

Multi-sector Advocacy and Communication Strategy 2013-2017

In line with Multi-sector Nutrition Plan (MSNP) of Nepal



Government of Nepal
National Planning Commission

Foreword

The Government of Nepal has started to implement the Multi-sector Nutrition Plan (MSNP) for 2013 - 2017 which aims at reducing chronic malnutrition in order to enhance human capital and overall socio-economic development. The goal of the MSNP over the next five years is to improve maternal and child nutrition, which will result in improvements in maternal Body Mass Index (BMI) and reduction in child stunting.

The successful implementation of the MSNP requires effective and sustained coordination between the relevant key sectors and stakeholders, who are instrumental in addressing the core determinants of malnutrition. Factors that limit the capacity of government institutions to implement the MSNP are also perpetuating malnutrition. There is also a need to strengthen multi-sectoral monitoring and evaluation mechanisms to track progress, financial and human resources as well as to identify gaps.

In order to enable effective coordination required for the implementation of the MSNP, the Government of Nepal set up specific implementation architecture. A High Level Nutrition and Food Security Steering Committee (HLNFSSC) was established in 2012 to oversee and guide the process of implementing the MSNP. In addition the National Nutrition and Food Security Coordination Committee (NNFSSC) has been established in order to provide programmatic guidance for the implementation of the MSNP at the central and district level. The National Nutrition and Food Security Secretariat (NNFSS) was set up and is operating since May 2013 with support of the External Development Partners (EDPs) to facilitate the multisector – multistakeholder coordination at technical level and to provide secretarial and operational support to the two committees.

Further, support is required to build commitment and capacity within all sectors and at all levels to implement the multi-sectoral approach in a sustainable manner. There are large nutrition and food security programs in the country which are implemented with support from different development partners. While there are policies and strategies being developed to address food insecurity and malnutrition by Ministry of Health and Population and Ministry of Agriculture Development, other relevant ministries have gaps in developing nutrition sensitive policies and strategies.

This joint advocacy and communication strategy was developed through intensive consultation with the relevant stakeholders and identifies the main target groups and strategic approaches to improve knowledge and understanding of the issues related to nutrition and to influence respective behavior.

At the national level, there has been encouraging momentum in gathering commitments from different government agencies and the donor community, with Nepal joining the Scaling up Nutrition (SUN) movement in 2010. An important next step is to gather similar commitments at the district level.

The Government of Nepal has shown commitment towards eradication of malnutrition by endorsing the Multi-sector Nutrition Plan by the then Prime Minister, Mr. Baburam Bhattarai in May 2012.

On behalf of the National Planning Commission, I would like to express my sincere commitment and support for providing necessary support and guidance for the effective implementation of this joint advocacy and communication strategy. Further, I would like to request all key relevant government ministries; external development partners (EDPs), civil society organizations and also the private sector fully support the effective implementation of this strategy.

Dr. Somlal Subedi
Secretary

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List of ACRONYMS

AC - WG	(Multi-sector) Advocacy and Communication Working Group
AFSP	Agriculture and Food Security Project
BCC	Behavior Change Communication
BMI	Body Mass Index
CBOs	Community Based Organizations
CHD	Child Health Division
CD - WG	(Multi-sector) Capacity Development Working Group
DDC	District Development Committee
EDP	External Development Partner
H4L	Health for Life
HLNFSSC	High Level Nutrition and Food Security Steering Committee
IEC	Information, Education and Communication
IMAM	Integrated Management of Acute Malnutrition
IPC	Interpersonal communication
IYCF	Infant and Young Children Feeding
KISAN	Knowledge-based Integrated Sustainable Agriculture and Nutrition
M&E	Monitoring & Evaluation
MDG	Millennium Development Goal
MEMIS - WG	(Multi-sector) Monitoring & Evaluation and MIS Working Group
MIYCN	Maternal Infant Young Child Nutrition
MNCH	Maternal, Newborn and Child Health
MoAD	Ministry of Agriculture Development
MoE	Ministry of Education
MoFALD	Ministry of Federal Affairs and Local Development
MoHP	Ministry of Health and Population
MoUD	Ministry of Urban Development
MoWCSW	Ministry of Women Children and Social Welfare
MSNP	Multi-sectoral Nutrition Plan
NDHS	Nepal Demographic and Health Survey
NeKSAP	Nepal Khadya Suraksha Anugaman Pranali (Nepal Food Security Monitoring System)
NGO	Non-Government Organization
NNFSCC	National Nutrition and Food Security Coordination Committee
NNFSS	National Nutrition and Food Security Secretariat
NPC	National Planning Commission
SHD	Sunaula Hazaar Din

SUN	Scaling Up Nutrition
TOT	Training of Trainer
TVCs	Television Commercials
VDC	Village Development Committee
WASH	Water, Sanitation, and Hygiene

PART 1: National Advocacy and Communication Strategy

1. Introduction

1.1. Background

Nepal remains one of the most malnourished countries in the world, with 41% of under five year olds stunted, indicating early chronic malnutrition. Malnutrition reduces a child's survival chances, causes permanent impairment of physical development, and perpetuates poverty by reducing achievement in school and future earnings. The process of stunting occurs between conception of the newborn until the second year of age and is thought to be an irreversible process. Furthermore the population of Nepal, especially women and children are affected by major micronutrients deficiencies. Malnutrition increases the risk of mortality in the early stages of infancy and childhood, impairs cognitive function of those who survive and hinders efforts to enhance national, social and economic development goals and the attainment of Millennium Development Goals (MDGs) 1-6.

Poor feeding and care practices, insufficient nutrient intake, high rates of infection and teenage pregnancy are the immediate causes of chronic malnutrition in Nepal. According to NDHS (2011) less than half (46%) of all babies receive breastfeeding within 1 hour, though 70% are exclusively breastfed at age of six months, and only 66% are introduced to complementary foods at 6-8 months.

Complementary feeding is infrequent, and inadequate in terms of age appropriate quality, quantity, diversity and safety. Only one-fourth of children (24%) are fed with the recommended infant and young children feeding (IYCF) practices (breastfeeding or receiving milk products, 4+ food groups, and minimum meal frequency according to their age and breastfeeding status). It is observed that nutritional status is significantly lower for the poor than the rich and for rural populations; maternal under nutrition is also higher in the lower wealth quintiles compared to the highest. Child stunting is the highest in the mountain region at 59.2%. (NDHS 2011)

1.2. Development of the National Multi-sector Nutrition Plan

The Government of Nepal realized that malnutrition must be addressed as a priority as it has severe negative impacts on the human population as well as on economic development. To address the issue the government developed a National Multi-sector Nutrition Plan (MSNP) for improving maternal and child nutrition and reducing chronic malnutrition. The MSNP was developed in 2012 in collaboration with the Ministry of Agriculture Development, Ministry of Education, Ministry of Federal Affairs and Local Development, Ministry of Health and Population and the Ministry of Urban Development. This involved a series of consultative meetings with the National Nutrition and Food Security Steering Committee and Coordination Committee members, government line agencies, technical working groups, sector reference groups, experts and consultants, and representatives from various development partners including donors and civil society organizations.

The MSNP offers a package of focused interventions to attain priority strategic objectives. It has been prepared by five government sectors, led by the National Planning Commission (NPC), in collaboration with their development partners. The activities and interventions with prioritized strategic objectives should contribute over a period of five years to a one third reduction of the current prevalence rates of chronic malnutrition. This will enable the country to significantly reduce this problem within the next ten years and ensure that malnutrition no longer becomes an impediment to improving Nepal's human and socio-economic development.

1.3. Institutional arrangements for nutrition and food security

To strengthen its effort the Government of Nepal has identified an institutional arrangement which provides a platform for partners from relevant sectors to work together in order to design and implement interventions that will accelerate the progress to reduce malnutrition. A High Level Nutrition and Food Security Steering Committee (HLNFSSC) and a Nutrition and Food Security Coordinating Committee (NNFSSC) have been set up at the NPC involving key ministries, partners and technical experts. A National Nutrition and Food Security Secretariat (NNFSS) has been established at the NPC, to support the HLNFS and the NFSSC and to coordinate and assist policy making, with an emphasis on a multi-sector approach, thereby contributing to improving the food security and nutritional status of the population of Nepal.

The Multi-sector Advocacy and Communication Strategy was developed in order to identify the main and most important advocacy needs, target groups, objectives and methodologies at all levels. It is an overarching strategy which incorporates other existing advocacy and communication strategies on nutrition and food security. The NNFSS and the Multi-sector Advocacy and Communication Working Group (AC – WG) will play a key role in the coordination of its implementation by the sectoral ministries in partnership with other stakeholders.

