

REACHING AGENTS OF CHANGE (RAC)

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RAC PROJECT**



SPHI



Sweetpotato
Profit and Health
Initiative

OVERVIEW OF OFSP



- OFSP rich source of bio-available pro-vitamin A
- 100 -125 g of OFSP contains RDA of Vit. A for children < 5 yrs
- Good source of energy and minerals
- “ Healthy food for all “
- In the category of “**highly cost effective** “ public health intervention
- Potential source of cash income

BACKGROUND



- High adoption rate of OFSP using integrated agriculture – nutrition – marketing approach: Reaching End Users(REU)
- VITTA(Vitamin A for Africa Partnership) created in 2001 – advocacy to promote OFSP
- BMGF requested the REU project results before supporting OFSP advocacy work
- With evidence from REU project, Nutritional Strategy of BMGF recognised the value of advocacy to achieve better value for nutrition spending

Background Cont....



- REU project provided the evidence for supporting African advocates to invest / embrace OFSP's potential to address food security and VAD simultaneously
- African advocates to convince GOs / NGOs to seek financial support for OFSP integration / promotion efforts
- Technical backstopping to ensure that interest is transmitted into action and impact

PARTNER ORGANISATION



- **CIP** – Expertise in OFSP production, use and promotion
- **HKI** – Experience in food-based nutrition interventions, health programmes to combat VAD, Advocacy for increasing investments to combat micronutrient deficiencies

PROJECT FOCUS



- **ADVOCACY** – highlights benefits and creates demand for OFSP
- **BUILDING CAPACITY** – SP Experts, translate demand into impact

OVERALL VISION



- **TO see substantially increase investments and commitment to the dissemination and use of OFSP as a means to combat VAD and food insecurity in Africa, spearheaded by a cadre of African advocates committed to achieving better nutrition through agricultural innovation**
- **Development Goal** – seeing Vit A intake increase by 30% in Tanzania and Mozambique; 155 in Nigeria, Ghana and Burkina Faso within 5 years after project completion

OBJECTIVES

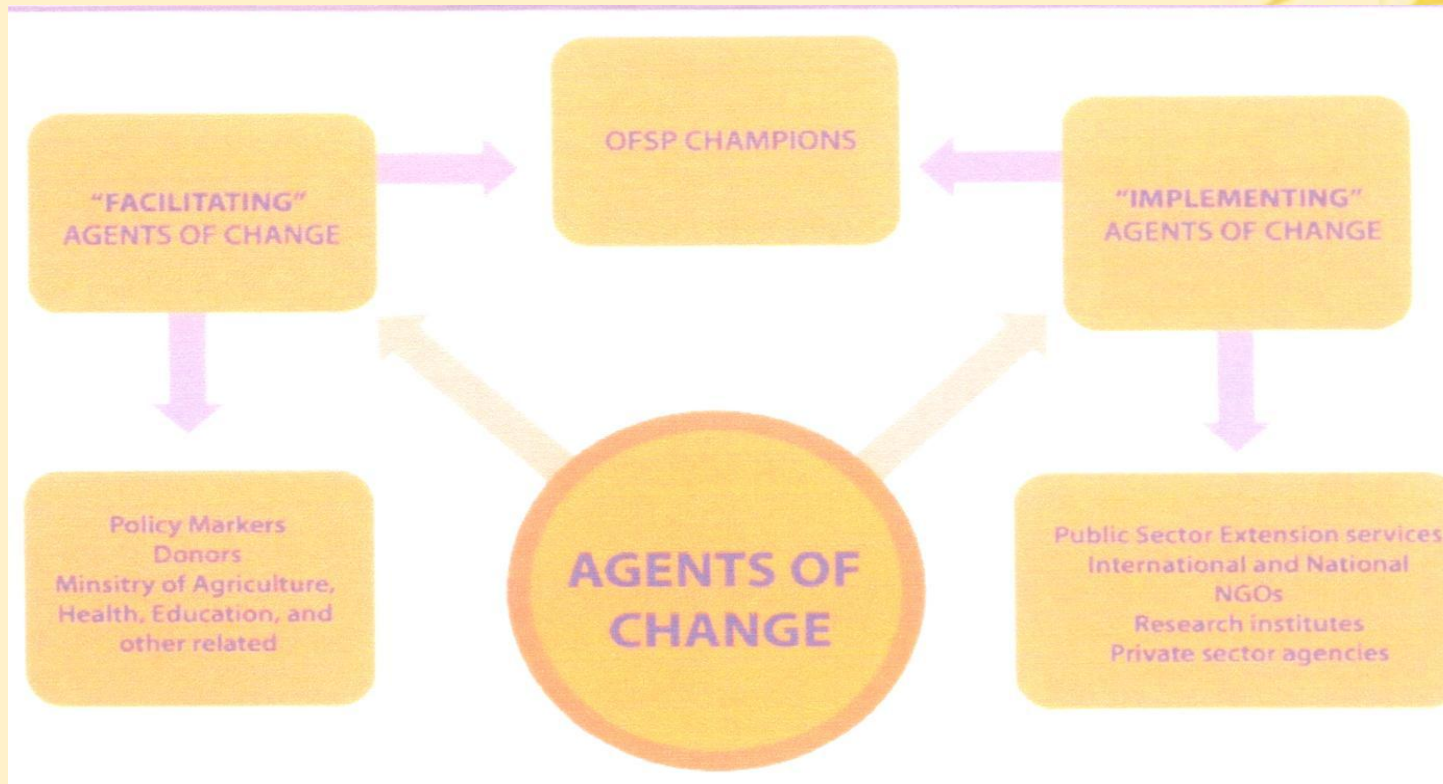
- Generate new investments to scale up adoption of OFSP in targeted countries
- Build the capacity of implementation agencies to design, implement cost effective interventions that drive up intake of OFSP

