

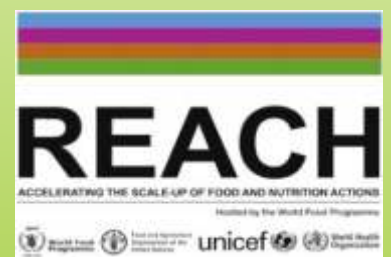


Food and Nutrition Security Advocacy and Communication Strategy



Every Zimbabwean Free from Hunger and Malnutrition

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Food and Nutrition Security Advocacy and Communication Strategy

*Every Zimbabwean Free from Hunger
and Malnutrition*

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Foreword

In Zimbabwe, Food insecurity and malnutrition is not just a problem of the poor; as it cuts across wealth quintiles. It has irreversible consequences on individual life cycle from birth to adulthood affecting one's education, health, and employment opportunities with serious multiplier effects on the country's economic productivity. Food insecurity and malnutrition must therefore be addressed by broad cross-societal measures, whilst poverty reduction strategies are simultaneously implemented. Studies by various researchers have revealed that lack of nutrition focus especially within the first 1000 days of a child's birth results in irreversible consequences along one's life cycle and the economy at large.

Recognizing the multiple and complex consequences of food insecurity and malnutrition, the Government of Zimbabwe (GoZ) is currently implementing a society-wide action plan for scaling up nutrition calling on the public sector, including non-governmental institutions, the private sector and civil society, to engage in pro-nutrition planning and action. The Food and Nutrition Security Policy (FNSP) across its seven commitments has laid out all and sundry objectives, including effective advocacy and communication programming to support social and behavioural change. There is a consensus that food insecurity and malnutrition in all its forms including (undernutrition, micronutrient deficiencies, overweight and obesity) requires collaborative action amongst all stakeholders due to its complex nature as well as its gross effect towards the economic development of the country. It is from this background that food security and nutrition issues are regarded as multi-sectoral and require coordination in planning and implementation of the programs.

This Food and Nutrition Security Advocacy and Communication Strategy provides an action blueprint aimed at addressing the emerging challenges that the country is faced with in addressing food and nutrition insecurity among its citizens. It lays out how communication can provide a sense of urgency and serve as the thread that will weave a new understanding of food and nutrition security among stakeholders. It serves to unite partners in a common purpose with accountability; building bridges between institutional providers and users of services; rallying community members and leaders to join in a collective effort to strengthen food and nutrition security at all levels and promoting new attitudes, behaviours and increased dialogue. The integration of communication programs with strategies in food and nutrition programs will provide our communities with knowledge, motivation and reinforcement to empower them to address their own long-term food and nutrition problems. This Food and Nutrition Advocacy and Communication Strategy will help to address community, household and individual behavior changes.

This Food and Nutrition Advocacy and Communication strategy comes at an opportune time as the Government of Zimbabwe is pursuing Vision 2030, a policy approach which aims to turn the country into a middle income nation by the year 2030. The vision places economic development at its core and aims to attain an improved quality of life for citizens (rural and urban). This strategy therefore complements Government's vision as it recognises the importance of human capital in driving economic growth and development through advocating for increased nutrition investment throughout the lifecycle beginning with the 1st 1000 days of life. The cumulative effects of these interventions will be in the provision of human capital needed to drive all pillars of the economy.

The development of the strategy was led by the Food and Nutrition Council (FNC) and involved a broad consultative process with all relevant stakeholders. The process further received guidance from a multi-stakeholder Food and Nutrition Advocacy and Communication Committee (FNACC).

The implementation of the strategy will be spearheaded by FNC with technical support and guidance from the FNACC. Implementation will require the participation and involvement of stakeholders at all levels from the community to the national level, including the public sector (Line Ministries, Agencies and Local Authorities); higher learning and training institutions, professional bodies, private sector, development partners, civil society, the media and the community at large. Addressing issues of food and nutrition insecurity remains high on the agenda of Government, and as such the Government of Zimbabwe shall assume primary responsibility for resource mobilisation for funding the strategy and delivering targets set while development partners will complement Government efforts.

Acknowledgements

The FNC acknowledges the support received from all relevant stakeholders and their commitment during the development of the National Food and Nutrition Security Advocacy and Communication Strategy. The strategy was developed through a multi stakeholder participatory and consultative approach that was facilitated by the Food and Nutrition Council. FNC acknowledges the technical guidance and contributions received from the Food and Nutrition Advocacy and Communication Committee and also appreciates the committee's oversight role to the process.

The Advocacy and communication committee comprised of Advocacy and communication officers for the following sectors:

- I. Government Ministries and Agencies, including the Ministry responsible for Health; Ministry responsible for Agriculture, Ministry responsible for Education; Ministry responsible for Gender, Ministry responsible for Labour and Social Welfare.
- II. U.N. agencies, including the World Food Programme (WFP), Food and Agriculture Organisation (FAO), World Health Organization (WHO), United Nations Children's Fund (UNICEF), and Renewed Efforts Against Child Hunger (REACH)
- III. Civil society organizations, including the Zimbabwe Civil Societies in Scaling Up Nutrition Alliance (ZCSOSUNA)
- IV. Zimbabwe Farmers Union and the Media

Acronyms

BCC	Behaviour Change Communication
CNAs	Core Nutrition Actions
CBNCP	Community Based Nutrition Care Programme
DFNSC	District Food and Nutrition Security Committee
FNC	Food and Nutrition Council
FNACC	Food and Nutrition Security Advocacy and Communication Committee
GoZ	Government of Zimbabwe
HIV	Human Immunodeficiency Virus
IEC	Information, Education and Communication
IYCF	Infant and Young Child Feeding
CIYCF	Community Infant and Young Child Feeding
KABP	Knowledge, Attitudes, Beliefs, and Practices
M&E	Monitoring and Evaluation
CMAM	Community-based Management of Acute Malnutrition
MICS	Multiple Indicator Cluster Survey
MoHCC	Ministry of Health and Child Care
N4G	Nutrition for Growth
NCS	Nutrition Communication Strategy
FNSP	Food and Nutrition Security Policy

NGOs	Non-Governmental Organizations
NMNS	National Micronutrient Survey
NNS	National Nutrition Strategy
PFNSC	Provincial Food and Nutrition Security Committee
PPP	Private Public Partnerships
REACH	Renewed Efforts against Child Hunger and Undernutrition
SDGs	Sustainable Development Goals
SMS	Short Message Services
SUN	Scaling Up Nutrition
UN	United Nations
WASH	Water, Sanitation and Hygiene
WFP	World Food Programme
ZCSOSUNA	Zimbabwe Civil Society Organisations in Scaling Up Nutrition Alliance
ZDHS	Zimbabwe Demographic and Health Survey
ZIM-ASSET	Zimbabwe Agenda for Sustainable Socio-Economic Transformation
ZIMSTAT	Zimbabwe National Statistics Agency
ZIMVAC	Zimbabwe Vulnerability Assessment Committee

Overview

Food Insecurity, malnutrition and all its forms, obesity and chronic illnesses, are by far the biggest risk factors the country is facing. Few challenges that communities in Zimbabwe face can match the effect of malnutrition. About 27% of children under five in Zimbabwe suffer from malnutrition¹. This is further compounded by the high prevalence of food insecurity which was around 42% in 2016 for rural Zimbabwe. Malnutrition refers to deficiencies, excesses or imbalances in a person's intake of energy and/or nutrients. The term malnutrition covers 2 broad groups of conditions. One is 'undernutrition'—which includes stunting (low height for age), wasting (low weight for height), underweight (low weight for age) and micronutrient deficiencies or insufficiencies (a lack of important vitamins and minerals). The other is overweight, obesity and diet-related non communicable diseases (such as heart disease, stroke, diabetes and cancer).

The consequences of childhood malnutrition and all its forms on an individual's physical and mental development and their subsequent school performance, adult productive capacity, and wage-earning potential are well documented. The cumulative effect on a country's GDP when childhood malnutrition rates are high is significant². Malnutrition is a serious public-health problem that has been linked to a substantial increase in the risk of mortality and morbidity. Many of the millions of low-birth-weight babies born annually face severe short-term and long-term health consequences. Women and young children bear the brunt of the disease burden associated with malnutrition. It perpetuates the problem across generations, as malnourished women are more likely to have low-birth-weight babies. Malnourished children have lower resistance to infection and are more likely to die from common childhood ailments such as diarrheal diseases and respiratory infections. Frequent illness affects the nutritional status of those who survive, locking them into a vicious cycle of recurring sickness and faltering growth. There is need to consider the link between malnutrition and food security as well as the importance of integrating nutrition in agricultural production.

According to FNC 2017, a number of challenges are still pertinent in addressing food and nutrition security problems. These include:

- Inadequate knowledge and practices regarding appropriate and healthy diets for children and adults, especially among mothers and caregivers of children in the first 1000 days of their lives
- Weak value chains for nutrient-dense foods (processed and unprocessed)
- Weak coordination and inadequate resourcing of nutrition interventions in the country resulting in service coverage that is below scale, comprehensiveness and quality recommended for high impact interventions
- Inadequate knowledge and practices in relation to Water Sanitation and Hygiene (WASH) and other pro health seeking behaviours (such as immunization, family planning and malaria control), especially among mothers and caregivers of children under the age of five years
- Absence of tailored nutrition services to meet needs of adolescents and adults outside the scope of regular maternal and child nutrition services
- Weak capacity of systems for delivery of community –based nutrition services
- Food and nutrition-blind social protection and other sectoral services and inadequate information

¹<http://www.indexmundi.com>

²Zimbabwe National Statistics Agency (ZIMSTAT).2014. Multiple Indicator Cluster Survey 2014. Key Findings.Harare, Zimbabwe: ZIMSTAT

to guide the design of relevant interventions³.