There are large numbers of nutrition and food security programs in the country which are carried out by the government with support from different development partners. While there are policies and strategies being developed to address food insecurity and malnutrition by the Ministry of Health and Population and the Ministry of Agriculture Development, other relevant ministries still have gaps in developing nutrition sensitive policies and strategies. At the national level, there has been encouraging momentum in gathering commitments from different government agencies and the donor community, with Nepal joining the Scaling up Nutrition (SUN) Movement in 2010 and since the launch of the MSNP in the six priority districts, similar commitment is now also required at district level.

1.4. Current status of the MSNP implementation

The MSNP was launched in 6 districts (Bajura, Achham, Nawalparasi, Jumla, Kapilvastu and Parsa) in 2013. It will be expanded to the other districts over a period of the first five years of the MSNP. The NPC will play a key role in the coordination of the implementation of the MSNP ensuring inclusion of 'nutrition sensitive' and 'nutrition specific' interventions within the sectoral plans.

NPC with support of the NNFSS has established three multi-sector working groups; Multi-sector Capacity Development Working Group (CD - WG), Multi-sector Monitoring & Evaluation and MIS Working Group (MEMIS - WG) and Multi-sector Advocacy and Communication Working Group (AC - WG). These groups will help to coordinate, oversee and guide the process bringing together key stakeholders from multiple sectors, donors, and implementing agencies related to the respective main core issues.

The AC – WG supports all relevant stakeholders to agree on a common approach to nutrition advocacy, including an overall implementation plan and timeline. Members of the core working group include representatives from the concerned ministries MoHP, MoE, MoFALD, MoUD, MoAD and MoWCSW and their departments, representatives from UN agencies, partner agencies, academia and donor agencies.

In order to accelerate the implementation of the MSNP National Planning Commission conducted a Mater Training of Trainers (MTOT) at the central level in December 2013 followed by regional TOTs in January 2014. The objective of the training was to provide technical orientation to the nutrition focal officers from different ministries and to orient all towards the MSNP planning process and bring all on the same page and understanding on MSNP and to enable them to support the planning process in the VDCs.

2. The Joint Advocacy & Communication Strategy

2.1. Introduction

This overarching strategy has been developed in order to support the government to scale up successful 'nutrition specific' and 'nutrition sensitive' interventions and plans reducing malnutrition in women and children. There are a number of existing communication strategies developed by different ministries stakeholders such as Media Strategy for Education; Health Education, National Information and Communication (NHEIC) Program in Nepal; National Maternal, Newborn and Child Health (MNCH) Communication Strategy; Infant, and Young Child Feeding strategy among others. This advocacy and communication strategy will identify areas for joint implementation of activities with stakeholders/line agencies; support the MSNP's goals and objectives; develop advocacy messages jointly with relevant stakeholders; facilitate resource generation and resource allocation for advocacy and communication activities; and organize and coordinate campaigns on nutrition and food security.

This strategy will address the coordination issue of advocacy and communication intervention of existing programs and projects in nutrition and food security such as: AFSP, KISAN, NeKSAP, Suaahara, SHD (1000 Golden Days), H4L, Hand-washing campaign, WASH, MIYCN, IMAM, School Health Nutrition, etc.

This strategy has been developed through a consultative process that started with a desk review of the existing relevant national documents and policies including of data on media and discussions with the stakeholder focal persons. Individual and consultative meetings with stakeholders played a vital role in the preparation of this document. A stakeholder consultative meeting was held to present the Draft Strategy and to receive further feedback and comments required to finalize the document. This document is the consolidated version, taking into consideration all comments received in the process.

This strategy is divided into 2 parts:

Part **One** is the Advocacy and Communication Strategy itself, identifying the various relevant advocacy target groups and describing options on how to implement those strategies to reach them. For each of those target groups and strategies more specific implementation plans need to be developed, some of which are already available or work in progress.

Part **Two** contains the tentative proposed overall "Advocacy & Communication" work plan which will be developed further with support by the Multi-sector advocacy and Communication Working Group. This plan will help ensure that all relevant activities with regards to Advocacy & Communication are identified, assigned to respective stakeholders for implementation and monitoring and that the required resources for their implementation are also identified and if necessary submitted to specific stakeholders for consideration.

During the consultative meetings there was unanimous opinion both from the government officials and stakeholders that work needs to be done in a more coordinated and collaborative manner for better impact of the interventions. The advocacy and communication strategy should be a joint (multisectoral) and comprehensive strategy at national, sub-national and community levels that needs to be combined and/or synchronized with different sectoral strategies. There were suggestions that the strategy should not only target beneficiaries (women, children, etc.) but also the government, partners, INGOs, NGOs, CBOs to maintain commitment at the national, regional, district and village level. It was felt that advocacy should be targeted towards the parliamentarians so that nutrition is included in their political agenda. The need to work with the media and to build capacities of journalists at all levels so that they have a good understanding of the ill effects of malnutrition. A media network needs to be established and a mechanism needs to be developed to share information with journalists and the network

There was suggestion for development of a 'Nutrition Logo' for Nepal, which is simple, memorable, timeless, versatile and appropriate. Other tools need to be identified and develop, too. To further reach out to a larger audience Paras Khadka, Captain of the Nepal National Cricket Team has been appointed as a 'Nutrition Champion'. The details of the consultation process are presented in Annex 1.

2.2. Target Groups

To support the efforts of the government to reduce malnutrition in Nepal, this strategy will develop advocacy initiatives targeted towards specific relevant audiences.

The parliamentarians as well as politicians and senior government officials too need to be capacitated with recent advances in the area of nutrition and food security to achieve the goal of the MSNP. On the other hand frequent transfer of government officials due to political change too hampers the ongoing programs/interventions; therefore there is need for stability. Similarly media too needs to have better access to accurate information on nutrition and food issues for better reporting. In addition, private sector needs to be involved for further strengthening of nutrition sensitive and nutrition specific interventions for improving nutrition in Nepal.

Those most affected by the problem are children below 5 years of age, adolescents, pregnant and lactating mothers and highly vulnerable children. In order to create an enabling environment and to improve the status of nutrition an advocacy approach is needed. Advocacy needs to be targeted towards those directly and indirectly influencing the most affected.

There is a need for a proper coordination mechanism in the area of nutrition among government, donors, implementers, and between programs and other stakeholders across sectors. There is need for more financial and organizational resource investment towards reducing malnutrition in the country.

The first phase will target media; policymakers and parliamentarians; donors; civil society organizations; local governance and the corporate/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 and food advocates and promote a national coordinated effort on nutrition and food security. 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, in-laws, relatives, neighbors 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 behavior change communication and social mobilization.

2.3. Potential problems for successful advocacy for nutrition and food security

Advocacy and communication can play a major role in creating awareness about the impacts of malnutrition. Through its interventions an enabling environment can be created for more coordination and for a multi-sector approach to be adopted for implementation of activities. However, several factors such as a lack of coordination among government, donors, implementers, and between programs and other stakeholders proves a challenge for any advocacy and communication interventions. Frequent transfer of government officials is another problem as this means that the capacity of the officer has to be continuously built. Media needs to be involved to accelerate MSNP interventions but nutrition issues are of low priority in media while reporting. In addition, media/journalists at the district as well as at the national level lack knowledge and their capacities understanding and appropriately reporting nutrition issues needs to be developed.

3. Main Target Audiences

The multi-sector advocacy and communication strategy will focus on the key target audiences so that advocacy supports the following changes:

- Ownership of nutrition and food security within a high-level coordinating body
- Increased awareness and understanding of importance among the government and people
- Increased leadership, commitment, coordination, and action at all levels and across sectors (i.e., health, agriculture, education, women and children, local development, and water and sanitation)
- Allocation of sufficient budget for nutrition (specific and sensitive interventions)
- Strengthened civil society and private sector involvement in nutrition

While there might be numerous target groups that could be approached with specific advocacy activities, the main target groups identified at this stage for the Joint Advocacy & Communication Strategy are:

1. Policy makers and parliamentarians
2. Government Officials at central, Regional, District and Community Levels
3. Civil Society Organizations (CSOs), NGOs and faith-based organizations
4. The Media including journalists, gatekeepers from both government and private media (e.g., editors and producers in television, radio, print and online)
5. External Development partners, including donors, UN Agencies, and international non-governmental organizations
6. Corporate/Private Sector
7. Religious or other “respected” persons (monks, teachers, etc.)
8. Direct beneficiaries (children, pregnant women, mothers, adolescent girls, etc.)

