

2014

Advocacy and Communication Strategy Development Workshop



**Civil Society Alliance
for Nutrition, Nepal
(CSANN)**

Introduction

Background

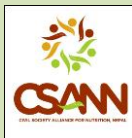
The Civil Society Alliance for Nutrition, Nepal (CSANN) has organized two days' workshop on "Advocacy and Communication Strategy Development" on 28 and 29 May 2014 at Hotel View Bhrikuti, Godavari with representation of National planning Commission (NPC), Nepal Nutrition and Food Security



Secretariat (NNFSS) and Child Health Division (CHD). The workshop was technically and financially supported by Save the Children International. The members from different Civil Society organizations including journalist participated in the workshop. The workshop was facilitated by Prof. Dr. Ritu Prasad Gartaula from Maxpro.

Objective

The main objective of the workshop was to develop the advocacy and communication strategy, including indicators and measurement tools, for the alliance. The National Planning Commission and Child Health Division presented "Joint Advocacy and Communication Strategy" and "Nutrition Strategy" respectively to orient the Civil Society Organization members and brainstorm on the role of CSOs. The workshop helped to identify nutrition issues and target groups for advocacy at national, district and VDC/community levels and development of communication messages.



Advocacy and Communication Strategy Development

Welcome Remarks and Inauguration Session

Mr. Dhananjaya Paudyal from Nepal Nutrition Foundation (NNF)/CSANN Secretariat; welcomed the participants and shared the objectives of the workshop. Mr. Bishnu Prasad Nepal, Joint Secretary of NPC started the workshop by lightening the lamp. Dr. Uma Koirala, CSANN chairperson, Mr. Radha Krishna Pradhan from NPC, Mr. Giri Raj Subedi from CHD, Mr. Jhabindra Bhandari from National Nutrition and Food Security Secretariat and Mr. Atma Ram Pandey, Ex- Secretary were invited on the dash. Finally, the closing remark of the opening ceremony was given by the Chief Guest and Chairperson.

Few Words

All ethnic groups especially from underdeveloped areas should be focused during the strategy development. Awareness raising among deprived and socially excluded population on their rights at grass-root level, empower them to raise voice and make their voice hear at the policy level is the strength of civil society. It also fosters accountability of the government to the citizens.

- Mr. Bishnu Prasad Nepal, (Joint Secretary, NPC)

Only “Health Sector” and ‘Nutrition specific’ intervention is not adequate to improve the nutritional status; rather “Nutrition sensitive’ intervention through multi-sector approach is needed. Good team work, effective co-ordination, strategic direction and communication are essential for the success of civil society alliance.

- Mr. Atma Ram Pandey (Advisor-NNF)

The Advocacy and Communication Strategy document should complement the joint strategy developed by National Planning Commission. The strategy document should guide the CSANN to work jointly on advocating and campaigning nutrition issues at different levels- national, district and community level.

- Mr. Radha Krishna Pradhan (Program Director, NPC)

Presentation

1. **Overall scenario of CSANN and need of advocacy and communication strategy was presented by** Prof. Dr. Uma Koirala. She shared the purpose of and process of CSANN establishment with its structure and activities till the date. She highlighted that the sole objective of CSANN establishment is to provide CSOs a platform for advocating and coordinating civil society activities related to nutrition in Nepal. She emphasized that CSANN is established to advocate and campaign focusing on Scaling up Nutrition therefore Advocacy and Communication Strategic plan is highly important to move forward at all levels.
2. **Role of civil society organizations in scaling up nutrition**
Mr. Jhabindra Bhandari presented the global scenario of CSO alliance and role of CSOs. **Key roles of CSOs** include: Capacity development, Social mobilization, Communication and advocacy, Networking with CBOs and others, Monitoring and evaluation, addressing issues of social exclusion, marginalization, poverty and gender inequality (and inequity and injustice). However, the **emerging priorities** are: Institutional capacity strengthening, (Re) defining the role and governance, Securing sustained financing and resource mobilization, Support from Government and EDPs and Institutional sustainability.
3. **Multi-sector Advocacy and Communication Strategy In line with the MSNP**
Mr. Radha Krishna Pradhan (Program Director, NPC) shared the “**Joint Multi sector Advocacy and Communication Strategy**”. He explained that CSANN advocacy and communication strategy, as an overarching strategy, will support GoN to scale up successful ‘nutrition specific’ and ‘nutrition sensitive’ interventions and plans for reducing malnutrition among women and children.
4. **National Nutrition Policy and Strategy**
Mr. Giri Raj Subedi (CHD) presented the “**National Nutrition Policy and Strategy**” which aimed improving the nutritional status by applying, promoting and expanding the programs such as Infant Young and Child Feeding, Nutrition Rehabilitation Homes, Integrated Management of Acute Malnutrition, de-worming, flour fortification, 2-Child Logo iodized packet salt and bi-annual mass supplementation of Vitamin A to under 5 children.