The causes of malnutrition are multi-faceted undernourishment, a shortfall in the amount of food energy consumed on a regular basis is an underlying cause, often compounded by severe and repeated infections and lack of micronutrients, particularly in underprivileged populations⁴. The social and economic consequences on the country of nutritional deficiencies and disorders are significant. Malnutrition is one of the leading underlying causes of under-five deaths. About one in 15 children in Zimbabwe dies before reaching his/her fifth birthday (69 deaths per 1,000 live births) and about 70 percent of these deaths occur during infancy. About 7,700 children and mothers are dying every year due to micro-nutrient deficiency (iron, vitamin A, zinc, and folic acid)⁵. Micronutrient deficiencies are also contributing to higher morbidity that is preventable, for instance about 3.5 million more cases of diarrhoea, acute respiratory infections, low birth weight and birth defects which are estimated to cost the health system and families an additional USD4 million per annum. Malnutrition increases the burden of disability for children under five by more than half the current levels⁶. Cognitive growth losses in children associated with micronutrient deficiencies will debilitate about 900,000 of the current population of under-fives resulting in future productivity deficits equivalent to USD16 million in annual GDP⁷. In adults, productivity performance deficit is estimated to be affecting more than 500,000 workers, resulting in an estimated GDP deficit of USD43 million annually.

As highlighted in the Cost of Hunger in Zimbabwe (COHZ) study⁸, hunger and under nutrition remain a cost to the economy and are a hindrance to attainment of full potential. The findings of the COHZ highlight that undernutrition has negative life long and intergenerational consequences and countries incur education, health and productivity costs when they do not invest in nutrition. These costs were outlined as follows:

	Episodes	Cost in Millions of Dollars	Percentage of GDP
Health Costs			
LBW and Underweight	33,272	69.5	
Increased Morbidity	36,791	2.8	
Total for Health	372,062	72.2	0.50%
Education Costs			
Increased Repetition - Primary	15,872	9.0	
Increased Repetition - Secondary	2,982	3.4	
Total for Education	18,854	12.4	0.10%
Productivity Costs			
Lower Productivity - Non-Manual Activities	2,063,736	809.1	
Lower Productivity - Manual Activities	1,872,261	83.5	
Lower Productivity - Mortality	467,579	677.3	
Total for Productivity	4,403,576	1,569.9	10.89%
TOTAL COSTS		1,654.55	11.47%

Source: COHA Model estimations

⁴ <http://www.indexmundi.com>

⁶ Black R.E. et. Al, 2008, Maternal and child undernutrition: global and regional exposures and health consequences, The Lancet Series on Nutrition 2008

⁷ Zimbabwe National Nutrition Strategy, 2014-2018

⁸ Cost of Hunger in Zimbabwe Study, 2015

In advocating for increased investment, the study further outlines that increased investment can potentially result in optimal nutrition which promotes healthy growth, cognitive development, improves productivity and contributes to the socio-economic development of people. This strategy aims to ensure that addressing malnutrition and hunger remains a priority for all responsible sectors.

The high level political commitment to food and nutrition that is characterized by the existence of appropriate policy and institutional frameworks, needs to be sustained through a coherent strategy that maintains food and nutrition security issues at the forefront of the development agenda of decision makers in a sustained manner, by building awareness and visibility as well as public momentum behind the issue. This Food and Nutrition Advocacy and Communication Strategy lays out how communication can provide a sense of urgency (Food and Nutrition Security Now!) and serve as the thread that will weave a new understanding of food and nutrition security; uniting partners in a common purpose with accountability; building bridges between institutional providers and users of services; rallying community members and leaders to join in a collective effort to strengthen nutritional well-being; and forging new attitudes, family and community dialogue. The Government of Zimbabwe is committed to enhancing and strengthening national capacity in food and nutrition security primarily through supporting and reinforcing local community capacity and responsibility for food and nutrition security, applied context-specific research and learning and multi-sectoral professional training in food and nutrition security

Overview of the Advocacy and Communication Strategy Development Process

The Food and Nutrition Security Advocacy and Communication Strategy was developed through a multi-stakeholder consultative process. The strategy development process involved the Government, private sector, civil society, media and the United Nations. The process involved:

- (i) Convening an inception workshop to initiate discussions on the overall purpose of the strategy as well as to agree on the approach.
- (ii) A comprehensive review of national and international literature such as World Bank publications on nutrition and Lancet series, only to mention a few.
- (iii) A gap analysis on key food and nutrition sector communication strategy priorities was conducted which identified the determining evidence required through reviewing available literature and understanding available evidence as well as highlighting key components of the strategy.
- (iv) Conducting Consultations at national level using a combination of stakeholder workshops and meetings. Data from consultations was analysed through qualitative content analysis with a focus on Advocacy gaps, opportunities, communication channels, desired change and barriers to the desired change.
- (v) Convening a stakeholder workshop for the purpose of drafting the strategy

Rationale of the Food and Nutrition Security Advocacy and Communication Strategy in Zimbabwe

For the purpose of this strategy, *Advocacy* shall be defined as a deliberate process, based on demonstrated evidence, to directly and indirectly influence decision makers, stakeholders and relevant audiences to support and implement actions that contribute to the reduction of malnutrition, obesity, micronutrient deficiencies as well as food insecurity and better livelihood outcomes. Advocacy involves delivering evidence-based recommendations to decision makers, stakeholders and/or those who influence them⁹.

Communication is defined as an instrument of advocacy: by transmitting certain information (such as knowledge, facts, messages, opinions, questions and answers, etc.) a position can be formulated with respect to the need for a new action or a change. Effective communication is an important tool for the advocate. The communication effort is effective when the decision maker has a better understanding of a topic, has understood the message therefore can formulate a new opinion or point of view. The information needs to be expertly interpreted, and the position then needs to be expressed in concrete recommendations for action. Often advocacy efforts are ineffective because the person who needs to decide about an action or change is not presented with actionable recommendations about which to make a decision¹⁰

As the country strives to identify conditions holding back national development, key challenges including early including childhood stunting, malnutrition in all its forms, food insecurity and lately obesity and overweight have emerged as some of the critical factors. While there is a growing understanding of the impact of food and nutrition insecurity on health, education, and economic productivity, food and nutrition security policies and programs are not adequately prioritized among competing national development priorities.

Without food and nutrition security champions at multiple levels among opinion leaders and decision-makers, there will likely continue to be insufficient planning, financial and resource mobilization and investments, multi-sectoral collaboration, and implementation at scale to have a national impact on food and nutrition security in Zimbabwe¹¹.

There is a general consensus that malnutrition in all its forms including (undernutrition, micronutrient deficiencies, overweight and obesity) not only affects people's health and wellbeing by impacting negatively on human physical and cognitive development, compromising the immune system, increasing susceptibility to communicable and non-communicable diseases, restricting the attainment of human potential and reducing productivity. It also poses a high burden in the form of negative social and economic consequences to individuals, families, communities and Zimbabwe at large. Therefore malnutrition challenges, if left unaddressed, will result in the country having inadequate human capacity as well as mediocre achievements in key dimensions of human development hence a low/poor Human Development Index (HDI)¹². This, therefore, brings to the fore the importance of this strategy in advocating for increased investment in nutrition.

⁹ 2002 Advocacy Institute, Washington D.C.

¹¹ Poverty Income Consumption and Expenditure Survey, ZIMSTAT 2013. <http://www.zimstat.co.zw/dmdocuments/Finance/Income2011.pdf>

¹² <http://hdr.undp.org/en/content/human-development-index-hdi>

Between 1995 and 2011, stunting fell from 40% to 33%, or only about a half a percent per year in spite of economic progress. The 2011 Zimbabwe Demographic and Health Survey shows that micronutrient deficiency remains a silent killer, especially anaemia (affecting 49 percent of children under five and 23 percent of women of reproductive age) and vitamin A deficiency (which affects four out of ten children under five years of age). According to the Poverty Income Consumption and Expenditure Survey 2013, the consequences of poor food and nutrition security such as impaired mental development, affect school performance and reduce Zimbabwe's ability to educate the next generation, contributing to low school completion rates. It has been estimated that as a consequence of a lack of food and nutrition security, Zimbabwe's GDP is reduced by about 4% annually, indicating that an estimated US\$310 million is lost each year. Thus, if undernutrition could be reduced by half by 2025, an annual average saving of US\$86 million could be realised¹³.

As one of 60 Scaling Up Nutrition (SUN) countries, Zimbabwe has committed to addressing all forms of food insecurity and malnutrition, focussing on stunting reduction, and developing the FSNP recognizing the multiple causes of malnutrition and the critical need for supporting Zimbabwean families to adopt improved food and nutrition security behaviours to prevent stunting and excess mortality. FNC has worked with other stakeholders involved in Food and Nutrition Programming to develop this Food and Nutrition Security Advocacy and Communication Strategy. The Strategy provides an action blueprint aimed at addressing the emerging challenges that the country is faced with in addressing food and nutrition security challenges. The African Union (AU) issued the Maputo Declaration in 2003 requiring member states to grow investment in agriculture to at least 10% of their budgetary allocations. Disappointingly, only eight out of 53 countries had met that target as at April 2011. The possible causes of malnutrition leading to stunting can include a variety of factors, from a family or caregiver's inadequate access to nutritious foods, lack of access to safe water, and lack of sanitation facilities, to a lack of prompt care and treatment of illness, to family discord or dysfunction, as well as the restricted roles and low status of women caregivers and the insufficient support they receive, both within and outside the family¹⁴. Access to information on pro-food and nutrition practices is also attributed as a major cause leading to malnutrition.

