



**Afghanistan Food Security and
Nutrition Agenda
Food Security and Nutrition Public
Awareness and Advocacy
Framework and Plan
2018-2023**



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CONTENTS

FOREWORD	iv
ACKNOWLEDGEMENTS	v
ABBREVIATIONS AND ACRONYMS	vi
BACKGROUND	1
WHY FOOD SECURITY AND NUTRITION ADVOCACY IS NEEDED NOW IN AFGHANISTAN	2
GOALS	3
OBJECTIVES	3
DEVELOPMENT OF THE AFSEN-A FOOD SECURITY AND NUTRITION PUBLIC AWARENESS AND ADVOCACY FRAMEWORK AND PLAN	3
Social and Behavior Change Communication Approach	3
Planning Process	4
Assumptions.....	5
FOOD SECURITY AND NUTRITION PUBLIC AWARENESS AND ADVOCACY FRAMEWORK AND PLAN 2018-2023	6
TWO-YEAR IMPLEMENTATION PLAN (JUNE 2018-JUNE 2020) MATRIX FOR ADVOCACY AUDIENCES	9

FOREWORD

Afghanistan has achieved considerable progress in tackling malnutrition in the past decades, but still has high rates of undernutrition, particularly among children under five and women of reproductive age.

Afghanistan Food Security and Nutrition Agenda is a clear example of political will and that Afghan Government is committed to improve the food security and nutrition situation in Afghanistan by improving availability and access to nutritious food around the year. The AFSeN-A aims that no Afghan suffers from hunger and is well nourished all the time.

Public Awareness and Advocacy is key to ensure that immediate and underlying causes of poor food security and nutrition is well understood, political commitment is maintained, and community engagement is fostered.

This advocacy and public awareness framework and plan which is developed with the technical and financial assistance of FHI-360 IHSAN project of USAID and is at your disposal, delineates key features of advocacy and public awareness actions that AFSeN-A stakeholders will implement to achieve expected social and organizational changes.

On this occasion, we would like to express our deepest appreciation to all those who led the process and played vital role in finalization of this plan. A special gratitude we give to our IHSAN leadership and its staff, FANTA team and AFSeN-A. Namely, Dr. Pir Mohammad Paya, Dr. Ghulam Farooq Mansoor and Asadullah Azad from FHI360-IHSAN, Deborah Ash from FHI360-FANTA Project, Dr. Said Shamsul Islam Shams and Farhad Ahmad Karmand from the Technical Secretariat, Dr. Homayoon Ludin from MoPH whose contribution, stimulating suggestions and facilitation was instrumental in the development of this plan.

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The Executive Committee of the AFSeN-A would like to acknowledge the contributions of the organizations and members of the AFSeN-A Public Awareness and Advocacy Working Group who participated in this challenging exercise to develop the framework and implementation plan including the Ministry of Public Health (MOPH), Ministry of Agriculture, Irrigation and Livestock (MAIL) Ministry of Information and Cultural Affairs (MOIC), Ministry of Women's Affairs (MOWA), Ministry of Education (MOE), Ministry of Energy and Water (MEW), Central Statistics Organization (CSO), Afghan National Standards Authority (ANSA), Afghanistan Human Rights Organization (AHRO), World Food Programme (WFP), Food and Agriculture Organisation (FAO), United Nations Children's Fund (UNICEF), Global Affairs Canada and FHI 360.

ABBREVIATIONS AND ACRONYMS

AFSeN-A	Afghanistan Food Security and Nutrition Agenda
AHRO	Afghanistan Human Rights Organization
ANSA	Afghan National Standards Authority
CEO	Chief Executive Office
CSO	Central Statistics Organization
CSOs	Civil society organisations
FAO	Food and Agriculture Organisation
FSN	Food Security and Nutrition
IDPs	Internally Displaced People
IHSAN	Initiative for Hygiene, Sanitation and Nutrition
IPC	Integrated Food Security Phase Classification
IYCF	Infant and Young Child Feeding
MAIL	Ministry of Agriculture, Irrigation and Livestock
MEW	Ministry of Energy and Water
MOE	Ministry of Education
MOHE	Ministry of Higher Education
MOIC	Ministry of Information and Cultural Affairs
MOPH	Ministry of Public Health
MOWA	Ministry of Women’s Affairs
SBCC	Social Behaviour Change Communication
SUN	Scaling Up Nutrition Movement
TWG	Technical Working Group
UN	United Nations
UNICEF	United Nations Children’s Fund
USAID	U.S. Agency for International Development
WASH	Water, Sanitation and Hygiene
WFP	World Food Programme

BACKGROUND

Nutrition and food security are cornerstones of human health and development. Good nutrition plays an important role in people's health and well-being; conversely, poor nutrition can lead to poor health as well as impaired physical and mental development and has an impact on achieving at least 8 of the 17 Sustainable Development Goals and the World Health Assembly Targets.

