Global South, to tell the nutrition story effectively as part of advocacy to decision-makers and there seems to be real appetite for this; even in more resource-poor environments - so long as necessary equipment can be sourced
 - *"We would love to use the multimedia for video presentation...Posters in large visible formats too, like the counselling cards, are very impactful. These are good at the grass-roots level (Community leaders, women leaders, traditional leaders.)"* **CEO of Carelink Nigeria**
- Social assets have also had good pick-up with download numbers for single items hovering around 45-50 and six of the top 20 most viewed items being Twitter/Facebook assets

¹⁰ Feedback from online survey: *Would you consider using the creative assets in future?* – (Y/N)

¹¹ Total downloads of main film: *One Girl, Two Lives* from www.nutrifionspace.org – June 1st 2016 – Jan 31st 2017.

- This suggests that creative assets that are easy to use and share will get good cut through and perhaps play a role as a 'rallying cry' for the community; particularly when focused on universal messages – e.g. first 1,000 days and its impact on the rest of a child's life



- Although a small sample (13), the survey indicates that 'ready-to-use' formats, e.g. PDFs and JPEGs that can be instantly adopted have been used slightly more than editable files so far¹² (with only 5 responses on use of editable PPT files vs. 9 responses for ready to use PDF files and another 8 responses for ready to use JPEG files)
- This indicates a **desire from the community to be able to pick up and use assets easily 'as they come'** without the need to edit/personalize them further (a learning reinforced by our face-to-face work at the 'Public Financing for Better Nutrition' meeting in Nairobi, in August 2016, as well as by our tailored support activities) and we suspect this is driven by both capacity/ resource issues, as well as limited communications capabilities
- It also suggests that achieving overall uptake in the first instance should focus on a core 'package' of assets that are easy to understand, promote and use; though translation into multiple languages is key to engagement
- In the future, there is big appetite for using videos, poster-based content and social assets; even amongst countries in the Global South, who see a role for this kind of storytelling to engage people effectively¹³

¹² Feedback from online survey (13 respondents): Which of the following formats have you used? (Ready to use PDF, Ready to use JPEG, Editable PowerPoint)

¹³ Feedback from online survey-(13 respondents): Which of the creative assets do you intend to use in future? (Open-ended).

Examples of the materials produced

Why nutrition matters (films)



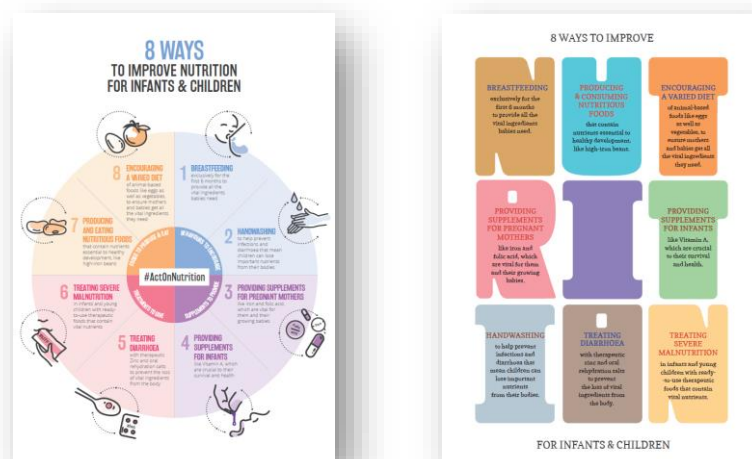
What is good nutrition? (posters)



How nutrition is relevant to other issues (social media assets)



How to act (infographics)



Feedback from partners on the narrative and materials

- "The creative material which you produced are of high-quality. We hope we'll be able to take advantage of such videos for upcoming social media and public advocacy campaign. We have a few very important publications which will be printed soon and relate to national nutrition policies; this could represent an opportunity..." **Unicef, Republic of Congo**
- "I stayed up all night reading this. Three times! It is absolutely wonderful" **FAO economist, delegate at SUN/Unicef Public Financing for Nutrition Workshop in Nairobi**
- "Well done! Amazing film." **Nicole Martinez, UNDP (and SUN member)**
- "I have been working in the sector for 14 years and couldn't summarise nutrition so well in 10 minutes!" **Asfia Azim, Concern/SUN CSA Secretary in Bangladesh**
- "Really appreciate that the files are editable. These materials are wonderful to have." **Anne Marie Provo, World Bank**
- "Many thanks for these resources. We have been using these a lot in our public facing activities and social media." **Anushree Shiroor, Results**
- "This is really helpful; you have all my sympathies working on this issue. It's a really difficult ask to create a clear, central message. This is a great step forward and the structure is really clear and makes sense. Congratulations." **Kate Critchley, ONE**
- "The pillars of what, why, and how make the messages easy to digest and the focus on health, education, and economy are meaningful in any country context. I am excited to share the toolkit more widely within HKI and with the CSA-SUN in Bangladesh." **Meredith Jackson-de Graffenried, Helen Keller International**
- "The World Bank Annual meetings, we used the social media toolkit, the video, posters and the 2-pager on ECD and nutrition. In both cases, the support of the MC Saatchi and Weber teams to dedicate their time to these projects and provide a short turn around to feedback was incredibly important. I am very grateful for the support, especially around the WB annual

meetings. We could not have created those materials without them." **1,000 Days, USA**

- We hope that we can put [the narrative and the assets] into application with no delay! Nutrition Space is very convenient to use, I am really amazed by the work that went into this whole toolkit. Nutrition is a tough subject to communicate about and the work that has been done was absolutely necessary! It's an important mission we have, and I'm glad that we have such a team behind us to help us with it. **Kim Szymczak, Communications and Mobilization Officer, Action Contre la Faim, France**