The overall purpose of this strategy is to promote prioritization of food and nutrition security through encouraging a multi- sectoral approach. To achieve the overall aim, the strategy seeks to support the following:

- a) Increased financial and human resource investment in all relevant sectors for food and nutrition security
- b) Adequate institutional structures to scale up food and nutrition security, including staffing, placement, reporting, and supervision
- c) Increased visibility of the FNC as the convener and coordinator of Food and nutrition security issues
- d) The mobilization of a wide social movement to rally support for food and nutrition security services among the public and stakeholders
- e) The unveiling of food and nutrition security champions who take action to support food security and nutrition at the national, regional, and local levels

¹³ ibid

¹⁴ The World Bank (2013). Improving nutrition through multi-sectoral nutrition approaches. Washington, DC: The World Bank

- f) Increased awareness that the ultimate goal of food and nutrition security is to give the country the requisite human capital to drive all spheres of development
- g) Strengthened coordination among stakeholders and harmonization of messages (i.e., “one voice” on food and nutrition security) for greater impact
- h) Support and strengthen the existing and an existing enabling legal and policy framework for improved food and nutrition security and poverty eradication.
- i) Enhance and strengthen People centred food and nutrition security programs

Strategic Outcomes and Objectives

Outcome 1: Increased awareness, on food and nutrition security amongst different stakeholders by 2022:

Objective 1.1. Advocating all line ministries and Government departments to ensure targets and indicators of global food and nutrition targets are met.

1.2. Contribute to civil society, development partners and the private sector influencing on financial and non financial dimensions of the Food and Nutrition Security Sector

1.3. Nutrition champions who take action to support nutrition at the national, regional, and local levels

1.4. Increased financial and human resource investment in all relevant sectors for nutrition

1.5 Support and strengthen the existing an enabling legal and policy framework for improved food and nutrition security

Outcome 2: Prioritization of food and nutrition issues at all levels of Governance for improved coordination, resource mobilisation and allocation by 2022

Strategic objective 2.1. Hold the government and partners accountable for commitments made towards global nutrition targets/pledges (N4G, SUN.)

2.2. Supporting all line ministries to undertake budget analysis and advocate for greater food and nutritio accountability

2.3. Strengthen the existing enabling legal and policy framework for food and nutrition

2.4 Advocate for adequate institutional structures to scale up food and nutrition security, including staffing, placement, reporting, and supervision

- 2.5 Enhance and strengthen People centred food and nutrition security programs.
- 2.6. Ensure equitable coverage and articulation of both rural and urban livelihoods and nutrition challenges to facilitate development of robust responses

Outcome 3: Increased coordination of various stakeholders in promotion of food and nutrition by 2020

- 3.1. Promote line ministries to engage in food and nutrition security advocacy
- 3.2. Strengthen coordination among stakeholders and harmonization of messages (i.e. food and nutrition for everyone)
- 3.3. Facilitate a wide social movement to rally support for nutrition services among the public and stakeholders
- 3.4. Facilitate inter-sectoral development of holistic strategies which address food and nutrition security as well as address poverty

Outcome 4: Development of harmonized behaviour change communication strategies developed that prioritise food and nutrition sensitive and specific actions required to reduce stunting by December 2020:

- 4.1. Advocate to stakeholders for nutrition specific and sensitive interventions during the first 1000 days:
- 4.2 Promotion of healthy diets: recognition that families, including young children can be well-nourished with a diet of local foods promoting the production and access to these foods, their use as well as storage and preservation
- 4.3 Promotion of proper Food and Nutrition Behaviours -Demand led approach to food and nutrition security

Components of Advocacy

Advocacy can be carried out in different ways depending on the type of audience. Below is a table with four broad means through which advocacy can be conducted:

Advocacy represents an intervention into complex, dynamic and highly contextual socio-political systems, in which strategies and tactics must be adjusted on a continual basis in light of rapidly changing conditions, reactions from actors and feedback. For this reason, the practice of advocacy is often considered more of art than science. However, capacities and practices for advocacy can be strengthened by sharing and analysing experiences in varying contexts, deriving general principles and learning to adapt these principles to new contexts. Successful advocacy focuses on educating stakeholders and decision-makers on the benefits of peer support and reinforcing these appeals with personal success stories¹⁵

Media	Influence opinion leaders Give visibility to your messages & actions Raise public awareness
Lobbying	Undertake strategic lobbying Convince your targets Negotiate common positions
Research and Expertise	Procure evidence and scientific justification Bring technical support
Public Mobilization	Create public support Use the collective power of the consumers Influence the public perception & attitude Social Accountability

TABLE 1: COMPONENTS OF ADVOCACY

Promoting Citizen Engagement

Citizen Engagement has been designed as part of the community micro-planning process and some of the FNSCs have already embraced the process. In developing their ward based micro-plans, committees consult with the citizenry through various community development platforms such as mother to mother care groups and health centres to incorporate the beneficiary views into service delivery. The main focus is on communication for development (C4D) approach to strengthen community involvement including their awareness of the services available, their rights to demand for them from service providers and influence changeable behaviour as key components of the improved Citizen Engagement /Social Accountability approach. It also includes providing feedback on key issues which needs attention from the monthly collected data.

¹⁵ <http://peersforprogress.org/resource-guide/how-to-advocate/>

The Food and Nutrition Security Advocacy and Communication Problem in Zimbabwe

Although key Food and Nutrition Security challenges have been well documented through various studies, there are still key gaps in generating evidence to support food and nutrition security advocacy and communication approaches as well as to demonstrate their efficacy. One of the outstanding gaps has been the lack of multi-sectoral harmonized communication packages that promote food and nutrition security. A key source of evidence around Food and Nutrition Security communication in Zimbabwe is the Community Based Nutrition Care Programme (CBNCP) Knowledge Attitudes Behaviours and Practises Study, which documented Food and Nutrition knowledge along with sources of food and nutrition. As part of developing this communication strategy, data was collected on food and nutrition Security knowledge and sources of information were identified¹⁶.

Furthermore, current spending on nutrition is proving inadequate to address the economic and human challenges of undernutrition and is insufficient to meet the ambition of both the Sustainable Development Goals and the global nutrition targets. According to the 2016 Global Nutrition Report (GNR), “Governments need to start seeing nutrition investments as a means to economic growth rather than seeing better nutrition as a result of economic growth.” The 2017 budget analysis report revealed that budget allocations for the past three years on health, are far less than the 15% of the total national budgets as recommended by the Abuja Declaration, to which Zimbabwe is a signatory. It was observed that there have been inconsistencies in the allocations going to Ministry of Health and Child Care (MoHCC) over the past three years. Analysis reveals that 6.57%, 8.3% and 6.9% of the nation's budget has been allocated to the ministry in 2015, 2016 and 2017 respectively. 1.4 percentage points reduced the 2017 budget allocation from the 2016 estimates, and it is of great concern to note that in 2017 approximately 80% of the allocation to MoHCC was for staff salaries and only 20% for non-wage expenditure including nutrition investment¹⁷.

The presence of the National Nutrition Communication Strategy highlights the traditional attention given to nutrition-specific actions, presenting a gap on nutrition-sensitive actions. This Food and Nutrition Security Advocacy and Communication Strategy complements the implementation of the National Food and Nutrition Security Policy (NFSP) through emphasising the need for a more coordinated multi-sectoral approach in addressing both nutrition sensitive and nutrition-specific challenges. This strategy forms the backbone of all advocacy initiatives in the country. It also seeks to strengthen the advocacy capacity of relevant sectors to facilitate planning for advocacy activities.

Despite decades of significantly high investment in food and nutrition security interventions, there is relatively little social mobilization through nutrition communication and programming¹⁸. This has in turn resulted in a minimum shift in attitudes and behaviours that promote food and nutrition security, therefore presenting a gap for an advocacy strategy that seeks to promote change of attitudes and practices through audience specific and evidence-based communication.

¹⁶ Zimbabwe National Statistics Agency (ZIMSTAT).2014. Multiple Indicator Cluster Survey 2014, Key Findings. Harare, Zimbabwe: ZIMSTAT

¹⁷ 2017 Budget Analysis Policy Brief. Zimbabwe Civil Society Organisations Scaling Up Nutrition Alliance (ZCSOSUNA)

¹⁸ 2017 Budget Analysis Policy Brief. Zimbabwe Civil Society Organisations Scaling Up Nutrition Alliance (ZCSOSUNA)

This strategy aims to provide guidance in food and nutrition advocacy and communication spelling out the key components of advocacy and communication. The strategy emphasises the need for a harmonized multisectoral approach to advocacy for optimal impact. The Food and Nutrition Security Advocacy and Communication Strategy aims to promote the development of evidence-based advocacy and communication materials which promote nutrition specific and nutrition sensitive actions as well as promoting pro nutrition behaviour change.

Some of the issues the strategy seeks to address are:

- The absence of a harmonized multisectoral approach to advocacy for optimal impact, as well as a multisectoral harmonized communication packages that promote food and nutrition security
- Lack of coherence between key stakeholders in food and nutrition in advocating for food and nutrition security (silo advocacy activities) - leading to piecemeal efforts with little impact.
- Inadequate investments in the nutrition sectors
- The absence of a robust monitoring framework for nutrition investments.
- Knowledge gaps in some sectors on their key roles and responsibilities towards fulfilling mandates under the Food and Nutrition Security Policy

Key Initiatives that Support/Facilitate Advocacy for Food and Nutrition Security

Global Level

Since the launch of The LANCET series on Maternal Health 2016, there has been a significant increase in attention and commitments towards issues of food and nutrition security. It has resulted in an array of initiatives, investments and commitments at the global level, which have in turn served to retain it high on both the international, regional, sub-regional, and national political development agenda and has given birth to the SUN movement.

