



Reaching Agents of Change (RAC)

NATIONAL WORKSHOP TO DISCUSS THE ADVOCACY AND RESOURCES MOBILIZATION STRATEGY



**Report of the workshop held at Blue Pearl Hotel, Ubungu Plaza,
on 26th June 2012, Dar es Salaam, Tanzania**

INTRODUCTION

Reaching Agents of Change (RAC) is a project aimed at increasing investments and commitment to the dissemination and use of Orange-Fleshed Sweetpotato (OFSP) as a means to combat Vitamin A Deficiency (VAD) and food insecurity in Africa and aspires to enable the public and private sectors to design, implement, monitor and evaluate programs that are either OFSP-focused or that add OFSP into existing efforts. The goal of the Reaching Agents of Change project is to provide direct access to vitamin A-rich orange-fleshed sweetpotatoes for 600,000 households, with an indirect benefit to 1,200,000 households.

One of the key strategies for RAC to achieve that noble ambition involves building the capacity of committed advocates to convince key decision-makers and donors to invest in the wide-spread adoption and utilization of OFSP. It is understood that advocacy is a process of influencing people and institutions to create change and it involves many principles and activities/strategies, including lobbying. To provide a framework for operation and facilitate the activities of those advocates, RAC secretariat started the process of developing an advocacy and communication strategy. Accordingly, a two days workshop that involved cross-cutting stakeholders in the health, nutrition and agriculture sectors was held on 22nd and 23rd May 2012 at Coral Beach Hotel, Dar es Salaam, to brainstorm and set footing on the development of an advocacy strategy for promotion of production and consumption of Orange Fleshed Sweet Potatoes in Tanzania. Following that workshop, the advocacy and communication strategy as well as its implementation plan was developed, which led to the second workshop titled the RAC Advocacy Operationalization Workshop held on 26th June 2012 at Blue Pearl Hotel, Ubungo Plaza. This particular workshop forms the basis of this report.

Participants: Stakeholders from Government, Donors, Media, Private Sector and NGOs in the field of Policy formulation, nutrition, health and Agriculture (Crops). Others include HKI staff and Country Directors, Regional M&E Specialist, RAC Project Manager, Gender & Advocacy Advisor, Regional and Country Agronomists, EHFP Staff and HKI-RAC Consultants.

Workshop objectives:

General Objective: To share with stakeholder and receive feedback on the Advocacy and Communication Strategy for resource mobilization and enhancement of the policy environment for OFSP investment, promotion and consumption in Tanzania and its implementation plan

Specific Objectives:

1. To review and comment on the draft advocacy strategy
2. To review and comment on the implementation plan for the advocacy strategy

Expected Outputs

1. Attaining consensus on the content of the advocacy strategy, its key objectives and related approaches and activities
2. Agreement on the implementation of the advocacy strategy

WORKSHOP PROCEEDINGS

The first activity was registration of the workshop participants and it was conducted very smoothly. Mr. Revelian Ngaiza, the HKI Promotional Expert started the ball rolling by welcoming all participants in the second workshop and continued by introducing the workshop agenda, objectives and expectations. He also invited participants to make self introductions. Thereafter Mr Jeje the acting Managing Director of TFNC was elected the chairperson to facilitate the workshop.

The session's self introduction provided an opportunity for mapping of participants. They involved a combination of stakeholders from academic and research institutions, practitioners in the agriculture, nutrition and health sectors, media, private sector, HKI/RAC representatives, and other parties interested in OFSP etc. After recognition of their presence, the facilitator started the session by welcoming all participants to the workshop at Blue Pearl Hotel.

OPENING REMARKS

The opening remarks from the workshop host - HKI were given by Ms. Margaret Benjamin who is HKI's Senior Program Officer (Nutrition).

In her remarks, Ms. Margareth thanked participants for accepting the secretariat's invitation to come to the workshop, some of them having travelled from different parts of Tanzania to attend. She expressed HKI's appreciation of the participants' willingness and readiness to give their time and contributions in building and firming up the RAC advocacy strategy.

She also took the opportunity to give participants greetings and apologies from the HKI Country Director Ms. Marjon Tuinsma, who had planned and dearly aspired to be part of the workshop but unfortunately have not managed to.

The workshop was expected to be graced by the guest of honor, Eng. Mbogo Futakamba, who is the Deputy Permanent Secretary in the Ministry of Agriculture, Food Security and Cooperatives. Unfortunately he communicated his regrets to the secretariat that he would not be able to attend because of other pressing matters.

WORKSHOP MATERIALS

The following workshop/resource materials were provided:

- Copies of Advocacy and Communication Strategy
- Draft Advocacy Strategy Implementation Plan (July 2012 –August 2014)

The HKI Promotional Expert started the program by providing a review of the 1st Workshop and an update on status of the agreed items. He reminded participants that the secretariat was tasked with the following issues:

One, the secretariat was tasked to ensure that the Advocacy strategy objectives were reviewed, finalized and well prepared. He confirmed in the workshop that the task accomplished and the objectives were clearly stated in the draft advocacy strategy.

Secondly, the secretariat was tasked to ensure that a draft strategy is circulated to key stakeholders who will comment before the second workshop. He also confirmed that, the requirement was observed and stakeholders were sent the document before the workshop via email, and most responses received were worked on and incorporated appropriately in the advocacy strategy document.

Thirdly, during the first workshop it was also recommended that an operationalization workshop be held with a participation of all key stakeholders for ownership creation and engage. This requirement was also observed as that workshop was held for that purpose.