Use of the work and future intentions to use

The nutrition toolkit has been used in a number of high-profile nutrition calendar events, including **Rio N4G**, the **World Bank Human Capital Summit**, **UNGA high-level briefings**, and in **Brazzaville by Unicef** for an event with multiple partners including the government of Congo. The survey also showed intention to use the creative assets around Davos and the portal shows some peaks in download activity around the time of Davos (January 20th and 23rd). In addition, both the narrative and creative assets have been used in non-event based contexts – e.g.:

- **Unicef and World Bank's breastfeeding advocacy initiative**
- Helen Keller International's intention to share the assets with the **Ministry of Health and Family welfare and seek endorsement by the IEC committee of the government of Bangladesh for widespread use of the assets in-country**
- **SUN has used the narrative and assets in a huge range of contexts** (see summary below, on pp. 36-37 for full details). Highlights include the SUN Movement's new website and roadmap, which has a foreword from Ban Ki Moon using language from the narrative; SUN's use of the film at key events, such as the SUN/Unicef Public Financing And Managing Results for Nutrition Workshop in Nairobi, and the UNGA SUN Movement launch event; and its distribution of the narrative and creative materials to members from 36 countries during a nutrition workshop in Nairobi
- **ICAN and SUN** commissioned bespoke advocacy materials using the messaging, with a focus on economic arguments for nutrition investment and these were used at a private luncheon reception organized during the World Bank's Human Capital Summit. These were distributed to more than 125 attendees and 15 speakers from high-burden and donor countries (see pp. 33-34 for more details)
- **In the Global South, the toolkit seems to be being used in diverse contexts:** from local/state media to health clinics – but with an big focus on community engagement¹⁴
 - In Nigeria:

¹⁴ Feedback from online survey: *Where have you used the creative materials and who with + Where have you used the narrative and who with?* (Open-ended).

- We briefed Senator Lanre Tejuoso, Chairman of Nigeria's Senate Committee on Health, on the narrative and he used the messaging in a speech on **securing funding** for nutrition
- Those working in/with **state media** have used the work to support editorial in newspapers as well as in radio/TV content. An example of media coverage is this piece in the Guardian, Nigeria: <http://guardian.ng/news/senate-set-for-showdown-with-presidency-over-national-health-act/>
- The work has been used for **community mobilisation and amongst community leaders** and in conversations on nutrition budget allocation for rural communities (e.g. Gwagwalada & Bwari Area Councils)
- In India and Bangladesh, the work has been used to **support community conversations** and to **conduct high-level advocacy amongst government officials**
- In Tanzania, posters have been used in **RCH clinics around specific efforts on nutrition for pregnant and breastfeeding mothers**; and messaging from the narrative has been used to support editorial in the country's media, for example as a follow up to the Government's commitment at the Human Capital Summit (examples of media titles where coverage appeared are listed on p.20)
- In both the Global South and North feedback focuses on the strength of the work within the context of advocacy efforts
- In particular, on ensuring nutrition is higher up the agenda at both National and State levels and in securing greater budgetary allocation for this issue

Usage and intentions to use

Feedback through the online anonymous survey indicated that the narrative and materials are being put to multiple uses. Examples include:

- Using messages **in the media**, as an important channel for reaching policymakers
 - Media representatives have used the messaging across print and broadcast media, e.g.:
 - In breakfast show hosted daily by media representative who attended one of the tailored support sessions
 - In the write up of news and feature pieces, including a features story with a focus on the need to improve funding to scale up nutrition interventions
 - CSOs have used messaging from the narrative during media interviews
- Engagement with **in-country partners**
 - Used narrative in communication with partners, in the CSO community and with government
 - Used messaging in awareness creation activities aimed at community leaders and traditional opinion leaders
 - In daily implementation of nutrition activities at community levels

- As part of **organizational narrative** to describe the subject matter to a non-technical audience.

Specific activities on an **organizational and country-by-country level** are illustrated in the table below.

Where	Who	Overview of use / intention of use
Bangladesh	JAAGO Foundation [Esha]	<ul style="list-style-type: none"> • Materials used to inform grassroots youth round-tables in rural areas
	ICCO Cooperation	<ul style="list-style-type: none"> • Intend to use narrative for advocacy amongst NGOs and other government actors • Plan to use videos in future
	Helen Keller International	<ul style="list-style-type: none"> • Once toolkit is published, HKI intends to share toolkit more widely within Helen Keller International and with the CSA-SUN in Bangladesh
	Government of Bangladesh, Ministry of Health	<ul style="list-style-type: none"> • Three representatives from the Ministry of Health and Family Welfare attended the workshop we ran, and showed enthusiasm for the materials. • The intention next is to work with SUN to have these materials endorsed by the IEC committee of the GOB so they can be used widely within Bangladesh with GOB approval.
	TAHN Foundation	<ul style="list-style-type: none"> • Used with vulnerable community members • Plan to use creative assets with garment factory workers
	Concern	<ul style="list-style-type: none"> • Main film shown at 2016 Nutrition Leadership Meeting (attended by Ministers & Members of Parliament)
	BRAC	<ul style="list-style-type: none"> • Intend to use materials with senior officials in garment factories during orientation
	SUN [Asfia, based in Bangladesh]	<ul style="list-style-type: none"> • Has requested tailored assets to help with two goals: <ul style="list-style-type: none"> ◦ Bangla language materials to help advocacy at CSOs ◦ And materials to achieve a multi-sectorial approach
Brazil	Government of Brazil	<ul style="list-style-type: none"> • Used main nutrition film with Portuguese subtitles in N4G kick-off event in Rio
Republic of Congo	Unicef	<ul style="list-style-type: none"> • Narrative used in preparation for and during a sub-regional event which was organized in November 2016 in Brazzaville by the Government of Congo, Unicef, WFP, FAO and WHO. The latter event gathered more than 200 people from 8 different countries (Gabon, DRC, CAR, Sao Tome e Principe, Cameroon, Tchad, Congo, Equatorial Guinea) and focused on repositioning nutrition as a development factor in the sub-region. • Plan to use creative assets as part of publications being printed around national nutrition policy