3.1. Policy Makers and Parliamentarians

Advocacy objective	By the end of 2017, there will be an increased understanding of the benefits of improving nutrition resulting in high level coordination, adequate resource allocation, and nutrition-sensitive sector planning
Desired changes	<ul style="list-style-type: none"> • Coordination of nutrition and food security programs at a higher level • Increased resource allocation for nutrition and food security programs
Barriers/challenges	<ul style="list-style-type: none"> • Lack of nutrition champions at higher level • Limited awareness on the magnitude of nutrition and food security problem and insufficient information on the investment needed for improved nutrition, resulting in nutrition not being a priority
Tentative Activities	<ul style="list-style-type: none"> • Meeting on leadership and management on nutrition and food security • Briefings on the nutrition and food security situation in Nepal specially the MSNP districts • Public hearing-Holding interaction with political leaders on the issues of nutrition and food security • Interactive talk programs via media, organizing live discussions with experts (TV, Radio, social media,etc.) • Advocacy workshops/one-on-one meetings on specific policy issues (implementation of activities, address issues pertaining to stunting and wasting among poor quintile/ align and better harmonize nutrition and agriculture activities)
Materials (existing relevant materials will be adopted and used as required)	<ul style="list-style-type: none"> • Module on leadership and management on nutrition • Fact sheet on the nutrition situation with a call to action, including supporting proven, effective interventions to improve nutrition • Advocacy video • Prioritization nutrition issues on manifestos and political agenda • Case studies from the field

3.2. Government Officials at Regional, District and Community Level

Advocacy objective	By the end of 2017, there will be an increase in awareness at regional, district and community levels on nutrition and food security issues and multi-sector coordination, resulting in functional committees at various levels, adequate resource allocation and efficient utilization of resources at all levels
Desired changes	<ul style="list-style-type: none"> • Effective coordination among sectors at the regional, district and community level including establishment of Regional Nutrition and Food Security Coordination Committee, District Level Nutrition and Food Steering Committee, Municipality Level Nutrition and Food Security Steering Committee and Village Level Nutrition and Food Security Steering Committee • Integration of nutrition and food security issues into sector planning • Adequate resource allocation and efficient utilization of resources for nutrition and food security
Challenges/barriers	<ul style="list-style-type: none"> • Limited awareness on nutrition and food security and its impact on other sectors • Competing demands for resources
Tentative Activities	<ul style="list-style-type: none"> • One day workshops on nutrition and food security • Capacity building workshops on monitoring, evaluation, research and learning on multi-sector implementation guidelines (MSNP) • Organizing discussions with experts
Materials (existing relevant materials will be adopted and used as required)	<ul style="list-style-type: none"> • Advocacy video • Fact sheet including relationship between nutrition and the following sectors including roles and responsibilities for each: Health, Nutrition, Food Security, Education, Water and sanitation and Women and Children • Training module

3.3. Civil Society Organizations (including NGOs and Faith-based Organizations)

Advocacy objective	By the end of 2017, there will be an increase in the number of CSO staff who have an increased awareness on the impact of nutrition and food security on development outcomes, and there will be harmonized messages among the CSO community
Desired changes	<ul style="list-style-type: none"> • Increased integration of nutrition and food security objectives into CSO program planning and research activities • Harmonization of messages on nutrition and food security so that the CSOs (CSO Alliance) community is speaking in 'one voice'
Challenges/barriers	<ul style="list-style-type: none"> • Competing priorities • Lack of funding/ donor influence on priority issues • Lack of capacity • Lack of awareness/knowledge regarding nutrition's impact on development outcomes • Lack of coordination
Tentative Activities	<ul style="list-style-type: none"> • Meeting with CSOs that are not involved in nutrition and food security (to get them involved) • Regular meetings with CSOs involved in nutrition and food security
Materials (existing relevant materials will be adopted and used as required)	<ul style="list-style-type: none"> • Talking points for CSOs on nutrition and food security issues • Advocacy video • Booklet of CSO success stories • Newsletter on nutrition issues

3.4. MEDIA (incl. journalists, gatekeepers from government and private media)

Advocacy objective	By the end of 2017, there will be an increase in the number of media gatekeepers who understand the benefits of including reporting on nutrition and food security in their editorial policy and an increase in the number of media practitioners with improved capacity (knowledge and skill) to report on nutrition and food security issues
Desired changes	<ul style="list-style-type: none"> • Increased number of media houses that include reporting on nutrition and food security in their editorial policies • Increased amount of accurate reporting on nutrition and food issues • Increased number of media houses working in partnership with nutrition and food security stakeholders
Challenges/barriers	<ul style="list-style-type: none"> • Competing priorities (Political issues) • Lack of knowledge and information on nutrition and food issues • Resources-financial and human
Tentative Activities	<ul style="list-style-type: none"> • Media monitoring • Face-to-face meetings and roundtables with media gatekeepers and journalists • Training for journalists on nutrition and food and the importance of reporting on its issues at the district and national level • Field visits for journalists • Media coverage analysis • Provide fellowship to journalists • Build media network • Develop media training manual and train journalists • Organize discussions with nutrition and food experts
Materials (existing relevant materials will be adopted and used as required)	<ul style="list-style-type: none"> • Advocacy video • Media manual • Media kit including:- <ul style="list-style-type: none"> ➤ Fact sheets (on specific nutrition and food security topics) ➤ FAQs on nutrition and food security ➤ Contact list of resource persons of nutrition and food security and journalists working in this area ➤ Press release/feature article ➤ Success story

3.5. EDPs, Donors, UN Agencies

Advocacy objective	By the end of 2017, there will be an increase in awareness of the importance of nutrition and food security in development outcomes among key donors and an increase in the willingness for funding
Desired changes	<ul style="list-style-type: none"> • Nutrition and food security included in donors' funding policies and agendas as a cross-cutting/mainstreaming area for every development program
Challenges/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 impact of nutrition and food security on development outcomes
Tentative Activities	<ul style="list-style-type: none"> • One-on-one meetings with key donors • Advocacy workshops on topics including public-private partnerships • Field visits for donors to sites of successful interventions
Materials (existing relevant materials will be adopted and used as required)	<ul style="list-style-type: none"> • Fact sheet • Advocacy video • Case stories booklet

3.6. Corporate/Private Sector

Advocacy objective	By the end of 2017, there will be an increase in the awareness of the corporate/private sector on the importance of reduction of malnutrition in women and children and the importance of 1000 golden days
Desired changes	<ul style="list-style-type: none"> • Increased number of corporate and private sector organizations engaged in support and promotion of breast feeding and proper diet for women and children and locally produced specialized food products
Challenges/barriers	<ul style="list-style-type: none"> • Inadequate information on the consequences of malnutrition on productivity and profitability in business • Lack of private-public partnerships
Tentative Activities	<ul style="list-style-type: none"> • Work with labour associations and Ministry of Labor and Employment to profile private companies and determine priority companies to target with advocacy efforts • Advocacy workshop for the private sector on nutrition and food security policy issues including food fortification and locally-produced specialized food products • Field visits and exchange visit to other countries that have been successful with private-public partnerships
Materials (existing relevant materials will be adopted and used as required)	<ul style="list-style-type: none"> • Mapping tool • Advocacy video • Fact sheet on locally –produced specialized food products • Fact sheet on food fortification

3.7. Religious and Other 'Respected' Persons (Monks, Teachers, etc.)

Advocacy objective	By the end of 2017, there will be an increase in the awareness of the importance of reduction of malnutrition in women and children and the importance of 1000 golden days among the religious or other 'respected' persons.
Desired changes	<ul style="list-style-type: none"> • Increased number of religious or other respected persons engaged in support and promotion of proper diet for women and children to improve their nutritional status
Challenges/barriers	<ul style="list-style-type: none"> • Limited awareness on the magnitude of nutrition and food security problems • Traditional beliefs and norms • Domination of traditional healers
Tentative Activities	<ul style="list-style-type: none"> • Orientation to religious or other respected persons on nutrition and food security • Awareness raising on nutritional issues in the form of 'street drama' • Advocacy workshop to promote 'Peer Educators' on nutrition and food security • PSAs, radio drama shows to be developed in local languages to create awareness
Materials (existing relevant materials will be adopted and used as required)	<ul style="list-style-type: none"> • Poster/pamphlet • Advocacy video • Nutrition and food security toolkit