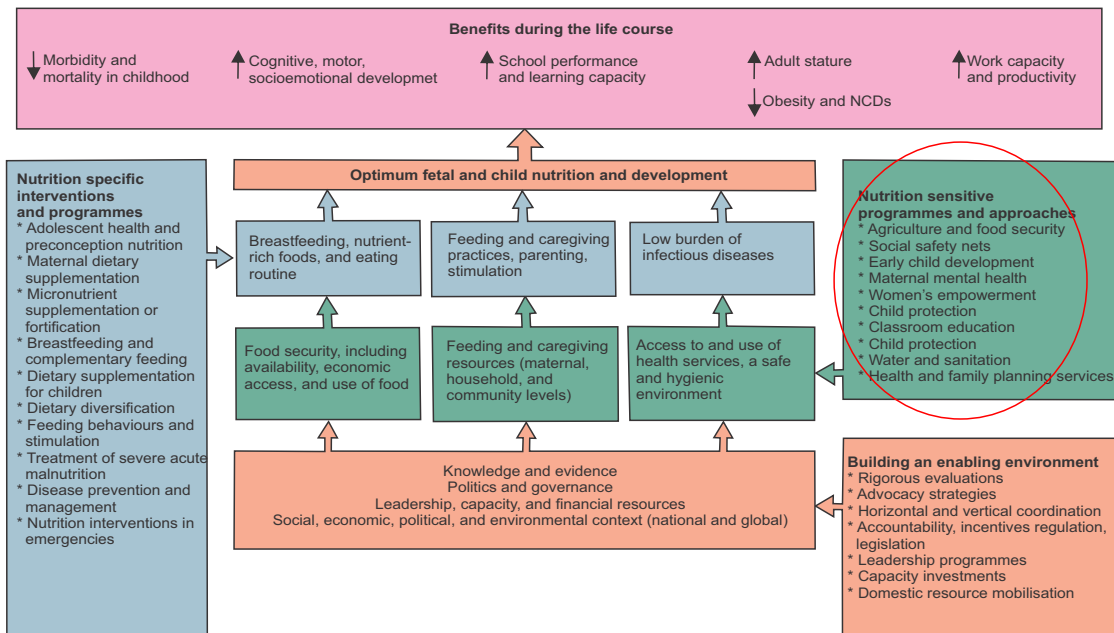


FIGURE 1: LANCET 2013 EVIDENCE BASED INTERVENTIONS FOR STUNTING REDUCTION

Good Nutrition is the indispensable fuel of growth and development (particularly in the first 1000 days), as it is the accelerant of a good start in life. The globally recognised Lancet Series (Figure 2) concluded that for the world to launch an effective assault on stunting, it would need to attack the problem along a wide front stretching across multiple sectors of development (Agriculture, Social Protection, Education, Gender).

- **Universal Declaration of Human Rights (UDHR) 1948: Article 25 (1)** Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing, and housing
- **The right of everyone to have access to safe, sufficient and nutritious food**, consistent with the right to adequate food and the fundamental right of everyone to be free from hunger recognized in the 1966 UN International Covenant on Economic, Social and Cultural Rights, Article 11 and other relevant United Nations instruments
- Zimbabwe is part to commitments made at **the 1st International Conference on Nutrition in 1992; and the World Food Summits in 1996 and 2002**; the World Summit on Food Security in 2009 and the 2nd International Conference on Nutrition in 2014
- **The WHO 2025 Global Nutrition Targets.** In 2012 World Health Assembly (WHA) unanimously agreed to a set of six global nutrition targets

- The WHO Global Action Plan for the Prevention and Control of Non-communicable Diseases 2013-2020 has the following targets;

Sustainable Development Goals

It is key to note that food and nutrition security Advocacy starts at Global level through the Sustainable Development Goals and the 2030 Agenda. SDG 2 speaks about Zero Hunger. The SDGs aim to end all forms of hunger and malnutrition by 2030, making sure all people especially children have access to sufficient and nutritious food all year round. This involves promoting sustainable agricultural practices: supporting small-scale farmers and allowing equal access to land, technology and markets. It also requires international cooperation to ensure investment in infrastructure and technology to improve agricultural productivity.

Target 1. By 2030 end hunger and ensure access by all people in particular the poor and people in vulnerable situations including infants, to safe, nutritious and sufficient food all year round.

Target 2. By 2030 end all forms of malnutrition, including achieving by 2025 the internationally agreed targets on stunting and wasting in children under five years of age, and address the nutritional needs of adolescent girls, pregnant and lactating women and older persons

Regional Level

- The African Union Agenda 63(The Africa we Want)
- Malabo Declaration
- Comprehensive Africa Agriculture Development Programme (CAADP)
- Africa Regional Nutrition Strategy (ARNS)
- SADC Food and Nutrition Strategy

National Level

The Food and Nutrition Security Policy Framework in Zimbabwe

The Government of Zimbabwe recognizes that the root causes of and factors leading to malnutrition and food insecurity are somehow complex and multifaceted and include poverty, lack of access to adequate food, traditions, dietary preferences and poor care practices only to mention a few. Various policy frameworks have been developed by the Government of Zimbabwe to ensure food and nutrition security in the country. Zimbabwe is party to a number of commitments at global as well as regional level. The commitment towards Food and Nutrition Security is derived from the Universal Declaration of Human Rights (UDHR) 1948. Article 25(1) which says, “Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing housing”. Zimbabwe is also committed towards achieving the six Global Nutrition Targets, which were agreed by the World Health Assembly (WHA) in the year 2012. The Constitution of Zimbabwe further reiterates the commitment the Government has in ensuring food and nutrition security for its populace. Sections 15, 19 and 17 specifically emphasise on food security. It is also prudent to note the existence of the Zimbabwe agriculture Investment plan (ZAIP) the framework for customizing the CAADP.

The Food and Nutrition Security Policy

The overall goal of the policy is to promote and ensure adequate food and nutrition security for all people at all times in Zimbabwe; particularly amongst the most vulnerable and in line with our cultural norms, values and the concept of rebuilding and maintaining family dignity. The Food and Nutrition Security Policy provides the basis for mobilizing all stakeholders towards investing in improving food and nutrition security.

Political Commitment and Leadership

Following the launch of the Food and Nutrition Security Policy, these are some of the structures which were established or strengthened to ensure high level commitment on food and nutrition security issues:

- a) Cabinet Committee on Food and Nutrition Security
- b) Working Party of Permanent Secretaries;
- c) National Food and Nutrition Security Committee;
- d) Provincial, District and Ward food and Nutrition committees

National Nutrition Strategy

The National Nutrition Strategy sets the basis for a multi-sectoral integrated programming approach that forms the cornerstone of strategies that will be implemented under the six key result areas prioritised for investment. The Indicators and performance targets for the National Nutrition Strategy reflect the emphasis towards addressing multiple nutrition-related problems based on the six key result areas. The strategy prioritises nutrition needs of different groups such as pregnant and lactating mothers, adolescents, malnutrition in infants and young children, micronutrient deficiencies, institutional capacities, healthy diets and lifestyles as well as standards.

Accelerated Action Plan (AAP) For Sustainable Development Goal (SDG) 2 for Zimbabwe

The plan rides on the realization that the critical challenge for Zimbabwe at present is to revive the economy for faster growth while eliminating high levels of poverty and hunger. The plan focuses on the eight target priorities of SDG 2.

Cost of Hunger in Zimbabwe Study (CoHZ)

The findings from the study affirm that economic consequences of not investing in nutrition are high, with costs being incurred in health, education and productivity. The study provides strong justification for the country to invest in nutrition across the key sectors which are critical for human capital development.

The Government of Zimbabwe's Development Mantra: Vision 2030

Human capital is the foundation of social and economic development as articulated in the African Agenda 2063 and the Sustainable Development Goals (SDGs) and improved nutritional status of people has a direct impact on economic performance through increased productivity and enhanced national comparative advantage¹⁹. In light of this, this strategy therefore puts at its center the notion that in addition to economic

¹⁹ COHZ, 2015

growth, the people of a country and their capabilities are key benchmarks in assessing the development of a country hence the need to invest in them. As recent studies such as the Cost of Hunger in Zimbabwe (COHZ) reveal that the economic consequences of not investing in nutrition are high, this strategy advocates for increased investment in nutrition interventions (specific and nutrition sensitive) in order to achieve better outcomes in the various elements which are key for human development, namely health, education, and social protection. By advocating for increased investment in food and nutrition, this strategy will bolster efforts in achieving Vision 2030.

In light of the fact that agriculture is one of the key sectors envisioned to significantly contribute towards the attainment of Vision 2030; it is critical to note that women account for about 50% of the labour in that sector. Furthermore, the FNSP points out that about half of the women in developing countries are anaemic, a condition which often results in reduced work capacity in adults. In light of this, this strategy reinforces the need to focus on women's nutritional issues in order to yield positive outcomes for their nutritional status.

Understanding the Policy Framework for Food and Nutrition Security in Zimbabwe

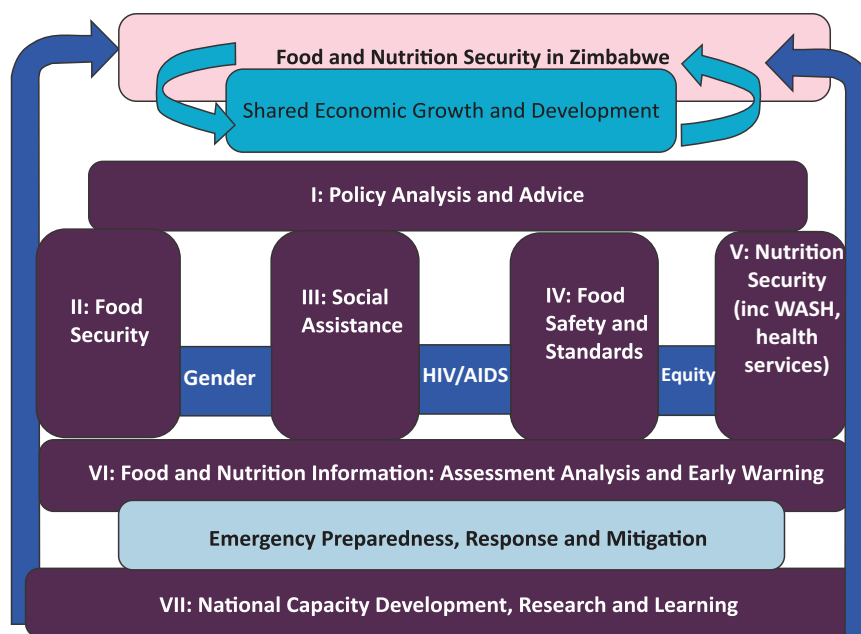


FIGURE2: FOOD AND NUTRITION SECURITY POLICY FRAMEWORK IN ZIMBABWE

This policy framework emphasises the structure of food and nutrition security implementation as the overall goal. It reiterates how food and nutrition security will contribute to economic growth and development, which in turn should further enhance and strengthen food and nutrition security. The policy includes seven commitments which are: Policy Analysis and Advice, Agriculture and Food Security, Social Assistance and Social Protection, Food Safety and Standards, Nutrition Security, Food and Nutrition Security Information: Assessment, Analysis and Early Warning, and Enhancing and Strengthening National Capacity for Food and Nutrition Security. The seven cross-cutting and cross-sectoral commitments are indicative as well of the breadth of stakeholders who are involved/should be involved within food and nutrition security communication²⁰.

