



Kenya Global Day of Action

Brief Report

Introduction

In Kenya the main GDA event was a media breakfast to launch the SUN CSA held on 9th May 2014 at Panafric Hotel in Nairobi.

Objectives of GDA and SUN CSA Launch

- To raise awareness of SUN to media because since November 2012 SUN symposium, there has not been any high level event to raise awareness on SUN in Kenya.
- This will be an opportunity to engage with media.
- Since the CSA has been in operation this will also be the opportunity to launch the SUN CSA officially by Government and the other networks. We expect this to draw attention and interest from diverse stakeholders. This will provide the launch pad for the CSA to

launch out to sub-national level with vigour.

- The figure on the left side shows the organizations that are members of the CSA so far.



Info graphics

Stakeholders

A total of 60 people participated in the media event. These included 12 journalists, CSA representatives as well as other SUN Networks representatives.



This event brought together the different SUN networks to highlight their role in SUN to the media. *Pictured left, representatives of different SUN networks during a panel discussion.*

- The government focal point, Rosemary Ngaruro, provided the nutrition situation for Kenya.
- SUN UN network representative, Grainne Moloney from UNICEF provided updates on SUN from a global perspective and the progress in Kenya since 2012 when Kenya joined the movement.
- Civil Society representative, Rose Ndolo highlighted the role CSOs play in SUN with key emphasis on need for support to both levels of government i.e. national and county. There was a call to action for the government and donors to support scale up of best practices.
- The Business Network which is under formation was represented by Adan Kabelo from GAIN. He raised the issue that private sector needs to be considered as a key player in SUN. This is both in terms of sensitizing and supporting them to adopt the mandatory fortification policy for flours and vegetable oils as well as ensuring that small and medium size business are engaged to produce nutritious foods. The challenge to take up is to ensure, messaging for private sector is packaged in a way that attracts them. For instance, raising the issue that nutrition plays a critical role in ensuring that people are healthy and therefor able to work and be productive consequently leading to more business and profits for businesses.
- From the Academia perspective, Faith Thuita from the University of Nairobi pointed out the issue of the country identifying national research agendas that the academia should take up to inform national programmes and policies.

Key achievements of the SUN Media event

- Sensitization of media on SUN and the nutrition situation in Kenya which sets a good base for future engagement with media. Reports from media monitoring reports so far indicate both coverage and financial benefits. The media mentions are so far 4 for print, 4 for radio and 3 on social media. When the media mentions are translated into monetary terms, they would cost USD 5788 but in this case they were aired for free after participation of the media in the briefing. The radio mentions were particularly repeatedly aired.
- The mobilization and participation of all SUN networks, was key in bringing the networks together for a common agenda. The CSA members who were the majority of the participants had the opportunity to interact with other SUN networks while the other networks interacted with the CSA members.
- Official launch of the CSA paved way for active and transparent CSA engagement, both at national and county levels.

Some Key Messages from the launch

- SUN needs to be both at national and county levels for impact to be achieved. The government focal point emphasised the need for counties to commit to SUN
- Establishment of a high level nutrition coordination structure was retaliated by the government, UN and CSA representatives.
- Identifying a national SUN champion was identified as one of the key milestones that need to be pursued.