



Somalia Scaling Up Nutrition

Social Mobilisation, Advocacy and Communications Strategy 2019-2021



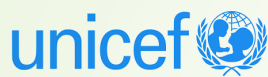
Acknowledgment

Somalia's Scaling Up Nutrition (SUN) Movement acknowledges the contribution of various organisations and experts in the development of this first Social Mobilisation, Advocacy and Communications (SMAC) Strategy 2019-2021.



Office of the Prime Minister

Puntland Vice President



Somalia Scaling Up Nutrition. Social Mobilisation, Advocacy and Communications Strategy 2019-2021

Coordinated by: Dr Mohamed Abdi Farah and Dr Hassan Mohamed

Compiled and Edited by: Titus Mung'ou

Designed by: Michael Mosota

© 2018 Somalia Scaling Up Nutrition

All rights reserved

The publisher encourages fair and professional use of this strategy, provided proper citation is made.

Contents

Abbreviations	ii
Forward	1
Chapter 1: Introduction	2
1.1 Overview of nutrition situation in Somalia.....	2
1.2 Somalia SUN Movement.....	3
1.5 Structure of SUN Movement.....	3
Chapter 2: Rationale for SMAC Strategy	4
2.1 Overview of SMAC Strategy	4
2.2 Purpose of SMAC Strategy	5
2.3.1 SMAC Development Process.....	5
2.3.2 Stakeholders Analysis	7
Chapter 3: SMAC Strategy	8
3.1 SUN Processes	8
3.2 SUN Processes, SMAC Goals and Strategic Outputs	8
SUN Process 1: Bringing people into the same space	8
SUN Process 2: Coherent policy and legal framework.....	14
SUN Process 3: Common Results Framework (CRF) for National Plan	19
SUN Process 4: Financial Tracking and Resource Mobilisation.....	22
3.3 SUN Processes SWOT Analysis.....	25
3.4 Reaching target audience.....	26
3.5 Key Messages SMAC Strategy.....	27
Chapter 4: SMAC Tools	28
4.1 Strategy Tools	28
Advocacy Toolbox.....	28
Chapter 5: M&E and Implementation Plan	30
5.1 SMAC Strategy Monitoring and Evaluation	30
5.2 SMAC Implementation Plan 2018-2020.....	33
Chapter 6: Proposed Budget	36
SMAC Budget.....	36
References	38

Abbreviations

BMS	Breast milk substitutes
CRF	Common Results Framework
CSO	Civil Society Organisation
DFID	Department for International Development
DINA	Drought Impact and Needs Assessment
FSNAU	Food Security and Nutrition Analysis Unit
HSSP	Health sector strategic plan
IDPs	Internally Displaced Persons
IGAD	Intergovernmental Authority on Development
IMAM	Integrated Management of Acute Malnutrition
INGO	International Non-governmental Organisation
IYCF	Infant and Young Child Feeding
KAP	Knowledge Attitude and Practices
MSP	Multi-Stakeholder Platform
NAP	National Nutrition Action Plan
NCSUN	Coordination for Scaling Up Nutrition
NSU	Somali National University
SBCC	Social Behaviour Change Communication
SBN	SUN Business Network
SCI	Save the Children International
SDGs	Sustainable Development Goals
SMAC	Social Mobilisation, Advocacy and Communication Strategy for
SUN	Scaling Up Nutrition
SMAC	Social Mobilisation, Advocacy and Communications
SQUEAC	Semi-Quantitative Evaluation of Access and Coverage
WASH	Water Sanitation and Hygiene
WHA	World Health Assembly



Foreword

I am pleased to present to you Somalia's Scaling Up Nutrition (SUN) Movement's Social Mobilisation, Advocacy and Communications Strategy (SMAC) for 2019-2021. This is a very important document that will guide our implementation of activities around SUN's four processes. This Strategy is informed by expectations, progress and experiences of SUN countries as detailed in **Social Mobilisation, Advocacy and Communication for Nutrition** best practice booklet.

Despite myriad challenges facing our nation, such as conflict and humanitarian disasters, I am impressed by efforts and commitments to improve the lives of all people in Somalia. We are making steady progress in development and have embraced nutrition as a priority in the country's efforts to meet to meet the World Health Assembly targets by 2025 and Sustainable Development Goals by 2030.

We have therefore developed the SMAC Strategy to foster multi-sector responsibility in scaling up nutrition, to promote best practices and policies, coordinate/align actions and increase investment in nutrition.

The development of the SMAC Strategy has come at the right time. First, SUN Secretariat is hosted in the Office of the Prime Minister (OPM) which confirms the priority accorded to nutrition by the government. The PM, Hassan Ali Khayre, provides leadership to the SUN Movement and is our national Nutrition Champion. In the State of Puntland, the Vice President Abdihakim Abdullahi Haji Omar leads the SUN agenda. Second, we have established all SUN networks namely Government, UN, Donor, Civil Society, Business and Academia. Through the SMAC Strategy we aim to strengthen the networks to achieve their mandates. Third, the establishment of SUN sub-national offices in federal member states has been a positive step to involve diverse stakeholders in driving forward the nutrition agenda. Fourth, the participation of more than eight government ministries in SUN activities is a major milestone in multi-sectoral coordination of nutrition in our country. The SMAC Strategy seeks to bring on board more government ministries, institutions and development partners to harness their efforts and resources to improve nutrition and tackle malnutrition.

There are commendable efforts to address malnutrition in Somalia, thanks to programmes being implemented by a number of partners including Somalia's Nutrition Cluster, humanitarian and emergency agencies and research institutions. The government and these institutions have developed policies, legislations and guidelines on diverse nutrition issues. The cornerstone of such documents is the National Development Plan (NDP) which provides good opportunities for SUN to engage stakeholders in nutrition matters. The SMAC Strategy will enable



Dr Mohamed Abdi Farah, National Coordination for Scaling Up Nutrition

SUN to sensitise all stakeholders on existing policies, advocate for review of some policies, monitor implementation of the policies and report on progress in all SUN process.

This Strategy will also guide SUN Multi-stakeholder Platform (MSP) and SUN Secretariat in the Office of the Prime Minister to empower different individuals and institutions to take action to address nutrition issues. These include citizens from all walks of life, political leaders, public and private sector, celebrities and the media. We would like to mobilise and empower them to directly and indirectly contribute to improved nutrition in Somalia.

Furthermore, the SMAC Strategy will contribute to the achievement of some priority objectives in SUN Common Results Framework (CRF) and Somalia Multi-sectoral Nutrition Strategy 2019-2024, among them:

- Creation of an enabling environment to improve nutrition outcomes through improving policies, plans and multi-sector coordination frameworks at national and sub-national levels.
- Creating and sustaining functional multi-sector coordination mechanisms at national and sub-national levels.

I commend the consultants who supported SUN Secretariat to develop the SMAC Strategy, led by a SUN champion Mr Titus Mung'ou, advocacy specialist Wandera Ojanji and the Social Human Development Advisor in OPM Dr Hassan Mohamed. I am grateful to OPM, Ministry of Health, SUN networks, Somalia's Nutrition Cluster and all development partners for their enormous support to nutrition programmes. Special thanks to the Director General in the Ministry of Health Puntland Dr Abdirazak Hersi, GIZ and UNICEF for their support to this process. I commend individual SUN members who shared their thoughts, ideas and views with the consultants during the development of SMAC Strategy. You have done a wonderful job!

Let's join hands as we **Engage, Inspire** and **Invest** in scaling up nutrition in Somalia.

Dr Mohamed Abdi Farah
National Coordination for Scaling Up Nutrition
Office of the Prime Minister, Somalia

Introduction

1.1 Overview of nutrition situation in Somalia

Somalia has been in a state of 'chronic catastrophe' characterised by a complex political environment, extreme poverty, food insecurity, escalated insecurity conflict and instability.

In the recent years, the country has faced devastating droughts in most regions in Somaliland and Puntland. Drought often increases the levels of malnutrition and mortalities in the country.

Somalia's malnutrition rates are consistently among the worst in the world, with currently 13.6 per cent wasting in children under five years of age, high levels of stunting (>26%), low levels of exclusive breastfeeding rates for infants under

six months (5%) and widespread micronutrient deficiencies.

Somalia's humanitarian crisis is described as longstanding and complex globally. While large-scale famine was averted in 2017, the humanitarian impact of the drought has been worse. More than 6.2 million people, half of the population, need humanitarian assistance and protection. Ongoing conflict, armed clashes and limited resilience of communities, are aggravating the impact of the drought, triggering displacement, impeding civilian access to sustainable basic services, limiting humanitarian agencies' access to those in need in several locations and reducing affected population movement to places they can be served.

1.2 Somalia SUN Movement

The Federal Republic of Somalia joined the SUN Movement on 17th May 2014 through a Letter of Commitment. At the time, Somalia had enhanced the availability of services for the management of acute malnutrition (MAM) as well as infant and young child and maternal feeding (IYCF) and care practices. Somali had developed a National Nutrition Strategy, Micronutrient Strategy and IYCF Strategy, in addition to a completing a costed Plan of Action for Nutrition.

Somalia has a well-established Nutrition Cluster (Figure 1), which since 2006 has grown to almost 100 active partners including, government, UN and civil society organisations in the field of nutrition. Besides the National coordinator, there are active SUN national coordinators in Puntland and Somaliland, while all Federal Member states have nominated focal points. The SUN Movement approach has been endorsed in Somalia and was officially launched 2016. The country has established the following SUN Movement networks:

SUN Government Network: The representation is drawn from the Office of the Prime Minister, Vice Presidents of Federal member states, ministries of Health, Agriculture, Fisheries, Livestock, Humanitarian, Trade and Commerce, Women and Human Rights, Information, and Labor and Human Services.

SUN Donors Network: The Department of International Development (DFID) acts as Donor Convener. The network's members include Germany's MBZ, German Development Agency (GIZ), the Swedish International Development Cooperation Agency (SIDA) and the Swiss Agency for Development and Cooperation (SDC).

SUN UN Network: United Nations Children's Fund (UNICEF), World Food Programme (WFP), United Nations Population Fund (UNFPA), the Food and Agricultural Organization of the United Nations (FAO) and the World Health Organization (WHO).





SUN Government Network, SUN UN Network, SUN Donor Network, SUN Civil Society Network, SUN Business Network, SUN Academia Network

SUN Business Network: Current membership is drawn from the National Chamber of Commerce and Sub-national Chamber of Commerce. The SUN Business Network (SBN) is responsible for solutions required to end malnutrition through business, markets and people.