And finally, it was agreed that the advocacy strategy be disseminated to various levels to enable government to review the implementation purposes. This was pending the endorsement of the advocacy and its implementation plan.

WORKSHOP PRESENTATIONS

PRESENTATION 1: ADVOCACY AND COMMUNICATION STRATEGY

The next activity was the presentation of the Advocacy and Communication Strategy, which was done by Mr. Moses Mnzava. He presented a summary form of the strategy. The summary of his presentation included the following items:

THE TANZANIA NUTRITION SITUATION ANALYSIS

- The infant and under five child mortality rate was 51 and 81 per 1000 live births respectively
- Existence of chronic malnutrition - 42 percent of children aged less than five years in Tanzania stunted, making it one of the 10 worst affected countries in the world
- That Malnutrition estimated to contribute to 35% of all under five deaths in Tanzania
- Eight out of ten infants and six out of ten under fives are anemic
- About 40 percent of women of child bearing age anemic
- Fact that women of child bearing age, more than one in ten are thin (with body mass index (BMI) of less than 18.5 kg/m²).

THE NUTRITION PROFILE OF WOMEN AND CHILDREN IN TANZANIA

- calories intake between men and women of all ages has often shown no disparities
- The biggest challenge to women and children is micronutrient intake
- Among children, underweight prevalence is at 12% in urban areas and 18% in rural areas
- Malnutrition consequences are high- over the past decade over 600,000 children aged below 5 years are estimated to have died as a result of inadequate nutrition.

PATTERNS OF NATIONAL DIETRARY PRACTICES

- Maize is the main staple food, with cassava, paddy, sorghum/millet, bananas, sweet potatoes, yams, and many other foods also being consumed
- 78% of people consume fruits and 98% consume vegetables- the challenge is consistency and amount required
- In Tanzania, Irish potatoes, white fleshed sweet potatoes (WFSP) and varieties of orange fleshed sweet potatoes(OFSP) are locally (traditionally) cultivated and consumed in some parts of Tanzania,
- Irish potatoes and WFLS potatoes most common.
- Some of the varieties of the OFSP are popularly known as viazi jeshi in Songea region.
- Across the nation however, for most part the production and consumption of orange fleshed varieties rich in pro-vitamin A is not common.

DATERMINANTS OF MALNUTRION AND FOOD INSECURITY IN TANZANIA

- In Tanzania food insecurity is mainly caused by problem related to food production, harvesting, preservation, processing, distribution, preparation and use.
- Other factors behind food insecurity include; inadequate maternal and child care, poor access to health services, and an unhealthy environment.
- This factors directly or indirectly lead to malnutrition

CURRENT POLICY TREND AND STRATEGY: Progress in recognition of nutrition roles and various government initiatives to deal with nutrition challenges in the country

- Food and Nutritional Policy for Tanzania (1992)
- National Nutrition Strategy (NNS)
- NNS Guidelines
- High Level Steering Committee to Scale up nutrition
- MoF to establishment of a designated line in the national budget for nutrition.
- The PMO Regional Administration and Local Government (PMO-RALG) instruction to all districts to assign a Nutrition Focal Person.
- Identification of Nutrition Focal Persons in all lead ministries in the High Level Steering Committee to Scale Up Nutrition
- Gazetting of the national standards for oil, wheat and maize flour to allow fortification
- Vitamin A Supplementation approach

RAC

- Designed to intervene and combat VAD in Tanzania through adoption of OFSP as a cost effective, sustainable and efficient food based approach to increases in vitamin A intakes
- He identified RAC objectives as:
 1. To generate new investments by governments, donors and NGOs to scale up the adoption of OFSP in Tanzania. He mentioned the specific outcomes of this objectives to include:
- Increase in awareness of the nutritional value of OFSP

- Increase in OFSP demand
- Generation of at least US \$6 Million by end of project for OFSP development and dissemination
- Increase in Vitamin A intake by 30% in Tanzania within 5 years after project completion
- Training of Advocates
 2. To build the capacity of implementing agencies to design and implement technically strong and cost-effective interventions that drive uptake of OFSP. He mentioned specific outcomes of this objective to be
 - Integration of OFSP related activities in respective institutional arrangements
 - Training of adequate change agents
 - Training of 15 National Program Sweet Potatoes Specialist Trainers
 - Research & extension capacity to train trainers & offer technical backstopping to OFSP projects built
 - 600,000 direct beneficiary households and 1,200,000 indirect beneficiary households to obtain OFSP

THE ADVOCACY AND COMMUNICATIO STRATEGY OBJECTIVES:

He mentioned the following advocacy and communication strategy objectives, which essentially addressing objective one of the RAC overall objectives, i.e. to generate new investments by governments, donors and NGOs to scale up the adoption of OFSP in Tanzania:

1. To advocate for prioritization of OFSP and respective resource allocation in planning and implementation of central and local government development programmes
2. To increase demand articulation for OFSP
3. To mobilize resources for investment in enhancement of the OFSP value chain
4. To advocate for review and introduction of national-level policies integrating Nutrition

THE ADVOCACY AND COMMUNICATION STRATEGY

After the presentation of the Objectives, he then presented the advocacy and Communication Strategy in a matrix, the annex of the matrix is attached below.

COMMENTS AND DISCUSSION

After the presentation of the advocacy strategy in the Matrix form, workshop members were invited to comment discussion or ask questions. The first comment came from the chairman. He started stating that RAC objectives are primary for discussion. He then went through the matrix and realized that it needs time to read and understand. It was then decided to have a coffee break and thereafter engage into a full discussion. After the tea break there was a short discussion for --15minutes.