Today in Afghanistan, about four of 10 children are malnourished despite continued investment by government and donors, according to the Afghanistan National Nutrition Survey (2013). Malnutrition can take many forms including chronic malnutrition (stunting or low height-for-age), underweight (low weight-for-age), acute malnutrition (wasting or low weight-for-height), anemia, Vitamin A deficiency, iodine deficiency and low birth weight. Malnutrition often begins early—within the first 1,000 days (pregnancy through a child's second birthday). Even when children are born with a normal birth weight, they often quickly become malnourished due to infections, poor infant and young child feeding and hygiene practices, and lack of water and sanitation. It is well established that action to prevent and reduce malnutrition needs to begin during this critical window of opportunity, but there are other times within the life cycle when intervention is also critical including: under 5 years of age and during adolescence, and the postpartum period.

Malnourished children are more likely to have repeated illnesses and infections (such as diarrhea and pneumonia) and are at greater risk of developing chronic diseases in adulthood. According to the Lancet 2013 Series, malnutrition is the underlying cause of up to 45 percent of child deaths in Afghanistan as guided by global evidence base. In Afghanistan, about 3 of 10 adolescent girls have started childbearing by age 19. This has serious consequences because children born to very young mothers are at increased risk of malnutrition, illness and death. Global nutrition evidence base shows that malnutrition in childhood impairs physical growth and cognitive development, decreasing Intelligence Quotient (IQ) points and undermining human potential. Because of this, malnourished children become adults who earn less than their well-nourished and better-educated peers. Malnourished children also perform worse in school and are more likely to repeat grades and drop out of school than well-nourished children.

Malnutrition is impeding Afghanistan's economic progress. Because economic productivity depends on the overall health of a population, a well-nourished and healthy society is a necessity.

The causes of malnutrition in Afghanistan include poverty, lack of education, childbearing during adolescence, gender inequality, inadequate infant and young child feeding and caring practices, low

What is Food Security and Nutrition Advocacy?

- Planned process to support and achieve social change for movement toward greater political and social commitment to improve the food security and nutrition situation
- Sensitizes and motivates influential audiences, policy makers and program managers to take action and create an enabling environment for optimal food security and nutrition
- Promotes stakeholder accountability to align efforts to improve food security and nutrition
- Defined and shaped by specific challenges present in Afghanistan

access to basic health services, lack of safe water, hygiene and sanitation, and food insecurity. Food security is a situation that exists when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food that meet their dietary needs and food preferences for an active and healthy life according to the World Food Summit Plan of Action in 1996. The four pillars of food security include food availability, access, utilization and stability – all of which are a challenge for the people of Afghanistan. Food availability and access are directly related to the right-to-food which is a human right protected under international human rights and other laws.

According to the Famine Early Warning System Network (FEWS Net), approximately 1,240,000 people have been displaced by conflict in Afghanistan from January 2016 – April 2018, and the number of people facing ‘crisis’ status – the third level out of the five phase Integrated Food Security Phase Classification (IPC) for acute food insecurity or worse outcomes – is estimated to be greater than 2017 and other recent years.

Investing in nutrition is economically sound and considered a “best” investment by the Copenhagen Consensus (2012) to save mothers’ and children’s lives and improve children’s education outcomes. These improvements in turn boost economic productivity. According to the Global Nutrition Report 2015, for every US\$1 spent on nutrition, there is a US\$16 return in health and economic benefits. Investing in nutrition is therefore a best investment for Afghanistan.

WHY FOOD SECURITY AND NUTRITION ADVOCACY IS NEEDED NOW IN AFGHANISTAN

Malnutrition continues to be a widespread problem in Afghanistan. The Government of Afghanistan recognizes the crucial role that food security and nutrition plays in health, education, and economic productivity; however, investment in food security and nutrition has been limited. There have also been insufficient long-term sustainable activities, interventions, and funding related to food security and nutrition. Advocacy efforts will help:

- Reinforce government’s and cooperating partners’ long-term commitment to and investment in food security and nutrition and ensure the appropriate use of resources intended for food security and nutrition.
- Strengthen capacity to deliver nutrition services and interventions and improve coverage.
- Increase coordination of food security and nutrition-related activities.
- Prioritize and harmonize legislation to improve food security and nutrition.
- Ensure food security and nutrition is prioritized in all sector policies, work plans, and budgets.
- Improve accountability for food security and nutrition across sectors.
- Increase adherence to national food security and nutrition standards and food safety regulations.

As Afghanistan has recently launched the AFSeN agenda and signed on to the Scaling Up Nutrition (SUN) Movement, a shared vision, greater commitment and coordination, accountability, support, and resources for food security and nutrition are crucial now. The advocacy outreach included in this framework and plan have been designed to contribute to these efforts.