Côte d'Ivoire	World Bank	<ul style="list-style-type: none"> French version of the film shown at donor/government financing roundtable in September 2016
India	Antara Foundation	<ul style="list-style-type: none"> Narrative used with senior Government officials to galvanise them on this issue
Kenya	SUN CSA Unicef European External Action Services (EEAS) DSW Ministry of Health Ministry of Public Health and Sanitation Action Contre La Faim (ACF) Global Alliance for Improved Nutrition (GAIN) Rescue	<ul style="list-style-type: none"> SUN Movement members attended SUN/Unicef Public Financing and Managing Results for Nutrition Workshop <ul style="list-style-type: none"> They were introduced to the main film, which was screened at the opening sessions of the workshop The CSOs were upskilled in communications and advocacy through a half-day seminar, which focused on the narrative and accompanying assets. The SUN CSA, led by the focal point Gladys Mugambi, attended personalised communications workshop, focusing on best practice in communications and advocacy. This provided a grounding into the new narrative and toolkit and how best to leverage these tools for effective communications at a national level in Kenya. CSOs intend to update key media and advocacy materials (e.g. Engaging Parliamentarians guide) with messaging from the narrative, based on information received at the workshop, and based on detailed feedback provided on how to strengthen existing materials.
Niger	SUN CSA	<ul style="list-style-type: none"> Upskilled key CSOs (e.g. Jeunesse Assistance, BEFEN, Helen Keller International Niger, REACH) on new narrative and materials through telephone training sessions
	Jeunesse Assistance, BEFEN, SUN CSA	<ul style="list-style-type: none"> Used narrative messaging in development of brochure for CSOs to use as a guide when speaking to policymakers about nutrition in Niger
Nigeria	SUN CSN Nigeria	<ul style="list-style-type: none"> Hosted two-day advocacy and communications training with over 30 attendees, including key CSOs, government decision-makers, and media, using the narrative and creative materials as the content basis CSOs equipped with action plan to advocate for more funding for nutrition in the 2017 health budget, and with tools to develop their own media and advocacy action plans
	Senator Lanre Tejuoso	<ul style="list-style-type: none"> Senator Tejuoso, Chairman of Nigeria's Senate Committee on Health, was briefed on the narrative and used the messaging in a speech on securing funding for nutrition. Used the malnutrition data to make powerful argument for the Nigerian government to allocate adequate funds for nutrition Used the messaging in Nigeria as part of a presentation to state actors
	Traffina Foundation for Community Health	<ul style="list-style-type: none"> Used the narrative with community leaders and local women to support advocacy around malnutrition as part of meetings with Bwari Area Community Council

		<ul style="list-style-type: none"> Plan to use narrative in community/social gatherings in future Plan to use posters with local and regional decision-makers
	News agency of Nigeria	<ul style="list-style-type: none"> Utilised nutrition narrative messaging to support a features story around scaling-up funding for key nutrition interventions
	21st Century Community Empowerment for Youth and Women Initiative	<ul style="list-style-type: none"> Used narrative in communication with Gwagwalada Community Council to increase funding for nutrition Plan to use infographics
	International Centre for Investigative Reporting	<ul style="list-style-type: none"> Used narrative as part of budget analysis to make the argument for government to allocate adequate funding for nutrition
	CS SUNN	<ul style="list-style-type: none"> Used narrative as part of a radio interview Plan to use videos for grassroots community mobilization
	Carelink Resource Foundation	<ul style="list-style-type: none"> Used narrative as part of awareness raising for community and opinion-leaders in Kaduna State Plan to use in future advocacy to opinion leaders to push for more support on this issue
	ITV Nigeria	<ul style="list-style-type: none"> Narrative incorporated into daily breakfast radio show
	Private Sector Health Alliance of Nigeria (PHN)	<ul style="list-style-type: none"> Utilized social media guidance provided around Rio N4G and promoted relevant messaging on their social media channels
Tanzania	PANITA	<ul style="list-style-type: none"> Hosted two-day advocacy and communications training with 17 CSOs, using nutrition narrative and creative materials as the basis. Key outcomes: <ul style="list-style-type: none"> CSOs upskilled in principles of media and communications CSOs developed action plans in order to achieve their key nutrition advocacy goals Utilized messaging from narrative in media outreach following World Bank's Human Capital Summit. Secured English and Swahili coverage in six media outlets, highlighting the Tanzanian government's commitments at the Summit, and PANITA's related call to action. Coverage appeared in: The Guardian, Tanzania Daima, Majira, Habarileo, Nipash and Daily News
	REMCOD	<ul style="list-style-type: none"> Narrative used in daily community-based activities Posters used to support RCH clinics in communicating messages on the importance of nutrition for pregnant/breastfeeding mothers Plan to use as part of counselling and advocacy work in future Plan to use videos with local community in future
International Organizations	Scaling Up Nutrition (SUN) Movement	<ul style="list-style-type: none"> New SUN Movement Website and Social Media: <ul style="list-style-type: none"> Nutrition pages updated with the narrative as the key source material, and assets used in social media