As the second workshop was composed of some participants who were not present in the first workshop, the new faces asked why OFSP was given such a great attention and not other potatoes. The Response from consultant/presenter was that :

- While all sweetpotato varieties are good sources of vitamins C, E, and K, as well as several B vitamins, only orange-fleshed sweetpotato (OFSP) has pro-vitamin A.
- OFSP, as a staple food, has an advantage over most vegetables. It can supply significant amounts of vitamin A and energy simultaneously—thus helping to address both VAD and food security challenges especially during drought period as SP grow well even with less rainfall.
- OFSP has superior Comparative nutrient content over some other beta-carotene-rich vegetables (per 100 g cooked portion)
- Apart from the nutritious advantage, OFSP flexibility of planting and harvesting times of sweetpotato can provide roots and leaves throughout the year irrespective of the climate and agricultural season, as such it can be relied on especially in the months where other strategic and popular crops such as maize, cassava and banana are scarce or the price is too high. Therefore OFSP has a potential of becoming a major food source and can considerably contribute to the food basket as well as significantly contribute to food security, especially in densely populated areas.
- Again sweetpotatoes are increasingly becoming a source of cash and employment to many farmers.

The next question/Comment came from mr. Maruku on the Involvement of the Ministry of Education, that it is important to include OFSP in the curricular hence target the youth; these will bring change because they are the real agents of change. They are the agents to change the mindset. The **Response from the consultant was that this is the very reason for the involvement of high level lead ministries** because the Ministry of Education and Vocational Training is among the high level lead ministries in the national strategy to scale up nutrition committee.

Another explanation on the role of OFSP came from Mr. Gary from TAPP, he explained why OFSP and what role TAPPP plays. He stated that all potatoes are targeted to small holder farmers. TAPPP wishes to empower them to make money through crops that have a greater future. People should not introduce a crop that will fail farmers instead have to introduce a crop with a ready market i.e. market led production e.g. Irish potatoes - looking at people who are already doing it. The concept of TAPPP is to bring farmers to the value chain from production to the market. Therefore the intention is to encourage farmers to grow OFSP and put them on the market to make money. What are the good varieties that farmers will make them grow a bigger yield. Currently people are not aware of the difference between OFSP and the other potatoes. This being the case with OFSP the value has to be increased. Customers when they buy OFSP should know what they are buying. It is important to get across people to begin paying more for OFSP. White gives more yield than OFSP so this one has to have more value. Have to raise its importance. On the commercialization aspect TAPPP is looking into the

regional and export to Europe/ Middle East and the rest of the world because TAPPP finds OFSP to be a fantastic crop. As such have to get the value back to the farmers. There is also the health side of it that can be sensitized in growers' families.



Another question/Comment came from Mboka Mwanitu on Objective number 2, that not only demand but also targeted raising OFSP consumption. She suggested that the message on consumption should be the most important because when people are sensitized to eat – they will create OFSP demand.

Miss. Mwantumu Omary wanted to have a clarification on the financial indicator of US \$ 6 million, where it will come from and that she found to be a large figure for a crop like OFSP. The response was that RAC is part of the objective to finance the drive—(of the project). The money is not for HKI instead it is for the project— the money may comes from – Government of Tanzania, donors, private sector etc. The target is to realize that amount and invest in the OFSP value chain. According the RAC concept, it has a predetermined price tag for US \$ 6m. An example was also given of Ukerewe District Councils which has already taken a quick OFSP initiative where Tshs. 6million has been set aside for OFSP interventions. Such initiative compliments the RAC objective.

There was a question and comments; as to what are we doing different from the other potatoes initiatives; as this has to be incorporated in the value chain (entrepreneurial value chain

approach). Farmers would need a market – instead of using the government machinery which is responsible only in policy making and also why are we not targeting the private sector. The private sector is more efficient. Farmer and entrepreneurs have to be supported to produce and have this product on the market. Once it is a donor funded project it will not be sustainable. On the Matrix page 8—objective 3 the following column—finance to support capacity building. This creates a room for entrepreneurial approach to be accommodated. An institution such as SUA has tried this concept and it has worked. The government can only support research but entrepreneurs have to carry the project.

Miss. Sara Mushi from PMO commented/clarified that not all Ministries were involved in the Nutrition Strategy. Instead only lead Ministries in the steering Committee have been directed on nutrition issues. Concerning the implementation plan she wanted to know how those Ministries been involved in the project from the beginning for them to own it.

Again there was a question on when the project will commence; the response from Mr. Revelian was that when the advocacy strategy is endorsed that is when the project will start.

A question/Comment from mr. Kenneth from TAHA that he felt that there is something missing. There are new faces here. It would have been wise if HKI/CIP or Consultants would have presented the background of the RAC project. How did this project come about? HKI should also give a brief of lesson learnt. This was responded by Dr Adiel; that the he idea is to get participants to carry the nutrition agenda to the people. The discussion that RAC had with Bill Gates covered all human aspects i.e. intermediary cultures, gender relations with the mission to generate funds for investment to improve nutrition concerns—children and mothers. The project aims to get support for a few years and at the same time be sustainable. Reaching Agents of Change concept is therefore built on shoulders of other projects e.g. SASHA. In some countries it has worked well and sustainably. The objective is to create an environment that supports the value chain. Advocacy for policy change is where institutions do not have the capacity to implement the strategy and policy environment is supportive. RAC objectives are development objectives i.e. to achieve reduced child malnutrition in associated health problems in Sub Saharan Africa. One of the expected outputs of RAC having 4000 change agents in Tanzania, the relationship between RAC and CIP is that RAC provides a mechanism to bring CIP and stakeholders together. CIP and stakeholders are to carry the RAC agenda. HKI and CIP bring different professions—CIP leads in the vines and the capacity to use them and HKI advocacy and policy change.