GOALS

1. Food security and nutrition status is improved in Afghanistan.

OBJECTIVES

- Greater political and social commitment to improve the food security and nutrition situation in Afghanistan.
- Increase financial resources for food security and nutrition
- Advocate for involvement of private and public sectors and communities in food security and nutrition activities
- Sensitizes and motivates influential audiences, policy makers and program managers to take action and create an enabling environment for optimal food security and nutrition
- Increase community awareness on food security and nutrition behaviors
- Promotes stakeholder accountability to align efforts to improve food security and nutrition

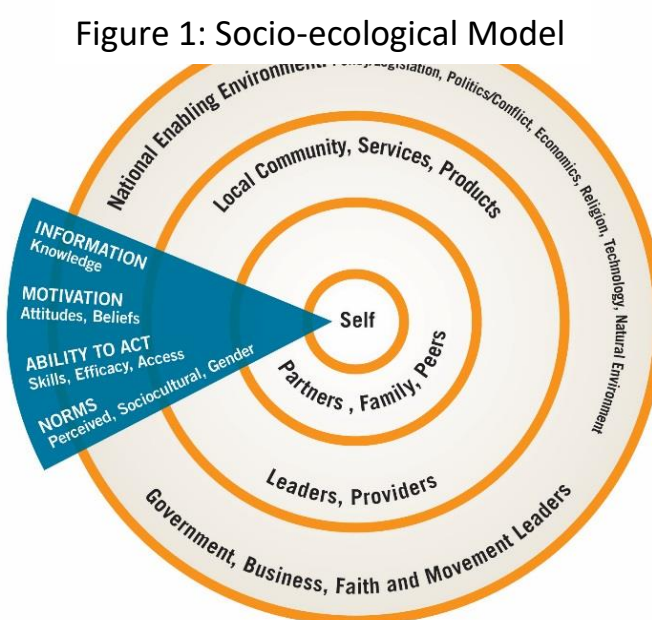
DEVELOPMENT OF THE AFSEN-A FOOD SECURITY AND NUTRITION PUBLIC AWARENESS AND ADVOCACY FRAMEWORK AND PLAN

The AFSeN-A Food Security and Nutrition Public Awareness and Advocacy Framework and Plan 2018–2023 incorporates lessons learned from past advocacy efforts in country. Stakeholders developed the plan through an extensive consultative and participatory process using a social and behavior change communication (SBCC) approach.

Social and Behavior Change Communication Approach

To inspire and enable change for substantial improvements in food security and nutrition at all levels, a comprehensive SBCC approach is needed. Social and Behavior Change Communication (SBCC) is a planned, systematic process of identifying the most important barriers and motivators to change, and then designing and implementing a comprehensive set of interventions and activities to support and encourage positive behavior and gain vital social and political commitment.

SBCC addresses change at the individual level and at the broader environmental and structural levels to create an enabling environment for nutrition. The socio-ecological model (Figure 1) supports the theory that individual behaviour is a product of these multiple overlapping individual, social, and



SOURCE: Adapted from McKee, Manoncourt, Chin and Carnegie (2000)

environmental influences, and combines individual change with the aim to influence the social context in which the individual operates.

Using this approach, three key components are necessary:

1. **Advocacy** to increase resources and gain political and social commitment for desired changes at all levels
2. **Social mobilization** for wider participation, collective action, and ownership
3. **Behavior change communication** to encourage changes in knowledge, attitudes, and practices at the individual and community levels

The AFSeN-A Public Awareness and Advocacy Framework and Plan focuses on the first component—advocacy—to obtain support for desired changes and ultimately create an enabling environment for food security and nutrition. Advocacy at national, regional, and district levels helps galvanize support for implementing effective food security and nutrition services and interventions. Taking a unified and harmonized approach to food security and nutrition advocacy will maximize the effectiveness of efforts by the government and partners. The second and third components—social mobilization and behavior change communication—focus on enabling change at the community, household, and individual levels. These components build on existing interventions that target people most affected by malnutrition (pregnant and lactating women, children under 5, adolescents, etc.) as well as those who directly influence the target population (caregivers of children under 5, guardians/fathers, relatives, imams, teachers, etc.).

Figure 2: SBCC Approach



Source: Adapted from McKee, N. 1992. Social Mobilization and Social Marketing in Developing Communities.

Planning Process

Planning for food security and nutrition advocacy and public awareness involved three steps. The first step included establishing a work process with the AFSeN-A Technical Secretariat Working Group on Public Awareness and Advocacy to develop the AFSeN-A Public Awareness and Advocacy Framework and Plan. Consultations took place with the Core Members of the Working Group coming from multiple governmental sectors, United Nations agencies, development partners, civil society and implementing agencies to agree on the process for nutrition advocacy. A work process concept note was developed to guide the steps to develop the plan.

Next, the AFSeN-A Technical Secretariat convened a three-day consultative workshop to develop Afghanistan PROFILES results which estimate the consequences if malnutrition does not improve over a defined time period and the benefits of improved nutrition over the same time period, including lives saved, disabilities averted, human capital gains, and economic productivity gains. PROFILES results can be used to engage government and other high-level stakeholders in a collaborative nutrition advocacy process to identify, prioritize, and advocate evidence-based actions to reduce malnutrition.

The AFSeN-A Technical Secretariat with support from the IHSAN Project and other stakeholders then participated in a follow up four-day consultative workshop to develop the Food Security and Nutrition Public Awareness and Advocacy Framework and Plan 2018-2023, which aligns with the priorities and outcomes outlined in national strategic documents. During the workshop, stakeholders determined and selected key audience groups and tailored proposed activities and materials to address the desired changes needed from each group and the perceived barriers to those changes. The activities outlined in this plan should contribute to increased visibility, commitment, action, and resources for nutrition across multiple sectors—health including water and sanitation, agriculture and livestock, education, planning and finance, cultural and religious, peacekeeping and stability, governance and social development.