		<ul style="list-style-type: none"> • SUN Movement Strategy and Roadmap (2016 – 2020) <ul style="list-style-type: none"> ○ The sections on nutrition, and the forward from Ban Ki Moon, were all written with wording derived from the nutrition narrative • SUN/Unicef Public Financing and Managing Results for Nutrition Workshop (Workshop in Nairobi to assist African country delegations in their efforts to increase funding for nutrition in their home countries.) <ul style="list-style-type: none"> ○ Nutrition film screened, materials distributed and utilized in advocacy exercises to assist African country delegations in their efforts to increase funding for nutrition in their home countries. 36 countries received the resources ○ Very positive feedback from delegates, who took away the materials for use in their own countries. Delegates took printed posters from our display to take them back to their countries, even though they had been given hard & electronic copies of all materials ○ Delegates from French- and Swahili-speaking countries positively surprised and appreciative that materials were available in their language • UNGA SUN Movement Launch Event <ul style="list-style-type: none"> ○ Narrative utilized for speeches by Gerda Verburg and Unicef's Anthony Lake ○ Nutrition film screened at the end of event with a tailored SUN end-frame and both French & Swahili subtitles, broadcast via livestream • SUN Movement Lead Group Meeting <ul style="list-style-type: none"> ○ Narrative utilized for speeches by Gerda Verburg, Anthony Lake, Jimmy Moralez • SUN Movement Progress Report <ul style="list-style-type: none"> ○ Narrative being used in report launched in December 2016 • UNGA high level partnerships event <ul style="list-style-type: none"> ○ Narrative utilised by moderator, Henry Bonsu and in speeches for Anthony Lake, and overall event messaging • SUN Coordinator Gerda Verburg screened animation developed as part of SUN Toolkit at a high-level briefing with the Director-General of the UN, the heads of a number of UN agencies, and 100 Ambassadors in January 2017 • SUN Secretariat has used the nutrition messaging in numerous high-level briefings • Unicef and WHO Breastfeeding Advocacy Initiative <ul style="list-style-type: none"> ○ Narrative being used to harmonise the key nutrition messages • Utilized social media guidance provided around Rio N4G and the World Bank's Human Capital Summit and promoted relevant messaging and assets on their social media channels around both key moments
	SUN Civil Society	<ul style="list-style-type: none"> • CSAs from at least four countries within the SUN Civil Society network (Zambia, Pakistan,

		Rwanda, Malawi) used template advocacy asset (letter to high-burden country finance minister)
	ICAN, Sun Civil Society Network & ECD Action Network	<ul style="list-style-type: none"> Commissioned 'Save the Date', two-pager, and take away business cards bringing to life the link between nutrition and ECD, with a particular focus on economic arguments for nutrition investment to be used during a private luncheon reception following the World Bank summit Distributed materials to over 15 speakers and 125 participants from high-burden and donor countries
	1,000 Days	<ul style="list-style-type: none"> Shared film (US version – with no image of fetus) on social media Shared messaging and images of the campaign through social media channels, to keep up the constant drumbeat around global nutrition, including around key moments (e.g. World Bank's Human Capital Summit) As the ICAN Secretariat, 1,000 Days helped to lead an event at the World Bank Annual Meeting that used the nutrition narrative and creative materials, as well as bespoke materials for activities during World Bank.
	Action Against Hunger	<ul style="list-style-type: none"> Intend to use messaging and customized materials (infographic and other visuals) for activities of 'No Wasted Lives' Intend to use the narrative and assets to inform communications materials in the US
	Action Contre la Faim, France	<ul style="list-style-type: none"> Team currently reviewing the narrative and toolkit and "hope to put it into application with no delay"
	Bread for the World Institute	<ul style="list-style-type: none"> Promoted messaging on social media channels in the lead up to N4G in Rio
	Chicago Council's Global Food and Agriculture Program	<ul style="list-style-type: none"> Communicated messaging and assets on their social media channels around N4G in Rio
	Concern	<ul style="list-style-type: none"> Used the nutrition story to feed into their 'Food is Power' campaign. Utilised messaging around impact of good nutrition in the first two years of life, on an individual and country level
	CUAMM	<ul style="list-style-type: none"> Requested CUAMM branded versions of: <ul style="list-style-type: none"> Facebook and Twitter social images All 3 pillar films (How nutrition is relevant to other issues) The "One Girl Two Lives" film
	EPE Initiative	<ul style="list-style-type: none"> Promoted messaging and assets on social media channels around N4G in Rio
	Food Revolution	<ul style="list-style-type: none"> Utilized social media guidance provided around World Bank's Human Capital Summit and promoted relevant messaging and assets on their social media channels
	GAIN	<ul style="list-style-type: none"> Utilized social media guidance provided around N4G in Rio and promoted relevant messaging and assets on their social media channels