Workshop Structure

Prof. Dr. Ritu Prasad Gartaula facilitated the workshop sessions. All the participants were divided into 3 groups namely national, district and community level. Group 1 worked for national level issues, Group 2 for district level issues and Group 3 for VDC/community level issues. The CSANN action plan was also developed in the workshop.

The key topics each groups worked were:

- 1) Group work 1: Identification of key issues (themes for further group work): The group work resulted in identification of major issues on nutrition.
- 2) Group work 2- Identifying target groups: The group work assisted in pooling out the target groups in each level. The groups discussed to obtain the following information:
 - Target groups (Individual/organization)
 - Who could affect them – Directly/Indirectly influencing groups (individual/organization)

Following format was used to record the information obtained from each group

Level	Target groups	Who could affect them/influencing (Individual/organization)

- 3) Group work 3: Developing strategies

The same group further worked to develop the strategies to address the issues/gaps based on the findings of the first and second group work. The following key information was collected from the group work:

- Major issues (Each group worked on 3 major issues identified on the first group work.)
- Changes the problem call for
- Final audience segmentation- Target group segmentation (As per findings of the second group work)
- Directly/ Indirectly influencing population (As per findings of the second group work)
- Strategic approach/framing
- Major activities (for accomplishment of the advocacy and communication strategy objectives)

Following format was used to record the information obtained from the discussion:



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Major problems	Changes the problem call for	Final audience segmentation	Directly influencing population	Indirectly influencing population	Strategic Approach/Framing	Major activities

4) Group work 4: Advocacy

The same group further discussed to identify the following themes:

- Final audience segmentation- Target group segmentation (As per findings of the second group work)
- Desired change
- Barriers/challenges/risk
- Advocacy objective
- Advocacy materials
- Advocacy activities
- Advocacy messages
- Communication channel

The format used to record the information obtained from the group work was as follows:-

Audience	Desired changes	Barriers/challenges	Advocacy objective	Advocacy materials	Advocacy messages	Advocacy activities	Communication channel

5) Group work 5: Key communication messages

Each group prepared key communication messages that are to be conveyed to the target audience.

6) Discussion on layout of CSANN advocacy and communication strategy and action plan

(Note: - The detail workshop notes have been presented in the strategy document.)

Key Issues

National Level

1. There is no common understanding between different ministries.
2. Resource allocation and utilization is poor and improper.
3. Media sensitization and involvement of media need to be strengthened and encouraged.
4. Networking among the ministries itself and different stakeholders is not enough.
5. Capacity building and strengthening of different stakeholders and CSOs is not enough.
6. Sensitization of political parties on nutrition issues is not adequate.
7. Inadequate knowledge and understanding of the role Parliament in improving nutrition

District Level

1. Poor coordination among different line agencies and stakeholders.
2. Poor implementation of nutrition related programme.
3. Lack of capacity building and training activities.
4. Stakeholders don't have the feeling of ownership and there is lack of motivation.
5. Communication gap between different outlets.
6. Poor knowledge on MSNP among stakeholders.
7. Media has not been involved in the issues of MSNP.
8. Monitoring and Evaluation is poor and improper.
9. Lack of resources.

VDC/Community Level

1. Lack of local policy and resources.
2. Lack of clear messages to all stakeholders and partners about nutrition and MSNP.
3. Lack of awareness and knowledge about nutrition.
4. Lack of programme/ activities in VDC level.