The Food Security and Nutrition Public Awareness and Advocacy Framework and Plan 2018-2023, including a description of the problem, desired changes to address the problem, audiences most affected, a summary of the strategic approach, and monitoring, evaluating and re-planning begins on the next page. The plan includes a breakdown of each audience group, and the desired changes, key barriers and motivators, and advocacy intent, along with a detailed matrix and timeline for implementation.

Assumptions

Assumptions necessary to implement the following Food Security and Nutrition Public Awareness and Advocacy Framework and Plan include:

- AFSeN-A stakeholders remain united, committed and focused to conducting all of the activities within the time period specified
- Government and development partners support the AFSeN-A at all levels
- All materials needed to implement the plan are developed prior to or during the first few months of the execution of the plan

FOOD SECURITY AND NUTRITION PUBLIC AWARENESS AND ADVOCACY FRAMEWORK AND PLAN 2018-2023

Problem	<ul style="list-style-type: none"> • High levels of food insecurity and malnutrition (especially stunting) exist • Diverse foods not available or accessible for many • Several barriers exist for optimal WASH and IYCF practices at the household level • Limited understanding of nutrition and nutrition’s impact on other development outcomes at all levels • Limited human resources for food security and nutrition interventions and services • Country is at early stage of multi-sectoral approach to food security and nutrition • Inadequate investment in nutrition • Lack of sustained political will / legislation for prevention of food insecurity and malnutrition • Poor engagement of the private sector • Food security and nutrition not a priority of development partners • Little reporting on food security and nutrition issues from media • Lack of strategies and frameworks for advocacy and public awareness on food security and nutrition • Lack of regulation for private sector and poor adherence to national nutrition standards and food safety regulations • Lack of support to small-holder farmers and reliance on traditional agricultural practices
Changes the Problem Calls for	<ul style="list-style-type: none"> • Food security and nutrition advocacy at all levels with a harmonized ‘call to action’ for target audiences • Increased resources for food security and nutrition across government sectors and donor projects • Improved legislation for prevention of food insecurity and malnutrition • Multi-sectoral coordination of food security and nutrition activities at executive level (above line ministries) • Strengthened capacity to deliver food security interventions and nutrition services • Prioritized and harmonized national and sector policies and strategies to improve food security and nutrition • Improved accountability for actions to improve food security and nutrition • Increased media coverage of food security and nutrition-related issues • Increased affordability and accessibility of diverse foods to households • Increased understanding of nutrition’s impact on other development outcomes at all levels • Improved adherence to national nutrition standards and food safety regulations

	<ul style="list-style-type: none"> • Improved support to small-holder farmers including strengthened capacity for modern agricultural practices
Final Audience Segmentation	<p>People most affected by food insecurity and malnutrition:</p> <ol style="list-style-type: none"> 1. Children under 5 years 2. Women of child-bearing age 3. Pregnant and lactating women 4. Adolescents (12-18 years) 5. Low-literacy audiences, especially women 6. Patients 7. Prisoners 8. Internally Displaced People (IDPs) and Returnees 9. Orphans and students 10. Soldiers <p>Priority groups for public awareness, knowledge and information include caregivers of children under 5, women of child-bearing age, pregnant and lactating women, adolescents, IDPs and returnees, and orphans and students.</p>
	<p>People who directly influence those most affected by food insecurity and malnutrition:</p> <p>General:</p> <ol style="list-style-type: none"> 1. Guardians/fathers of children under 5 2. Teachers 3. Imams 4. Health providers (including doctors and nurses) 5. Relatives 6. Household help including cooks and cleaners 7. Media <p>Priority groups for public awareness, knowledge and information include guardians/fathers of children under 5, Imams, relatives, media and teachers.</p>

	<p>People who indirectly influence people most affected by food insecurity and malnutrition:</p> <p>General</p> <ol style="list-style-type: none"> 1. Multisectoral government ministries and authorities (including the Office of the President, parliamentarians, agencies, regulatory bodies and other government institutions) 2. Private sector (including food producers, importers and retailers) 3. Political parties 4. Religious authorities and leaders 5. Development partners, donors and civil society organizations 6. Regional and international forums/countries 7. Media (including owners and managers of media organizations and networks, editors, producers, journalists and activists) <p>Priority groups for advocacy outreach include government; the private sector; religious authorities and leaders; development partners, civil society and donors; and media.</p>
<p>Strategic Approach/ Framing</p>	<p>To create an enabling environment for improved food security and nutrition in Afghanistan, an advocacy approach is needed to engage key audiences. The AFSeN-A Food Security and Nutrition Public Awareness and Advocacy Framework and Plan, which builds on existing nutrition advocacy efforts in Afghanistan, prioritizes the advocacy audiences of multisectoral government ministries and authorities (including the Office of the President, parliamentarians, agencies, regulatory bodies and other government institutions); private sector (including food producers, importers and retailers); religious authorities/leaders; development partners, donors and civil society organizations; and media (including owners and managers of media organizations and networks, editors, producers, journalists and activists). A mutually reinforcing mix of activities that includes meetings, workshops, and seminars, along with a package of nutrition advocacy materials targeted to each audience, will build a critical mass of food security and nutrition advocates and promote a national coordinated effort to improve food security and nutrition. At the same time, social and behavior change efforts in Afghanistan (not included in this plan) will target people most affected by malnutrition, as well as those who directly influence them.</p>
<p>Monitoring, Evaluation and Re-planning</p>	<p>The two-year implementation plan matrix below includes indicators and means of verification for continuous monitoring of desired changes, advocacy intents and activities to track progress and to measure if the plan is having the intended effects. While monitoring and re-planning should be a continuous process by stakeholders, the implementation plans for subsequent years will be developed during a consultative stakeholder process after an evaluation has been conducted.</p>