	Generation Nutrition	<ul style="list-style-type: none"> Utilized social media guidance provided around N4G in Rio and promoted relevant messaging and assets on social media channels
	Graça Machel Trust	<ul style="list-style-type: none"> Promoted messaging on social media channels around N4G in Rio, and messaging and assets around World Bank's Human Capital Summit
	Global Nutrition Report (GNR)	<ul style="list-style-type: none"> Utilized social media guidance provided around N4G in Rio and the World Bank's Human Capital Summit and promoted relevant messaging and/or assets on social media channels for both key moments
	Hungerfree	<ul style="list-style-type: none"> Promoted messaging on social media channels around N4G in Rio
	International Centre for Journalists	<ul style="list-style-type: none"> Plan to share materials on the Nutrition Space portal with colleagues
	International Diabetes Federation	<ul style="list-style-type: none"> Utilized social media guidance provided around Rio N4G and promoted relevant messaging and assets on their social media channels
	ONE, Canada	<ul style="list-style-type: none"> Promoted relevant messaging on social media channels around N4G in Rio
	ONE	<ul style="list-style-type: none"> Used narrative messaging, especially from 'potential' pillar in blog post around how nutrition affects education
	Power of Nutrition	<ul style="list-style-type: none"> Utilized social media guidance provided around Rio N4G and promoted relevant messaging on their social media channels
	Results	<ul style="list-style-type: none"> Results have been using the assets in social and public facing activities Results is conducting an 'advocacy tour' with a health expert from Malawi, involving a series of private/public meetings, including with the media, MPs, and academic institutions. "Will be able to utilise lots of these resources."
	Results Canada, Australia, UK	<ul style="list-style-type: none"> Utilized social media guidance provided around key moments and promoted relevant messaging and assets on their social media channels <ul style="list-style-type: none"> Results Canada: around N4G in Rio and Human Capital Summit Results Australia: around N4G in Rio Results UK: around Human Capital Summit
	Save the Children, Australia	<ul style="list-style-type: none"> Utilized social media guidance provided around Rio N4G and the World Bank's Human Capital Summit and promoted relevant messaging and/or assets on their social media channels for both milestones
	Save the Children, Nigeria	<ul style="list-style-type: none"> Promoted messaging and assets around World Bank's Human Capital Summit, encouraging leaders to make concrete commitments
	Sight and Life	<ul style="list-style-type: none"> Promoted messaging and assets on social media channels around N4G in Rio
	The Hunger Project	<ul style="list-style-type: none"> Utilized social media guidance provided around N4G in Rio and promoted relevant messaging and assets on their social media channels

	The Micronutrient Initiative	<ul style="list-style-type: none"> Promoted messaging and assets on social media channels around N4G in Rio
	USAID	<ul style="list-style-type: none"> Promoted messaging and assets on social media channels around N4G in Rio
	US State Department's USAInteracts	<ul style="list-style-type: none"> Promoted messaging and assets on social media channels around N4G in Rio
	Water Aid	<ul style="list-style-type: none"> Adapted main film for use by Water Aid Intention to use the video as the key focus of their launch activity
	Women of Faith for the 1,000 Days Movement	<ul style="list-style-type: none"> Utilized social media guidance provided around N4G in Rio and promoted relevant messaging and assets on their social media channels
	World Vision	<ul style="list-style-type: none"> Utilised nutrition story messaging for their <i>Nutrition4Gold</i> campaign, which launched just prior to Rio, calling on world leaders to ensure good nutrition and the right start for all children. Promoted messaging on their social media channels around N4G in Rio

5. ENGAGEMENT WITH SOUTHERN CSOs

Engagement with Southern CSOs. This section includes:

- Key insights on engagement with CSOs
- Tailored support
- SUN toolkit
- SUN/Unicef workshop

KEY INSIGHTS ON ENGAGEMENT WITH CSOs

WHAT WORKED WELL?

- **Tailored support was a successful engagement model**
 - Adopting a flexible approach to define the scope of work according to the needs of specific CSOs in priority countries was a successful model, which allowed us to understand the context, build trust, and adopt an approach most likely to ensure impact in-country
 - A collaborative approach with local CSOs to tailor the global nutrition narrative and assets, so that they are relevant for local contexts, was key for engaging partners locally and securing the adoption of materials
- **Sense of ownership from CSOs**
 - Once CSOs were engaged and understood how this approach could benefit them, their sense of ownership helped bring together key stakeholders in each country, to ensure they all work in a coordinated way and with a common voice to secure their objectives around nutrition
 - A senior point-of-contact in-country, who is able to coalesce relevant actors in the nutrition field is key in order to coordinate key players in-country. A day-to-day project manager contact is also essential in order to ensure the smooth planning and implementation of activities
- **Combination of global-local expertise**
 - The teams that delivered the tailored support included both consultants who were involved in the global effort, and also consultants who understood the local context and even spoke the local language. This combination of global-local expertise helped deliver the most effective support and could be a potential future working model for similar efforts

KEY INSIGHTS ON ENGAGEMENT WITH CSOs

WHAT WOULD WE DO DIFFERENTLY?

- **A landscape mapping exercise at the beginning of the project would have helped focus efforts**
 - A mapping of priority countries, as well as the needs and capabilities of relevant CSOs in the beginning of the project would help provide clearer engagement touchpoints, as well as refine the strategy of tailored support to be provided for key countries/regions
- **Organic demand for support is key to success**
 - Unless CSOs recognize the need for support and unless they have the capacity and relevant communication/advocacy skills to take it on, there is a limit to the impact external partners can have on local advocacy efforts through capacity-building
 - Working with a limited number of local players can make it difficult to assess the needs of the entire market. To have the most impact, it is critical to involve all key in-country actors from the beginning. For example in Niger, SUN CSA Niger was the gatekeeper for the tailored support, but did not involve other stakeholders in the process of determining the community's needs. Following a push from the agency and support from the SUN Secretariat, additional stakeholders came on board later in the process, but were not always engaged, as they felt no or only a limited sense of ownership
 - A recommended approach in order to help focus efforts and achieve results in-country in the future, would be to help CSOs develop a coordinated national advocacy plan, and then monitor implementation, offering ongoing support along the way
- **Review and sign-off procedures can be complex**
 - Clarity on which partners need to be involved in decision-making should be determined up-front, to ensure a clear timeline and smooth approvals process
 - Translation reviews in particular can be very resource-heavy and therefore a strain on smaller CSOs. Thought should be given up-front as to how to support (or even recompense) local CSOs' time