3.8. Direct Beneficiaries (children, pregnant women, mothers, adolescent girls, etc.)

Advocacy objective	By the end of 2017, direct beneficiaries (children, pregnant women, mothers, adolescent girls, etc.) have a better understanding of the importance of a proper and sufficient diet and the importance of 1000 golden days
Desired changes	<ul style="list-style-type: none"> • Increased number of direct beneficiaries (children, pregnant women, mothers, adolescent girls, etc.) who use available health services • Decrease in % of stunting, wasting and underweight among children under 5
Challenges/barriers	<ul style="list-style-type: none"> • Limited awareness on the magnitude of nutrition and food security problems • Domination of heads of families in family matters
Tentative Activities	<ul style="list-style-type: none"> • Orientation to direct beneficiaries (children, pregnant women, mothers, adolescent girls, etc.) on nutrition and food security • Awareness raising on nutritional issues in the form of 'street drama' in local languages • One-on-one meetings with direct beneficiaries (children, pregnant women, mothers, adolescent girls, etc.) for awareness raising on proper nutrition and hygiene • Group meetings with the target group to talk about nutrition and its issues • PSAs, radio drama shows can be developed in local languages to create awareness
Materials (existing relevant materials will be adopted and used as required)	<ul style="list-style-type: none"> • Poster/pamphlet • Advocacy video • Recipe book on nutritious food cooking by using locally grown food • Demonstration on healthy way to cook and consume food to meet quality, quantity and diversify locally food utilization

4. Overall Goal of the strategy

The overall goal of the strategy is: *To serve as a joint framework of all stakeholders, describing the most effective approaches to increase awareness and understanding of malnutrition, ways to reduce it and to create/strengthen engagement and commitment of the main relevant actors in Nepal.*

The objectives of the advocacy and communication strategy are linked to the overall goal and communication interventions and activities are proposed to achieve desired objectives. The purpose is to coordinate and support policy-makers and decision-makers, public health practitioners, community leaders and members of the media to support the efforts in Nepal increasing awareness of the relevant target groups/communities on food security and malnutrition.

4.1. Objectives

- To define the main important target groups, approaches and tools for advocacy and communication in a joint multisector – multistakeholder framework that serves as the basis for planning and implementation for all stakeholders
- Enhance political will for a sustainable multi-sector initiatives to address malnutrition
- To identify the main target groups and approaches that should be pursued and for which detailed implementation plans should be developed
- Strengthen the advocacy & communication capacities of various sectors and stakeholders
- Increase the demand, championing and commitment, and community support for the provision of the services that contribute to reduction of malnutrition in children in the country
- Involve men and head of family/village in the 1,000 days promotion of adequate nutrition, feeding practices and care of women and children
- Mobilize mass media to play leading advocacy and information dissemination roles in raising awareness on malnutrition and its impact on the society
- Build the capacity of journalists on nutrition and its issues for better reporting

4.2. Strategic Outputs

The following strategic outputs are expected to be achieved during the implementation of the Multi-sector Advocacy and Communication activities:

1. Increased political commitment of politicians and high level government officials to reduce malnutrition that will be reflected in the political manifesto of the political parties
2. Top leadership of the mass media especially the TV, radio and the various media houses have the capacity to undertake the effective advocacy and dissemination of information on malnutrition and the 1000 golden days
3. Corporate/Public sector stakeholders and local leadership at all levels are aware, motivated and take action to support the effort of the government to reduce malnutrition of women and children
4. Wide dissemination of key messages and information on essential nutrition and food security through the various stakeholders and contacts to reach at least 2 million people at the end of the five years.
5. Harmonized advocacy and communication materials to support the district frontline workers and community-level activities of the MSNP are developed and disseminated. Amongst others these will include:

- National nutrition and food security logo
- Jingles/fact sheets/banners/posters on the 1,000 days, including the ones on male involvement
- Community guides and demonstrations for visual nutritious meals preparation and feeding, growth monitoring displays for use at group meetings by the Village Head/religious leaders/nutrition champions/celebrities
- Recipe book to guide food choices and combinations

4.3. Expected Outcomes

1. At least 70% of the family members and support networks of the women, husbands, in-laws, uncles, influential men and women in the family are reached through the advocacy and communication activities;
2. Awareness created among stakeholders at different levels and action taken on the MSNP and the 1,000 golden days activities to reduce malnutrition in children;
3. 70% of pregnant women and 70% of approximately 1 million mothers with children under two years of age reached with the key messages and are able to practice the desired practices promoted by the MSNP;
4. Over a million pregnant and lactating women and their partners and key family members are effectively educated and motivated to;
 - Demand and seek the recommended nutrition specific and nutrition sensitive services
 - Take part in the discussions and group meetings on food choices, combinations, preparation of nutritious meals and diets; infant and young child feeding, Growth Monitoring and Promotion and in the 1000 golden days activities
5. Coverage/uptake of the recommended nutrition related services increased
6. Reporting on nutrition and food security issues increased in the media

5. Communication Approaches

This strategy is a rolling document designed to support the implementation of the activities of the MSNP to respond to malnutrition in women and children during initial implementation over a period of 5 years. To improve nutrition at all levels, a comprehensive social and behavior change approach is needed. Within this approach, three key components are important:

- Advocacy to increase resources and political/social commitment towards nutrition and food
- Social mobilization for wider participation, collective action, and ownership, including community mobilization
- Behavior change communication for changes in knowledge, attitudes, and practices of specific audiences regarding nutrition and food habits

The strategy focuses on advocacy to build support for an enabling environment for food and nutrition and promote a multi-sector approach. Advocacy is needed at national, regional, and local levels to galvanize support for effective implementation of the MSNP, which is being led by the NPC in collaboration with the concerned ministries. A unified and harmonized approach to nutrition advocacy would maximize the effectiveness of efforts conducted by the government and partners. Social mobilization and behavior change communication will focus on igniting change at the community, household, and individual level. These components will build on existing interventions that target those most affected by the problem of malnutrition (e.g., pregnant and lactating women, children under 5

years, adolescents, people living with infectious diseases, and highly vulnerable children) as well as those who directly influence the target population e.g., caregivers to children under 5, husbands/partners, in-laws, teachers, relatives, peers, leaders in the community, and service providers.

6. Main Features of the Strategy

Community mobilization is the foundation of behavior change in the strategy and will occur at four levels:

Table 1 Features of the Strategy

Level	Action
National Level	<p>The focus will be to improve advocacy efforts to create a more favorable environment.</p> <ul style="list-style-type: none"> • It is essential to focus on advocacy so that policy makers at the national level are aware of the importance of the issues and devise the implementation strategy accordingly. • Another aim of the strategy is to seek more financial, technical and human resources from the policy makers so that food security and nutritional status is improved significantly. • Mass media activities are proposed for the general public to increase awareness on various issues of health related to food security and nutrition. • The focus would be on advocating for more resources for communication activities and enhancing capacity of food security and nutrition staff/workers/volunteers.
Regional level	<p>The focus will be on developing a mechanism to share information and experiences at a regional level. The existing regional nutrition and food security coordination committee can be a good platform. Communication activities would focus on promoting good practices from the region so that other regions could learn from the experiences.</p>
District level	<p>The focus will be to build capacity of staff, teachers and volunteers, media and other NGO partners on food security and nutrition issues. Mechanism to be developed for sharing of information among different stakeholders working at the district level. The district level nutrition and food security steering committee can lead these initiatives.</p>
Community/Village (VDC) level	<p>The focus will be on community mobilization activities to encourage communities/local people to take necessary actions to improve the overall health of community members, including mothers and newborns.</p>

7. Branding

A Nepal 'Nutrition and Food Security' logo will be developed and used in all print and communication materials, helping to build a clear and recognizable identity for nutrition and food security. The logo will be designed to reflect the main theme and highlight the multi-sector approach to nutrition and food. It will be endorsed by the High Level Nutrition and Food Security Steering Committee (HLNFSSC) and will be used for all communication relating to nutrition and food security by all relevant ministries and stakeholders. At some stage the authorization to use the logo might also serve as a sign that an organization and their activities are recognized as being in support of the efforts in Nepal to reduce maternal and child malnutrition.

8. Messaging

The overarching message for all advocacy, communications and mobilization interventions will focus on reduction of malnutrition in women and children. Therefore, messages should be shaped by the 'what' question. The identified target audience and the communication objective will guide the process of message/material development and adoption. However, following criteria and steps should be followed while developing messages:

- The message should be drafted based on the objectives and potential obstacles for its acceptance
- The tone of the message should be defined.eg. an appeal, fear, etc.
- The message should be clear and simple
- Emphasize options, practical action and solutions that are possible
- Use local language
- Pay special attention to cultural and religious sensitivities
- Pre-test the draft messages with the target audience. It can help determine whether the messages are acceptable to the target audience and the individuals

The purpose of the mentioned process is to develop simple, accurate and consistent messages to ensure their appropriateness to the cultural, spiritual, and linguistic background of the target audience. Creative persuasive appeals in messages may help to stimulate interest and intellectual and emotional involvement of the audience. Effective messages will:

- Promote benefits that people want
- Persuade people that they have the ability to change
- Convince people that the change is socially acceptable

Think about specific messages in terms of 'what', 'why', 'how', 'where' and 'who'.