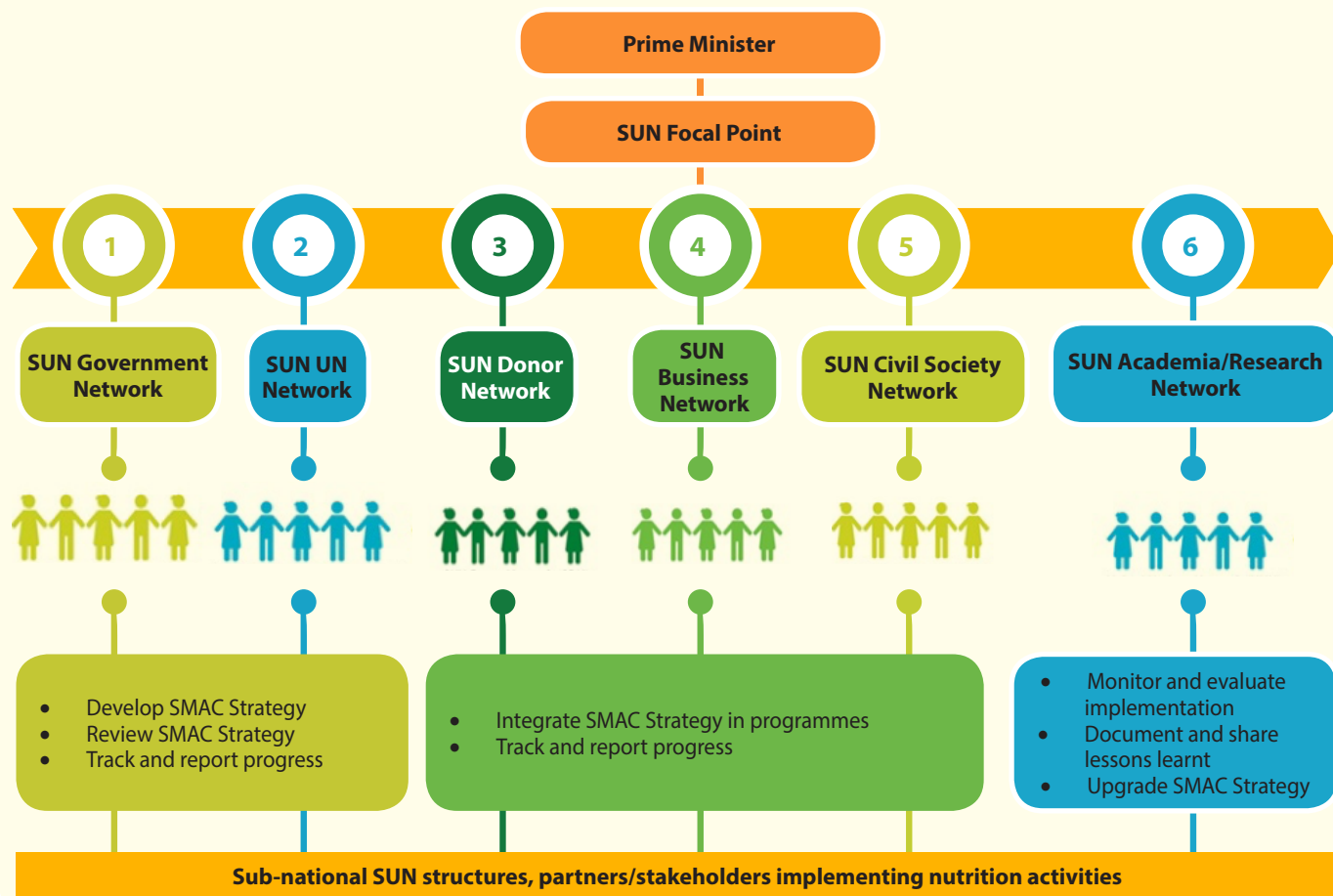
SUN Civil society Network: Somalia’s SUN Civil Society is chaired by Save the Children International (SCI). The network aims to increase advocacy and mobilisation of multi-sectoral nutrition interventions.

SUN Academia Network: Private universities and federal member state universities are equally members of the network. The Academia Network is chaired by Somali National University. Its main aim is to implement the SUN’s Common Results Framework (CRF) through research, generation of evidence and training of nutrition professionals and to educate the community on nutrition.

1.3.1 Somalia SUN Champions

Somalia has appointed prominent leaders as SUN champions among them the Vice President of Puntland State. The champion has mobilised the public and all line ministries Nutrition to address malnutrition in Somalia.

1.5 Structure of SUN Movement



Rationale for SMAC Strategy

2.1 Overview of SMAC Strategy

Social Mobilisation, Advocacy and Communication (SMAC) Strategy for Scaling Up Nutrition (SUN) Movement aims to improve nutrition through actions by different actors. The first issue of *Scaling Up Nutrition in Practice*¹ “highlighted the importance of coordinated efforts on the part of a wide spectrum of stakeholders, including ministries that support agriculture, health, social protection, water, sanitation and hygiene, gender and education; United Nations (UN) agencies and donors, civil society, research and academia; and the private sector.”

The importance of information systems to track progress in SUN, setting of priorities and measuring nutrition outcomes was the focus of the second edition of *Scaling Up Nutrition in Practice*. It stated:

“Change rarely happens on its own. Advocacy is key to raising awareness about a need, building public and political will, setting priorities and improving policies to leverage nutrition outcomes from actions taken across sectors and stakeholders. Advocacy works best when it combines evidence and analysis, engaging messages and a strategy to identify and influence those who can deliver the change. Advocacy and communications tools can help raise awareness among the public and policymakers about the importance of an issue. Tools that clearly communicate the problem, using stories and an evidence-base, the urgency of addressing the problem and the programmatic and policy solutions can help convince decision makers as well as those who can influence decision makers about the need to take action. Social mobilization engages a broad range of actors so that they become involved in driving change, by raising awareness and by creating the demand for better policies, services and accountability.”²

In its strategy, SUN Movement highlights four institutional transformations that countries seek to achieve in order to effectively scale up nutrition. These strategic objectives relate to the following four processes:

1. Creating an enabling political environment, with strong in-country leadership, and a shared space where multiple stakeholders align their activities and take joint responsibility for scaling up nutrition;
2. Establishing best practices for scaling up proven interventions, including the adoption of effective laws and policies;
3. Aligning actions around high quality and well-costed country plans, with an agreed results framework and mutual accountability; and
4. Increasing resources towards coherent and aligned approaches.

In Somalia’s context, the rationale for SMAC Strategy is to:

- Support Federal government of Somalia to achieve SUN goals, Sustainable Development Goals (SDGs) and World Health Assembly (WHA) targets.
- Promote ownership of SUN by all stakeholders in Somali, from the public in villages to national government.
- Support the achievement of a Common Results Framework in scaling up nutrition.
- Support SUN Multi-stakeholder Platform’s role in development of policies, legislations and guidelines to improve nutrition interventions.
- Strengthen scaling up nutrition in humanitarian and emergency response programmes.
- Scale up nutrition specific and nutrition-sensitive interventions in Somalia.

¹ SUN (July 2014), Social Mobilisation, Advocacy and Communication for Nutrition, https://www.unicef.org/cbsc/files/Scaling_up_nutrition.pdf

² SUN (July 2014), Social Mobilisation, Advocacy and Communication for Nutrition



- Streamline social mobilisation, advocacy and communication programmes of nutrition actors to achieve a common national goal of scaling up nutrition.
- Coordinate development of advocacy tools and messages to be disseminated by nutrition stakeholders.
- Coordinate development of communicate tools and materials to be disseminated by nutrition stakeholders.
- Mobilise, track and report allocation of resources to nutrition programmes.

2.2 Purpose of SMAC Strategy

PURPOSE: A coordinated, government-led approach to multisector social mobilisation, advocacy and communication efforts to scale up nutrition in Somalia. The Strategy seeks to improve maternal and child nutrition in Somalia, with focus on reduction of maternal infant and young child under-nutrition and child stunting. This will be achieved by up scaling both essential nutrition specific as well as nutrition-sensitive interventions.

2.3.1 SMAC Development Process

The SMAC Strategy is a product of a participatory exercise that involved a number of actors involved in nutrition programmes in Somalia.

A survey involving members of SUN networks and key stakeholders implementing nutrition programmes in Somalia was undertaken in August 2018. More than 40 members of SUN networks responded to questions in a SMAC survey monkey. The results from the survey informed the identification and prioritisation of SMAC goals and objectives for 2018-2020.

The survey was conducted in different phases. First, a questionnaire was filled by participants in a SUN workshop held in Mogadishu and Garowe. Second, a survey monkey was sent to SUN and Nutrition Cluster members. Third, face-to-face interviews were conducted with some officers supporting SUN networks. Out of 40 participants who participated in the survey, 27 were members of SUN networks, 9 non-members and 4 anonymous. Most of the participants interviewed in the survey were health and nutrition professionals whose organisations are implementing programmes in Somalia. Several of them are implementing SMAC strategies as well as social behaviour change communication (SBCC) strategies.

Three broad approaches will be adopted to address the Movement’s four process.



Definition of SMAC

Below are key words identified by SUN members to explain the meaning of Social Mobilisation, Advocacy and Communication:

INVOLVEMENT
Awareness
Sensitisation **Empowering**
Social Mobilisation
Motivation **Community engagement**
Community Participation

Speaking
Engagement
Influence **Policies**
Collective action
Advocacy **Partnership** **RIGHTS** **Policy**
CHAMPIONING **Lobbying**
Decision-making Support

Sharing
information **Voice** Behaviour
Awareness Change
Sensitization
Communication
Exchange information **Informing**
Messages **Knowledge**
Dissemination **Public speaking**



2.3.2 Stakeholders Analysis

Key Allies	People and institutions already engaged in SUN activities. Members of SUN networks are key allies and are expected to work together to achieve the Movement's agenda. They mobilise and sensitise neutral parties.	SUN Networks, Nutrition Cluster
Allies	Actors in nutrition sector. They can be involved in SUN activities, events and support the Movement.	Nutrition actors not in SUN
Targets	People and groups with the greatest influence in the country. They should be informed on SUN activities on a regular basis.	President, MPs, ministries, business community, CBOs
Neutral Allies	People and groups that neither oppose nor support SUN. This group can be sensitised to be involved in SUN.	Media, private & public institutions
Opponents	People or groups opposed to nutrition agenda. They can be sensitised and educated on importance of SUN.	Unregulated businesses

SMAC Strategy

3.1 SUN Processes

Somalia's SUN Multi-Stakeholder Platform (MSP), known as the National Coordination for Scaling Up Nutrition (NCSUN), holds annual assessment workshops at national and sub-national levels. It holds monthly meetings with government stakeholders and quarterly meetings for all stakeholders.