Key Communication Messages

National Level

- “Nutrition for Development”
- “Nutrition – everyone’s Concern; Nutrition act – People rights”
- “Everyone’s want Nutritious food for Health”
- “Say No to Junk food”

District Level

- “Nutritious food is the way to healthy life, let’s think about in a golden thousand days.”
- “Nutritious food- Everyone’s wish”
- “Healthy balanced diet feedbacking sessions child to fit”
- Let’s eat nutritious food and save ourselves from Malnutrition
- “Nutritious food for healthy life”
- “Promote locally available food for overall National development”
- “Multilateral nutrition ends malnutrition”
- Live and Let live, Eat and let all eat
- Nepal’s Future- Maternal and neonatal health and nutrition
- “Every child’s dream-Nutritious food”
- Join hands for Nutrition to end Malnutrition



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- “:yflgopTkfbgkf]if0fnfO{ k|f]T;fxg”
 - Local production-Improve Nutrition
- “;/f]sf/jfnfsf] Wofg, s'kf]if0fd'St ufpF 3f]if0fsf] cleofg”

VDC/Community Level

1. “3/dfagfPsf] vfgf, :j:Yolhjgsf] rfxgf”
“Healthy life needs home-made food”
2. “x/]s af/ vfgf rf/ k|sf/”
“Every day four types food”
3. “Smart family- Strong family”

Closing Remakes

On behalf of CSANN Secretariat, Mr. Deepak Thapa (NTAG) expressed thanks to the guests and participants for contributing to the successful completion of the programme.

Prof. Dr. Uma Koirala in her closing remarks thanked government agencies for recognizing the CSANN at national level and supporting on development of Advocacy and Communication Strategy which has given strategic direction to alliance to move forwards. She stressed on regular coordination to work on nutrition issues further. She thanked to the consultant and Save the Children for the supports provided. She also appreciated all the participants from different NGOs, academic institutions and media for their active participation, valuable presence and inputs during the workshop.

Conclusion

The workshop was completed successfully with sharing and discussion among participants. All the group works were noted down to reflect in the strategy document. Consultant agreed to share the draft strategy with CSANN members and finalize it after incorporating the inputs of CSANN members and NPC/NNFSS. The workshop helped to bring nutritional related advocacy issues at different levels and identifying key target groups and messages.

Workshop Glimpse



Dr. Indira Sharma and Dr. Aruna Uprety expressing their opinion in the floor discussion session.







List of Participants

S.N.	Name	Designation	Organization
1	Prof. Dr Indira Sharma	Professor	Padma Kanya Multiple Campus
2	Ms. Rita Pradhan	Training Officer	Nepali Technical Assistance Group
3	Ms. Sangita Joshi	Training Officer	Nepali Technical Assistance Group
4	Mr. Shailendra Bista	Programme Officer	NHRCS
5	Mr. Shirish Man Singh		BHORE Nepal
6	Mr. Dhananjaya Paudyal	Secretary	Nepal Nutrition Foundation
7	Mr. Narayan Subedi	Programme Manager	Nepal Public Health Foundation
8	Ms. Prerana Marasini	Communication Officer	Research Input and Development Action
9	Mr. Vikash Acharya	Researcher	Research Input and Development Action
10	Ms. Anjalina Karki	SUN-PC	Save the Children International
11	Mr. Nripa Raj Dangaura		
12	MrPankaj Raj Joshi	Programme Coordinator	Environment, Culture, Agriculture, Research and Development Society, Nepal (ECARDS-Nepal)
13	Mr. Yhosu Ghising	Project officer	World Vision
14	Mr. Sanjay Kumar Nidhi	Campaign Coordinator	National Maternal and Child Health Alliance
15	Ms. Laxmi Gurung	Programme Officer	Food First and Action Network
16	Dr. Ojaswi Acharya	Head of Department, Nutrition & Health	Action Against Hunger
17	Ms. Bishnu Nepal	Joint Secretary	National Planning Commission
18	Mr. Deepak Thapa	Programme Manager	Nepali Technical Assistance Group
19	Prof. Dr. Ritu P. Gartaula	Consultant	MaxPro
20	Ms. Shobha Shrestha	Technical Advisor	Chhimeki Santha
21	Ms. Kanta Subedi	Officer/volunteer	Friends Service Council Nepal
22	Ms. Prativa AC	Network support officer	Civil Society Alliance on Nutrition in Nepal
23	Ms. Richa Uprety	Programme Officer	MaxPro
24	Mr. Atmaram Pandey	Advisor	Nepal Nutrition Foundation
25	Mr. Min Raj Gyawali		National Planning Commission/ National Nutrition and Food Security Secretariat