- What: Reduction of malnutrition in women and children and promotion of the 1000 golden days
- Why: Socio-economic and health benefits
- How: By adopting the 1000 days scheme and alternative food supplements
- Where: In service centers (public health, agriculture, livestock, education, etc.) near you
- Who: Role models of healthy families, service providers and celebrity 'CHAMPION' endorses the 1000 golden days

PART 2: Advocacy and Communication Workplan

Policy Makers and Parliamentarians				
Activity	Materials to support activities	Timeline	Responsible organizations	Other supporting organizations
Meeting on leadership and management on nutrition	<ul style="list-style-type: none"> Module and materials on leadership and management on nutrition 		NPC/Sectoral ministries	
Short briefings on the nutrition situation in Nepal specially the MSNP districts	<ul style="list-style-type: none"> Fact sheets on nutrition situation Advocacy video Success stories from the field 	6-8 months	NPC/Sectoral ministries/nutrition media network	
Advocacy workshops/one-on-one meetings on specific policy issues (implementation of activities, address issues pertaining to stunting and wasting among poor quintile/ align and better harmonize nutrition and agriculture activities)	<ul style="list-style-type: none"> Policy briefs Power point presentation 	10-12 months	NPC/Sectoral ministries	
Interactive talk programs via media, organizing live discussions with experts (TV, Radio, social media,etc.)	<ul style="list-style-type: none"> Talking points Messages 	10-12 months	NPC/Sectoral ministries/ partners	
Public hearing-Holding interaction with political leaders on the issues of nutrition and food security	<ul style="list-style-type: none"> Talking points Messages 	10-12 months	NPC/Sectoral ministries/ partners	

Civil Society Organisations (CSOs) including NGOs and faith-based organizations				
Activity	Materials to support the activities	Timeline	Responsible Organizations	Other supporting organizations
Meeting with	<ul style="list-style-type: none"> Fact sheet (on why to 		NPC/Sectoral	

CSOs that are not involved in nutrition (to get them involved)	integrate preventive nutrition interventions into program planning <ul style="list-style-type: none"> • Advocacy video • Success stories 		ministries/EDPs	
Meetings with CSOs involved in nutrition	<ul style="list-style-type: none"> • Advocacy video • Talking points for CSOs on nutrition issues 		NPC/Sectoral ministries/EDPs	
Periodic newsletter for CSOs	<ul style="list-style-type: none"> • Quarterly newsletter on nutrition issues??? 		NPC/Sectoral ministries	

MEDIA including journalists, gatekeepers from both government and private media (e.g., editors and producers in television, radio, print and online)

Activity	Materials to support the activities	Timeline	Responsible Organizations	Other supporting organizations
Media monitoring baseline and continuous media monitoring	<ul style="list-style-type: none"> • Parameters for media monitoring 		NPC/Sectoral ministries	
Face-to-face meetings and roundtables with media gatekeepers	<ul style="list-style-type: none"> • Advocacy video • Media Kit: <ul style="list-style-type: none"> ➤ Fact sheets (on specific nutrition topics) ➤ FAQs on nutrition ➤ Contact list ➤ Press release/feature articles ➤ Success story 		NPC/Sectoral ministries	
Training for journalists on nutrition and the importance of reporting on nutrition issues	<ul style="list-style-type: none"> • Training module • Media kit 		NPC/Sectoral ministries/EDPs	
Follow up roundtable discussions with media gatekeepers and journalists	<ul style="list-style-type: none"> • Update data • Case stories (from CSO newsletter) 	Ongoing	NPC/Sectoral ministries	
Organize discussions with nutrition and food experts	<ul style="list-style-type: none"> • Talking points 	ongoing	NPC/Sectoral ministries	

EDPs, DONORS, UN AGENCIES				
Activity	Materials to support the activities	Timeline	Responsible Organizations	Other supporting organizations
One-on-one meetings with key donors	<ul style="list-style-type: none"> • Fact sheet • Advocacy video • Power point presentations 		NPC/Sectoral ministries	
Advocacy workshops on topics including public-private partnerships	<ul style="list-style-type: none"> • Power point presentations • Advocacy video 		NPC/Sectoral ministries	
Field visits for donors to sites of successful interventions	<ul style="list-style-type: none"> • Success stories 		NPC/Sectoral ministries	

Corporate/Private Sector				
Activity	Materials to support the activities	Timeline	Responsible Organizations	Other supporting organizations
Work with labour associations and Ministry Of Labor and Social Affairs to profile private sector companies and determine priority companies to target with advocacy efforts	<ul style="list-style-type: none"> • Mapping tool 		NPC/Sectoral ministries	
Advocacy workshop for the private sector on nutrition policy issues including food fortification and locally-produced specialized food products	<ul style="list-style-type: none"> • Advocacy video • Fact sheet on food fortification • Fact sheet on locally produced specialized food products 		NPC/Sectoral ministries	
Field visits and maybe visit to other countries that have been successful with private-public partnerships	<ul style="list-style-type: none"> • Background information of private companies being visited 		NPC/Sectoral ministries	

Religious or Other 'Respected' Persons (Monks, Teachers, etc.)				
Activity	Materials to support the activities	Timeline	Responsible Organizations	Other supporting organizations

Orientation to religious or other respected persons on nutrition and food security	<ul style="list-style-type: none"> • Poster/pamphlet • Advocacy video • Nutrition and food security toolkit 		NPC/Sectoral ministries	EDPs
Awareness raising on nutritional issues in the form of 'street drama'	<ul style="list-style-type: none"> • Script for 'street drama' • Poster 		NPC/Sectoral ministries	EDPs
Advocacy workshop to promote 'Peer Educators' on nutrition and food security	<ul style="list-style-type: none"> • Poster/pamphlet • Advocacy video • Nutrition and food security toolkit 		NPC/Sectoral ministries	
PSAs, radio drama shows to be developed in local languages to create awareness	<ul style="list-style-type: none"> • Script • Messages 		NPC/Sectoral ministries	EDPs

Direct Beneficiaries (children, pregnant women, mothers, adolescent girls, etc.)				
Activity	Materials to support the activities	Timeline	Responsible Organizations	Other supporting organizations

Orientation to direct beneficiaries (children, pregnant women, mothers, adolescent girls, etc.) on nutrition and food security	<ul style="list-style-type: none"> • Advocacy video • Poster/pamphlet 		NPC/Sectoral ministries	
Awareness raising on nutritional issues in the form of 'street drama'	<ul style="list-style-type: none"> • Script for 'street drama' • Poster 		NPC/Sectoral ministries	
One-on-one meetings with direct beneficiaries (children, pregnant women, mothers, adolescent girls, etc.) for awareness raising on proper nutrition and hygiene	<ul style="list-style-type: none"> • Advocacy video • Poster/pamphlet 		NPC/Sectoral ministries	
Group meetings with the target group to talk about nutrition and its issues	<ul style="list-style-type: none"> • Advocacy video • Poster/pamphlet 		NPC/Sectoral ministries	
PSAs, radio drama shows to be developed in local languages to create awareness	<ul style="list-style-type: none"> • Script • Messages 		NPC/Sectoral ministries	EDPs

STRATEGIC COMMUNICATION PLAN FOR PARLIAMENTARIANS

The objective of this strategic communications plan is to create an enabling environment through strategic communication so as to ensure increased commitments from policy makers, political parties and other stakeholders for addressing the challenges of food insecurity and malnutrition. The two year plan aims to:

- Increase communication and coordination between key government agencies at the national and district levels;
- Sensitize relevant ministries to develop nutrition sensitive policies and strategies;
- Encourage government agencies to increase budgetary allocations for implementing the MSNP;
- Sustain the commitment and support from the development partners in addressing malnutrition and food insecurity.

This plan is an outcome of several interviews and in-depth discussions with key stakeholders, a desk review of existing literature, including of data on media usage and informal canvassing of lessons learned from previous communication campaigns in Nepal. Stakeholder consultative meetings were held on 6th to 8th May, 2013 to receive and incorporate feedback and comments to finalize the document. The plan will be implemented by the nutrition stakeholders and partners.