The country self-assessment exercise is an analysis of the following four SUN processes:

1. Bringing people into the same space
2. Coherent policy and legal framework
3. Common Results Framework (CRF) for National Nutrition Plan
4. Financial tracking and resource mobilisation

3.2 SUN Processes, SMAC Goals and Strategic Outputs

SUN Process 1: Bringing people into the same space

In line with the SUN Movement's Strategy and Roadmap 2016-2020, the Movement should be "open to all stakeholders that demonstrate their commitment to its goals and principles."³

However, those who undermine efforts to scale up nutrition including violation of the International Code of Marketing of Breastmilk Substitutes are deemed to undermine efforts to improve nutrition and therefore excluded from the Movement;

Ownership of SUN Movement in

Somalia is an important pillar of the SMAC Strategy 2019-2021. SUN members will strive to bring together the public, politicians, all actors in nutrition and marginalised groups to support efforts to tackle malnutrition.

Somalia's SUN aims to maintain the "momentum and collaboration in the battle to end all forms of malnutrition by 2030. This challenge was affirmed by world leaders with

the adoption of the 2030 Agenda for Sustainable Development at the end of 2015. The Scaling Up Nutrition (SUN) Movement, is a formidable, collective, country-led force working to make this vision a reality."

By working together to achieve the World Health Assembly (WHA) targets for maternal, infant and young child nutrition by 2025, stakeholders in Somalia will be joining the global community in achieving Sustainable Development Goals (SDGs). Strong leadership in driving forward the nutrition agenda is paramount for success of SUN in Somalia. SMAC Strategy seeks commitment by leaders from district, state to national level. Their actions will inspire the public to embrace SUN activities.

Somalia needs collective political and social momentum in the fight against malnutrition. The involvement of elected leaders, influencers and celebrities in nutrition issues is therefore critical. All stakeholders, from the ordinary citizen, decision-makers and CEOs should find space in SUN multi-stakeholder platform and join efforts in collective action, as nutrition change agents and play their roles in scaling up impact. The ultimate goal is to enable Somalia to achieve Sustainable Development Goals (SDGs).

Key Targets

- General public
- President & PM
- Politicians, MPs
- Women, youth
- Marginalised groups
- Leading institutions
- Public-private sector
- Nutrition champions
- Celebrities, media

³ SJN Movement Strategy and Roadmap 2016-2020 http://docs.scalingupnutrition.org/wp-content/uploads/2016/09/SR_20160901_ENG_web_pages.pdf



Country progress

Somalia SUN Secretariat is hosted in the office of the Prime Minister. The Secretariat coordinates all SUN networks, functions and activities. SUN Focal Point coordinates activities at national and sub-national levels. Puntland has a functional SUN sub-national office. Somaliland has a SUN Focal Point. Other federal member states will soon have functional sub-national focal points.

MSP has been established and brings together government ministries namely Agriculture, Livestock, Education, Planning, Commerce, Water resources, Gender and Human Rights, Health, Humanitarian and Disaster Management, Information, Finance, Fisheries and independent government institutions like Somali National University (NSU), Commission for Refugees and

IDPs, Directorate of Environment and the Office of the Prime Minister.

SUN is one of the agendas of a Cabinet Subcommittee on Social Human Development that is chaired by the Deputy Prime Minister. A monthly technical meeting chaired by the National SUN Focal Point brings together line ministerial director generals and heads of government institutions that relate with nutrition.

In Somalia, the following SUN networks have been established: Government, UN, Donor, Civil Society, Business and Academia. SUN is represented in two national development pillar working groups - Social Human Development Pillar (Health, WASH, Nutrition, Education and Youth) and Resilience Pillar (Environment, Social Protection, Food Security and Nutrition)

Opportunities to strengthen coordination of SUN

1

Engaging with other actors

- Ministerial meetings coordinated by SUN Focal Point
- Quarterly inter-ministerial meetings focusing on nutrition
- SUN networks engagement with the Focal Point
- Quarterly Nutrition Cluster meetings that bring together nutrition actors

2

Multi-stakeholder Platform

- Implementation of the National Development Plan (NDP)
- Nutrition chapter in National Development Plan (NDP)
- Health sector strategic plan (HSSP) 2018 – 2021 has integrated nutrition
- Development of Common Results Framework (CRF)

3

Track, report and reflect on contributions

- SUN progress reports
- Nutrition programmes progress reports
- Nutrition Cluster quarterly updates and reports
- SUN global annual reports

4

Political impact of MSP

- Nutrition chapter in National Development Plan
- Commitment by Office of PM and key ministries to improve nutrition
- Roadmap for social human development with nutrition indicators
- SUN milestones for 2018-2020

SMAC
STRATEGY
GOAL

1

SUN mobilises and engages stakeholders from different sectors in Somalia**Strategic Objective 1.1. Different stakeholders in Somalia are sensitised and involved in SUN activities, by end of 2019****Strategic Outputs**

- SUN Focal Point and SUN networks have sufficient capacity to mobilise all citizens including men, women, youth and adolescents to promote nutrition from village to national level.
- Marginalised and poor communities are sensitised on nutrition issues, among them IDPs, rural population and people with disabilities.
- Gender equality in nutrition programmes and interventions is promoted in different sectors.
- More than 20% of heads of households and villages in Somalia share information on the first 1,000 days of life, good nutrition and care of children under 2 years.
- Over 3,000 frontline workers are trained in communication and community mobilisation, to promote key optimal nutrition practices in line with the first 1000 days of life.
- Nutrition is promoted in at least 30% of public meetings from districts to national level, such as national holidays and cultural events. Nutrition campaigns are used as platforms to mobilise the public to be involved in SUN activities.
- Nutrition is promoted in public debates and citizen's parliaments.
- Influencers, champions and celebrities are identified and empowered to promote good nutrition. Celebrities are engaged in 50% of nutrition campaigns and events in Somalia (e.g. artists and chefs).
- A criteria for identifying nutrition champions is developed and adopted by nutrition stakeholders.
- Outstanding nutrition champions are recognised and motivated by SUN and partners.
- Celebrities develop and promote nutrition messages through music, arts, games, cooking demos.
- SUN develops multimedia tools and SBCC materials to sensitise masses on nutrition issues. Increased awareness creation on SUN during health and nutrition events, as well as relevant sector events such as the World Food Day.
- Nutrition messages targeting marginalised populations are disseminated using tools relevant to their environment e.g. IDPs and people with disabilities.

Strategic Objective 1.2: A strong multi-sectoral support in scaling up nutrition with active involvement of leading public and private institutions

Strategic Outputs

- All SUN networks are established in Somalia, with similar structures in federal member states and districts. SUN MSP is fully established and brings together key stakeholders implementing nutrition specific and nutrition-sensitive programmes.
- Ministry of Commerce supports and strengthens SUN Business network.
- Puntland sub-national office is strengthened and federal member states have functional offices.
- SUN Multi-stakeholder Platform includes government ministries, departments, institutions, professional groups and human rights organisations.
- Members of the Social Human Development pillar (Health, WASH, Nutrition, Education and youth), Resilience pillar (Environment, Social protection and for security and nutrition), Agriculture, Livestock and Fisheries ministries actively support SUN.
- SUN participates in inter-ministerial, multi-sectoral and quarterly Nutrition Cluster meetings.
- SUN members participate in and support national and sub-national multi-sectoral events, and sensitise all actors on nutrition issues.
- More 50% of leading institutions in Somalia, public, private and corporates are actively involved in SUN.
- A public-private sector partnership is established and drives nutrition agenda in their institutions among them government ministries and departments, business, agriculture, trade and industry.
- At least 20% of chief executives and managers of leading institutions are sensitised and motivated to be involved in SUN activities.
- 90% of local health volunteers are trained in optimal maternal and child feeding and care practices.
- Education curriculum is reviewed to include nutrition issues, from basic to higher education. At least 80% of formal institutions including schools in Somalia promote hygiene and good nutrition.
- Somalia meets SUN milestones for 2018-2020.
- SUN website and social media platforms are popular sources of nutrition information. SUN bi-annual bulletin is published and disseminated widely.
- Nutrition messages and SBCC materials are developed and disseminated to nutrition stakeholders.
- A set of messages on reduction of malnutrition and promotion of good healthy habits is incorporated into nutrition-related communication of existing service delivery activities including IYCF, education, agriculture, WASH.
- At least 80% of SUN networks share progress reports and success stories through multi-stakeholder platforms and events.
- SUN reports are disseminated in multi-sectoral meetings including Nutrition Cluster meetings.
- Somalia nutrition profiles produced annually and disseminated by nutrition stakeholders.

Strategic Objective 1.3: There is good political will, momentum and commitment for scaling up nutrition in Somalia.

Strategic Outputs

- The President, Prime Minister and cabinet provide leadership in scaling up nutrition. Somalia is represented by top leadership during national and global nutrition events.
- Local and national leaders are mobilised and sensitised on nutrition issues. At least 50% of politicians and elected leaders from local to national level are sensitised on nutrition situation and importance of the first 1,000 days of life.
- Nutrition champions are identified among MPs, grassroots leaders, women leaders and other leadership groups.
- Somalia's nutrition agenda is positioned in regional plans and events, such as the Africa Union, IGAD, Africa Leaders for Nutrition and other political groups.
- At least 20 MPs actively promote nutrition at national and sub-national levels. MPs influence debate on nutrition issues.
- At least 20% of cabinet and parliamentary committee meetings address malnutrition challenges in the country.
- Youth Parliamentary group is established and promotes nutrition among young people.
- Political parties' manifestos and constitutions include commitments to scale up nutrition.
- SUN develops policy briefs, position papers to sensitise leaders and influence their debate on nutrition issues.
- MPs and leaders are trained and supported to use media to address nutrition issues. At least 2 political leaders discuss nutrition issues in the mainstream media every month.
- More than 500 community leaders and religious leaders are trained in communication and community mobilisation to promote key optimal practices and services in line with the first 1000 days of life.
- SUN documents and shares best practices working with leaders to promote nutrition.

Strategic Objective 1.4: Mass and traditional media create awareness, influence decision-making processes and accountability on the importance of the first 1000 days of life.

