

3.0 THE ADVOCACY AND COMMUNICATION STRATEGY MATRIX

3.1 AIM 1: INCREASED INVESTMENT/RESOURCE ALLOCATION FOR OFSP

Objectives	Objective Description	Success indicators	Targets	Advocacy Approaches	Advocacy Activities	Allies (who, what role)	Risks and assumptions
To mobilize six million USD for investment in enhancement of the OFSP value chain	<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 sensitize and raise awareness of OFSP as a sustainable and competitive solution for VAD problem in Tanzania 	<ul style="list-style-type: none"> - Amount of fund allocated by the investors including central and LGAs, Donors, private sectors, NGOs 	<ul style="list-style-type: none"> - PMO, - Permanent Secretary- MAFC - Permanent Secretary-MoHSW - PMORALG - Private sector - Donors - Strategic NGOs 	<ul style="list-style-type: none"> - Lobbying - Sensitization - Facilitation - Meetings - Presentation - Use OFSP documentaries 	<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 PANITA, COUNSENUITH 	
To increase demand articulation for OFSP	<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 decision makers in Tanzania 	<ul style="list-style-type: none"> - Number of individuals reached with OFSP information - Number business entrepreneurs engaged in OFSP - number of people producing OFSP or involved in the OFSP value chain 	<ul style="list-style-type: none"> - Respective national, Regional and District decision makers - Respective Health Officers- Clinical officers, maternal care health workers and midwives - Ward Community Development Officers - Respected religious and community leaders - Members of parliament 	<ul style="list-style-type: none"> - Display of materials and messages, presentations - Mass media campaigns - Lobbying and meetings 	<ul style="list-style-type: none"> - Strategic meetings at all levels - Community based public promotional events such as nane nane and world food day, - Engaging health workers - Use of mass media e.g. TV documentaries and articles posted on newspapers - Strategic meeting with editors and journalists - Forging alliances with other projects with outreach programs e.g. VAS twice yearly events 	<ul style="list-style-type: none"> - Ministry of Education and Vocational Training; MAFC, MoHSW, - radio and TV with national coverage - International organization such as, Save the Children; WFP, IMARISHA, AFRICARE, Futures Group, 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. OFS

3.2 AIM 2: POLICY CHANGE TO SUPPORT OFSP SCALING UP

Objectives	Objective Description	Success indicators	Targets*	Advocacy Approach	Advocacy Activities	Allies (who, what role)	Risks and assumptions
i. Reviving the initiative and pushing for the completion and adoption of the National Food Security Policy capturing biofortification with reflection of OFSP	Advocating and to participate in the agriculture policy review process to ensure OFSP is onboard as among intervention to address food and nutrition security	National food security policy that have taken onboard OFSP as among intervention is available and approved	<ul style="list-style-type: none"> PMO Permanent Secretary MAFC Permanent Secretary MoHSW Parliamentary Committees 	Lobbying IPC	<ul style="list-style-type: none"> Review meeting Presentations Strategic Consultative meetings 	TFNC Development Partners Group on Nutrition NGOs- such as PANITA	This initiative 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
ii- Mapping and contribute to enhancement of policy and legislative environment with focus on national plans and strategies to upscale fortification including OFSP	Identification and working with committees responsible for national plans and strategy reviews to influence for inclusion OFSP	Inclusion of OFSP in the nutrition plans and strategy	<ul style="list-style-type: none"> PMO High-level National Nutrition Steering Committee TFNC/MOHSW MAFs 	Lobbying IPC	Workshops Presentations Strategic Consultative meetings Review meetings		The ongoing prioritization of nutrition in the country provide a window of opportunity to include and integrate OFSP