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Activities with cost breakdown:

SN	Activities	Timeline (Two years/24 months)																								Budget (US \$)
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
1	Formative research	█	█	█																						40000.00
2	Review and finalization of Key messages Workshop and Report Writing				█																					1,500.00
3	Invite high level delegation								█																	
4	SUN movement, annual high level international meeting Government of Nepal should explore possibilities and seek donors' support in participating in the SUN Movement								█																	
5	Quarterly call of the SUN movement			█			█			█			█			█			█			█			█	
6	Nepal Nutrition Group Four meetings in one year and a total of eight meetings		█			█			█			█			█			█			█			█		2000.00

ANNEX 1

Stakeholder Mapping

National Planning Commission

The National Planning Commission (NPC) is the advisory body for formulating development plans and policies in Nepal under the directives of the National Development Council (NDC). It explores and allocates resources for economic development and works as a central agency for monitoring and evaluation of development plans, policies and programs. It also facilitates the implementation of development policies and programs. NPC is the lead agency which has developed the MSNP with support from various development partners. MSNP was framed to consolidate the fragmented policies, program and activities of the various line agencies related to food security and nutrition in the country. NPC has established a Secretariat to coordinate the implementation of the MSNP.

Ministry of Finance

The Ministry of Finance (MOF) is the central authority of the Government of Nepal is responsible for maintaining both micro and macroeconomic stability in the country. Moreover, the key role of the Ministry lies with the more rationale allocation of resources; better management of public expenditure; enhanced mobilization of both internal and external resources; greater performance in public investments and strengthening of public enterprises' productive capacity; open and simple foreign exchange policies and regulation, and prudent fiscal and monetary policies.

The Ministry is an important stakeholder for this communications plan because they are responsible for budgetary allocation and thus could provide an impetus to the line ministries to implement the activities in the MSNP.

Ministry of Agricultural Development

The Ministry of Agricultural Development (MoAD) is the apex body to oversee agriculture and related fields. The MoAD has been the key Ministry for responding to the challenge of food insecurity in Nepal by developing a number of policies, programmes and projects. In the draft policy options of the Agriculture Development Strategy, food and nutrition security has been one of the vision components and much focus has been provided to the food and nutrition security of women, the poor, children and marginalized groups. The MoAD is implementing a project entitled "Nepal Agriculture and Food Security Project" (NAFSP) in 19 districts of priority development regions from the food and nutrition security perspectives (Far Western and Mid Western) of Nepal. The Ministry will also be implementing a Feed the Future project funded by USAID. There are number of other agriculture development projects with food security components funded by various donors.

National Nutrition Program under the Department of Food Technology and Quality Control is responsible for nutrition related activities such as nutrition education, recipe development food composition table development, etc.

The MoAD also has an Agriculture Information and Communication Centre (AICC). Most communications programs produced by the Centre are on increasing agricultural production through modern farming

techniques. It employs print, radio, TV, and website to disseminate this information. Very rarely has AICC disseminated information concerning nutrition.

The MoAD has district level offices in all 75 districts. These offices do not have trained human resources to carry out nutrition related activities

Ministry of Education

The Ministry of Education (MoE) is the apex body of all educational organizations and is responsible for overall development of education in the country. This Ministry is responsible for formulating educational policies and plans and managing and implementing them across the country through the institutions under it.

Under the Ministry, the Department of Education has been implementing a School Health and Nutrition Program, Nepal which various donor agencies are supporting to upgrade health and nutrition status of school children. This program has been implemented in 30 different districts of the country. It has also contributed to implementing “the National School Health and Nutrition Strategy-2006” by disseminating knowledge through publications, training and orientation programs. It attempts to reach the community level by motivating parents and local communities.

Ministry of Federal Affairs and Local Development

The Ministry of Federal Affairs and Local Development (MoFALD) focuses on coordinating and enhancing the capacity of the District Development Committees (DDC) and the Village Development Committees (VDC). Though MoFALD does not have food security and nutrition as a core theme, it recognizes that these are felt needs of the people. It is currently implementing Sunaula Hazar Din- Community Action for Nutrition Project which mobilizes communities to improve nutrition by targeting interventions around first 1000 days of life. Through its effort to promote grassroots democracy, it has already provided numerous orientation and training in different aspects of development. Some sessions have been allocated for food security, nutrition and home gardening. Participatory planning exercises are being carried out at DDC and VDC levels, including through the district food security and nutrition coordination committees.

The Ministry currently has significant capacity to mobilize communities to improve nutrition. It employs social mobilizers in each of the VDCs and Municipalities across the country. It's Local Governance and Community Development is one of the largest development projects designed under the basket fund approach. This project is implemented in 75 districts, 58 municipalities and 4913 VDCs from 2008 to 2012. To support the concept and spirit of this project, a separate IEC strategy was developed by the Ministry.

Ministry of Health and Population

The Ministry of Health and Population (MoHP) plays a leading role in improving the health of the people including mental, physical and social wellbeing, for overall national development with the increased participation of the private sector and non-government institutions in the implementation of programs. The Ministry is also responsible to make necessary arrangements and formulate policies for effective delivery of curative services, disease prevention, health promotive activities and establishment of a primary health care system. These activities will be maintained at an international standard under the policies declared on health, by the Government of Nepal, ultimately improving the overall condition of health services.

The MoHP plays a significant role, including being the lead technical agency, in improving nutrition in Nepal. It has implemented several programs notably micronutrient supplementation, food fortification, behavioral change for IYCF, treatment of SAM etc.

Under the Ministry, the National Health Education and Information and Communication Centre (NHEICC) has led communication activities through national communication strategies.

MoHP has the potential for mobilizing FCHVs for promoting nutrition related activities at the community level. The Ministry also employs a range of health workers (nurses, doctors, etc.) who are opinion leaders on nutrition issues.

Ministry of Urban Development

The Ministry of Urban Development is responsible for addressing the drinking water and sanitation issues through policy formulation. To supplement the implementation of the plans and policies, the Department of Water supply and Sewages is involved in coordinating local level offices to provide access to pure drinking water and sanitation management. It works through the District Coordination Committees for WASH to monitor progress.

The MoUD has started to support small projects related to drinking water and sanitation in six districts in the country as a pilot project which is expected to cover all 75 districts as a part of MSNP, gradually. The district level coordination committees have been recently formulated for proper implementation of the project. Similarly, it has been supporting to Open Defecation Free (ODF) districts.

Nepal Agricultural Research Council

Nepal Agricultural Research Council (NARC) is an autonomous organization which conducts agricultural research in the country. It has a communication and publication division which is responsible for disseminating and popularizing research findings. NARC could generate research on nutrition sensitive agriculture and provide a channel for reaching agriculture stakeholders.

Action Contre la Faim/Action Against Hunger

Action Contre la Faim/Action Against Hunger (ACF) is an international NGO with a history of community based nutrition work in Nepal, including the treatment of severe acute malnutrition. They are also active in supporting advocacy, and research activities on malnutrition related issues.

ActionAid

ActionAid is a global NGO which focuses on the welfare of excluded groups by advocating their rights to food, land, education and health. It currently works in 30 districts and has regional resource centers that are responsible for regional campaign initiatives and building/strengthening alliances in the regions. It also aims to develop media capacities by providing information on rights based issues.

Asian Development Bank

Asian Development Bank (ADB) is a multilateral regional development bank that provides technical and financial support for large scale projects in most sectors highlighted in MSNP. It is presently supporting projects in areas such as community irrigation, commercial agriculture development, gender equality and empowerment of women and education. It is financing Reducing Child Malnutrition through Social

Protection in districts of Karnali Zone. It is also supporting Flour Fortification in Chakki Mill projects in 65 VDCs in one district to address micronutrient deficiencies.

AusAid

AusAid has been a strong supporter of nutrition in the health sector in Nepal through its participation in the Nepal Health Sector Program. AusAid has also supported a “Scaling Up Nutrition Technical Assistance” (SUNITA) trust fund at the World Bank to build evidence and provide technical assistance for scaling up nutrition in Nepal. They are also a donor to the South Asia Food and Nutrition Security Initiative (SAFANSI) program at the World Bank which provided financial and technical assistance to the NPC to develop this plan.

CARE

CARE Nepal works in partnership with local NGOs, networks, federations and community groups to address the underlying causes of poverty, conflict and vulnerability through the promotion of gender and social inclusion, rights based approach and social mobilization. CARE Nepal currently works in sectors important to nutrition such as food security, maternal/child/family health services, water and sanitation, education, psychosocial wellbeing of women and economic opportunities.

Center for Environmental and Agricultural Policy Research, Extension and Development

Center for Environmental and Agricultural Policy Research, Extension and Development (CEAPRED) is an NGO which is implementing several projects in all five regions of Nepal focusing on improving food security, livelihoods and nutrition, currently working in 35 districts. It has an extensive network of social mobilizers and farmers’ groups.