Another question/Comment came from Asia Kapande from TAHEA- Mwanza, that we should add in the objectives related to capacity building issues related to sensitization of hotels, restaurants and other foods vendors so that people in the food sector can include in their menus – breakfast/lunch/supper. Kenya and Uganda uses this approach to create awareness of OFSP promotional strategy.

The presenter agreed and said that RAC will work with all sectors: agro processors, researchers, farmers, but that is primarily on the second objective of RAC where implementation is the focus.

A question was asked on what is RAC's interaction with SRI on the vine dissemination? SRI has only 2 varieties. That in Tanzania people are not happy with the carrot taste and they want less soft fleshed potatoes. The response came from Dr. Kido that the 2 varieties are for the coast region and the Lake Zone have 3 in the pipeline. There are many varieties on test and they will be tested based on regional or locality preferences.

Kenneth from TAHA asked a question on the matrix on investment and policy change (4th column) that there was too much government dependence, that don't we need the private sector and how do you reach farmers—there is little in the objectives to engage the private sector. How much room is there for the private sector?

The response was that the most important focus of the advocacy strategy is on resource mobilization and enhancement of the policy environment. At that level the private sector will also be involved as well, but with the view on encouraging investment in OFSP. The second objective where the focus is on activities implementation, there will be more room for private sector involvement as well.

Mr. Peter Lanya- Cautioned that the project should not start like Kilimo Kwanza—where key stakeholder, producers and private sector, are not involved in the process till much later. Engagement of the private sector and farmers is critical. These are key stakeholders and if they are left out from the beginning then the project will not be sustainable. Dr Adiel the recommended for time be allocated for group discussion. Not the document but a consensus on how the whole process is to be done.

Mr Richard Kasuga also commented that the advocacy document is good and therefore the main task is to refine it. He then commented that the issue of private sector is within, only that the participants have not read the entire document. It has to be identified which part of the private sector is not included; as such we should go to specifics.

Dorothy Magesse from TAPPP commented that It is important to know which stakeholder will be involved and at what stage. The summary deals more with policy issues instead of directly involving stake holders who are the private sector. This being the case the project will not succeed.

Mr Richard Kasuga also commented that It is important that stakeholders say at what stage they wish to be involved. The focus should be on the RAC Objective 1, for which the strategy has been developed, people should not confuse with objective 2, in project one who is missing and where what is is on focus at the moment.

Mr Jeje: He suggested that people should read and make comments to the secretariat concerning observations, comments or suggestions and those they should be relevance to the institution or targeted people and the objective of resource mobilization and influence on policy.

There was then a recommendation that people should break and go into groups to assess the matrix.



CASE STUDY PRESENTATION

There was a case study presentation from Maruku Agricultural Research Institute. The presentation was done by Innocent Ndyetabula who presented a case study of the LZARDI project which started since year 2000 and have more than 50 clones at the Institute and uses the farmer participatory approach through the value chain. The project has the following activities:

- Collection of OFSP/yellow local land races (e.g X - Bwere)
- Introduction of OFSP/yellow from outside the zone (e.g Carrot C, Carrot D, Ejumla (Uganda), Jewel (USA), Kakamega (Kenya), Resisto (USA) Kabode (Ug) e.t.c
- OFSP/Yellow evaluation and selection for different attributes: On station and On farm
- Germplasm improvement: Crossing block, seed nurseries, clonal evaluation trials and so on
- Multiplication and dissemination of promising clones
- Virus indexing, introduction, hardening, multiplication – Marando Bora
- OFSP Innovations/technologies dissemination, which includes:
 - Training of farmers (Farmer groups, agricultural shows, training materials, workshop and meetings e.t.c)
 - Training of extension officers and other stakeholders
 - Training materials development (Leaflets, radio programs e.t.c) and dissemination through different forums (e.g Nane nane, field days)

- Training on: principles of SP production, OFSP, varieties, processing and diversification, marketing etc

Project Achievements:

- OFSP/Yellow germplasm available at Maruku and Ukiriguru
- Few clones selected and are at advanced stages of evaluation: Jewel, Ejumla, Carrot C, Carrot D etc
- Crossing block established at Maruku: Crossing going on
- Clone generated from the crossing block are at advanced stages
- Training materials on OFSP available (Leaflets, sign boards, poster e.t.c) in the electronic and hard copies

He the presented the Opportunities available:

- DONATA efforts: Continue with dissemination of OFSP technologies in the targets districts
- Scale up and out OFSP innovations in the Lake Zone through **AIS** project (Bukoba and Missenyi)
- We are in Mushasha in Misenyi district and Kyebitembe (*Kasindaga village*) in Muleba district
- OFSP innovation will trickle down to Neighboring regions, districts and then countries – Biharamulo, Chato, Geita, Mwanza, Shinyanga, Kibondo, Kigoma, Karagwe, even Uganda – Rakai district to Kampala and Sudan, Rwanda, Burundi).
- The community already grow sweet potato
- SP is grown for food and cash
- Fertile land is available, need to be improved (Good agronomic practices, strong variety, timely planting, simple irrigation facilities, knowledge on pests and disease management, processing techniques etc
- Neighboring community need OFSP but not available throughout the year
- Water sources: Lake Victoria, Kagera river, springs, reliable rainfall in the region

PRESENTATION 2: RAC ADVOCACY STRATEGY IMPLEMENTATION PLAN IN TANZANIA

The presentation was done by Mr. Apronius Mbilinyi, the RAC consultant working with HKI. The implementation plan for the advocacy and communication strategy is attached in the annex below. After the presentation participants had to ask questions, comment and seek clarification

COMMENTS:

1. The first came from Kenneth from TAHA who recommended that in the group discussion, they should also discuss the implementation plan to be able to come up with critical areas of concern.
2. Mr Gary also commented that documents were in piece meal. That they needed more details to address the involvement of the private sector. He argued that all sensitization

activities could follow. The response was that, at this stage the priority is for resource mobilization and change for policy environment for more OFSP production, access and consumption of OFSP and its related products. The resources then will be used for various activities including promotion of the product.