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26	Mr. Jhabindra Bhandari	National REACH Facilitator	National Planning Commission/ National Nutrition and Food Security Secretariat
27	Mr. Radha Krishna Pradhan	Programme Director	National Planning Commission
28	Mr. Ashok Nath Yogi	Chairperson	SADDA Nepal
29	Mr. Ratna Karki		RRN
30	Dr. Lonin Dixit	School Health & Nutrition Network Coordinator	Nepal Public Health Foundation
31	Dr. Aruna Uprety	Advocate	
32	Ms. Manisha Katwal	Programme Assistant	Maxpro
33	Mr. Padam Raj Joshi	Senior Sub editor	Annapurna post
34	Mr. Giri Raj Subedi	Section Chief	Child Health Division
35	Prof. Dr. Uma Koirala	Chairperson	Civil Society Alliance on Nutrition in Nepal
36	Ms. Rajani Pokhrel		Save the Children
37	Mr. Sunil Shrestha	Board member	Safe Motherhood Network Federation
38	Mr. Raj Kumar Mahato	Programme Manager – Health and Nutrition	Save the children
39	Mr. Dipak Raj Sharma	Programme Coordinator	MaxPro
40	Mr. Sichan Shrestha	Advisor	MaxPro
41	Mr. Madhukar Bhadaur Shrestha		Helen Keller International

Agenda

Date: 28- 29 May 2014(14-15 Jestha 2070)

Venue: Hotel View Bhrikuti; Godawari

Date	Time	Activities	Remarks
28May, 2014 (Day I)	7:00- 8:00 a.m.	Travel from NTAG building to workshop venue	Vehicle will be managed by CSANN Secretariat
	<u>Refreshments and breakfast (8:00- 9:00 a.m.)</u>		
	9:00- 9:45 a.m.	Dash call for - chairperson, chief guests, special guests and other participants	Sunil Shrestha
		Introduction	All
		Welcome and objective of the workshop	Deepak Thapa
		Inauguration by lighting the lamp	Chief Guest
		Few words	National Planning Commission
		Few words	Child Health Division
		Few words	National Nutrition and Food Security Secretariat
		Remarks	Chief Guest
		Closing remarks of opening ceremony	Chairperson
	<u>Tea break (9:45- 10:00 a.m.)</u>		
	10:00 – 11: 00 a.m.	Presentation 1- Overall scenario of CSANN; need of advocacy and communication strategy	Dr. Uma Koirala
		Presentation 2- REACH and Joint advocacy and Communication Strategy – Role of CSOs	Mr. Jhabindra Bhandari
		Presentation 3- MSNP (relevance to the CSANN advocacy and Communication Strategy)	Mr. Radha Krishna Pradhan
		Presentation 4- National Nutrition Strategy	Mr. Giri Raj Subedi
	11.00am	Group division	Dr. Ritu Prasad Gartaula
	11:00 a.m. – 12.30 pm.	Group work I: Identification of key issues	Dr. Ritu Prasad Gartaula

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	<u>Lunch Break (12:30 – 1:30 p.m.)</u>		
	1:30- 3.00 pm	Group work 2: Identifying target groups	Dr. Ritu Prasad Gartaula
	3.00 p.m-4.30 pm	Group work 3: Developing strategies	Dr. Ritu Prasad Gartaula
	4:30 pm – 5:00 p.m.	Overall summation of Day 1 and closing remarks	Sunil Shrestha
Day 2			
29May, 2014 (Day 2)	<u>Breakfast (7:00 – 8:00 a.m.)</u>		
	8.00 am-8.30 am	Review of 1 st Day	Sunil Shrestha
	8:30 am – 10.00 am	Group work 4: Advocacy and Key communication message	Dr. Ritu Prasad Gartaula
	10.00 am-12.30 pm	Group work 5: Internal and External CSANN communication strategy	Dr. Ritu Prasad Gartaula
	<u>Lunch Break (12:00 – 1:00 p.m.)</u>		
	1:00 – 3:00 p.m.	Final discussion of the overall layout of the CSANN advocacy and communication strategy (<i>Final inputs from all participants</i>) and action plan development	Dr. Ritu Prasad Gartaula
	<u>Tea break (3:00- 3:15 p.m.)</u>		
	4:45- 5:00 p.m.	Final summation of the workshop and closing remarks	Sunil Shrestha
	5:30 p.m.	Departure from venue	CSANN Secretariat

Presentation Documents



Civil Society Alliance
on Nutrition in Nepal (



Multi-sector
Advocacy and Comm



National Nutrition
policy Strategy.pptx



Role of CSOs in
scaling up nutrition.pr



Detail
SessionPlan_Final.doc