²⁰ National Nutrition Communication Strategy, Ministry of Health and Child Care Harare, Zimbabwe (2016)

Ensuring that the right socio- economic policy instruments are in place is critical in the implementation of the policy. The five core policy commitments are: food security, Social assistance, food safety and standards and nutrition security, these cover the availability, access and utilisation spectrum and reinforce food and nutrition security for all. In each of these commitments, systematic consideration is given to issues of HIV and AIDS, Equity and gender, food and nutrition security information system, including assessment, analysis and early warning. The policy framework covers all four sectors in an integrated system and will inform emergency preparedness, response and mitigation. Strengthening and enhancing national capacity, including community responsibility in food and nutrition security²¹.

Strategic Approach and Design

The cross-cutting purpose of this food and nutrition security advocacy and communication strategy is to build support for an enabling environment for food and nutrition security targeting members of the Media, Parliamentarians, Development partners, communities, Civil society and the Private Sector. The advocacy work will also contribute towards two components within social and behaviour change communication. Social mobilization and behaviour change communication will focus on ensuring change at the community, household, and individual levels. Together these components will build on existing interventions that target those most affected by the problem of malnutrition or food and nutrition insecurity as well as those who directly influence them.

²¹ The Food and Nutrition Security Policy for Zimbabwe, 2012

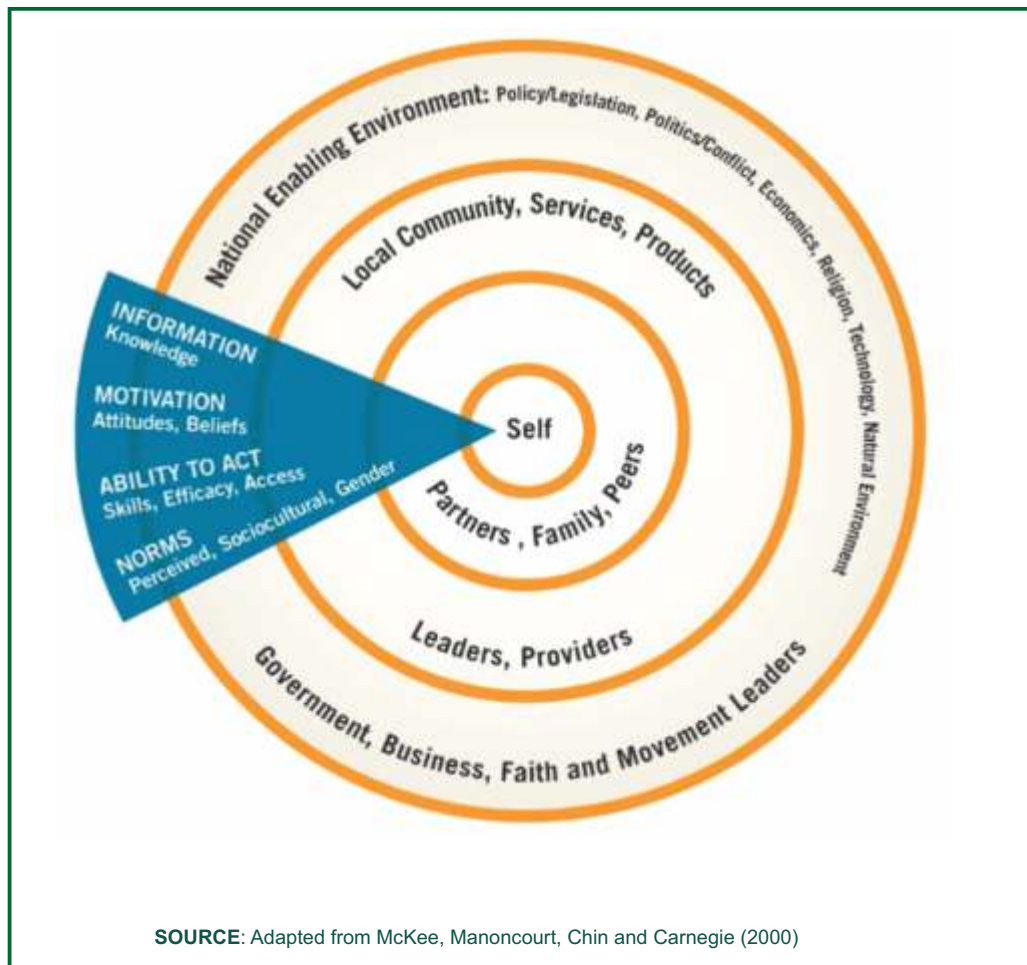
Advocacy Strategy Components: Planning Advocacy Activities



FIGURE 3: PLANNING ADVOCACY ACTIVITIES

Advocacy strategy components inform all advocacy initiatives. All advocacy work has to be backed up by evidence of the key issues that need to be advocated for. Evidence will also be used to ensure buy-in from the various stakeholders. Objectives are key in planning for advocacy; they need to be clear, smart and realistic. Many of the principles of planning effective advocacy initiatives are the same as those that apply to planning any project. There is need to work out what needs to be achieved and how, who will do what, when they will do it and how to follow up on results. There is also need for flexibility to respond to changing events. Developing strategies and plans that achieve impact requires constant learning and a willingness to adjust course and take calculated risks.

Understanding the Socio-Ecological Model



Each level is influenced by four main cross-cutting factors that behaviour change Communication interventions may be able to modify to generate change. These factors may act in isolation or in combination and are discussed below.

Information. People need information that is timely, accessible, and relevant. With such information, some individuals, groups, or communities may be empowered to act. For most people, however, information is not enough to ignite change.

Motivation. Motivation, represented by attitudes and beliefs about the issues, is needed. Motivation can be affected by BCC through effective counselling, peer education, or radio programs, for example dramas on relevant themes. If done well, such communication can foster individual attitudinal and behavioural change, as well as social norm change. However, even motivation may not be enough.

Ability to Act. In particular circumstances, especially those that may pose a threat or that involve strong gender or social norms against the behaviour, people need the ability to act. Skills needed for the ability to act include problem solving, decision making, negotiation, critical and creative thinking, and interpersonal communication (IPC), for example. Efficacy, the confidence of individuals and groups in

their own skills to affect change, access to services and transportation, and the ability to buy a diversity of foods, for example, are important elements in the ability to act.

Norms. Finally, norms, as expressed in perceived, socio-cultural, and gender norms, have considerable influence. Norms reflect the values of the group and specify those actions that are expected of the individual by its surrounding society. Perceived norms are those that an individual believes others are holding and therefore are expected of him or herself. Socio-cultural norms are those that the community as a whole is following because of social status or cultural conventions.

Three key Behaviour Change Strategies



Source: Adapted from McKee, Manoncourt, Chin and Camegie (2000)

FIGURE 4: BEHAVIOUR CHANGE STRATEGIES

Communication Channels

Communication channels can be categorized into three basic types: interpersonal channels, community-based channels, and mass media channels. The greatest impact will be achieved by strategically combining a variety of communication channels with each other. Within each category, multiple activities can be employed. Ideally, the different channels send mutually reinforcing messages.

Types of Communication Channels

Analysis of available evidence on Food and Nutrition Security communication shows that there are multiple communication channels which can be used. Barrier analysis (2014) conducted as part of the strategy development further showed that different audiences preferred different communication channels for different messages.

Channel Type	Examples of Materials, Products, and Activities
Interpersonal	<ul style="list-style-type: none"> · One-to-one communication, such as provider-to client, peer-to-peer, and partner-to-partner exchanges and counselling · Training and skills-building activities in groups · Visits with leaders and politicians · Peer education · Home visits/household outreach
Community-Based	<ul style="list-style-type: none"> · Community meetings · Parent-teacher meetings · Church bulletin boards, posters, drama groups, cultural events, etc. · Community dialogues · Community theatre shows · Multisectoral innovation platforms
Mass Media	<ul style="list-style-type: none"> · Radio and TV spots · Celebrity testimonies · Serial dramas · Mobile phone (bulk sms) · Public Announcement System · Newspaper articles · Internet: social media, website, · Info graphics e.g. ;Posters, brochures, etc.