3. The representative from ACT suggested that consumption to be the primary discussion – and People should break in sectors such as policy, public, private sector and discuss on how to make OFSP appealing to consumers.
4. A concern from TAHA representative that whom are we targeting?, at the end what should we have achieved? OFSP known/consumed? Farmers have their own perception. They normally intercrop to mitigate risks, and he has not heard of farmers banking on only a single crop
5. Mr Mulongo commented that after the presentations the participants are now at the same level of understanding the RAC project, that in the morning some who attended the first workshop and those who did not were at different levels. After tea break things have become different. Consultants have proposed the way forward. Hence the groups need to sit and discuss.
6. Gary – the first 2 have been covered there have 3 broad areas to be discussed—advocacy, commercialization and production of vines.
7. Then Mr Richard Kasuga suggested that they should break into three groups and begin working until lunch time then continue after lunch. The groups were based on the three advocacy objectives presented. After the discussion the groups made their presentations.

GROUP PRESENTATION

Group 1

1. On Objective 1 – It was recommended that there should be rewording of relevant Ministries and NGOs rewording, to specific on lead ministries. It was also noted that policy change- it is a long term thing. It does not happen that fast. Therefore because PMO is the coordination office, it has to be involved adequately and lobbying should focus on OFSP as a crop to boost nutrition and PMO to streamline down to district councils. Further, the advocacy should also include how MAFC can bring this crop as a priority.
2. On description: The group thought that it was OK
3. On Success indicators: they thought we should add number of LGAs and NGOs
4. Targets: Should also involve NGOs
5. On approaches: they recommended to add Sensitizing and facilitation

6. Advocacy activities: it needed more clarification as the group had no clear understanding
7. Allies: They recommended that in the projects, roles of allies should be clearly described
8. Risks assessment: It was noted that prioritization of OFSP was also a challenge to be achieved, this is because donors have not prioritized food based approaches in combating VAD.

Group 2

1. On objective: The group recommended to expand the objective and include improvement and development of the value chain of OFSP
2. Description: The group recommended that there should be an addition of facilitation of the development of entrepreneurship and producers and other actors in the value chain
3. Success: the group did not have comments
4. Targets: The group recommended that on top of the targets identified, the following should also be included: 1) consumers 2) farmers 3) Traders and Service providers and be included as directly as possible.
5. Activities: The group recommended an addition of OFSP promotional week AUG -- SEPT
6. Allies: The group recommended addition of Community/Mass media/ Advertising
7. RISKS – The group cautioned that without a commercial approach & application (making profit) OFSP will not move forward widely and successful.

Clarification: whether the targets (no 4) can be involved at this stage. All what is discussed is for objective one only. Comments have to feature in objective one. The group had a leaning towards action more than advocacy per se.



Group 3:

Objective: The group recommended that statement should boldly read ‘to mobilize at least US \$ 6m to enhance for investment in enhancement of the OFSP value chain by the end of the project.’

For column no 2 of the matrix to reword the last line: ‘resource to finance demand articulation for OFSP investment and consumption and add ‘export promotion’.

Success indicators: item no 3: The group recommended that a foot note should appear to clarify on investment for technology and infrastructural support especially to identify which technology and for what, for example research labs – post harvest technologies

2. The group also recommended that for indicators of success, the amount of personnel time allocated to OFSP should also be counted and amount of OFSP exported both regional and international markets be added

4. The group noted that targets mentions only bilateral and multilaterals, it should add local NGOS and associations

5. The group recommended that on top of advocacy approaches involving lobbying, also fund raising be included

6. In Advocacy activities, it was recommended that there should be inclusion of - networking for personnel allocation to OFSP

7. Risks: the group recommended addition of existence of non food approaches meant to combat VAD which appear to be donor's preference because it is as quick wins approach opposed to food which may appear to be a long term approach.

THE WAY FORWARD

- It was agreed that the secretariat should accommodate the comments that featured well with RAC objective one in the final document and the document be shared to stakeholders and workshop participants.
- It was also agreed that the strategy be officially introduced to stakeholders and the government.

CLOSING REMARKS

Mr Gary from TAPP commented that it was a long but a fantastic day. Participants are key people for the promotion of OFSP. It is a great platform to move the OFSP advocacy forward.

The consultant - Mr. Moses Mnzava thanked participants for their time and unreserved valuable contributions which made the discussion fruitful and enriching to the strategy document.

Dr Adiel also thanked everyone and that he had listened and watched the dynamics. He noted that the RAC approach was a non traditional approach. The logic for it is that development overtime has tried various models, which have not yielded very good results. This is a new approach, when the planning process is done, hopefully implementation will yield tangible and sustainable results.

Finally the workshop chair -Mr Kasuga declared the meeting closed at 17.30 hrs.