Strategic Outputs

- SUN Focal Point and SUN networks have sufficient capacity and skills to work with the media in scaling up nutrition.
- SUN brings together different actors to learn and share experiences from nutrition projects by hosting quarterly teleconferences and webinars.
- Social media platforms enable nutrition experts to provide technical support to journalists and to exchange nutrition news/stories.
- Surveys of media coverage of nutrition issues in Somalia is done by SUN and partners. A database of journalists working in and outside Somalia, is developed and updated regularly.
- Mass and traditional media staff working in Somalia are sensitised and supported to promote the first 1000 days of life, policies issues and nutrition agenda.
- Members of the public access nutrition messages, news and advertisements via electronic media, print media, online media and informal media.
- More than 50% of nutrition events and activities are covered and reported in the mass media
- At least 80% of public and private health facilities provide platforms to disseminate nutrition messages from the mass media to members of the public.
- Community volunteers, health workers, professionals, politicians, leaders, SUN networks and nutrition partners use media to promote the nutrition agenda.
- A media network to champion scaling up of nutrition is established in Somalia. SUN and partners support the media network to achieve its goals.
- Nutrition champions in the media are identified, trained and supported to advocate for nutrition.
- Media monitoring and coverage analysis is undertaken by SUN Movement
- Media programmes, talk-shows, newspapers and community media cover nutrition stories.
- Outstanding media and media practitioners are recognised for their efforts in scaling up nutrition.

SUN Process 2: Coherent policy and legal framework

While there are policies and strategies to support the implementation of nutrition programmes in Somalia, there is need to sensitise diverse actors to understand existing legislations. Furthermore, through advocacy and communication, SUN will advocate to stakeholders to be accountable on existing policies and strategies, to integrate them in their plans, track and report progress.

The development of new policies, regulations and strategies will be important to strengthen linkages between nutrition specific and nutrition-sensitive programmes. With strategic advocacy, stakeholders will sustain commitments to scaling up nutrition. We need to motivate all actors to support SUN. We can influence change at all levels and nurture a society that values good nutrition, quality food and proper hygiene.

Country progress

There has been progress to improve the policy and legal framework to enhance scaling up of nutrition in Somalia. The Ministry of Health’s Strategic Plan, Health and Nutrition Policy with nutrition indicators are positive developments. Furthermore, the Ministry of Agriculture has integrated nutrition in its Strategy. Other important legislations are the

Key Targets

- Nutrition policies
- Nutrition guidelines
- Nutrition Action Plan
- Enforcement of policies
- Development agenda

Breastmilk Substitutes (BMS), Food Fortification Strategy, Infant and Young Child Feeding (IYCF) and Integrated Management of Acute Malnutrition (IMAM) strategies.

A chapter on nutrition in the National Development Plan (NDP) provides the best opportunities for SUN to engage other stakeholders to address myriad nutrition challenges in Somalia. The attainment of multi-stakeholder support to nutrition especially nutrition sensitive programmes can be achieved through National Food Security Policy developed by the Ministry of Agriculture and Range Lands. SUN networks will use different SMAC approaches to develop, disseminate, review and recommend policies, legislations and strategies to improve nutrition’s policy environment.

Nutrition-relevant policies and legislation

- Review of policies to integrate nutrition in sector strategies
- Integration of nutrition indicators in NDP in sector strategies and plans
- Resilience and Recovery framework analysis of the country’s nutrition
- Adoption of Code of BMS by parliament



Opportunities to enhance policy and legal framework

1

Advocacy to influence development, updating and dissemination of relevant policy and legal frameworks

- Global, national and state conferences/events and meetings
- Development of SUN Social Mobilisation, Advocacy and Communications (SMAC) Strategy
- Advocacy on Breastmilk Substitute legislation, Food Fortification Strategy, IYCF and IMAM strategies
- Alignment of nutrition in ministries' strategies
- Office of PM championing nutrition countrywide
- Vice Presidents of federal member states championing nutrition in states

2

Coherent policies and legal frameworks

- Health sector's policies and strategies including Health policy, Health Sector strategic plan, costed Nutrition Plan of Action, Micronutrient, IYCF and nutrition strategy.
- Code of Marketing for Breastmilk Substitutes (BMS)
- Gender Policy developed by the Ministry of Gender and Human Rights Federal Government of Somalia which promotes equity for boys and girls
- SUN policy developed by Puntland's Multi-stakeholder Platform (MSP)

3

Enforce Legal Framework

- Operationalisation of the National Development Plan (NDP) and Action Plan for Nutrition Strategy in the Ministry of Health
- Operationalisation of humanitarian response policies and strategies by Nutrition, Food Security and WASH clusters
- Code of Marketing for Breastmilk Substitutes (BMS) in Parliament
- Enforcement of Food Fortification Strategy
- Parental leave in Civil Servants Act

4

Track and report learning

- Presentation of studies and reports to Somalia Nutrition
- Sharing of lessons and best practices by Pillars working groups
- DFID's promotion of learning and dissemination
- Partners' monitoring reports
- FSNAU reports on monitoring and surveys

**SMAC
STRATEGY
GOAL**

2

Nutrition policy framework supports integration of nutrition specific and nutrition-sensitive programmes

Strategic Objective 2.1: There is increased awareness on nutrition policies, legislations and strategies in Somalia.

Strategic Outputs

- SUN Focal Point provides leadership in the review and analysis of nutrition policies and strategies.
- SUN Focal Point and SUN networks are sensitised on existing nutrition policies and legislations; are skilled in mobilisation and sensitisation of other partners.
- Nutrition stakeholders are sensitised on SUN policy developed by Puntland Multi-stakeholder Platform's (MSP).
- At least 50% of key national and local events in Somalia are used as forums to create awareness on existing nutrition policies and legislations.
- Stakeholders are sensitised on existing policies and legislations that promote integration of nutrition specific and nutrition-sensitive programmes across ministries and sectors e.g. agriculture, livestock, fisheries, trade, industry.
- Stakeholders are sensitised on the National Development Plan (NDP) nutrition targets and supported to integrate its targets in programmes.
- Stakeholders are sensitised on Code of Conduct for Breastmilk Substitutes e.g. businesses, industrialists, public and private institutions.
- Stakeholders are sensitised on the National Food Security Policy developed by the Ministry of Agriculture and Range Lands.
- Harmonised dissemination of nutrition policies by stakeholders to meet their commitments and obligations.
- Nutrition policies are aligned and implemented across sectors.
- SUN advocates for accountability in implementation of NDP, Code of Conduct for BMS and other sector policies.
- Facts sheets and SBCC materials on nutrition policies and legislations are developed and disseminated.
- Learning and best practices are documented and shared by SUN and stakeholders on quarterly and annual basis.

Strategic Objective 2.2: SUN influences the development and review of policies, legislations and strategies to promote the integration of nutrition specific and nutrition-sensitive programmes.

Strategic Outputs

- SUN convenes regular meetings involving stakeholders implementing nutrition specific and nutrition-sensitive programmes.
- SUN Multi-stakeholder Platform analyses existing policies, legislations and strategies on nutrition specific and nutrition-sensitive programmes; and identifies gaps to be addressed in new policies.
- At least 30% of nutrition policies and strategies are reviewed to improve the country’s nutrition policy framework.
- Stakeholders are sensitised on Resilience and Recovery framework of the country’s nutrition and Food Fortification Strategy.
- Stakeholders in agriculture, livestock and fisheries are mobilised and sensitised on alignment of policies and legislations, to achieve the country’s CRF.
- Stakeholders are sensitised to incorporate nutrition (specific and sensitive) policies and targets in their local government (*gobollada* and district) plans and planning processes.
- Parliamentary committees are mobilised and sensitised on relevant policies and legal framework to harmonise nutrition interventions in Somalia.
- Nutrition stakeholders advocate for enactment of policies to promote integration of nutrition (specific and sensitive) programmes.
- Partners develop and harmonise nutrition specific and nutrition-sensitive monitoring and evaluation framework.
- Sectoral annual work plans include nutrition specific and nutrition-sensitive monitoring and evaluation framework.
- Nutrition-sensitive indicators and components are included in policies, strategies and plans for the ministries of Agriculture, Water, Livestock and Fisheries.
- Stakeholders share their experiences in nutrition specific and nutrition-sensitive interventions.
- Regular documentation and reporting of best practices in nutrition specific and nutrition-sensitive programmes.
- Social behaviour change communication materials are developed and disseminated.
- Increased knowledge on nutrition specific and nutrition-sensitive interventions across ministries and sectors such as agriculture, livestock, fisheries, trade, industry and education.

Strategic Objective 2.3: Nutrition actors advocate for enforcement of nutrition policies, legislations and guidelines.

Strategic Outputs

- SUN mobilises and sensitises government regulatory bodies on nutrition policies, legislations and guidelines.
- SUN advocates for establishment of a national secretariat to coordinate the implementation and enforcement of nutrition policies and legislations.
- Nutrition partners are sensitised on gender issues, rights of women and girls, and gaps in existing policies.
- Enhanced compliance with nutrition policies and legislations in government line ministries and nutrition actors.
- Manufacturers and food handlers are responsible for provision of quality food and nutrition in Somalia.
- SUN develops policy briefs, position papers and press statements lobbying for enforcement of nutrition policies and legislations.
- Clear mechanisms are in place to operationalise and enforce legislation, such as the International Code of Marketing of Breast-milk Substitutes, maternity protection and paternity and parental leave laws, food fortification legislation, the right to food, among others.
- Platforms to report violation of nutrition policies and legislations are established at all levels.
- Somalia citizens and nutrition stakeholders are empowered to identify and report violation of nutrition policies and legislations. Cases of abuse of nutrition policies and legislations are submitted to relevant bodies and action taken.
- Fact sheets and SBCC materials on nutrition policies, legislations are developed and disseminated.
- Success stories on implementation of policies and legislations are documented and disseminated
- Media report compliance and violations of nutrition policies and legislations.

SUN Process 3: Common Results Framework (CRF) for National Plan

Through this pillar, SUN Movement will guide nutrition stakeholders to focus on common action, results and improve partnership at all levels. The aim is to coordinate nutrition actions from grassroots to national level, guided by SUN’s Common Results Framework (CRF).

Sensitisation of nutrition actors to work together to complete and implement CRF is central in the SMAC Strategy. A multi-sectoral approach in nutrition efforts will also be monitored and reported from time to time. There will be need to share experiences and lessons, learn from previous CRF and sustain improvements across sectors.

There is need to strengthen the capacity of nutrition stakeholders to collaborate effectively, to align programmes guided by CRF and to achieve common goals

Key Targets

- SUN CRF
- SDGs, WHA targets
- SUN Focal Point
- SUN Networks
- SUN MSP
- Nutrition Cluster
- Nutrition Actors
- SMAC Strategy
- Nutrition events

Country progress

Somalia’s SUN is developing its Common Results Framework (CRF). For now, all actors align their programmes to the National Development Plan. Their nutrition targets are in line with targets in the Nutrition Chapter in NDP.

The government’s line ministries report their progress on milestones in the National roadmaps and share the same with the Delivery Unit in the Office of the Prime Minister. A National Monitoring and Evaluation Framework adopted through the Ministry of Planning guides alignment of nutrition targets across sectors.