TWO-YEAR IMPLEMENTATION PLAN (JUNE 2018-JUNE 2020) MATRIX FOR ADVOCACY AUDIENCES

Audience #1: Multisectoral Government Ministries and Authorities (including the Office of the President, Office of the Chief Executive, parliamentarians, agencies, regulatory bodies and other government institutions)

Desired Changes	<ul style="list-style-type: none"> • Food security and nutrition integrated into overall development agenda and sector annual plans • Increased budgetary allocation and implementation of food security and nutrition services and programs • Establishment of a permanent multisectoral Food Security and Nutrition coordinating body • Monitoring and controlling system is in place to ensure quality of food products. • Improvement of agriculture production in the country
Key Barriers	<ul style="list-style-type: none"> • Bureaucracy, traditional practices and lack of commitment food security and nutrition • Lack of understanding of nutrition’s impact on health, education and economic development • War, corruption and lack of domestic financial resources • Lack of institutional and individual capacity, resources, coordination, policy and regulations for the implementation of programs • Lack of control labs • In adequate human resources • Challenges in traditional customs • Inadequate delegation of authority for provinces • Inadequate management of water sources • Lack of modern agricultural methods
Motivators	<p>Desire for:</p> <ul style="list-style-type: none"> • Fulfilment of national development goals and international commitments • Reduction of poverty, increased resilience and stability • Prevention of immigration and encouragement of refugees to return

Audience #1: Multisectoral Government Ministries and Authorities (including the Office of the President, Office of the Chief Executive, parliamentarians, agencies, regulatory bodies and other government institutions)

- Health improvement for the nation
- Public trust and positive image for campaigning for upcoming elections
- Continuous donor support
- Availability of regulations and guidelines
- Implementation of effective Food Security & Nutrition programs at the national level specially at remote areas.

Advocacy Intent

By the end of the five-year time period, there will be an increased number of multisectoral ministries, authorities and their staff who understand nutrition's impact on development outcomes and the importance of including food security and nutrition as part of the development agenda.

By the end of the five-year time period, sufficient human resources will be available at provincial level for food security and nutrition actions

By the end of the five-year time period, strategic plans will be in place for modernization of agriculture

By the end of the five-year time period, cold rooms will be available in the country for storage of agriculture products. By the end of the five-year time period, strategic plans will be followed for water resources management.

By the end of the five-year time period, farmers will understand the importance of production and consumption of nutritious foods

By the end of the five-year time period, households will understand the importance of cultivation and utilization of vegetables and its role in ensuring food and nutrition security.

By the end of five years period we will have standard labs to control the quality of food imported from other countries.

Implementation Matrix

- Indicators**
- # of policies, strategies and plans including FSN
 - # of ministries/authorities allocating and utilizing budget for FSN
 - % of annual budgetary increase for FSN
 - # of AFSeN-A stakeholders
 - # of sensitization sessions for key ministerial staff
 - % of key ministerial staff who have been in sensitization sessions who actively advocate for FSN
 - # of meetings conducted with President, CEO and Cabinet
 - # of face-to-face meeting with leadership of ministries
 - # of AFSeN-A advocacy expert groups created among academia
 - # of FSN champions identified among target audience members

Audience #1: Multisectoral Government Ministries and Authorities (including the Office of the President, Office of the Chief Executive, parliamentarians, agencies, regulatory bodies and other government institutions)

- # of FSN campaigns are launched

Means of Verification

- Policy and strategic plan including FSN
- Ministerial budget reports
- National budget tracking for FSN
- AFSeN-A Secretariat reports
- Establishment of Food Security & Nutrition Department within framework of Kabul Agriculture Faculty.

ACTIVITY	MATERIALS TO SUPPORT ACTIVITIES	TIMELINE	PROPOSED LEAD ORGANIZATIONS	POSSIBLE IMPLEMENTING ORGANIZATIONS
<ul style="list-style-type: none"> • Create FSN advocacy expert group from academia to discuss the importance of FSN with President, CEO and Ministers 	<ul style="list-style-type: none"> • Research Papers • Profile estimates • Context analysis • Training 	July-August 2018	Technical Secretariat/ Advocacy working group	IHSAN
<ul style="list-style-type: none"> • Conduct meetings with President, CEO and Cabinet on the health, economic and social benefits and consequences of not investing in FSN and their role in improving nutrition 	<ul style="list-style-type: none"> • PPT • Fact sheet • PROFILES report 	September-October 2018	AFSeN-A Technical Secretariat	Public Awareness and Advocacy Technical Working Group
<ul style="list-style-type: none"> • Conduct meetings with AFSeN-A, ministries and other leadership to discuss the health, economic and social benefits and consequences of not investing in FSN and their role in improving nutrition 	<ul style="list-style-type: none"> • PPT • Fact sheet • PROFILES report 	October-November 2018	AFSeN-A Technical Secretariat	Advocacy Technical Working Group