AGENTS OF CHANGE



- Individuals associated with the project, who will be responsible for advocacy to national Governments, donors and their agencies, to promote OFSP and increase investments
- They are also responsible for implementing OFSP programmes
- OFSP Champions

Fig 1: Types of agents of Change Envisioned under RAC



COMPONENTS THAT WILL ENSURE PROJECT ACHIEVE ITS OBJECTIVES



(A) ADVOCACY FOR RESOURCE MOBILISATION

- Facilitating agents seek to influence leaders to support and expand investments in promotion of OFSP as a means to combat VAD
- Push for the creation of a favourable policy environment

Two Sub-groups

- Intensive Country Level Advocacy: Tanzania and Mozambique - \$6m; Nigeria - \$3-4m
- Regional Advocacy and less Intensive Country Level Advocacy: Ghana and Burkina Faso \$ 0.5-1.5m each

(B) CAPACITY STRENGTHENING

- Assistance to Agencies, NGOs, etc to implement their programmes – design, budget and monitor impact
- Expertise on how to multiply, grow, harvest, store and process OFSP
- Assistance in establishing M& E

APPROACHES FOR ATTAINING OBJECTIVES

(A) ADVOCACY COMPONENT

- Focus on project set up: recruitment; institutional arrangements; operational procedures; stakeholders identification; work plans
- Process of development and implementation of OFSP advocacy strategy – situation analysis and needs assessment; participatory OFSP advocacy strategic analysis workshop; developing country OFSP advocacy and resource mobilisation strategy; developing appropriate advocacy and communication materials to support advocates

(B) CAPACITY STRENGTHENING COMPONENT



- Initial focus – multiplication of disease-free material
- Developing practical 10 day training course in all aspects of OFSP promotion, storage, marketing, consumption and basic communication techniques
- Training on how to use the Sweetpotato portal
- Project development tool kit – guidelines for implementing organisations to choose right dissemination approach, time activities appropriate to agro-ecological, social and marketing conditions
- Training course on the use of the tool kit – ensures that project considers true cost and skills needed for dissemination programmes and development of appropriate communication materials / media approaches

EXPECTED OUTCOMES



- **Mobilization of US \$ 18m** devoted to OFSP dissemination programmes
- **600,000 direct beneficiary households and 1,200,000 indirect beneficiary households to obtain OFSP**
- **30 Implementing Agencies** have the capacity to develop and implement gender-sensitive OFSP projects
- **20 trained African Advocates**
- **15 National Programme SP Specialist Trainers**