Overview of Southern CSO support

Southern CSO support involved a combination of materials development, in-person dissemination to the community, and tailored support for six key countries. Namely:

- **Tailored support** to CSOs in **Bangladesh, India, Kenya, Niger, Nigeria, Tanzania**
- Development of **toolkit** of materials aimed at **SUN** countries and Secretariat

- **In-country workshops** to roll-out messaging, materials and to better understand the local context and needs
- **Dissemination** moment in Nairobi, during SUN/Unicef Public Financing and Managing Results for Better Nutrition in SUN African countries

Tailored support

BANGLADESH *(Tailored support delivered in Bangla & English)*

The need:

- Strengthen CSO communications materials
- Upskill nutrition community on advocacy
- Help link up non-nutrition players to ensure wider relevance of nutrition materials

What did we do:

- Consulted with the communications working-group to identify key needs of the nutrition community as we developed a full communications/messaging toolkit delivered in Bangla
- Designed and ran a one-day communications workshop, hosted by Concern Bangladesh, and attended by 35 people
- Some substantive revisions to the globally agreed 8 interventions, to reflect the local landscape (for example that in Bangladesh it is encouraged to breastfeed for 2 years, not just the first 6 months)
- Worked to meet a preference for print-based materials (brochures, posters, concertina leaflets) over filmic or digital

Participants:

- Regular participants of the communications working-group included SUN chair Dr Rukhsana Haider, Sun co-chair Meredith Jackson-deGraffenried (Helen Keller International), Esha Farook (JAAGO), and Asfia Azim & Shirin Afroz (Concern)
- Workshop participants from all key stakeholders in Dhaka included representatives from:
 - BBC Media Action (Sharif Hossen Saimun & Dr. Faisal Mahmud)
 - Bangladeshi Ministry of Health (Dr K M Azad & Dr Md. Mofijul Islam Bulbul)
 - BRAC
 - Care (Dr Sheikh Shahed Rahman)
 - Concern
 - Helen Keller International
 - International Food Policy Research Institute (Saiqa Siraj)
 - Alliance for Cooperation & Legal Aid Bangladesh (ACLAB) (Md. Reza Habib)
 - GAIN (Global Alliance for Improved Nutrition) (Moniruzzaman Bipul & Debashish Chanda PhD)
 - Unicef (Pragma Mathema)
 - UN World Food Programme (Monique Beun, Head of Nutrition)

Impact:

- Initial feedback from the workshop (on the day and in surveys afterwards) was positive
- The materials were well received and it was highly appreciated that the end goal was to produce Bangladesh-specific creative concepts

Areas for future focus:

- Participants wanted further advocacy support in unlocking thorny issues around constant churn of personnel appointed by the government to oversee nutrition agenda, but this was outside the immediate scope of the project
- There was a desire reflected to initiate conversations with government to ensure state adoption of materials and a resultant wider spread
- The group also wanted to test these materials & messaging with the wider non-nutrition community and to then iterate development of the communications through further rounds of consultation (with ClIFF/Gates funding further development). Although the project funding has drawn to a close, there is a clear need identified for further support.

INDIA *(Tailored support delivered in Hindi & English)***The need:**

- Use regional or country level data and/or CTAs to tweak assets in the Global Toolkit
- Support finalising content and design of quarterly briefing packs

What did we do:

- Hyperlocal communications materials specifically featuring Rajasthani locations and people
- Consulted with Antara to identify key needs of the nutrition community as we developed a full communications/messaging toolkit delivered in Hindi and English
- Developed and delivered a still photography shoot in rural Rajasthan featuring real people (non-actors) and involving close cultural consultation on wardrobe, casting, locations and other local considerations
- The ultimate product was a Hindi toolkit of materials, featuring hyper-local detail in accordance with the needs of Antara

Participants:

- We worked in particular with Antara Foundation, along with consultants including an Indian journalist with a special interest in nutrition

Impact:

- Too early to judge. Results to be added and uptake to be assessed once materials have been live for some time
- As we worked solely with the Antara Foundation, which set the brief for development of Rajasthan-specific materials, it is too early to know our impact on the wider nutrition (and non-nutrition) community in India

KENYA

The need:

- Strengthen CSO communications materials and approach
- Upskill CSO on best practice approach to communications and advocacy

What did we do:

- Held workshop in Nairobi that included needs-assessment session involving the SUN focal point in Kenya, Unicef, Save the Children, and DSW Kenya
 - Provided communications and advocacy support, as well as an overview of best practice
 - Conducted needs-assessment to determine areas for future support. This included an initial discussion of existing communications and advocacy materials from each organization
- Completed review of advocacy and communications materials used by the SUN alliance in Kenya and provided detailed recommendations and feedback on how to strengthen each of them individually
- Dissemination of nutrition materials to relevant organizations based in Kenya

NB: A challenge in implementing this work in Kenya was the number of personnel changes in the SUN Alliance and the resulting vacuum in terms of responsibility for driving this work forward. For instance, Marjorie Volege, the initial point of contact, and the person tasked with driving next steps, left her role shortly after the Nairobi workshop. Nicholas Shiateya from DSW Kenya, who was helping Marjorie drive this, also moved position. In addition, the SUN focal point in the Ministry did not have capacity to leverage tailored support following these changes. Despite repeated offers of further assistance to CSOs in the country, no organization was in a position to take on additional support.