TABLE 2: TYPES OF COMMUNICATION CHANNELS

Advocacy Activities Should Support the Following Changes in the Targeted Audiences

<p>Problem</p>	<ul style="list-style-type: none"> • Despite continued efforts, malnutrition rates in Zimbabwe are unacceptably high • Food and Nutrition security lacks priority in Zimbabwe and there is a lack of a long-term, sustainable vision that is owned at all levels • Coordination in the area of food and nutrition security among government, donors and development partners, implementers, and between programs and other stakeholders across sectors is lacking • Inadequate financial and organizational resource investment toward reducing malnutrition • Low priority of nutrition issues in the media • Lack of private sector involvement in improving food and nutrition security • Inadequate mapping of resources in order to identify gaps • Poor Post-harvest management • Poor dietary diversity • Food insecurity
<p>Changes the Problem Calls For</p>	<p>Advocacy should support the following changes:</p> <ul style="list-style-type: none"> • Increased awareness and understanding of food and nutrition security importance among the public and government • Increased leadership, commitment, coordination, and action at all levels and across sectors (i.e., health, agriculture, education, gender, and water) • Strengthened private sector involvement in nutrition • Increased financial and human resource investment in all relevant sectors for food and nutrition security • Adequate institutional structures to scale up food and nutrition security, including staffing, placement, reporting, and supervision • A wide social movement to rally support for food and nutrition security services among the public and stakeholders • food security and nutrition champions who take action to support food security and nutrition at the national, regional, and local levels • Strengthened coordination among stakeholders and harmonization of messages (i.e., “one voice” on food and nutrition security) • An enabling legal and policy framework for food and nutrition security
<p>Final Audience Segmentation</p>	<p>Those Most Affected by the Problem:</p> <ul style="list-style-type: none"> • Children (0-23, 24-59) months • Highly vulnerable children <p>Pregnant and lactating women and women of child bearing age Adolescents</p>

Final Audience Segmentation (continued)

Those Directly Influencing the Most Affected:

- Caregivers to children under 5 (including mothers and fathers)
- Husbands/partners of pregnant and lactating women
- Neighbours and peers of caregivers and mothers of children under 5
- Media
- Traditional healers
- Faith healers
- Teachers, students
- Community leaders
- Religious leaders
- Women's groups
- Service providers (e.g., health workers, // health extension workers, social workers, development officers)
- Youth groups
- Faith-based organizations
- Higher education institutions
- Multisectoral fora

Those Indirectly Influencing the Most Affected:

- Media practitioners including journalists and gatekeepers (i.e., Editors and producers in television, radio, print, and online, etc.).)
- Policymakers and parliamentarians
- Officials at the provincial and district levels
- Donors (development partners)
- Civil society organizations
- Private sector

Strategic Approach/ Framing

In order to create an enabling environment, an advocacy approach is needed. The first phase will target media; policymakers and parliamentarians; officials at the Provincial and District levels; communities, donors and development partners, civil society organizations; and the private sector. A mutually reinforcing mix of activities that include events, workshops, trainings, roundtable discussions, print materials, and one-on-one meetings with selected influential individuals will build a critical mass of nutrition advocates and promote a national coordinated effort on nutrition. Parallel efforts will also target those most affected by the problem (e.g., pregnant and lactating women, children under 5, adolescents, people living with infectious diseases) as well as those who directly influence them (e.g., caregivers to children under 5, husbands/partners, relatives, neighbours and peers, community media, teachers, health workers'/extension workers, traditional healers, and community and religious leaders). This will entail expanding the scope of the effort to include behaviour change communication and social mobilization.

Those Indirectly Affected Influencing the Most

Audience: Policymakers and Parliamentarians	
Desired Changes	<ul style="list-style-type: none"> • Food and Nutrition program coordination at a higher level (Office of the President) • Regulations and policies drafted and legislated which reinforce the FSNP (i.e., breast milk substitution) • Increased resource allocation for nutrition programs • Increased understanding of nutrition at cabinet and policy makers level • Parliamentarians championing food and nutrition security
Barriers	<ul style="list-style-type: none"> • Lack of nutrition champions at a higher level and within government structures • Limited awareness on the magnitude of the food and nutrition problem and insufficient information on the investment needed for improved nutrition, resulting in food and nutrition security not being a priority • Advocacy with a coherent focus and messaging
Advocacy Objective	<p>By the end of 2020, there will be an increased understanding of the benefits of investing in Food and nutrition resulting in high level coordination, adequate resource allocation, and food and nutrition-sensitive sector planning.</p>
Activities	<ul style="list-style-type: none"> • Meetings with senior leadership in strategic positions • Briefings on the food and nutrition situation • Advocacy workshops/one-on-one meetings on specific policy issues (e.g. breast milk substitutes and food fortification)
Materials	<ul style="list-style-type: none"> • Module on leadership and management on food and nutrition security • Fact sheet on the food and nutrition situation with a call to action, including supporting proven, effective interventions to improve nutrition, CNAs • Briefs on policies related to intake and distribution of micronutrients, including food fortification and salt iodization • Brief on policies related to breastfeeding, • Advocacy video • Success stories within the country and from other countries

Audience: National, Provincial level and District levels	
Desired Changes	<ul style="list-style-type: none"> • Coordination among sectors at the district and provincial levels, including Integration of food and nutrition into sector planning • Adequate resource allocation and efficient utilization of resources for nutrition • Enforcement of nutrition-related regulation and legislation
Barriers	<ul style="list-style-type: none"> • Limited awareness and information on food and nutrition security and its impact on other sectors • Competing demands for resources
Advocacy Objective	<p>By the end of 2020, there will be an increase in awareness at Provincial and District levels on nutrition issues and multisectoral coordination, resulting in functional and well-coordinated FSNC Committees; adequate resource allocation and efficient utilization of resources at all levels; and enforcement of nutrition-related regulation and legislation.</p>
Activities	<ul style="list-style-type: none"> • Workshops on food and nutrition security related policies • Capacity building workshops on monitoring, evaluation, research, and learning and on emerging issues • Mapping process • Documentation • Outreaches
Materials	<ul style="list-style-type: none"> • Advocacy video • Fact sheet including relationship between food and nutrition and the following sectors including roles and responsibilities for each: Health, Agriculture, Education, Water, Gender • Food and nutrition advocacy Training modules • Policy briefs (as noted under Policymakers and Parliamentarians) • Core Nutrition Actions, Policy, Strategy

Audience: Development Partners (UN and Donors)	
Desired Changes	<ul style="list-style-type: none"> • Increased emphasis on programs that focus on preventive nutrition interventions and development, in addition to emergency efforts • Food and Nutrition included in donors' funding policies and agendas as a cross-cutting/mainstreaming area for every development program • Increased awareness of the importance of resilience and social safety nets in order to cushion the vulnerable from sustained shocks
Key Barriers	<ul style="list-style-type: none"> • Competing priorities • Global economic crisis • Country's readiness (i.e., infrastructure and capacity) • Lack of awareness/knowledge regarding nutrition's impact on development outcomes • Coherent focus on CNAs
Advocacy Objective	<p>Increase in awareness of the central role of food nutrition in development outcomes among key donors and an increase in the readiness of donors to focus on prevention of malnutrition and all its forms as well as treatment. (Zimbabwe focus thrust)</p>
Activities	<ul style="list-style-type: none"> • One-on-one meetings with key donors, development partners and The UN • Joint Field visits for donors, Development partners to sites of successful interventions • Multi stakeholder joint reviews and proposal writing
Materials	<ul style="list-style-type: none"> • Fact sheet • Advocacy video • Success story booklet

<p>Audience: Civil Society Organizations (CSOs) including international nongovernmental organizations, professional and development associations, and faith-based organizations</p>	
<p>Desired Changes</p>	<ul style="list-style-type: none"> • Increased integration of food and nutrition objectives into CSO program planning and research activities (for those CSOs not yet involved in nutrition) • Harmonization of messages on food and nutrition so that the CSO community is speaking in “one voice” (for those CSOs involved in food and nutrition security) • Mapping of CSO activities in order to identify gaps
<p>Barriers</p>	<ul style="list-style-type: none"> • Competing priorities • Lack of funding/donor influence on priority issues • Lack of capacity • Lack of awareness/knowledge regarding food and nutrition’s impact on development outcomes • Lack of coordination
<p>Advocacy Objective</p>	<p>By the end of 2020, there will be an increase in the number of CSO staff with improved awareness on the impact of nutrition on development outcomes, and there will be harmonized messages on nutrition among the CSO community.</p>
<p>Activities</p>	<ul style="list-style-type: none"> • Regular meetings with CSOs involved in nutrition • Budget Analysis
<p>Materials</p>	<ul style="list-style-type: none"> • Fact sheets • Talking points for CSOs on nutrition issues • Advocacy video • Booklet of CSO success stories • Quarterly newsletter on nutrition issues

Audience: Business and Private Sector	
Desired Changes	<ul style="list-style-type: none"> Increased number of private sector organizations engaged in support and promotion of breastfeeding, food fortification, locally-produced specialized food products Participation of private sector in food and nutrition education, by improving labelling of their products and also promoting use of products in order to enhance food and nutrition Increased participation in multi stakeholder food and nutrition security platforms at all levels Businesses committed to promoting, and taking concrete action to support, improved nutrition for their employees and in the work place (policies to support breastfeeding, nutritious food in the cafeteria, etc.)Healthy lifestyles Inadequate information on the consequences of malnutrition and all its forms on productivity and profitability in business (Win-win situation) Lack of private-public partnerships
Barriers	
Advocacy Objective	By the end of 2020, there will be improved awareness of the private sector on the importance of the Scaling Up Nutrition agenda.
Activities	<ul style="list-style-type: none"> Advocacy workshop for the private sector on nutrition policy issues including food fortification, locally-produced specialized food products Labour saving technologies, food safety, CNAs, etc. Field visits (look and learn, strategic interactions) Advocacy workshops on topics including public-private partnerships
Materials	<ul style="list-style-type: none"> Mapping tool Advocacy video Fact sheet on food fortification Fact sheet on locally-produced specialized food products Fact sheets on food safety, food labelling Fact sheet on breastfeeding including maternity leave and access to quality health care for mothers and children