Audience #1: Multisectoral Government Ministries and Authorities (including the Office of the President, Office of the Chief Executive, parliamentarians, agencies, regulatory bodies and other government institutions)

<ul style="list-style-type: none"> • Create FSN champions among government ministries and authorities 	<ul style="list-style-type: none"> • Talking points for FSN champions 	December 2018-January 2019	Ministry of Information and Culture (MOIC)	IHSAN Project
<ul style="list-style-type: none"> • Conduct follow-up meetings with President, Chief Executive and Cabinet, Council of Ministers on the health, economic and social benefits and consequences of not investing in FSN and their role in improving nutrition 	<ul style="list-style-type: none"> • PPT • Fact sheet • PROFILES report 	February-March 2019	AFSeN-A Technical Secretariat	Advocacy Technical Working Group
<ul style="list-style-type: none"> • Conduct follow-up meetings with AFSeN-A, ministries and other leadership to discuss health, economic and social benefits and consequences of not investing in FSN and their role in improving nutrition 	<ul style="list-style-type: none"> • PPT • Fact sheet • PROFILES report 	April-May 2019	AFSeN-A Technical Secretariat	Advocacy Technical Working Group
<ul style="list-style-type: none"> • Create FSN / Advocacy expert group from academia to discuss the importance of FSN with President, CEO and Ministers 	<ul style="list-style-type: none"> • Research Papers • PROFILES estimates • Context analysis • Training 	10 th Month October 2018	Technical Secretariat/ Advocacy TWG	IHSAN
<ul style="list-style-type: none"> • Continue to conduct follow-up meetings with government officials, as needed, on the health, economic and social benefits and consequences of not investing in FSN and their role in improving nutrition 	<ul style="list-style-type: none"> • PPT • Fact sheet • PROFILES report 	June 2019-June 2020	AFSeN-A Technical Secretariat	Advocacy Technical Working Group

Audience #2: Private Sector (including food producers, importers and retailers)

Desired Changes	<ul style="list-style-type: none"> • More nutritious foods produced and marketed for public consumption • Increased adherence to food and nutrition standards • Standards are defined by National Norms and Standard entity • Expansion and active presence of National Norms and Standard Organization customs • Improved monitoring of production and distribution of food items in market.
Key Barriers	<ul style="list-style-type: none"> • Weak regulatory environment and enforcement of food and nutrition standards • Desire of private sector to make a profit regardless of impact on health • Low consumer knowledge and demand for nutritious and quality food products • Poor law enforcement in the country • Corruption in customs
Motivators	<p>Desire for:</p> <ul style="list-style-type: none"> • Increased visibility and profitability of products and commodities • Image as a company that is committed to social responsibility • Support for in country food production and marketing of internal products • Encouragement of private sector • Promotion of culture of using good and healthy food
Advocacy Intent	<p>By the end of the five-year time period, there will be an increased number of private sector companies and market actors that understand the benefits of producing, importing, marketing and supplying more nutritious foods for public consumption and adhering to national food and nutrition standards.</p>

Implementation Matrix

Indicators:	<ul style="list-style-type: none"> • # of advocacy meetings conducted with private sector for improved food quality control • # of companies met with to discuss producing, importing, marketing and supplying more nutritious food
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Audience #2: Private Sector (including food producers, importers and retailers)

- Means of Verification**
- Sensitization reports and materials
 - Minutes of meetings

ACTIVITY	MATERIALS TO SUPPORT ACTIVITIES	TIMELINE	PROPOSED LEAD ORGANIZATIONS	POSSIBLE IMPLEMENTING ORGANIZATIONS
Map and analyze companies to determine which companies to target	<ul style="list-style-type: none"> • Mapping and analysis tool 	July-September 2018	Ministry of Agriculture, Irrigation and Livestock (MAIL), Ministry of Public Health (MOPH), Afghan National Standards Authority (ANSA), AFSeN-A	MOPH, MAIL and Ministry of Higher Education (MOHE)
Generate evidence to build an investment case for the private sector to engage in nutrition		October 2018-January 2019	MAIL, MOPH, ANSA, AFSeN-A	MOPH, MAIL and Ministry of Higher Education (MOHE)
Hold meetings with select companies	<ul style="list-style-type: none"> • PPT • Fact sheet 	February 2019-June 2019	MAIL, MOPH, ANSA, AFSeN-A	MOPH, MAIL and Ministry of Higher Education (MOHE)
Hold follow-up meetings to provide additional information and tools	<ul style="list-style-type: none"> • PPT • Fact sheet 	July 2019-June 2020	MAIL, MOPH, ANSA, AFSeN-A, Ministry of Commerce & Industries	MOPH, MAIL and Ministry of Higher Education (MOHE), Ministry of Commerce & Industries