Department for International Development

The United Kingdom's Department for International Development (DFID) provides financial resources for technical support and program scale up in health, education. Nutrition is a high priority for DFID and they are a strong proponent for addressing malnutrition through multi-sectoral approaches. DFID is also actively engaged with various Ministries of the Government of Nepal to improve the efficiency of investments, through the use of evidence-based approaches. DFID is a member of the pooled fund to finance the Health Sector Program, which has a strong focus on nutrition. It has also financed a randomized control trial in Nepal to assess impact on birth weight of cash transfers, food transfers and/or information campaigns. DFID is also the founding donor of the South Asia Food and Nutrition Security Initiative, a program at the World Bank to increase evidence-based investments in nutrition in South Asia.

European Commission

The European Commission (EC) has supported programs in Nepal to improve food security. It is currently supporting an “Agriculture, Nutrition and Extension Project”. The overall objective of the project being implemented in Nepal and Bangladesh is to improve the food security and nutrition of the poorest and most vulnerable households, for women and children. Likewise, it has also supported the “Nepal Food Security Monitoring System”. In order to ensure food security and nutrition, the EC has been supporting WFP, FAO and other non-governmental organizations.

Food and Agriculture Organization

The United Nations Food and Agriculture Organization (FAO) is providing policy support to the Government of Nepal in the area of agriculture and food security. It has provided support to the Ministry of Agriculture Development in the preparation of Three Year Interim Plan for increasing food security. Similarly, it has contributed in preparation of 10 Years Vision and five year Plan of Action and thus supporting in the formulation of Agriculture Development Strategy which is expected to be finalized in the near future.

Helen Keller International

Helen Keller International (HKI) has worked in Nepal for many years and is particularly well known for their ability to create and test linkages between agriculture and health for achieving improved nutrition. HKI is senior technical partner and is responsible for the following components in SUHARAA Project: Essential Nutrition Action, Home state food production, Local multi section Governance, Improved nutrition and interpersonal communication. HKI currently serves as chair for the Nepal Nutrition Group (NNG), which is a group of development partners that meets on a monthly basis to exchange information on developments in nutrition in Nepal.

International Fund for Agricultural Development

International Fund for Agricultural Development (IFAD) is a UN financial institution which finances agricultural development projects primarily for food production in the developing countries. In Nepal IFAD is focusing on peace-building, reconciliation, reconstruction and economic recovery. They work on areas such as infrastructure and services, support to the most marginalized ethnic and social groups, income-generating opportunities (to address food insecurity) and interventions that promote community cohesion and resilience.

Japan International Cooperation Agency

Japan International Cooperation Agency (JICA) assists and supports developing countries as the executing agency of Japanese Official Development Assistance (ODA).

In accordance with its vision of “Inclusive and Dynamic Development,” JICA supports the resolution of issues of developing countries by using the most suitable tools of various assistance methods and a combined regional, country- and issue-oriented approach. JICA has supported a school health and nutrition program which is now a regular program of the Government of Nepal.

Johns Hopkins University/Center for Communications Program

Johns Hopkins University/Center for Communications Program (JHU/CCP) is responsible for promoting Social Behavior Change Communication for improving the nutrition status in 20 districts of Nepal where SUHAARA is being implemented.

MaxPro

MaxPro is a social marketing organization working towards eliminating malnutrition among pre-school children in Nepal. It has implemented a social marketing campaign promoting the use of the “Two Child Logo” adequately iodized salt in the Terai District – Parsa. It has also worked on the promotion of multiple micronutrient powder.

Micronutrient Initiative

The Micronutrient Initiative (MI) is involved in the promotion of vitamin A supplementation for children, iron and folic acid supplementation to pregnant women, and zinc and ORS for the treatment of diarrhea in children. Working in partnership with MoHP, MI is attempting to strengthen the health system in three districts, focusing specifically on the micronutrient specific issues. The major challenge faced by MI is in the promotion of Zinc and ORS the current coverage of which is only between 5-33%. MI also works closely with private sector wheat flour millers, and the Department of Food Technology and Quality Control to increase access to fortified foods. MI has also supported the development of anemia plan of action, scaling up social marketing of two-child logo iodized salt and has provided technical support for the DFID-financed low birth weight trial.

Nepal Technical Assistance Group

Nepal Technical Assistant Group (NTAG) is a non-government and non-profit public health organization dedicated to improving the health and nutritional status of women and children of Nepal through sustainable development changes. It has provided technical assistance to the MOHP, MOAD and several other partners to scale up interventions such as vitamin A and iron and folic acid supplementation.

Oxfam

Oxfam has been working in Nepal addressing the poverty and injustice faced by women and other socially excluded groups through a variety of projects. It works to promote rural livelihoods and vulnerable communities' resilience to climatic shocks and disasters, enhance food security, promote gender justice and minority rights, and empower communities to claim rights and essential services.

Plan Nepal

Plan Nepal works to strengthen the delivery of essential services and advocate on behalf of poor children and their families. They work in sectors such as health, water, sanitation and hygiene, basic education, household economic security, child protection, child-centered disaster risk management.

Population Service International

Population Service International (PSI) is a global health organization dedicated to improving the health of people in the developing world by focusing on serious challenges like a lack of family planning, HIV and AIDS, barriers to maternal health, and the greatest threats to children under five, including malaria, diarrhea, pneumonia and malnutrition. PSI/Nepal works on reproductive health and family planning, malaria, HIV/AIDS prevention, and safe water education. It partners with private sectors and works through social marketing approach.

Save the Children

Save the Children (SC) works primarily with Child Health Division, Ministry of Health and Population and is currently the lead partner for the SAAHARA project. It has mainly used three approaches namely: advocacy for policy makers and bureaucrats, social mobilization at the community level and mass media for behavior change. It also works in other sectors like education.

Support Activities for Poor Producers

Support Activities for Poor Products (SAPPROS) Nepal is a national level non-profit and non-governmental organization and is one of the well recognized NGOs in Nepal, working in 31 districts in

the past 21 years and currently working in 12 districts of the country. It has developed innovative models for addressing food security at community level.

Swiss Agency for Development and Cooperation

The Swiss Agency for Development and Cooperation (SDC) is Switzerland's international cooperation agency within the Federal Department of Foreign Affairs (FDFA). In operating with other federal offices concerned, SDC is responsible for the overall coordination of development activities and cooperation with Eastern Europe, as well as for the humanitarian aid delivered by the Swiss Confederation. In Nepal, SDC is focusing on improving livelihood and increasing food security through better access to business services (training, advice) and to markets, as complementary initiatives to existing programmes focused on agricultural production and rural infrastructure.

United Nations International Children Emergency Fund

United Nations International Children Emergency Fund (UNICEF) is providing a wide range of financial and technical support to the Government of Nepal for nutrition. It has been involved in the formulation of key stakeholders plan as was the lead partner to the Government of Nepal for the development of the MSNP. It has also supported the government to test innovative models such as using micronutrient powders and approaches for the treatment of severe acute malnutrition. UNICEF is also supporting the development of several policy and guideline documents. While the UNICEF support for nutrition has focused primarily over the years on a partnership with the Ministry of Health and Population, importantly, UNICEF also has teams that work in other key sectors such as education, social protection and water/sanitation. UNICEF is supporting the development of a "1000 days" communications campaign which it feels should be owned by all from the national level to the community level.

United States Agency for International Development

The United States Agency for International Development (USAID) has made substantial contributions to health and nutrition in partnership with the Government of Nepal and other external development partners. As part of its strategy to strengthen the country's health and nutrition programs, USAID, in consultation with the MOHP and relevant partners, has initiated a new Integrated Nutrition Program (INP)--'Suaahara' (Good Nutrition). Suaahara is a comprehensive community-focused program dedicated to improving the health and nutritional status of pregnant and lactating women and children under two years of age, thereby directly addressing the vulnerable points of development which result in stunting. The program will focus on improving nutrition; maternal, newborn, and child health (MNCH) services; family planning services; water, sanitation and hygiene; home-based gardening, and behavior change communications in up to 25 districts. Suaahara will work closely with the government to strengthen policies and programs that will improve health and nutritional status. USAID also provides support in other sectors such as education.

World Bank

The World Bank provides financing and technical assistance in all the key sectors that are outlined in the MSNP. It currently finances the health sector and education sector and provides technical assistance in these two sectors. It provides financing and technical assistance in social protection, on water and sanitation and in agriculture. Through the Nepal Agriculture and Food Security project it is financing nutrition-sensitive agriculture activities. It has been a strong advocate for increased investments in nutrition through the dialogue on the health. It is also financing the Ministry of Federal Affairs and Local Development's "Sunaula Hazar Din- Community Action for Nutrition" project as well as several analytical

and technical assistance services through the South Asia Food and Nutrition Security Initiative (SAFANSI), a program financed by DFID and AusAid. The World Bank is an important stakeholder for presenting the economic case for investing in nutrition.