Audience: Ward and Community to be moved upwards	
Desired Changes	<p>Families with children under 59 months and other community members will be aware of the problem and repercussions of stunting as well as opportunities and actions to improve growth potential</p> <p>By 2020 Key stakeholders including decision-makers will acknowledge the importance of food and nutrition security; the consequences of malnutrition among women and young children; and the prioritization of pro-nutrition actions and behaviours</p>
Barriers	<ul style="list-style-type: none"> • Lack of adequate resources • Lack of capacity on best practices for food and nutrition security of the ward and village committees
Advocacy Objective	<p>Government of Zimbabwe will establish/activate/promote policies that support behavioural and social changes required to improve women and children's access to and consumption of nutrient-rich foods and improved care behaviours.</p> <ul style="list-style-type: none"> • Both national and local governments will allocate sufficient resources to food security and nutrition-sensitive and nutrition-specific actions. • Health, agriculture and other services will have the staff and supplies to deliver needed interventions, and communities will have access to needed products and support for food-based, healthcare and hygiene activities • Ministry of education will also promote food security, good nutrition and increase child retention in school, through awareness and school feeding programme
Activities	<ul style="list-style-type: none"> • Community sensitization meetings • Setting up School health clubs • Media • Educational programming in schools • Self-study materials <p style="text-align: right;">Health manuals for schools</p>
Materials	<ul style="list-style-type: none"> • Fact sheets • IEC Material(Infographics) • Posters • Learning kits • Engaging Churches and religious groups

Development of Key Messages

The Advocacy and communication activities should be aligned to the agreed focus areas that stakeholders have agreed to, as well as the Core Nutrition Actions under each focus area. Furthermore the annual advocacy and communication plan should be guided by the evidence emerging, from the recent data sources from existing information systems, recent food and nutrition survey results, mapping exercise, ZIMVAC Assessments, Cost of Hunger Study, as well as the UN inventory, on which recommended actions point to the need for a specific advocacy focus.

Overall, messages should be specific, with clear and practical instructions; be based on a few recommendations rather than too much information; promote behaviours that are culturally acceptable and feasible; promote locally available and affordable foods; be motivating and show the benefits of adopting behaviours; and suggest ways of overcoming constraints. Influential community members and family decision-makers should be considered when developing messages as caregivers will be more likely to accept and use practices if they are supported at the community and household levels. Both interpersonal and mass media channels should be identified according to the specific environment.

Focus Area	Key Messages Message
<p>Nutrition Security (Including WASH, Health Services)</p>	<p>Breast milk is the best for your baby</p> <ul style="list-style-type: none"> • It has everything that the baby needs including water • It protects against infections <ul style="list-style-type: none"> • Starting to breastfeed soon after delivery is the first immunization. • Give only breast milk in the first 6 months • There is no schedule to breastfeed; the more the baby suckles, the more milk the mother will produce • Breast milk never spoils and is never unsuitable for the baby • Breast milk continues to be important for the baby’s growth until 2 years of age • Children exclusively breastfed until 6 months become healthier and smarter in adult life • The milk that comes out in the first 6 days is a yellowish liquid that contains substances that help protect the baby against infections; therefore, it is important to breastfeed soon after delivery • At each feed, the child must be fed for long enough (until he/she dismisses the breast alone) • Feeding children the right number of meals and the right food groups ensures adequate growth and development
<p>Food security</p>	<ul style="list-style-type: none"> • Fortified foods have enhanced nutrition value. • Fortified foods are safe and approved for human consumption • Especially pregnant women, mothers, and children should eat more vegetables • Choose cereals like maize meal, sorghum, millet • In between main meals, fruits are the best foods for children • More food and balanced meals during pregnancy can ensure that the woman has a healthy baby, fewer problems during delivery, and that she stays healthy • Hygienic food preparation practices contribute towards good health and well-being. • Encourage Dietary diversity • Encourage Small grains and small livestock production • Improving community resilience through sustainable livelihoods • Posts harvest management to minimise food loss and ensure food safety (aflatoxins) • Proper preservation methods allow the food to last longer and maintain most of its nutrients

<p>Nutrition Security (Including WASH, Health Services)</p>	<ul style="list-style-type: none"> • A balanced diet ensures the long-term health of the nation • Women should ensure the health of their children by taking iron and folate tablets during pregnancy which are provided for free at health facilities • Taking iron and folate supplements improves your health and your chances of delivering a healthy baby. • Pregnant women should eat three times per day; it is important to eat fish, eggs, beans, peanuts, green vegetable leaves, and fruits • If the woman rests 2 to 3 years between pregnancies, she has time to take care of her baby and can recover totally from delivery • From 6 months of gestation onward, pregnant woman must reduce the volume or load of work • Every time a pregnant woman experiences an abnormal state during pregnancy, she must go to the health centre, and delivery should occur at the health centre
<p>Nutrition Security (Including WASH, Health Services)</p>	<ul style="list-style-type: none"> • Fruits and vegetables have nutrients that protect the body; they are necessary to prevent illness • If you cook vegetables for too long, they will lose nutrients and vitamins • It is good to eat raw vegetables; they have more vitamins when they are raw • Messages on packed lunch boxes should include fruit, etc.
<p>Food safety and Standards</p>	<ul style="list-style-type: none"> • It is important to wash hands before eating and preparing food, after defecating/urinating, and after returning from the fields • Hygienic food preparation practices contribute towards good health and well-being. • Flies transmit illnesses; to avoid flies and illnesses, always cover food and water storage containers • Washing hands: Hands should be well scrubbed with flowing water • A balanced diet is important for long term physical and spiritual well-being • Regular health checks and healthy lifestyles helps prevent Nutrition-related NCDs.

<p>Social Assistance</p>	<ul style="list-style-type: none"> • Social protection can address immediate, underlying and basic causes of malnutrition • Promote Sustainable Agriculture to ensure food security • Building community resilience through sustainable livelihoods and diversified agriculture • Social safety nets <ul style="list-style-type: none"> • reduce poverty • mitigate negative effects of global changes • conflicts and shocks • enhance women's empowerment when targeted to women • increase demand for health and education services • Good food and nutrition programming promotes early child development, Maternal mental health • There is need to mainstream Women's empowerment • Child protection Schooling • Water, sanitation and hygiene Promotion (Make your water safer before drinking to prevent diseases) • Encouraging households to drink clean water prevents disease outbreaks • Family planning services
<p>Policy analysis and advice</p>	<ul style="list-style-type: none"> • Creation of suitable Legal Frameworks • Availability of evidenced based up to date relevant information • Encourage Research on food and nutrition security • Enforcement of legislations • Promoting Guidelines and standards on food production, consumption; etc
<p>National capacity development and Learning</p>	<ul style="list-style-type: none"> • Good Nutrition is an outcome of multiple stakeholders • Strengthening multi sectorial coordination • Training for practitioners, skills • Availability of relevant tools • Resource mobilization
<p>Food and Nutrition Information: Assessment, Analysis and Early Warning</p>	<ul style="list-style-type: none"> • Evidence based food and nutrition security planning, programming and action

Monitoring and Evaluation of the Strategy

Advocacy priorities are dynamic and ever changing therefore monitoring and evaluation of the strategy shall be activity based. Monitoring of the performance of this Advocacy and Communication Strategy will involve tracking and assessing the specific outputs of the advocacy and communication activities to be carried out. It will be essential to objectively establish progress towards achievement of the objectives of this strategy. The key aspect of the M&E framework for this strategy will include: Monitoring of the activities as they happen, e.g. through media monitoring services, among others, and assessing the outcomes and impact of the strategy at regular intervals (e.g. Quarterly assessment to analyse changes in commitments, knowledge, attitudes and behaviour)

Monitoring of the strategy will be conducted at different levels since the implementation will also be at different levels that is National, Provincial and District levels. Each set of agreed performance indicators will be monitored in order to measure the change resulting for the implementation of the strategy through different advocacy initiatives.

Periodic evaluations shall be conducted at different levels so as to assess the implementation of the strategy. The findings from each assessment will be used to inform the implementation of this advocacy and communication strategy.

Key Monitoring and Evaluation Terms

Inputs: The set of resources (staff, financial resources, space, project beneficiaries) brought together to accomplish a project's objectives.

Processes: The set of activities (e.g., training, workshops, and delivering services) by which resources are used in pursuit of the expected results.

Outputs: The products (number of workshops; of journalists trained; of meetings held) that result from the combination of inputs and processes.

Outcomes: The set of beneficiary- and population-level results (such as changes in practices or knowledge) expected to change from the intervention.

Impacts: The set of beneficiary- and population-level long-term results (improved nutrition indicators; overlaps, duplication of activities eliminated due to improved coordination; increased investments in nutrition from government and development partners) achieved by changing practices, knowledge, and attitudes²².

²² Source, Gilles; Deitchler, Megan; Bilinsky, Paula; and Swindale, Anne. 2006. "Monitoring and Evaluation Framework for Title II Development-oriented Projects." http://www.fantaproject.org/downloads/pdfs/TN10_MEFramework.pdf

Annex 1**Current Food and Food and Nutrition Security Sector Advocacy Environment Analysis**

Below are some of the strengths, weaknesses, opportunities and threats for advocacy that need to be borne in mind as sectorial advocacy progressively develops.