Who did we involve?

- For in-person workshop in Nairobi: SUN Focal Point in Kenya, Unicef, Save the Children, Deutsche Stiftung Weltbevölkerung (DSW) Kenya
- For materials' dissemination: European External Action Services (EEAS), Deutsche Stiftung Weltbevölkerung (DSW), Unicef, Ministry of Health, Ministry of Public Health and Sanitation, Action Contre La Faim (ACF), Global Alliance for Improved Nutrition (GAIN), and Rescue

Impact:

- Upskilled CSOs on principles of effective communications and advocacy
- Strengthened the community's tools for securing partners and high-profile champions, advocating to policymakers, and communicating with the media
- Equipped the community with additional materials which they can tailor to strengthen their communication and advocacy efforts

NIGER *(Tailored support delivered in French)*

The need:

- Upskill CSOs on principles of storytelling and communications so they are in a position to develop their own media and advocacy action plans

- Equip CSOs with nutrition materials to strengthen media and advocacy efforts

What did we do:

- Developed a letter for CSOs addressing the Niger Prime Minister, aiming to ensure his team was prepared for the World Bank meetings in October when speaking about nutrition. Although the letter itself did not get used, it helped CSOs understand how to use messaging from the new narrative in order to engage policy makers
- Developed nutrition brochure for CSOs to use as a guide when speaking to policy makers about nutrition in Niger. This included input (e.g. in terms of local data and guidance) from select CSOs in the country (SUN CSA, Jeunesse Assistance, BEFEN)
- Held individual training sessions to communicate and tailor the nutrition story and materials in Niger with Helen Keller International Niger, BEFEN, and SUN CSA Niger
- Shared nutrition story and assets with all relevant CSOs in the country (full list below)

CSOs involved:

- Key stakeholders including SUN CSA Niger; Concern; BEFEN Association (Wellbeing of Women and Children in Niger); Jeunesse Assistance, REACH, Solidarité Paysanne au Niger Kara, Médecins Sans Frontières, Helen Keller International Niger

Impact:

- Equipped CSOs with messaging and materials they can use in their communications and advocacy efforts
 - In particular, the tailored support has empowered a small number of CSO representatives to act as 'ambassadors' after the completion of the project, continuing to relay the narrative and the toolkit to colleagues in the country

NIGERIA

The need:

- Upskill CSOs on principles of media and advocacy, with a focus on storytelling
- Equip CSOs with an action plan to advocate for more funding for nutrition in the 2017 health budget, as well as with the tools to develop their own media and advocacy action plans
- Brief influential policy-maker on the nutrition story and key messages in preparation for a high-level meeting and other interactions with parliamentarians

What did we do:

- Ran Communications & Advocacy workshop, hosted by CS-SUNN, in Abuja, Nigeria (19 & 20 December)

- Developed action plan that the workshop participants can take forward, in order to secure funding for nutrition through Nigeria's parliamentary budget discussions
- Held a briefing/messaging session call with Distinguished Senator Lanre Tejuoso, Chairman of Nigeria's Senate Committee on Health, to support him with his speech for the high level policy dialogue organized by the senate committee on health and the federal ministry of health
- Developed a briefing one-pager including key messages for use during Distinguished Senator Tejuoso's speech at the high level policy dialogue , in order to secure funding for nutrition

Participants (workshop):

- All key stakeholders in the country, including CS-SUNN state level representatives; Federal Ministry of Defense; Food Basket Foundation International; Alive & Thrive; Carelink Resource Foundation; CRS SMILE; SAM Empowerment Foundation(SEF); FRCN Kaduna; Media Niger; NAN Reporter Kaduna; Better Health; Radio Nigeria; National Mirror; Guardian; Senator Lanre Tejuoso

Impact:

- Distinguished Senator Lanre Tejuoso delivered a speech on securing funding for nutrition at a high level policy dialogue, using the nutrition story key messages
- Participants given the tools to apply 'theory' of communications and advocacy to Nigerian context
- Participants empowered to take action plan forward to secure more funding for nutrition in 2017

TANZANIA *(Tailored support delivered in English and Swahili)*

The need:

- Upskill CSOs on principles of media and advocacy, with a focus on storytelling
- Equip CSOs with tools to develop their own media and advocacy action plans

What did we do:

- Ran Communications & Advocacy workshop, hosted by PANITA, in Dar es Salaam, Tanzania (27 & 28 September)
- Provided in-country media relations support, following the World Bank's Human Capital Summit, to raise awareness of the government's commitments for nutrition

Participants:

- All key stakeholders in Tanzania, including PANITA; Dodoma NGO Network; Umoja wa uwezeshaji Kigoma; Afya Women Group; Mass Media Bariadi; Kikundi Mwavuli Mtwara (KIMWAM); CECOFON- Centre for Counselling on

Food and Nutrition; HUHESO Foundation; Irish Aid; Pemba Rapid Development; ANGONET

Impact:

- Participants given the tools to apply 'theory' of communications and advocacy to Tanzanian context
- Participants empowered to develop action plans to achieve their key nutrition advocacy goals through their day-to-day work
 - 100% of participants agreed/ strongly agreed that they:
 - learnt and understood the basic principles of media relations and advocacy
 - feel more confident in using and tailoring the nutrition narrative in Tanzania
 - think the materials shared in the workshop are useful and they will use them
 - feel more confident that they have the tools to develop media and advocacy action plans
 - will share the learnings and information from the workshop with their colleagues
- Secured six pieces of coverage in influential English and Swahili Tanzanian outlets, reaching policy makers and influencers. These include The Guardian, Tanzania Daima, Majira, Habarileo, Nipash and Daily News.