There has been political commitment from government leaders and development partners to mobilise technical expertise.

For this to happen, SUN Movement will address conflicts among stakeholders, build confidence and trust among partners.

In the context of Somalia, the goal under this pillar is seeks to strengthen coordination of nutrition programmes implemented across sectors including humanitarian and emergency responses.

Opportunities to achieve Common Results Framework for SUN

1

Alignment of existing actions around national nutrition targets/policies

- Alignment of sector plans to National Development Plan, to address nutrition targets in NDP chapter
- Reporting of progress in milestones in national roadmaps by line ministries
- Utilisation of data from FSNAU seasonal assessments and partner assessments including SMART surveys, KAP, SQUEAC in policy and planning
- Updating of cluster matrices and mappings
- National Monitoring and Evaluation Framework to align nutrition and other targets

2

Translation of policy and legal frameworks into an actionable CRF

- Mapping of NDP priority actions at national and sub-national levels
- Commitment by government leaders and development partners
- Completion and implementation of CRF
- Nutrition champions - Office of PM and Vice Presidents of federal members states

SMAC
STRATEGY
GOAL

3

Strong coordination of nutrition, humanitarian and emergency programmes in Somalia**Strategic Objective 3.1: Nutrition stakeholders align programmes to national policies and priorities****Strategic Outputs**

- SUN sensitises members and other stakeholders on importance of nutrition in achievement of SDGs, WHA targets and national goals
- SUN Movement members are sensitised on nutrition policies and priorities.
- SUN members are mobilised and involved in development of the Common Results Framework (CRF). Gaps and challenges in achievement of CRF from grassroots to national level are identified and stakeholders supported to address them.
- Stakeholders in humanitarian and emergency fields are mobilised and sensitised to align their activities to achieve a common goal.
- SUN takes stock of alignment of actions and policies to reflect national policies.
- SUN holds quarterly meetings with line ministries to agree on milestones in national policies and priorities.
- Data from FSNAU seasonal assessments and partner assessments including SMART surveys, KAP and SQUEAC are utilised in policy and planning.
- Nutrition messages, materials and SBCC materials are jointly developed and disseminated by SUN networks, humanitarian and relief agencies.
- Documentation and reporting of progress in achievement of common results framework across sectors.
- Progress in achievement of nutrition indicators in NDP, implementation of Code for BMS and other nutrition policies is documented and reported.

Strategic Objective 3.2: By end of 2019, there are clear coordination mechanisms among SUN stakeholders.**Strategic Outputs**

- SUN's Common Results Framework is completed and nutrition partners align their programmes to the CRF
- SUN Multi-stakeholder Platform has strong capacity in communication, negotiation, team building, leadership, planning and coordination.
- Nutrition coordination mechanisms are assessed, capacity needs and gaps identified and addressed.
- SUN and Nutrition Cluster support partners to achieve key nutrition indicators in NDP and Health Sector Strategic Plan, among others.
- Coordinated assessments involving multi-stakeholders to inform FSNAU, SMART surveys, KAP and SQUAEC studies.
- Regular reporting of progress in coordination of SUN activities. Nutrition stakeholders share lessons learnt and report progress
- Progress reports from Federal Member States implementing nutrition programmes are shared with SUN Focal Point and key stakeholders.

Strategic Objective 3.3: Scaling up nutrition is integrated into emergency responses and humanitarian programmes in Somalia

Strategic Outputs

- Mapping of emergency and humanitarian programmes with nutrition components is done annually.
- Stakeholders are sensitised and motivated by SUN to prioritise nutrition during humanitarian and emergency responses.
- Nutrition Cluster members are sensitised on the role of SUN in emergency response and humanitarian actions. Synergy between Nutrition Cluster and SUN is strengthened to increase sharing lessons, learning and capacity development in nutrition programmes.
- Nutrition Cluster Advocacy Framework and SUN's SMAC Strategy strengthens integration of nutrition in humanitarian and emergency fields.
- SUN supports implementation of the Drought Impact and Needs Assessment (DINA) strategies, to achieve nutrition indicators.
- SUN, Nutrition Cluster and stakeholders in humanitarian and emergency fields document best practices, lessons learnt and case studies. Knowledge is disseminated on various platforms including websites and newsletters.



SUN Process 4: Financial Tracking and Resource Mobilisation

Investment in nutrition remains a major challenge in many countries. Financing of nutrition has been left to a few UN agencies and international non-governmental organisations. The goal of SMAC Strategy is to lobby the government and non-traditional donors to invest more in nutrition programmes. Furthermore, the strategy calls on all partners to increase resources for nutrition specific and nutrition sensitive programmes across the country.

There is need for solidarity in financing nutrition, bring together the government, public and private sector, UN agencies, businesses and consumer organisations. Another important goal of SMAC Strategy is to mobilise the public to participate in decision making processes that affect financing of nutrition activities. Accountability in allocation and

Key Targets

- Investment in nutrition (specific & sensitive)
- Costed plans
- Cost of hunger study
- Budgets
- Donors, dev partners
- Non-traditional donors
- Track and report

spending of resources is therefore important at all levels.

Year after year, SUN will track and report investment in nutrition in Somalia.

Country progress

Somalia has a costed Nutrition Action Plan (NAP). However, the plan is not aligned to the Common Results Framework. The Health Chapter in the National Development Plan (NDP) is costed. The humanitarian projects coordinated by the pillars working groups are also costed, including the nutrition component.

Somalia national budget covers direct and indirect allocations as well as expenditures on nutrition. A number of stakeholders mobilise resources to respond to emergencies, with interventions covering nutrition activities. In many cases, both the government and donors do not honour their financial commitments to nutrition. Worse still, lack of long-term and predictable funding plans (investment cases) has affected implementation of activities, thereby impacting on the impact of SUN and nutrition actions across sectors.

Opportunities for financial tracking and resource mobilisation

- SNS multi-year funding plan
- Somalia recurrent cost and reform financial facility
- Prime Minister’s coordination of droughts and floods forums
- Tracking and reporting on costed National Nutrition Action Plan
- Tracking and reporting on costed humanitarian projects
- Tracking and reporting nutrition allocations in national budget
- Costing, tracking and reporting nutrition actions in sectoral budgets such as Health & Nutrition, and Education.
- Promotion of nutrition agenda, budgets and actions during emergency response



**SMAC
STRATEGY
GOAL** **4**
**Improved financing of costed nutrition plans in
Somalia**
Strategic Objective 4.1: By 2019, nutrition specific and nutrition sensitive programmes in Somalia are costed in key sectors.
Strategic Outputs

- SUN networks and nutrition stakeholders are sensitised on costing of nutrition specific and nutrition-sensitive programmes.
- Mapping and analysis of costed nutrition specific and nutrition sensitive programme is undertaken by SUN. Advocacy is done across sectors to strengthen costing of nutrition-specific and nutrition-sensitive programmes.
- Donors/development partners are sensitised on investment in nutrition (specific and sensitive) programmes.
- Documentation and reporting of costed nutrition specific and nutrition sensitive programmes. Investment in nutrition is reported in annual reports.
- Lessons learnt and best practices in costing of nutrition programmes is done and disseminated on various platforms.

Strategic Objective 4.2: Allocations and expenditures for nutrition-specific and nutrition-sensitive programmes are tracked and reported by members of SUN Multi-stakeholder Platform
Strategic Outputs

- SUN Focal Point and SUN members' capacity and understanding of budget processes is strengthened.
- Analysis of investment in nutrition provides data on funding gaps to be addressed by the government and donors.
- SUN influences review of Somalia's Nutrition Action Plan and multi-sectoral plans to increase allocation and expenditures on nutrition programmes.
- SUN mobilises stakeholders to increase allocation and expenditures on nutrition programmes.
- SUN civil society lobbies the government and other stakeholders to invest in nutrition specific and nutrition-sensitive programmes.
- The government and development partners create budget lines for nutrition, clear budget ceiling for nutrition and prioritise nutrition in their plans.
- SUN strengthens public participation in budget processes.
- SUN tracks and reports progress in financing of nutrition programmes.
- Costing, tracking and reporting of allocations and expenditures in nutrition actions is undertaken across sectors including nutrition-sensitive programmes.
- SUN disseminates data on financing of nutrition across sectors.
- SUN annual reports, country self-assessment reports and updates to other sectors include data on investment in nutrition.
- Stakeholders use innovative tools to report progress their nutrition specific and sensitive programmes.
- Lessons and best practices in investment in nutrition specific and nutrition-sensitive programme are disseminated by SUN networks.

Strategic Objective 4.3: Non-traditional donors provide additional resources to nutrition programmes

Strategic Outputs

- Mapping of non-traditional donors is undertaken by SUN on annual basis. Additional funds are mobilised to support SUN activities.
- Donor funding of nutrition programmes across all sectors is analysed and reported. Financial gaps are identified and addressed by key stakeholders.
- SUN mobilises and sensitises donors and development partners from nutrition-sensitive sectors, humanitarian and emergency fields to increase their investment in scaling up nutrition.
- Development partners understand the link between nutrition, economic and national development.
- Analysis of the cost of malnutrition on the country's GDP, economy and socio-political life is reported.
- SUN lobbies the Ministry of Humanitarian Affairs to take lead in engaging non-traditional donors to allocate resources for nutrition programmes.
- Scaling Up Nutrition programmes are supported through the National Drought Relief Committee, Central Emergency Response Fund, Somalia Humanitarian Fund, Central Emergency Response Fund and Somalia Humanitarian Fund.
- SUN convenes regular donor meetings, advocates for diversification of donor funding to include nutrition programmes.
- SUN writes position papers and case studies targeting non-traditional donors, detailing the impact of malnutrition to the economy, GDP and achievement of SDGs.
- Annual reports, Cost of Hunger Study and case studies on investment in nutrition are disseminated across sectors.
- Media reports, expert articles and reports highlight the cost of malnutrition to the economy, the value of investing in nutrition etc.

Strategic Objective 4.4: Government, donors and development partners meet their commitments to finance nutrition

Strategic Outputs

- SUN analyses and reports annual investment in nutrition across sectors. Evidence generated is used to sustain advocacy with the government and donors supporting nutrition programmes.
- Leaders in government, ministries, departments and sectors are sensitised on their commitments to finance nutrition.
- Long-term and short-term investment plans for nutrition are discussed with nutrition stakeholders.
- Government and nutrition stakeholders are held accountable for their commitments to investment in nutrition.
- A strong citizen's voice and parliamentary committees hold the government and development partners accountable in timely allocation and disbursement of funds to nutrition programmes.
- Progress reports, best practices, annual reports are disseminated, to motivate partners to meet their commitments.