Annex 1: List of Participants

SN.	NAME	GENDER	ORGANIZATION /INSTITUTION	DESIGNATION	CONTACT
1	Gosbert Mutasigwa	M	RUDDO	Director	0784857775
2	Tatu Kachenje	F	KDC kilosa	DALDOs Office	0786367629
3	Peter Omary	M	Star TV LTD	Producer	0787222246
4	Shehemba Kuziwa	M	Ulanga DC	DALDO	0787808502
5	Masembe Tambwe	M	Daily news	Journalist	0784630544
6	Joshua Kemeta	M	TAHA	Program Officer	0755825741
7	Mwantumu Omary	F	Kilimo Trust	Technical Advisor	0754394826
8	Revelian Ngaiza	M	HKI	Promotional expert	0753749999
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11	Innocent Ndyetabula	M	LZARDI	Researcher	0715786896
12	Agatha Juma	F	Morogoro Mc	Agriculture officer	0754761410
13	Nandonde F.	M	SUA	Asst. Lecturer	0713757157

14	Anna Temu	F	SUA	Senior Lecturer	0755534436
15	D.S. Wambura	F	MCDGC	CDO	0763300244
16	Dorothi Magesse	F	FINTRAC	Health Nutrition Manager	0688905564
17	Margareth B.	F	HKI	SPO	0784651614
18	Yahya Sheyuta	M	Star TV	Camera Man	0652225757
19	Kiddo Mtunda	F	SRI- Kibaha	Principal Agriculture officer	0754466201
20	Sarah Masawe	F	PMO	Economist	0719539330
21	Asia Kapande	F	TAHEA	Coordinator	0754579289
22	Maria Shea	F	HKI		0757102584
23	Ayoubu Mosha	M	P/Power	Journalist	0717532449
24	Issack Kitururu	M	HKI	BCCO	0782810577
25	Said H. Mpombo	M	MAFS	Economist	0784309105
26	Margareth Natai	F	MAFC	Nutritionist	0715217481
27	Gady Tomson	M	TAPP	Technical Agronomist	
28	AllybK.Mzava	M	MAFC	Economist	0713499572
29	Nocodemus Massiro	M	ANSAF	Economist	0786444000
30	Peter Lanya	M	Bil/TCCIA	MD	0715564955
31	Benedict Jeje	M	TFNC	AGMD	0786626780
32	Nice Ntupwa	F	MAFC	Agriculture Officer	0713052893
33	Salma Mohamed	F	KARI	AO	0777481682
34	Victor Kamagenge	M	HKI	PC	0784398893
35	Richard Kasuga	M	MAFC	HGCU	0769239946
36	Noelia Justine	F	Star TV	Journalist	0652182100
37	Betrice Philemony	F	The Guardian Newspaper	Journalist	0754747914
38	Mboka Mwanitu	F	ACT/SUA	Policy Analyst	0655049557
39	Apronius Mbilinyi	M	ESRF	Consultant	0756514644
40	Josephine Amollo	F	MAFC	Ag AD-PHMS	0754681813
41	Emily Springer	F	UoF MN, SUA		0688159145
42	Moses Mzava	M	Consultant	Sociologist	0784903039
43	Bernadette Majebelle	F	Consultant	Market Specialist	0784445548
44	Mussa Ndimbo	M	DED Ulanga	Driver	0784915917
45	Joseph Makoti	M	SUA	Driver	0653045358
46	Bernard Nyatiro	M	Sengerema DC	DALDO- Ag	0763983455
47	Peter J.B	M	Geita	DALDO	0784727122

Annex 2: Advocacy and Communication Strategy Matrix

Aim 1: Increased investment/resource allocation for OFSP

Objectives	Objective Description	Success indicators	Targets (The primary individual(s) with power to change policies and influence resource mobilization/allocation)	Advocacy Approaches (What approaches are required to achieve the objectives (E.g. media campaigns, lobbying, promotional events, meetings, awareness raising etc)	Advocacy Activities	Allies (who, what role)	Risks and assumptions	Time frame
1. To advocate for prioritization of OFSP and respective resource allocation in planning and implementation of central and local government development programmes	<ul style="list-style-type: none"> - For project sustainability, local authorities need to take ownership and integrate OFSP in development and strategic plans and activities - To sensitise and raise awareness of OFSP as a sustainable and competitive solution for VAD problem in Tanzania 	<ul style="list-style-type: none"> - # of LGA that have included OFSP as a priority crop - Amount of resources allocated for implementation of OFSP projects 	<ul style="list-style-type: none"> - PMO - High Level Steering Committee to Scale up Nutrition (HCSN)-National - Permanent Secretary-MAFC - MAFC-Nutrition focal person - Permanent Secretary-MoHSW - MoHSW-nutrition focal person - Permanent Secretary – MRALG - MRALG-Nutrition focal person - Respective High level steering committees to scale up nutrition at regional and District level 	<ul style="list-style-type: none"> - Lobbying 	<ul style="list-style-type: none"> - Workshops - Presentations - Strategic Consultative meetings 	<ul style="list-style-type: none"> -TFNC -Partnership with other organizations working on nutrition like PANIT A, COUNS ENUT H 	<p>Within the broader District Development Plans (DDPs), District Agricultural Development Plans (<i>DADPs</i>) have recently adopted a Value chain approach, intending to increase in agricultural productivity, higher added value, and to support a specific crop through its complete value chain circle. Each village has been entitled to select one</p>	