Audience #3: Religious Authorities and Leaders

Desired Changes	<ul style="list-style-type: none"> • Religious authorities and leaders provide information and direction to the central, provincial and district levels (religious scholars/<i>Imams</i>) to include FSN education and topics in materials, <i>Khutbas</i> (religious speeches), group discussions and religious events. • Communities are physically and mentally healthy.
Key Barriers	<ul style="list-style-type: none"> • Resistance to change in traditional behaviors and practices • Lack of understanding of the benefits of improved food security and nutrition, and nutrition’s impact on health, education and economic prosperity • Lack of presence of women in religious institutions and lack of means to receive information from religious leaders • Inadequate knowledge of proper hygiene and sanitation • Poor eating habits
Motivators	<p>Desire for:</p> <ul style="list-style-type: none"> • Recognition for their role in public affairs • Aspiration to have a healthy and prosperous community • Positive influence on society •
Advocacy Intent	<p>By the end of the five-year time period, there will be increased number of religious authorities and leaders who understand in turn the benefits of improved food security and nutrition, and nutrition’s impact on health, education and economic prosperity.</p> <p>By the end of the five-year time period, the public awareness of communities is increased on importance of nutrition practices.</p>

Implementation Matrix

Indicators	<ul style="list-style-type: none"> • % of religious authorities and leaders who report feeling equipped with information and direction on how to discuss improved nutrition • # of religious authorities and leaders who received orientation sessions on the benefits of improved food security and nutrition
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Audience #3: Religious Authorities and Leaders

- # of Friday's *Khutbas* including discussion on food security and nutrition
- # of meetings held
- # of workshops

Means of Verification

- Meeting minutes, knowledge and skills survey, reports
- Meeting minutes, pictures taken, video clips
- Meeting minutes, pictures taken, video clips
- Meeting minutes, pictures taken, video clips
- Workshop report, participants list, pre and post test results

ACTIVITY	MATERIALS TO SUPPORT ACTIVITIES	TIMELINE	PROPOSED LEAD ORGANIZATIONS	POSSIBLE IMPLEMENTING ORGANIZATIONS
Conduct meetings with the Religious Affairs and Advisor of the President	<ul style="list-style-type: none"> • PPT • Fact sheet 	July-August 2018	MOIC and Advocacy TWG	IHSAN Project
Conduct meetings with the Minister and Deputy Minister of Religious Affairs	<ul style="list-style-type: none"> • PPT • Fact sheet 	September 2018	MOIC and Advocacy TWG	IHSAN Project
Conduct meeting with National Directorate Generals (DGs) of HAJJ and Religious Affairs	<ul style="list-style-type: none"> • PPT • Fact sheet 	October 2018	MOIC and Advocacy TWG	IHSAN Project
Conduct meeting with Provincial DGs of HAJJ and Religious Affairs	<ul style="list-style-type: none"> • PPT • Fact sheet 	November 2018	MOIC and Advocacy TWG	IHSAN Project
Conduct 4 one-day workshops with 200 provincial <i>Imams</i>	<ul style="list-style-type: none"> • PPT 	December 2018-February 2019	MOIC and Advocacy TWG	UNICEF, WFP and IHSAN

Audience #3: Religious Authorities and Leaders

	<ul style="list-style-type: none"> • Required training materials • Talking points for <i>Imams</i> • Fact sheets 			
Continue to conduct follow-up meetings with religious authorities and leaders	<ul style="list-style-type: none"> • PPT • Fact sheet 	March 2019-June 2020	MOIC and Advocacy TWG	IHSAN Project

Audience #4: Development partners, donors and civil society organizations (CSOs)

Desired Changes	<ul style="list-style-type: none"> • Increased financial and technical contribution of development partners, donors and CSOs working in food security and nutrition for countrywide coverage • Build capacity and public awareness to improve quality of food system, food production and regulatory environment ions,
Key Barriers	<ul style="list-style-type: none"> • Difference in mandates and interests • Lack of multi-sectoral coordination across government ministries • Competing priorities and reduced levels of global funding • Focus of partner activities determined by donor interest and direction •
Motivators	<p>Desire for:</p> <ul style="list-style-type: none"> • Biggest impact with use of resources • Alignment with government priorities • Supporting coordination • Enforcement of regulations • Right to information • Encouragement of food production companies • Strengthening private sector • Better direction to agriculture to be in line with the population need. • Increased level of production of high quality agriculture & livestock products ensuring food and nutrition security
Advocacy Intent	<p>By the end of the five-year time period, there will be an increased number of development partners, donors and CSOs who understand the importance of prioritizing food security and nutrition and its multisectoral aspects through increasing financial and technical support.</p>

Implementation Matrix

Indicators:	<ul style="list-style-type: none"> • % increase of financial support by development partners, donors and CSOs to FSN
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Audience #4: Development partners, donors and civil society organizations (CSOs)

- # of new development partners, donors and CSOs joined or engaged in FSN
- # of FSN development partners' forum meetings
- # of meetings with development partners, donors and CSOs
- # of FSN trainings on capacity development opportunities supported by development partners

Means of Verification

- Donors' annual budgets
- Donors' annual strategies and plans
- FSN advocacy development partners list
- Meeting minutes
- Report from meetings
- Training reports
- Short term expertise seconded /expert's reports