<p>STRENGTHS</p> <p>Inclusiveness/variety of stakeholders/ Donor presence Legitimacy Government commitment (policy and institutional arrangements to implement and manage n advocacy activities in place) Advocacy capability Technical capacity/knowledge Shared resources Highly committed diverse group of Food Security and Nutrition Sector members</p>	<p>WEAKNESSES</p> <p>Silo approach /mentality to food and nutrition programming? Lack of a coordinated national multi - sectoral food and nutrition plan to provide a framework for advocacy. Limited communication across sectors Lack of simple harmonized messages Lack of advocacy expertise on Food on Food and Nutrition Security No single Sector partner covering all aspects of advocacy Lack of (binding) accountability Limited translation of materials</p>
<p>OPPORTUNITIES</p> <p>Political momentum for Food and Nutrition Security Active and informed Civil society platform already engaged in advocacy activities Cost of Hunger Study The Core Nutrition Actions (CNAs), Mapping of the Information Systems National nutrition survey results(2017) ZIMVAC RESULTS UN inventory Mapping results from 19 districts Global Initiatives: SUN Movement, REACH, N4G World Humanitarian Summit and follow up SDGs and other global accountability mechanisms (WHA) Support from development partners Engagement with regional platforms Documentation of success stories Use of Lead Agencies e .g. UN & partners advocacy & communication capacity</p>	<p>THREATS</p> <p>Potential for having the national food and nutrition agenda, politicized when it should be a public good for every citizen regardless of political affiliation Lack of common messages between global/national levels Funding long-term (currently too short term/rely on few donors) Limited consensus on advocacy messages</p>

Annex 2

Institutional Framework for the Food And Nutrition Advocacy and Communication Strategy

This strategy seeks to promote best food and nutrition security practices, as well as multi-sectoral coordination on food and nutrition security actions, including between the previously mentioned key players such as SUN movement networks, REACH, The UN, Private Sector who are all contributing towards Zimbabwe's efforts to achieve the 2030 Agenda for Sustainable Development. This includes its commitments under SDG 2. The implementation of this strategy will include various sectors and players. Food and nutrition security is a central issue that requires the commitment and participation of all sectors including Agriculture, Health, Gender, Social protection, Trade and Finance.

The effective operationalization of Zimbabwe's Food and Nutrition Security Advocacy and Communication Strategy requires support, participation, and involvement of leaders from the public and private sectors and the civil society at all levels as well as the active participation of leaders of such varied institutions representing the academia such as academic and research institutions. Their role will be to ensure that activities and issues are adequately reflected in respective sectoral policies, related strategic plans of action, and legislation, regulations and within guidelines and activities that lie within their mandates.

National Level

The Food and Nutrition Council (FNC)

FNC shall lead the coordination, monitoring and evaluation of food and nutrition security advocacy and communication activities carried out through an annual operational work plan involving multi-sectoral stakeholders and development partners. FNC also serves as SUN focal point, ensuring collaboration amongst the SUN networks. The Strategy and accompanying implementation plan will be managed and inputs coordinated by FNC, a department in the Office of the President and Cabinet.

Their role is:

- Ensure that capacity building in food and nutrition security advocacy and communication is well planned and implemented at national, provincial and district levels;
- Coordinate the implementation of the food and nutrition security advocacy and communication plan as an integral part of all Food Security and Nutrition interventions across sectors, promoting coherence and synergy in the delivery of all advocacy and communication interventions;
- Offer technical support and guidance to multi-sectoral stakeholders and partners to ensure all proposed advocacy activities feed into the strategy.

Government of Zimbabwe Line Ministries:

While Line Ministry priorities, as well as the specific role of each involved sector, might differ, each Ministry shall be responsible for the internal coordination and implementation of the Food and Nutrition Security Advocacy and Communication strategy-related activities, for providing needed technical leadership and guidance on the development and implementation, and for monitoring and evaluation of the activities for which they assume a leading role. For some activities, one Ministry will take the lead, and coordinate the

inputs of other Ministries for the implementation of an activity. For example, the Ministry responsible for Health might lead advocacy activities related to the promotion of breastfeeding but involve the Ministry responsible for Gender among others. For other activities, such as key advocacy events, implementation will be shared by all of the line Ministries, with a clear division of responsibilities and inputs, under the coordination of FNC and the Office of the President and Cabinet.

Members of Parliament

These legislators can play a critical role in creating an enabling pro-food and nutrition security environment, a condition necessary for wide-spread social change, and the adoption of positive behaviours in their constituencies. Members of Parliament will:

- Promote the inclusion of pro-food and nutrition security awareness policy creation and behaviour change in political party manifestos;
- Model positive food and nutrition security behaviours during parliamentary sessions as well as in other forums and events, encouraging the adoption of good food and nutrition security practices in their constituencies;
- Improve their own knowledge and advocate for needed change in legislation and regulations
- Participate in food and nutrition security fora to positively influence decision-making on food and nutrition security-specific or related issues;
- Advocate for improved investment (budgetary allocations) towards nutrition across sectors for scaling up of evidence-based interventions;
- Advocate for improved policies that promote optimum care behaviours for women and children and which promote local food production, preservation, storage, preparation and consumption;
- Contribute to mobilizing human, technical and financial resources for the operationalization of the Strategy;
- Provide a food and nutrition lens to all legislation passing through parliament to ensure that they do not work against food and nutrition outcomes.;

The Food and Nutrition Advocacy and Communication Technical Committee

The Committee is meant to facilitate and spearhead multi-sectoral advocacy work that will lead to multi sectoral commitment in nutrition sensitive policies. The committee will also promote a multi-sectoral agenda through bringing in different stakeholders. This technical committee was also established to develop relevant, evidence-based communication and advocacy material that speaks to the overall goal of the advocacy strategy. The committee shall be the front-runner in identifying opportunities for advocacy.

Specifically, the role of the Advocacy and Communication Technical Committee will be to:

- I. Facilitate reviews of the means of advocacy, activities and proactively review and re-adjust them based on lessons learnt and best practices. This will also include promoting harmonization of nutrition advocacy and communication messages so as to ensure consistency;

- II. Provide technical support and facilitate the development of evidence-based harmonized advocacy and communication material;
- III. Develop, review and analyse the Multi-sectoral Advocacy and Communication Strategy with a particular focus on the changing landscape;
- IV. Engage and build relations with the media for effective food security and nutrition reporting and communication;
- V. Mobilize resources to fund advocacy and communication efforts in the country;
- VI. Facilitate regular sharing of information to ensure that all stakeholders are kept informed;
- VII. Plan and coordinate the implementation and management of the multi-sectoral Advocacy and Communication strategy;
- VIII. Provide support for advocacy and communication activities at National and Sub-National level.

Sub-National Level

Provincial and District Levels

Provincial Food and Nutrition Security Committees and District Food and Nutrition Security Committees: In order to fully involve Multi-sectoral Stakeholders, Development Partners, CSOs and the private sector, stakeholders at provincial and district level will take on the following tasks:

- Identify technical capacity and gaps for operationalizing the Food and Nutrition Security Advocacy and Communication Strategy and plan of action; Seek out appropriate technical support on food and Nutrition security advocacy and communication to support food and nutrition security stakeholders in need of capacity building;
- Coordinate the Strategy's capacity-building activities; provide technical assistance to FSNC members on all interventions related to the food and nutrition security advocacy and communication;
- Biannually, facilitate dialogue among various district stakeholders to update them on, and review food and nutrition security advocacy and communication activity implementation reports;

Community Leadership:

At the community level, the food and nutrition security advocacy and communication Strategy Implementation plan seeks to create an enabling environment, conducive to widespread social change and improvements in individual behaviours. The following tasks will be essential for community leaders to take up:

- Mobilize community members to take pro-food and nutrition security action by identifying and addressing barriers at the household level;
- Identify and promote pro-food and nutrition security traditions and customs that contribute to optimal food and nutrition security practices; Discourage/limit actions with negative impacts on food and nutrition security;
- Collaborate with CSOs implementing food and nutrition security advocacy and Communication actions;

- Participate in nutrition gardens and food and nutrition education in order to enhance their knowledge on the practice of good nutrition;
- Promote proper storage and other measures to reduce food waste;
- Practice actions which would ensure that communities are resilient in the face of droughts, floods or other weather-based or man-made emergencies;
- Empower communities to own food and nutrition security programmes implemented in their respective communities.

International Donors, Development Partners and Civil Society

National and International Non-Governmental Organizations, Community Based Organization (CBOs), Faith Based Organizations, ((FBOs) are present and influential at all levels of society. Their role can include:

- Advocate for food and nutrition security as a human development and a human rights issue at local and Global level;
- Provide technical and financial support to local government authorities in the implementation of the food and nutrition security advocacy and communication strategy, supporting them to develop strong capacity to design, manage and implement food and nutrition security activities;
- Incorporate the promotion of pro-food and nutrition security actions and interventions as a cross-cutting theme in community-based development programmes and services;
- Ensure effective linkages to the healthcare system, agricultural extension system, and other relevant sector services;
- Advocate for a positive enabling environment –socially, politically, and economically, to facilitate adoption of pro-food and nutrition Security behaviours;
- Advocate for adequate financial provisions to support the food and nutrition strategies;
- Provide opportunities for sharing of best practice to ensure that those implementing the food and nutrition strategy are aware of information that may assist them to enhance their actions;
- Support distribution of agreed-upon nutrition-positive messages and communication materials.

Business and Private Sector

The private sector plays an important role in the implementation of this strategy. There is need to increase coordination and partnerships between the private sector and other sectors. Their roles include:

- Advocating for nutrition-positive Public Private Partnerships(PPPs) with other sectors;
- Offering technical support in information dissemination and communication;
- Assisting in fundraising and Resource mobilization;
- Corporate Social Responsibility activities that promote improved nutrition;
- Corporate Behaviour Change – engaging in business practises that contribute to the improvement of the local and national food and nutrition security status.

Media

The media is an important aspect of this strategy. There is need for regular interaction with media houses and media practitioners for increased and quality reporting on nutrition issues.

Their roles shall include:

- Regular and quality reporting on nutrition;
- Awareness raising on the cost of hunger, etc.;
- Strategic communicating and reporting for resource mobilization

Politicians

Whilst a wide array of political leaders are expected to actively support activities outlined in this strategy and may have specific responsibilities, overall the expectation of these individuals is that they will promote the food and nutrition advocacy and communication strategy and the Implementation plan, understand the key concepts, advocate and positively influence opinions and attitudes regarding the importance of pro-food and nutrition security change, and mobilize groups of people to pro-actively take up efforts outlined under this strategy.

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