Further to the tailored support, we developed materials aimed specifically for use by CSOs in high-burden countries, and disseminated them at a key gathering for the community.

Materials development: the SUN Toolkit

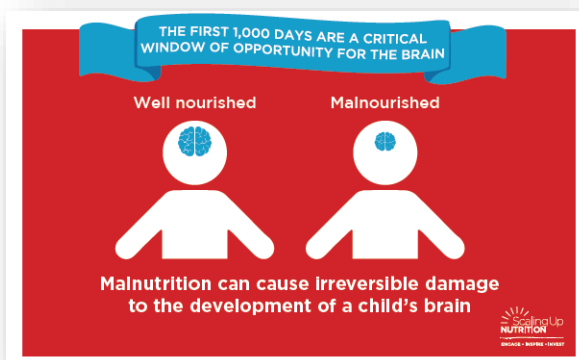
The **objective** of the SUN toolkit was to equip the SUN Movement countries with a toolkit to tell the nutrition story, as well as the Scaling Up Nutrition 'story' and strengthen their advocacy efforts by leveraging the global nutrition narrative focus: 1,000 days. The **audience** for this work involved the 59 SUN member countries, as well as the SUN Secretariat in Geneva, including Gerda Verburg, the Coordinator.

We created:

- PowerPoint advocacy templates for SUN champions in member countries focused on media, parliamentarians, high-level champions (a First Lady) and community-level champions (e.g. a pastor) [ongoing]
- An animation depicting the SUN Movement's unique way of working
- A set of graphics and posters, optimized for use on social media and print, emphasising the need for collective effort, to adequately tackle nutrition challenges

The toolkit will be available in English, French and Swahili.

Examples of materials produced:



Impact:

The SUN toolkit is in the process of being finalized (and hence has not been shared with countries yet), but from preliminary usage of certain elements by the Secretariat to-date:

- The SUN Secretariat have stated that they have tried and failed to achieve this simple way of explaining what they do for years – they finally have a toolkit they can use to illustrate the SUN Movement's vision and way of working
- Gerda Verburg has been using the animation to explain her role and the Movement's unique operating model
- The animation was screened at a UN meeting in Geneva on 31 January with the UN Director General, the heads of numerous UN agencies and 100 Ambassadors.

SUN/Unicef Public Financing and Managing Results for Better Nutrition Workshop

The **objective** of this activity was to share the new nutrition story and global toolkit and deliver an advocacy and communications session to all delegates – including representatives from the SUN Secretariat, Unicef, and the World Bank, as well as delegates and high-level policymakers from over 35 SUN member countries, mostly from the African continent.

Overview of activities:

- Disseminated a printed pack with all key materials and a USB stick containing toolkit materials in English, French and Swahili to each of the 200 delegates from over 35 countries
- Delivered a three-hour communications and advocacy workshop to illustrate the power of both disciplines in making a strong investment case for nutrition. As part of this workshop, introduced the new nutrition narrative and screened the '*One Girl, Two Lives*' film
- Held 1:1 meetings with attendees from the World Bank, ENN and Unicef Ethiopia

Impact:

- CSOs from over 35 mostly African countries were introduced to and understood the value of the new nutrition narrative and creative materials in making the investment case for nutrition
- Each of the 200 delegates received a hard and soft copy of all toolkit materials in three languages. This removed some barriers to use associated with internet downloads
- Narrative and toolkit were shared with high-level delegates from the World Bank
- Gathered insight for delivery of tailored support in African countries as well as key insights for the development of the SUN toolkit

6. LOOKING TO THE FUTURE

Implications for the future

There are a number of key learnings in this report that are critical in ensuring future projects with similar aims are as impactful as possible:

Ways of working

A collaborative, iterative and ongoing approach to working with partners and global organisations was key to engagement; particularly in the Global South. To make this model even more successful we would recommend:

- Ensuring that enough time is prioritized for gathering foundational insights from the global community upfront – focused on key communication and advocacy barriers and needs
- Prioritizing time for one-to-one consultation and feedback from the community and partners throughout, to ensure even greater ownership and time to build consensus on the development of messaging and creative assets

Tailored support was a successful model of engagement, which allowed us to adopt the approach most likely to bring about impact in each country. Key elements of a successful working model for tailored support in future include:

- A landscaping exercise to identify the countries where external support is likely to have the most impact
- Bringing together all relevant key actors in the country from the very beginning for a consultation stage to determine the need, as well as CSOs' capabilities, in order to identify areas where external support would provide value
- Having a senior point of contact in-country, who has a sense of ownership for the work and is able to coalesce all relevant actors around a common goal
- Support CSOs in developing a coordinated national advocacy plan, and then monitor implementation, offering ongoing support along the way
- Ensuring the teams that provide tailored support bring a combination of global and local expertise, so they can leverage insights from global work, while understanding the local context and being able to tailor messaging and materials accordingly

Outputs and materials

There is a need and appetite for a range of formats to meet diverse needs and contexts; and taking a white-label, unbranded approach was successful in aiding adoption and ownership

- In addition to building on this approach, it is important not to underestimate the importance of materials with low barriers to entry that can be picked up and used 'off the shelf' by those with more limited communications capabilities

Learning and M&E

Ongoing feedback from the community as well as our own survey and basic analytics have allowed for some useful, early learning on how the community has engaged and where they are using this work

- To be able to truly measure adoption and better understand how and why people engaged with the outputs, ring-fenced budget investment into M&E would offer valuable learning and help quantify success in a way we were not fully able to do