3.3 SUN Processes SWOT Analysis

<p>Strength</p>	<ul style="list-style-type: none"> • SUN Focal Point located in Office of the Prime Minister • Establishment of SUN MSP at national and state levels • Eight line ministries in SUN MSP • SUN Focal Point’s role in inter-ministerial forums • Representation of SUN in two development pillars • SUN partners’ capacity to implement SMAC Strategy • SUN members have developed SBCC strategies • Nutrition Chapter in National Development Plan • Nutrition indicators in sectoral policies and strategies • Strong support from UN agencies and Nutrition Cluster • Existing legislations – Health Policy, Breastmilk Substitutes legislation, Food Fortification Strategy, IYCF and IMAM strategies • Participation of SUN in global and regional forums
<p>Weaknesses</p>	<ul style="list-style-type: none"> • Limited knowledge of SUN across sectors • Marginalised and vulnerable communities not involved in SUN and decision-making processes • Incomplete SUN MSP Common Results Framework (CRF) • SUN networks not fully established – weak structures • Weak enforcement of existing laws, policies e.g. Code of BMS • Lack of long-term and predictable funding plans (investment case) • Unfulfilled budget commitments by governments and donors • Weak tracking and reporting on allocations and expenditures on nutrition. • Limited knowledge, skills and experience in SUN process, including SMAC strategies.
<p>Opportunities</p>	<ul style="list-style-type: none"> • Policy reviews • Annual budget circles • SUN global and regional partnership • SUN country self-assessment exercise • Knowledge management platforms within SUN and partners • Legislation of Code of BMS • Development of SUN MSP Common Results Framework • Development and implementation of SUN SMAC Strategy • Nutrition Cluster meetings, to influence multi-stakeholders • Nutrition Cluster’s Advocacy Framework • Global, national and state events – forums for promotion of SUN’s activities • Review of education curriculum
<p>Threats</p>	<ul style="list-style-type: none"> • Competing needs in the country – humanitarian emergencies and development. Focus is more on emergency response • Competing interests among nutrition stakeholders • Political instability and terrorism that affects smooth operations in and outside country. Thus some activities coordinated outside Somalia • Low prioritisation of nutrition in policies, development plans, sector strategies and investment

3.4 Reaching target audience

Target Audience	Method and Channels	Action	Stakeholders
President and Prime Minister	<ul style="list-style-type: none"> National holidays Launch of projects Media debates SUN Focal Point in PM Office Ministerial meetings 	<ul style="list-style-type: none"> Champion nutrition Representation in high level events Prioritise nutrition in development Support implementation of legislations 	SUN Focal Point Health Minister Federal state leaders
MPs, politicians, local leaders	<ul style="list-style-type: none"> Parliamentary committee meetings Parliamentary sessions Seminars Conferences Consultative workshops Capacity building trainings 	<ul style="list-style-type: none"> Champion nutrition in parliament and constituencies Represent country in national and global events Sensitise masses on good nutrition, food security and importance of the 1000 days Advocate for policy change Legislate and pass laws Allocate resources Reinforce and implement SUN MSNP 	SUN Focal Point SUN MSP SUN Civil Society Health Minister
Mass Media	<ul style="list-style-type: none"> Radio and TV messages Short stories Dramas Press briefings on nutrition Script writing for documentaries Media talk shows 	<ul style="list-style-type: none"> Sensitise population on nutrition Document success stories Address health issues due to malnutrition and stunting and wasting of children Reinforce messages through drama, news, reports and infotainment events 	SUN Civil Society SUN Focal Point
Journalists	<ul style="list-style-type: none"> Journalists network Training Field visits Sharing updates on malnutrition in children Expert sharing Information and situational briefs Press releases Press kit 	<ul style="list-style-type: none"> Strengthen capacity of media to report nutrition stories Increase visibility of nutrition in media Position nutrition as media agenda Focus on food and nutrition issues Reinforce messages through articles, news stories and infotainment events 	SUN Civil Society SUN Focal Point
UN Agencies, INGOs, NGOs and CBOs	<ul style="list-style-type: none"> SUN networks meetings Nutrition project events Global and national events Regular updates on the progress/ process of the project Monthly newsletters Websites Social media Brochures 	<ul style="list-style-type: none"> Strengthen SUN at country level Technical support in development of policies, strategies Mobilise public participation in policy making and budgeting Participate in nutrition campaigns/activities and/or cross-learning activities, etc. Mobilise resources to support nutrition programmes Joint statements, position papers, policy briefs 	SUN Focal Point SUN MSP
Young girls and women of reproductive age	<ul style="list-style-type: none"> Schools Clubs Community groups Gender groups Interpersonal communication Informative materials Community meetings Group discussions School discussions 	<ul style="list-style-type: none"> Identify nutrition champions Mobilise communities to support nutrition activities Participate in decision-making processes Influence change of lifestyle Promote good nutrition Participate in nutrition events Participate in policy and budget processes Understand importance of special 1000 days Proper pre- and postnatal care Seek help from trained attendant Importance of breast feeding Proper nutritive diet to be consumed by expecting mothers Behaviour change for food and dietary habit 	SUN MSP Champions



Husbands/ male heads the families	<ul style="list-style-type: none"> • Community groups • Leadership forums • Events and information meetings • Interpersonal communication • Information materials • Community meetings • Group discussions 	<ul style="list-style-type: none"> • Identify nutrition champions • Sensitise households on good nutrition • Importance of male involvement in health of women and children 	SUN MSP Champions MPs
Health care providers including local health volunteers	<ul style="list-style-type: none"> • Health facilities • Nutrition events, meetings • Capacity building • Refresher course Expert sharing • Seeking new information • Information materials 	<ul style="list-style-type: none"> • Promote nutrition messages in facilities • Sensitise public on good nutrition • Take care of basic nutrition needs 	SUN MSP Health Minister

3.5 Key Messages SMAC Strategy

Key Messages (examples)

Goal 1: SUN mobilises and engages stakeholders from different sectors in Somalia

By 2030, Somalia will be a country free from malnutrition in all its forms. The governments, citizens and leaders have a common goal to ensure every child, adolescent, mother and family realise their right to food and nutrition, reach their full potential and shape sustainable and prosperous societies.

SUN agenda is driven by dedicated change agents including the President, Prime Minister, members of parliament, community leaders and celebrities.

Nutrition is central in emergency and humanitarian responses in Somalia. The rights of marginalised groups to good food and nutrition is guaranteed by SUN, Nutrition Cluster and all nutrition actors in Somalia.

Goal 2: Nutrition policy framework supports integration of nutrition specific and nutrition sensitive programmes

Nutrition is a top priority in national development, policies and legislations at all levels of governance.

Goal 3: Strong coordination of nutrition, humanitarian and emergency programmes

All nutrition actors in Somalia are committed to a common goal, common agenda and impact in scaling up nutrition.

Goal 4: Improved financing of costed nutrition plans in Somalia

Investing in nutrition unlocks human capital and economic prosperity.

Investing in nutrition is an economic investment. Somalia’s development depends on well-nourished population free from hunger and malnutrition.

SMAC Tools

4.1 Strategy Tools

Advocacy Toolbox

- **Research and analysis** into the causes and consequences of the issue and identify potential solutions.
- **Reports and briefings** to present your research and analysis to government, donors, sister NGOs, etc.
- **Lobbying:** face to face influencing of key stakeholders
- **Seminars and conferences** to increase interest in the issue and publicise your research and analysis as well as the views of others
- **Media work:** newspapers, radio, TV, etc. to publicise your message to a wider audience
- **Exposure visits:** taking decision makers and those with influence to see the impact at the grassroots
- **Running an active website** (must be kept up-to-date)
- **Networking, alliance building** with NGOs and other key actors sympathetic to your objectives
- **Social marketing** (usually only used when the main advocacy objective is to change behaviours or attitudes)

Campaigning toolkit:

- **Public meetings** for communities, or supporters, or potential supporters, etc.
- **Petitions:** mass signatures for presentation to decision makers
- **Leaflets** for public distribution
- **Celebrities:** they can attract support and publicise your cause
- **'Stunts' and mass events:** dressing up, creating models, mass fasts or cycle rides, street theatre, etc.
- **Letter writing or postcard campaigns**
- **Mass lobbies, peaceful demonstrations**
- **Posters or advertisements**
- **Media work**
- **Social media:** Facebook, YouTube, blogs, podcasts, targeted email distribution, and SMS

Results-Action <http://www.action.org>

Monitoring & Lobbying

- Use:** To receive and deliver information on the latest technical and policy developments or political events that impact SUN. These tools are at centre of decision-making processes, identifying key partners, political dynamics, allies and opponents to our work.
- Target:** Decision makers, nutrition actors, potential SUN members, donors and general public.
- Format:** Reading official notes and documents: sectorial policies and strategies, national budget, donor strategies and reports, NGO reports, briefing papers and analysis, etc.
 Formal meetings with government officials, donor representatives, NGO/CSO representatives.
 Networking: participation in thematic task forces or groups, workshops, conferences, formal meetings or informal discussions with decision makers and informants.

Press Releases and Editorials

- Use:** Give visibility to an issue, message or an activity among both the public and decision makers. Inform about the launch of an intervention, and the success of that intervention. Influence the opinions and attitudes of key stakeholders as well as the public. Insure that messages and activities get reported on by the media.
- Target:** Decision makers and influencers (government authorities, donors, UN agencies, private sector) and general public.
- Format:** A press release should be brief — one-pager at most. It should have some analytical content and some quotes that can be directly used as by journalists. An editorial should be short (one page maximum), it should bear an original opinion and should include a conclusion. It can be proposed to several newspapers and disseminated online.

Press Conference

- Use:** Bring up a subject that has not been particularly covered by media, to launch a campaign, etc.
Allows you to focus attention on a subject with multiple speakers and to interact with journalists.
Used to sensitise journalists that are not specialists regarding the issue, so that they are able to cover properly the issue in the future.
- Targets:** Decision-makers (government, donors, UN, Private sector), general public and journalists.
- Format:** Less than an hour, with speakers addressing different perspectives.
A facilitator can be used to introduce and give the floor to speakers.
Make sure you send a “press pack” beforehand: it is made up of a few pages that allow the journalist to become more familiar with the issue while providing different perspectives of a subject, facts and figures.

Policy Paper

- Use:** To explain a position or specific subject. The paper clarifies a position and makes recommendations or proposals for change. It is therefore the basis of advocacy work.
- Targets:** Decision-makers and influencers and potential allies.
- Format:** Short and clear
Based on research or expertise
Includes specific demands and recommendations.