			<ul style="list-style-type: none"> - Respective District Nutrition Focal Person - Respective District Executive Directors - Respective District Councils - Respective District Committees <ul style="list-style-type: none"> a. District Education, Health and Water Committees b. District Finance, Administration and Planning Committee - For urban administrations except in Dar es Salaam also the respective District Education, Health and water Committees if formed in the respective district 				<p>crop for the program, and OFSP comes in when all villages and districts have already selected their respective priority crop. This limits its chances of being accepted and adopted as a priority crop. The OFSP health argument carries heavy weight and might receive consideration as an important crop. The advantage is the PMO did instruct the MoF to establish a budget line for nutrition and also councils to ensure that they include nutrition in their plans and budgets.</p>	
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<p>2. To increase demand articulation for OFSP</p>	<ul style="list-style-type: none"> - To increase awareness regarding the VAD challenge and its health, economic and social consequences in Tanzania - To raise awareness on health benefits of OFSP and its role in combating VAD among target groups in Tanzania - To promote and popularize general consumption of OFSP 	<ul style="list-style-type: none"> - number of people with basic awareness of the VAD challenge - Number of individuals reached with OFSP information - Number of people with basic awareness of OFSP nutritional benefits - number of people consuming OFSP in the last 7 days - number of people producing OFSP or involved in the OFSP value chain - Number of individuals reporting to prefer OFSP over other sources of Vitamin A 	<ul style="list-style-type: none"> - Chief Medical Officer - Respective Regional and District Medical Officers - Respective Village Chairperson, Village Executive Officers (VEO) and the Village Council - Respective Health Officers- Clinical officers, maternal care health workers and midwives - Ward Community Development Officers - Head Teachers - Respected religious and community leaders - School Committees - Ward Counselors and MPs - Village HIV committees 	<ul style="list-style-type: none"> -Interpersonal Communication (IPC) -Community outreach and Mobilization - Mass media campaigns -Lobbying 	<ul style="list-style-type: none"> -Strategic meetings at all levels -Community based public meetings and promotional events such as OFSP dishes demonstrations, road shows, -Outreach programs -Engaging health workers -Use of mass media e.g. radio/TV road shows, radio spots, TV spots, newspapers -Strategic meeting with editors and journalists -Use of folklore entertainment like dances, songs, drama in community occasions, - Placing banners and strategic adverts in market 	<ul style="list-style-type: none"> - Ministry of Education and Vocational Training; MAFC, MoHSW, - Use of radio and TV with national coverage - International organizations such as UNICEF, WHO, Save the Children; WFP, Feed the Children, Futures Group, UN Entity for Gender Equality and the Empowerment of Women. - Donor countries such as Finland - Local Organization like WAMA 	<ul style="list-style-type: none"> - OFSP are not known/popular and might not be easily received in some segments of the society - Competition with other community based, convenient sources of Vitamin A - Probable Cultural, Custom, Traditional, perceptual, and attitude barriers to consumption of OFSP - Our assumption is that OFSP nutritional, and health benefits and its comparative advantage if well packaged and promoted have potential to overcome these barriers.
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					<p>stalls, on mobile vans, health facilities and participation in community events</p> <p>-Forging alliances with other projects with outreach programs e.g. AMREF- Angaza Zaidi Project</p>		OFS	
<p>3. To mobilize resources for investment in enhancement of the OFSP value chain</p>	<p>- Resources allocation for investment in sustainable, cost-effective and efficient system for multiplication and timely distribution of planting material of OFSP varieties</p> <p>- Investment for technological and infrastructural support for realization of OFSP</p>	<p>Sources and amount of resources allocated for OFSP research</p> <p>-Number of varieties of vines multiplied, number of vine varieties released and available for farmers.</p> <p>-Investment for technological and infrastructural support for realization of OFSP optimum value chain</p> <p>-Food based approach</p>	<p>I. Bilateral & multilateral organizations; DPs international UN agencies and donor agencies e.g. WB, USAID, JICA, Irish Aid, DANIDA (The right to a Better Life); CIDA, Development Partners Group on Nutrition (DPGN); GIZ Tanzania-BASF (SAFO); Finland; UN Entity for Gender Equality and the Empowerment of Women; UNICEF, WHO; OXFAM GB; NORAD</p> <p>II. International NGOs, CSOs, FBOs,</p>	Lobbying	<p>- Workshops</p> <p>- Presentations</p> <p>- Strategic Consultative meetings</p>	<p>TFNC, MoHSW, MIT, MAFC, TFDA, Ministry of Education and Vocational Training</p>	<p>As far as the government and central government is concerned, there is already serious budget constraints, however, nutrition is in a pole position and has become an important national and international agenda, and that might help in finding and allocating resources for the</p>	

	<p>optimum value chain</p> <ul style="list-style-type: none"> - Finance to facilitate capacity building for implementing agencies in the OFSP value chain - Resources to finance demand articulation for OFSP 	<p>capacity building plan, that include OFSP in place</p> <ul style="list-style-type: none"> - Presence of indicative budget for capacity building for food based approach in addressing VAD - Finance to facilitate capacity building for implementing agencies in the OFSP value chain <p>Existence of plans for OFSP demand creation at the lowest level possible of the LGA, central governments', number of meetings minutes that have OFSP as one of the agenda etc</p>	<p>Foundations and Initiatives – for example Amsterdam Initiative against Malnutrition (AIM), Global Alliance for Improvement of Nutrition (GAIN); Sigrid Rausing Trust</p> <p>II. The Government of Tanzania – Permanent Secretaries in PMO, MoF, RALG, MoHSW, MAFC, Ministry of Livestock & Fisheries, Ministry of Community Development, Gender and Children, Ministry of Education and Vocational Training, MIT, Ministry of East Africa Community</p>				initiative	
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Aim 2: Policy change to support OFSP scaling up