World Food Programme

The World Food Programme (WFP) has partnered with the Government of Nepal for decades to provide food transfers as a means to reduce vulnerability in Nepal. Under the leadership of the government of Nepal, WFP's new Country Plan has embraced a safety net approach combining programmes focused on children, through Mother Child Health Nutrition (MCHN) and School Meals, and adults through assets creation activities. WFP is the host Secretariat globally for the UN REACH Initiative which is supporting the Secretariat at NPC, along with the World Bank.

World Health Organization

World Health Organization (WHO) is the United Nations agency that sets the technical norms and standards in nutrition. In addition to providing technical guidance at the global level in nutrition, WHO has been supporting the Government of Nepal mainly in the area of food safety, chemical safety, and capacity enhancing of government staff. It has also contributed in the preparation of MSNP. The organization has also been involved in the review of several nutrition related programs and prepared a number of guidelines for different categories of health workers. WHO is also involved in the assessment of National Baby Friendly health facilities.

Media

Nepal has a flourishing media industry. However, when they do cover development issues the media tend to cover issues superficially, e.g. announcement of new projects, monitoring visits etc. There is very little coverage of nutrition issues.

The media are important stakeholders for the communication plan because they have the potential to reach and influence the main audiences for the plan. In order to realize the objectives of the plan media owners and senior journalist need to be properly oriented and sensitized about various aspects of nutrition. It should be the last of stakeholders but after various organizations and just before the section on Civil Society organizations.

Civil Society Organizations

A number of civil society organizations, in addition to those outlined above, are involved in food and nutrition security in Nepal. The National Network on Right to Food Nepal (RtFN), comprising more than 50 national and international non-government organizations, is an alliance of civil society organizations committed to the realization of human right to food in Nepal. Mainly the federations (NGO Federation, Federation of Community Forest Users Nepal, Irrigation water user federation, drinking water and sanitation federation, human rights networks, women rights networks, peasants' federations and youth organizations, etc.) have been active members of the RtF network. There are other advocacy organizations such as Dalit NGO Federation and Nepal Federation of Indigenous Nationalities that work on rights of minority groups in Nepal.

The National Alliance for Food Security in Nepal (NAFOS) is another network of NGOs and CSOs established with the objective to launch a campaign to ensure food and nutrition security in policies and legislation including the protection of farmer's rights and rights to food.

Peasants' organizations in Nepal have been active in campaigning for demanding food sovereignty. The peasant's movement for food sovereignty exists at the international level and this movement also has a strong existence in Nepal.

Food-first Information and Action Network (FIAN) Nepal has claimed itself as a member-based human rights organization. The aims and objectives of the organization are to establish, promote, protect and advocate the issue of the right to food in Nepal. In order to advocate human rights to food, FIAN wants to engage with the government on the following areas: i) develop district food security plans; ii) promote pro-poor agricultural policies; iii) engage with VDCs and DDCs level authorities to allocate reasonable amount of resources for agriculture development; iv) improve access for poor and vulnerable communities to common property resources – public lands, community forests, public ponds, rivers etc.; v) scientific land use planning and transformative agrarian reforms in the country; vi) effective policy development and their implementation on Rights to food.

A number of I/NGOs have been implementing food and nutrition security programs at the community level targeting landless, small farmers, women groups, ethnic minorities, etc. INGOs such Lutheran World Federation, Practical Action and Heifer International among other have food and nutrition security focused programs under implementation. Similarly, national and local NGOs have programs in the areas of agriculture and food security being implemented for the last more than 1.5 decades.

Manifestos of Major Political Parties

Unified Communist Party of Nepal (Maoist): The Unified Communist Party of Nepal (Maoist) (UCPN (M)) has included in its manifesto the right to education, health, employment, and shelter and food sovereignty as fundamental rights. Likewise, it has also stated that all children shall have the right to nutrition, education, health and social security as fundamental rights.

Nepali Congress Party: The Nepali Congress Party (NC), in its manifesto, has included various strategies for agricultural development. It has accorded high priority for ensuring food security and declared war against poverty and malnutrition.

Communist Party of Nepal: The Communist Party of Nepal (United Marxist and Leninist) (CPN-UML), in its manifesto, regards food security as basic needs but is silent on nutrition.

Tarai-Madesh Democratic Front Party: Tarai-Madesh Democratic Front Party (TMDFP) has stated that agriculture should be self-sufficient and export-oriented. The party has emphasized on commercialization of agriculture.

ANNEX 2

The Communication Environment in Nepal

Nepal has a flourishing media industry. However, when they do cover development issues the media tend to cover issues superficially, e.g. announcement of new projects, monitoring visits etc. There is very little coverage of nutrition issues.

After the successful Jan Anadolan-1, Nepal witnessed the very encouraging growth in the communication sector in general and media sector in particular.

Registration

According to documentation of Press Council Secretariat, total 3408 daily, semiweekly, weekly and fortnightly newspapers are registered during the fiscal year-2068/069. Out of these, there are 542 daily, 28 semiweekly, 2466 weekly and 372 fortnightly newspapers.

Kathmandu Valley and Outside the Valley

There are registered total 1527 newspapers in the districts of Kathmandu Valley: Kathmandu, Lalitpur and Bhaktapur which includes 188 daily, 7 biweekly, 1105 weekly and 227 fortnightly papers. This data is equivalent to 44.81% with total numbers of registration in the country.

Similarly, there are 1881 newspapers registered outside the valley, out of which there are 354 daily, 21 biweekly, 1361 weekly, and 145 fortnightly newspapers. This number is equivalent to 55.19% of the total registration in the country.

Table No. 1

S. N.	Types of Newspaper	Number of Registration		Total
		Valley	Out of Valley	
1	Daily	188	354	542
2	biweekly	7	21	28
3	Weekly	1105	1361	2466
4	Fortnightly	227	145	371
Total		1527	1881	3408

Altogether 3408 newspapers have been registered with the Press Council. Out of them, 1527 have been registered in Kathmandu Valley while the remaining 1881 are published outside the Valley (Press Council Nepal, 2069).

Access of household facilities of communication means, according to National Population and Household Census Report 2011, is as follows:

Facilities	Urban	Rural	Total
Radio	559986	2196339	2756325
Television	634332	1342271	1976603

Cable TV	562473	485875	1048348
Computer	247370	147664	395034
Internet	126654	54092	180746
Telephone	236903	162796	399699
Mobile phone	879020	2625909	3504929

The significant increase in the number of papers, FM stations and TV channels has been very impressive. With the exponential growth in the media industry, the challenge was to run these sectors in a professional manner. This was somewhat addressed with the emergence of various academic institutions offering courses in mass communication and journalism.

Realizing the need to disseminate information properly, the Government of Nepal has designated a spokesperson in each Ministry. In similar vein, bilateral and multilateral agencies have also appointed Communication Advisor/Officer in their respective organizations. All these augur well in pursuing strategic communications efforts.

If one analyzes the content of different medium, the bulk of space and time is as entertainment. Very little of development coverage is given by the media. Their coverage is mostly on inaugurations, monitoring visits by high profiled personalities, beneficiaries' participation or success stories. On the other hand, occasional reporting of issues related to bird flu, diarrheal epidemic, date expired distribution of medicines, food insecurity are given limited or one time coverage. Even Nepal Television which has a "Communication for Development" is no different from other media. One would tend to think that NTV would have more development programs compared to others. Sadly, this has not been the case so far.

The growth of media industry has created both challenges and opportunities. While there are options for disseminating information, the number of trained journalists in developmental journalism is very few. Also very few media tend to accord priority to food security and nutrition related issues.

At present there is not adequate data available to define the media usage habits. These would be part of the formative research to be undertaken in the first 6 months of year 1 of this plan.

Policy makers, political parties, developmental partners use media in a limited scale. They often interact with the media whenever a new policy is formed. Media interaction is often organized after the budget is introduced. Media is also employed to announce upcoming protest movements by political parties. It is also used to inform and educate the general public about matters of national importance. Press releases are often handed out whenever a bi-lateral or multi-lateral supported project is signed. Decisions of Cabinet meetings are also shared to the general public by the spokesperson of the Cabinet.

Most of the previous communications campaign have focused on household behavior change and have been generally carried out by one sector. However, there has been very limited experience in Nepal in advocacy that cuts across sectors, such as after the outbreak of bird flu in 2009, a multi-media campaign was launched by the Government of Nepal and various development partners. Messages were disseminated on the safety measures needed to be taken in case bird flu in chickens factions.

The media in Nepal are very active in highlighting the issues of public concern in the public domain. This media has led to policy reforms and improved efficiency in public sector management.