Public Mobilisation: Disseminate a Petition

- Use:** Use public support to explain your position and reflect the importance of your issues. It can call for change or a political commitment and target one or several decision makers in a precise way.
Raise awareness of the issue among the general public.
Public support for our cause can form the basis of legitimacy
- Targets:** Decision-makers and influencers (government authorities, donors, UN agencies, private sector) and general public.
- Format:** A petition should include information on why it is important to mobilize over this issue now as well as stating the solutions proposed. A specific action is then proposed to the public.

Exhibitions

- Use:** It can be considered halfway between awareness raising and mobilization because on the one hand it makes the question of advocacy visible but on the other hand it makes the general public aware of the issue.
- Targets:** General public, decision-makers and influencers (government authorities, donors, UN agencies, private sector) and journalists.
- Format:** Can be very diverse depending on the goal, the subject and the angle: photography exhibitions, projection of a film or documentary.

M&E and Implementation Plan

5.1 SMAC Strategy Monitoring and Evaluation

Strategy Goal 1: SUN mobilises and engages stakeholders from different sectors in Somalia		
Strategic Objectives	Objectively Verifiable Indicators	Assumptions
SO 1: Different stakeholders in Somalia are sensitised and involved in SUN activities, by end of 2019	<ul style="list-style-type: none"> No. of trained SUN members Database of nutrition actors and populations No of gender-focused programmes Gender agenda in SUN plans Survey reports No. of sensitisation meetings 3,000 frontline workers trained No. of nutrition campaigns No. of influencers and champions No. of public and stakeholder meetings in nutrition events No. of SUN members trained in advocacy Nutrition champions criteria No. of nutrition champions trained No. of music, art, games and cooking demos No. of communication tools for marginalised groups Marginalised groups reached Multimedia tools developed 	<ul style="list-style-type: none"> SUN will have resources to support trainings, surveys and sensitisation meetings Members of public and diverse stakeholders will identify with SUN and support its work
SO 2: A strong multi-sectoral support in scaling up nutrition with active involvement of leading public and private institutions	<ul style="list-style-type: none"> No of SUN networks SUN MSP and members Ministerial meetings National and sub-national events Functional SUN office in Puntland No. of leading institutions and CEOs supporting SUN SUN Business Network full established No. of local health volunteers trained Survey reports on nutrition promotion in schools, no of learning institutions involved Education curriculum Sensitisation meetings Public-private leadership forums SUN website, bulletins IEC and SBCC materials Nutrition profiles 	<ul style="list-style-type: none"> SUN Focal Point will have capacity to establish all SUN networks and support them meet their goals. SUN agenda features in high level meetings Leading organisations and their CEOs are willing to support SUN
SO 3: There is good political will, momentum and commitment for scaling up nutrition in Somalia	<ul style="list-style-type: none"> No. of SUN members skilled to engage with leaders No of leaders who understand nutrition issues Percentage of leaders sensitised on nutrition issues Reports, articles and forums to sensitise global leaders No. of nutrition champions No. of trained nutrition champions Regional and global meetings No. of MPs promoting nutrition Media coverage analysis 	<ul style="list-style-type: none"> SUN has resources and capacity to engage political leaders, participate in national and global events Leaders from grassroots to national level identify with SUN
SO 4: Mass and traditional media create awareness, influence decision-making processes and accountability on the importance of the first 1000 days of life.	<ul style="list-style-type: none"> No. of SUN members trained to work with media Media survey reports Database of journalists No. of journalists covering nutrition activities Mass staff sensitised on SUN Media coverage analysis Media platforms in health facilities No. of leaders and CEOs covered in media Media network Media programmes Social media analytics 	<ul style="list-style-type: none"> SUN Focal Point has resources to engage with the media Media is independent and open to development topics like nutrition. Stakeholders harmonise nutrition messages to be delivered to public and media Health facilities have resources to install media platforms to share nutrition messages

M & E AND IMPLEMENTATION PLAN

Strategy Goal 2: Nutrition policy framework supports integration of nutrition specific and nutrition-sensitive programmes

Strategic Objectives	Objectively Verifiable Indicators	Assumption
SO 1. There is increased awareness on nutrition policies, legislations and strategies in Somalia.	<ul style="list-style-type: none"> No. of SUN networks sensitised No. of stakeholders sensitised on Puntland MSP No. of stakeholders sensitised on existing policies, legislations No. of stakeholders sensitised on NDP No. of stakeholders sensitised on Code of BMS Dissemination report 	<ul style="list-style-type: none"> Nutrition policies and legislations have been completed, are accessible to most stakeholders Resources available to engage different actors on nutrition policies
SO 2: SUN influences the development and review of policies, legislations and strategies to promote the integration of nutrition specific and nutrition-sensitive programmes	<ul style="list-style-type: none"> Reports on existing policies and gaps in nutrition (specific and sensitive) Sensitise stakeholders No. of stakeholders sensitised on Food Fortification Strategy No. of stakeholders sensitised on alignment of policies Nutrition policies incorporated in government plans Parliamentary committee meetings Survey reports on nutrition indicators in revised policies Stakeholders meetings KAP and survey reports 	<ul style="list-style-type: none"> SUN has developed manuals, materials and tools for sensitisation of stakeholders Assessment reports on policies, legislations and guidelines are available, contain relevant information to be provided to stakeholders
SO 3: Nutrition actors advocate for enforcement of nutrition policies, legislations and guidelines.	<ul style="list-style-type: none"> No. of stakeholders sensitised Regulatory bodies sensitised Nutrition partners sensitised Surveys on nutrition situation Compliance reports Accountability reports National secretariat to coordinate nutrition policies No. of policy briefs, position papers No of structures to enforce policies No. of fact sheets and SBCC materials Reports of violation of policies and legislations No. of stories and documents Media coverage analysis 	<ul style="list-style-type: none"> SUN has capacity and resources to sensitive the government and regulatory bodies on nutrition policies

Strategy Goal 3: Strong coordination of nutrition, humanitarian and emergency programmes in Somalia

Strategic Objective	Objectively Verifiable Indicators	Assumption
SO 1. Nutrition stakeholders align programmes to national policies and priorities	<ul style="list-style-type: none"> No. of SUN members sensitised Completed CRF and no. of members involved No. of stakeholders sensitised Activity reports No. of meetings Minutes of meetings CRF reports and updates Advocacy workshops and reports Training reports No. of experts trained Survey reports Sector plans Policy implementation reports KAP survey reports SUN Annual Reports 	<ul style="list-style-type: none"> SUN is well-informed about nutrition programmes implemented by stakeholders
SO 2: By end of 2019, there are clear coordination mechanisms among SUN stakeholders.	<ul style="list-style-type: none"> No. of SUN MSP members trained No. of SUN members sensitised on CRF Mapping reports Database of coordination mechanisms Capacity needs reports Coordination reports SUN CRF No. of actors who have aligned programmes SBCC materials 	<ul style="list-style-type: none"> Lack of coordination mechanisms for multi-stakeholders implementing nutrition programmes

<p>SO 3: Scaling up nutrition is integrated into emergency responses and humanitarian programmes in Somalia</p>	<ul style="list-style-type: none"> • Mapping reports • Database of partners • No. of organisations sensitised • Nutrition Cluster reports • SUN and Nutrition Cluster progress reports • SMAC Strategy progress reports • No. of reports disseminated • Meeting minutes and reports 	<ul style="list-style-type: none"> • Humanitarian and emergency partners are well-coordinated and prepared to work with SUN. • Reduced humanitarian and emergency responses, to enable SUN focus on developmental programmes
--	---	--

Strategy Goal 4: Improved financing of costed nutrition plans in Somalia

Strategic Objectives	Objectively Verifiable Indicators	Assumption
<p>SO 1. By 2019, nutrition specific and nutrition sensitive programmes in Somalia are costed in key sectors.</p>	<ul style="list-style-type: none"> • No. of SUN members sensitised • Workshop reports • Mapping reports • No. of stakeholders implementing programmes • No. of donors and development partners sensitised • Advocacy reports • No. of meetings with parliamentary committees • Annual reports • Lessons learnt and best practice articles • Success stories 	<ul style="list-style-type: none"> • Stakeholders clear understanding of nutrition specific and nutrition sensitive programmes • Donors supporting nutrition programmes can be brought together by SUN
<p>SO 2: Allocations and expenditures for nutrition-specific and nutrition-sensitive programmes are tracked and reported by members of SUN Multi-stakeholder Platform</p>	<ul style="list-style-type: none"> • No. of SUN members trained • No. of stakeholders • Investment/financial reports • No. of tools • Annual investment reports • NAP reports • Financial review reports • SUN CS reports on budget advocacy • Budget reports 	<ul style="list-style-type: none"> • SUN can mobilise multi-stakeholders to discuss nutrition budgets • Stakeholders have developed tools and understand how to report financing of nutrition
<p>SO 3: Non-traditional donors provide additional resources to nutrition programmes</p>	<ul style="list-style-type: none"> • Donor funding reports • No. of donor meetings • No. of donors sensitised • Nutrition sector reports • Database of donors • No. of development partners sensitised • Cost of malnutrition reports – expert findings • Cost of malnutrition reports – expert findings • No. of position papers • Nutrition case studies • Annual reports • Cost of Hunger Study • Media coverage analysis 	<ul style="list-style-type: none"> • SUN has resources and capacity to undertaking donor mapping, and engage donors to fund nutrition programmes. • There is relevant expertise to analyse cost of malnutrition in the country
<p>SO 4: Government, donors and development partners meet their commitments to finance nutrition</p>	<ul style="list-style-type: none"> • Nutrition investment reports • No of stakeholders sensitised • Budget advocacy reports • Advocacy reports • Annual reports • Investment reports • Citizen forums • Parliamentary committee meetings, minutes, reports • Best practice reports • No. of achieved recognised by SUN • Annual reports • No. of events 	<ul style="list-style-type: none"> • SUN has capacity and resources to review, analyse and report commitments to financing nutrition • There are clear structures on how to sensitise government and donors on budget issues



5.2 SMAC Implementation Plan 2018-2020

Strategy Goal 1: SUN mobilises and engages stakeholders from different sectors in Somalia