ACTIVITY	MATERIALS TO SUPPORT ACTIVITIES	TIMELINE	PROPOSED LEAD ORGANIZATIONS	POSSIBLE IMPLEMENTING ORGANIZATIONS
Conduct meeting with donor organizations	<ul style="list-style-type: none"> • PPT • Fact sheet • PROFILES report 	July 2018	Council of Ministries	Sectorial Ministries
Map CSOs and determine which CSOs to meet with	<ul style="list-style-type: none"> • Mapping tool 	July-August 2018	MOIC and Advocacy Technical Working Group	IHSAN Project
Conduct follow-up one-on-one meetings with donors	<ul style="list-style-type: none"> • PPT • Fact sheet 	August-October 2018	Council of Ministries	Sectorial Ministries
Conduct training needs assessment with select CSOs	<ul style="list-style-type: none"> • Training needs assessment tool 	September-November 2018	MOIC and Advocacy Technical Working Group	IHSAN Project

Audience #4: Development partners, donors and civil society organizations (CSOs)

Organize exhibition and site visits for donors	<ul style="list-style-type: none"> • Fact sheet 	November 2018 November 2019	President	Sectoral Ministers
Meet with heads of select CSOs to increase understanding of food security and nutrition	<ul style="list-style-type: none"> • PPT • Fact sheet 	December 2018	MOIC and Advocacy Technical Working Group	IHSAN Project
Hold capacity-strengthening events, as needed, on nutrition depending on training needs assessment outcome	<ul style="list-style-type: none"> • Training modules tailored to CSOs 	January 2019- June 2020	MOIC and Advocacy Technical Working Group	IHSAN Project

Audience #5: Media (including owners and managers of media organizations and networks, editors, producers, journalists and activists)

Desired Changes	<ul style="list-style-type: none"> • Increase the amount and quality of coverage of food security and nutrition issues on all media platforms. • Raise public awareness, advocacy and improve coverage for food security and nutrition.
Key Barriers	<ul style="list-style-type: none"> • Competing priorities for media • Inadequate funds available in public and private media • Lack of journalists and media staff trained to report on food security and nutrition • Inadequate investigative reporting skills • Inadequate understanding of the benefits of reporting on nutrition • Inadequate knowledge of media staff related to food security and nutrition. • Inadequate coordination among media, government and private sectors. • Lack of access to information and data
Motivators	<p>Desire for:</p> <ul style="list-style-type: none"> • Expanded viewership and audiences • Being the first to cover important issues • Influencing the government to make them more accountable

Audience #5: Media (including owners and managers of media organizations and networks, editors, producers, journalists and activists)

- Coverage of food security and nutrition issues

Advocacy Intent

By the end of the five-year time period, there will be an increased number of journalists with the capacity to accurately report on food security and nutrition and an increased number of journalists, owners, editors, and producers who understand the benefits of reporting on nutrition.

By the end of the five-year time period, the media will have better access to information and data.

By the end of the five-year time period, food security and nutrition will be included in schools', madrasas' and universities curricula

Implementation Matrix

Indicators

- % increase of media organizations and networks reporting on food security and nutrition
- # of media reached through meetings and workshops
- % increase of media coverage for food security and nutrition.
- # of training workshops held for journalists
- FSN subject is included in the schools', madrasas' and universities curricula.

Means of Verification

- Meeting reports
- Training reports
- Media monitoring reports

ACTIVITY	MATERIALS TO SUPPORT ACTIVITIES	TIMELINE	PROPOSED LEAD ORGANIZATIONS	POSSIBLE IMPLEMENTING ORGANIZATIONS
Create a media database and determine media houses to target with advocacy efforts	-	July-September 2018	MOIC, AFSeN-A	IHSAN Project, WFP, FAO, UNICEF
Conduct baseline and continual media monitoring	<ul style="list-style-type: none"> Media monitoring tools 	September-November 2018	MOIC, AFSeN-A	IHSAN Project, WFP, FAO, UNICEF
Orient media owners, editors, and producers on the benefits of reporting on nutrition issues	<ul style="list-style-type: none"> PPT Fact sheet 	December 2018-January 2019	MOIC, AFSeN-A	IHSAN Project, WFP, FAO, UNICEF
Train journalists in nutrition reporting	<ul style="list-style-type: none"> Handbook for reporting on nutrition Training modules with PPT and handouts 	February-March 2019	MOIC, AFSeN-A	IHSAN Project, WFP, FAO, UNICEF
Train journalism lecturers in nutrition reporting	<ul style="list-style-type: none"> PPT Fact sheet 	April-May 2019	MOIC, AFSeN-A	IHSAN Project, WFP, FAO, UNICEF
Provide mentorship opportunities for junior journalists to train with senior journalists	<ul style="list-style-type: none"> Guidelines for mentorship program 	June 2019-June 2020	MOIC, AFSeN-A	IHSAN Project, WFP, FAO, UNICEF
Continue to conduct follow-up meetings with media owners, editors, and producers as well as journalists, as needed	<ul style="list-style-type: none"> PPT Fact sheet 	June 2019-June 2020	MOIC, AFSeN-A	IHSAN Project, WFP, FAO, UNICEF
Continuous media monitoring and reporting	<ul style="list-style-type: none"> Media monitoring tools 	Ongoing	MOIC, AFSeN-A	IHSAN



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