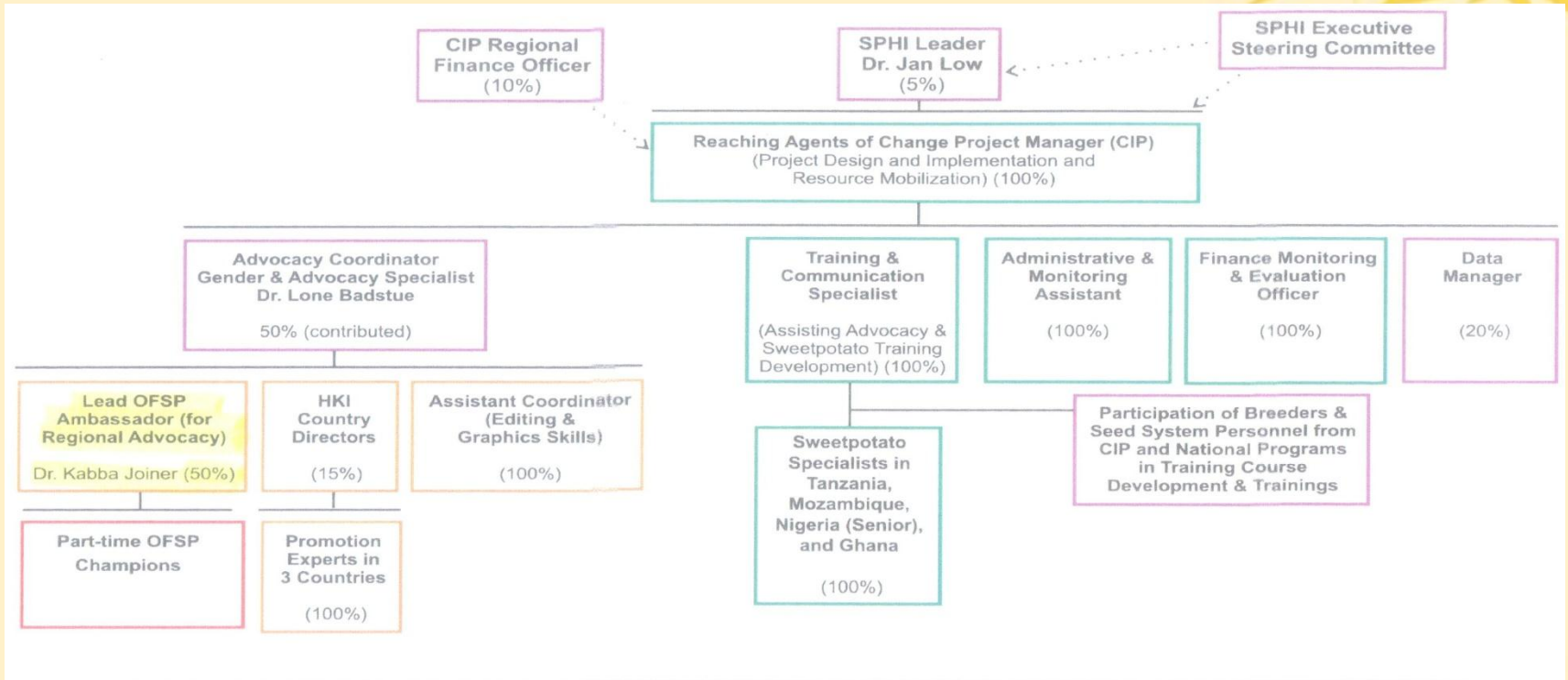
PROJECT PLAN



- **Advocacy Component** – begin in Year 1 and last 38 months
- **Capacity Strengthening Component** – start in Year 1 and lasts till end of the 41 months project

There are time lines for implementation

ORGANOGRAMME – Fig 2: Organisational Structure



GREEN: CIP positions ORANGE: HKI positions PURPLE: SASHA-linked positions RED: Voluntary activity

RAC TARGETS OF SUCCESS



- Mobilization of US \$18m devoted to OFSP dissemination programmes in 5 target countries – Tanzania, Mozambique, Nigeria, Ghana, Burkina Faso
- Cadre of trained African Advocates ensure that OFSP an integral part of strategies addressing food insecurity and micronutrient malnutrition
- Establishment of technical capacity for successful OFSP project implementation

RESULTS FRAMEWORK

(intended activities, output, outcome, key milestones) and **LOGICAL FRAMEWORK** (performance indicators) – tools used to enable tracking of progress towards expected outcomes

MONITORING AND EVALUATION



- Set of performance indicators linked to proposed activities and outputs
- Annual reports – include where and how much additional investments of OFSP is occurring in the region / country
- Annual Meetings – review progress and provide a forum to make changes to keep project on target
- Project Manager updated regularly
- At the end of 14 months – outside evaluation to assess progress of the advocacy component and make mid-term corrections
- Final Evaluation

WAY FORWARD



- Project started in July, 2011
- Recruitment being undertaken
- Launching of RAC – Mozambique, Nigeria, ? Tanzania
- Advocacy training
- Stakeholders consultation
- Production of significant quantities of disease-free primary materials adapted to the major potential growing areas
- Training in the use of the Sweetpotato Knowledge Portal

BUDGET



BMGF **US \$ 6.5m**

- 56% on advocacy related activities
- 44% on capacity strengthening
- **CIP – 57%**
- **HKI – 43%**

MAJOR QUESTIONS



- Will African consumers adopt and consume OFSP?
- Can OFSP be delivered in a cost effective manner?

YES WE CAN



PHOTO WITH NIGERIAN MINISTER OF AGRICULTURE





THANKS FOR YOUR ATTENTION