Implementation Year	2019				2020				2021			
Quarterly Activities	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Map nutrition stakeholders and target populations	█				█				█			
Hold sensitisation meetings with representatives of community groups	█	█			█	█			█	█		
Develop and implement gender-focused plans			█	█	█	█	█	█	█	█	█	█
Hold leaders sensitisation meetings in districts and states			█	█			█	█			█	█
Develop nutrition champions strategy and guidelines		█										
Train nutrition champions, health volunteers			█	█			█				█	
Advocate for review of education curriculum			█		█			█				
Hold public-private sector meetings					█				█			█
Establish public-private partnership for SUN					█						█	
Hold 2 meetings with CEOs of leading institutions			█				█				█	
Hold quarterly SUN MSP meetings	█	█	█	█	█	█	█	█	█	█	█	█
Develop multimedia messages (SUN documentary)	█											
Sponsor media adverts and supplements		█		█				█		█		█
Support national health and nutrition events	█				█	█	█	█	█	█	█	█
Recruit staff to support SUN Focal Point		█							█			
Map local and international media	█	█										
Train national and district journalists to report nutrition stories		█				█			█			
Media monitoring and reporting				█				█				█
Develop SUN networks' web pages and relevant content	█	█	█	█	█	█	█	█	█	█	█	█
Develop and manage SUN social media platforms	█	█	█	█	█	█	█	█	█	█	█	█
Participate in SUN regional and global meetings	█	█	█	█	█	█	█	█	█	█	█	█
Participate in Nutrition Cluster meetings				█				█				█
Representation in multi-stakeholders meetings	█	█	█	█	█	█	█	█	█	█	█	█
Profile SUN in national holidays and cultural events	█	█	█	█	█	█	█	█	█	█	█	█
Hold sensitisation meetings (NDP, NAP)	█	█			█	█			█	█		
Establish and support a youth parliamentary group and sensitisation meetings			█	█	█	█	█	█	█	█	█	█
Sponsor district level citizen debates on nutrition			█	█	█	█	█	█	█	█	█	█
Invite media to cover nutrition events		█										

Strategy Goal 2: Nutrition policy framework supports integration of nutrition specific and nutrition-sensitive programmes

Implementation Year	2019				2020				2021			
Quarterly Activities	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Disseminate SMAC Strategy												
Sensitise stakeholders on compliance and enforcement of nutrition policies, guidelines												
Analyse existing nutrition policies and legislations												
Advocacy and development of nutrition policy briefs, statements and policy papers												
Promote Code of Conduct for BMS												
Hold meetings with parliamentary committees												
Policy meetings with SUN networks, partners												
Strengthen mechanisms to monitor Code of BMS												
Data collection for SUN Annual reports												
Publish bi-annual SUN newsletters												
Train SUN members on documentation and reporting of best practices, lessons learnt												
Develop IEC, SBCC materials												
Support mechanisms to enforce compliance of policies, guidelines and legislations												

Strategy Goal 3: Strong coordination of nutrition, humanitarian and emergency programmes in Somalia

Implementation Year	2019				2020				2021			
Quarterly Activities	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Analysis of nutrition coordination mechanisms												
Sensitise SUN members and partners on nutrition coordination structures, mechanisms												
Develop and disseminate SUN's CRF												
Convene nutrition multi-sectoral meetings												
Hold policy development meetings												
Hold MSP meetings to review progress in CRF												
Advocacy workshops/meetings with stakeholders in humanitarian and emergency field												
Annual SUN Country self-assessment meetings												
Meetings with line ministries and key stakeholders												
Advocacy to review nutrition policies, guidelines												
Train members on nutrition information systems												
Monitor and evaluate nutrition information systems												
Document and disseminate progress - lessons learnt and best practices												



Strategy Goal 4: Improved financing of costed nutrition plans in Somalia

Implementation Year	2019				2020				2021			
Quarterly Activities	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Assess and analyse investment in nutrition (specific and sensitive) programmes												
Analyse investment in nutrition programmes												
Advocacy to enhance allocation and expenditures on nutrition programmes												
Support studies on investment in nutrition, economic cost of nutrition, impact in GDP and SDGs, including cost of hunger studies												
Hold budget advocacy meetings with MPs, parliamentary committees												
Support to public participation to influence budgets, budget review process												
Hold meetings with donors and partners to advocate timely allocation and disbursement of funds to nutrition programmes												
Meetings with Ministry of Humanitarian Affairs												
Advocacy meetings with non-traditional donors												
Document and report lessons learnt, success stories, annual reports												

Proposed Budget

Strategy Goal 1: SUN mobilises and engages stakeholders from different sectors in Somalia

Implementation Year	2019 (USD)	2020 (USD)	2021 (USD)
Quarterly Activities			
Map nutrition stakeholders and target populations	500	0	500
Hold sensitisation meetings with representatives of community groups	10,000	5,000	5,000
Develop and implement gender-focused plans	3,000	3,000	3,000
Hold leaders sensitisation meetings in districts and states	5,000	2,000	2,000
Develop nutrition champions strategy and guidelines	3,000	0	0
Train nutrition champions, health volunteers	5,000	2,000	2,000
Hold public-private sector meetings	3,000	3,000	3,000
Support advocacy to review education curriculum	0	5,000	0
Establish public-private partnership for SUN	0	500	200
Hold meetings with CEOs of leading institutions	500	500	500
Hold quarterly SUN MSP meetings	5,000	5,000	5,000
Develop multimedia messages (SUN documentary)	10,000	5,000	5,000
Sponsor media adverts and supplements	10,000	5,000	5,000
Support national health and nutrition events	5,000	5,000	5,000
Human Resource at SUN Secretariat	50,000	50,000	50,000
Map local and international media	3,000	1,000	1,000
Train national and district journalists to report nutrition stories	5,000	5,000	5,000
Media monitoring and reporting	5,000	5,000	5,000
Develop SUN networks web pages and relevant content	2,000	2,000	2,000
Develop and manage SUN social media platforms	1,000	500	500
Participate in SUN regional and global meetings	7,000	7,000	7,000
Participate in Nutrition Cluster meetings	3,000	3,000	3,000
Represent SUN in multi-stakeholders meetings	2,000	2,000	2,000
Hold sensitisation meetings on NDP, NAP and other plans	5,000	5,000	5,000
Establish and support a Youth Parliamentary Group	5,000	1000	1000
Support district level citizen debates on nutrition	5,000	5,000	5,000
Invite media to cover nutrition events	500	500	500
TOTAL	169,500	128,000	123,500

SMAC Budget

Strategy Goal 2: Nutrition policy framework supports integration of nutrition specific and nutrition-sensitive programmes

Implementation Year	2019 (USD)	2020 (USD)	2021 (USD)
Quarterly Activities			
Disseminate SMAC Strategy	500	0	0
Sensitise stakeholders on compliance and enforcement of nutrition policies, guidelines	5,000	5,000	5,000
Support mechanisms to enforce compliance of policies, guidelines and legislations	10,000	5,000	5,000
Analyse existing nutrition policies and legislations	5,000	0	2,500
Advocacy and development of nutrition policy briefs, statements and policy papers	10,000	10,000	10,000
Promote Code of Conduct for BMS	5,000	5,000	5,000
Hold meetings with parliamentary committees	1,000	1,000	1,000
Policy meetings with SUN networks, partners	2,000	2,000	2,000
Strengthen mechanisms to monitor Code of BMS	10,000	5,000	5,000
Data collection for SUN Annual reports	1,000	1,000	1,000
Publish bi-annual SUN newsletters	4,000	4,000	4,000
Train SUN members on documentation and reporting of best practices, lessons learnt	5,000	5,000	5,000
Develop IEC, SBCC materials	10,000	5,000	5,000
TOTAL	68,500	48,000	49,500

Strategy Goal 3: Strong coordination of nutrition, humanitarian and emergency programmes in Somalia

Implementation Year	2019 (USD)	2020 (USD)	2021 (USD)
Quarterly Activities			
Analysis of nutrition coordination mechanisms	5,000	0	2,500
Sensitise SUN members and partners on nutrition coordination structures, mechanisms	3,000	2,000	2,000
Develop and disseminate SUN's CRF	10,000	10,000	10,000
Convene nutrition multi-sectoral meetings	10,000	5,000	5,000
Hold policy development meetings	10,000	0	10,000
Hold MSP meetings to review progress in CRF	5,000	5,000	5,000
Advocacy meetings with stakeholders in humanitarian and emergency field	10,000	10,000	10,000
Annual SUN Country self-assessment meetings	5,000	5,000	5,000
Meetings with line ministries and key stakeholders	600	600	600
Advocacy to review nutrition policies, guidelines	20,000	0	0
Train members on nutrition information systems	2,000	2,000	2,000
Monitor and evaluate nutrition information systems	2,000	2,000	2,000
Document and disseminate progress - lessons learnt and best practices	10,000	2,000	2,000
TOTAL	92,600	43,600	56,100

Strategy Goal 4: Improved financing of costed nutrition plans in Somalia

Implementation Year	2019 (USD)	2020 (USD)	2021 (USD)
Quarterly Activities			
Assess and analyse investment in nutrition (specific and sensitive) programmes, multi-sectoral nutrition programmes	5,000	5,000	5,000
Advocacy to enhance allocation and expenditures on nutrition programmes	10,000	5,000	5,000
Support studies on investment in nutrition, economic cost of nutrition, impact in GDP and SDGs, including cost of hunger studies	20,000	0	5,000
Hold budget advocacy meetings with MPs, parliamentary committees	10,000	5,000	5,000
Support to public participation to influence budgets, budget review process	30,000	30,000	20,000
Hold meetings with donors and partners to advocate timely allocation and disbursement of funds to nutrition programmes	5,000	5,000	5,000
Meetings with Ministry of Humanitarian Affairs to enhance support to nutrition programmes	2,000	2,000	2,000
Advocacy meetings with non-traditional donors	5,000	2,000	2,000
Document and report lessons learnt, success stories, reports	10,000	5,000	5,000
TOTAL	97,000	59,000	54,000

Summary Budget

Strategic Goals	2019 (USD)	2020 (USD)	2021 (USD)
Goal 1	169,500	128,000	123,500
Goal 2	68,500	48,000	49,500
Goal 3	92,600	43,600	56,100
Goal 4	97,000	59,000	54,000
Grand Total	427,600	278,600	283,500

References

SJN Movement Strategy and Roadmap 2016-2020 http://docs.scalingupnutrition.org/wp-content/uploads/2016/09/SR_20160901_ENG_web_pages.pdf

SUN (July 2014), *Social Mobilisation, Advocacy and Communication for Nutrition*, https://www.unicef.org/cbsc/files/Scaling_up_nutrition.pdf

SUN Website <http://scalingupnutrition.org/>

National Development Plan 2017-2017, Federal Government of Somalia, <http://extwprlegs1.fao.org/docs/pdf/som169866.pdf>

Health Sector Strategic Plan January 2013 – December 2016 http://www.nationalplanningcycles.org/sites/default/files/country_docs/Somalia/the_federal_government_of_somali_republic_health_sector_strategic_plan_2013-2016.pdf