Objectives	Objective Description	Success indicators	Targets*	Advocacy Approaches	Advocacy Activities	Allies (who, what role)	Risks and assumptions	Time frame
1. To advoc	- To advocate	national food	-PMO -Permanent	- Lobbying	- Workshops - Presentatio		This initiative	

<p>ate for review and introduction of national-level policies integrating Nutrition</p>	<p>for fast-tracking the formation and introduction of a food security policy</p>	<p>security policy</p>	<p>Secretary - MAFC -Permanent Secretary - MoHSW -Parliamentary Committees a. Social Services b. Social Welfare and community Development c. Agriculture, Livestock and Water</p>	<p>- IPC</p>	<p>ns - Strategic Consultative meetings</p>	<p>- TFNC, - Development Partners Group on Nutrition, - NGOs- such as PANITA, COUNSENUTH</p>	<p>had started in the MAFC but the effort has been treated off handedly and has stalled. A joint approach of MAFC & MoHSW might yield better results</p>	
	<p>- Advocate for prioritization of OFSP in the national nutrition plans</p>	<p>Inclusion of OFSP in the nutrition strategy action plan</p>	<p>-PMO -High-level National Nutrition Steering Committee -TFNC</p>	<p>- Lobbying - IPC</p>	<p>- Workshops - Presentations - Strategic Consultative meetings - Mass Media Advocacy</p>		<p>This has a potential of becoming an arduous and uphill task. Identification of few key strategic policies as a point of departure might allow focus and concerted efforts that have more likelihood to be successful.</p>	
	<p>- To advocate for inclusion of OFSP among the strategic crops in country</p>	<p>Inclusion of OFSP as one of the national strategic crops</p>	<p>-PMO -Permanent Secretary – MAFC -Permanent Secretary - MoHSW</p>	<p>- Lobbying - IPC</p>	<p>- Workshops - Presentations - Strategic Consultative meetings - Mass Media Advocacy</p>		<p>Tanzania has already identified maize, beans, wheat, rice and cassava as its strategic crops. OFSP has a chance if promoted on its nutritious</p>	

								benefits and its competitive advantages in combating VAD	
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Annex 3: Advocacy Strategy Implementation Plan (July 2012 – august 2014)

S N	Advocacy Activities	Objectives	Output	2012		2013				2014			
				3 rd Quar ter	4 th quar ter	1 st quar ter	2 nd Quar ter	3 rd Quar ter	4 th Quar ter	1 st Quar ter	2 nd Quar ter	3 rd Quar ter	4 th quar ter
1	Identify and train local OFSP advocates (e.g. from MDAs, schools, academic institution, NGO, farmer organization, agro processors, Private sector actors and others stakeholders)	Identificatio n and Capacity building for change agents	Identific ation and Training for OFSP advocate s conduce d										
2	Presentation of the RAC project objectives, Nutrition and OFSP roles for combating VAD to MPs and Ministers in Dodoma	Increase in awareness of the nutritional value of OFSP, VAD challenges in TZ, resources allocation for OFSP promotion in the Country	Presenta tions to MPs and Minister s conduce d										
3	Promotion/T raining for OFSP in all LGA in the selected Regions and Districts	Increase in awareness of the nutritional value of OFSP, VAD challenges in TZ, resources allocation for OFSP promotion in the Country	Promoti ons and trainings conduce d										
4	Visit to Targeted Donor or DPs in Dar	➤ Increase in awareness of the nutritional	Visits to targeted DPs for										

	for advocating for the RAC and OFSP roles	<ul style="list-style-type: none"> values of OFSP, ➤ VAD challenges in TZ, ➤ mobilize more resources for OFSP promotion in the country 	advocacy and Mobilize more resources allocated for OFSP promotion for combating VAD is conducted																
5	Develop targeted advocacy materials for promotion for OFSP in the country	Increase in awareness of the nutritional value of OFSP,	Advocacy materials prepared																
6	Annual Evaluation of the Advocacy Strategy	<ul style="list-style-type: none"> ➤ Assessment of implementation of the strategy 	Annual evolution report for the Advocacy strategy prepared																
7	Developing engagement plan with the media for promotion of OFSP e.g sponsorship of TV or radio programs in piloted areas of the project	<ul style="list-style-type: none"> ➤ Increase of awareness for OFSP and its nutritional role, ➤ Demand and consumption (30%) creation and ➤ Draw media and public attention of nutrition issues and OFSP role 	Engagement plan developed, promotional programs established in project pilot programs																
8	Establishment of database of OFSP producing groups and project beneficiaries to monitor target group contacts & advocacy	Make data available for project M&E and advocacy purposes	Data base for OFSP producers groups and beneficiaries contacts establish																

	progress		ed										
9	Establish and implement a small-grants scheme to support research, agro-processors(SMEs) and innovative for OFSP	<ul style="list-style-type: none"> ➤ Promotion for OFSP research ➤ Create awareness for OFSP roles for combating VAD ➤ Create more demand for OFSP 	Small grants schemes to researcher, Agro-processors, SMEs and institutions established										
10	Evaluation of the Strategy and preparation of the existing strategy (sustainability of the project)	Assess whether the project objectives and targets achieved, lessons learned, challenges and assess whether the project can be rolled in whole country and plan for sustainability issues	Evaluation of advocacy strategy and preparation of the project sustainability plan is done										