Reaching Agents of Change (RAC) Project

Project Overview

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Presentation Outline

- Introduction
- Development Goal
- Objectives
- Achievements
- Lessons Learned
Introduction

- RAC was conceived in response to satisfactory answers to two questions:
  - Will African consumers adopt and consume OFSP?
  - Can OFSP be delivered in a cost effective manner?

- Recent research - yes to both questions on condition that:
  - Supportive gov’t policy – adequate funding
  - Capacity to deliver clean OFSP planting materials &
  - Capacity to grow, process, store and utilize OFSP
... Introduction

- RAC was designed to address these conditions by:
  - Building capacity for advocacy - leading to supportive policy & associated funding
  - Building capacity of OFSP service providers to train and backstop OFSP production, marketing, processing and utilization
  - Building capacity for gender sensitive OFSP project design & implementation
Development Goal

• Reduced child malnutrition and associated health problems in Sub-Saharan Africa

Indicators of success

• Improved diet diversification
• Reduced food insecurity
• Increased vitamin A intake at the household level
Project Objectives

• Specific Objective (1)

New Investments by governments, donors and NGOs to scale-up adoption of OFSP in 5 countries

Success Indicators

• At least US $18 Million generated by end of project for OFSP development and dissemination

• Vitamin A intake increased by 30% in Tanzania and Mozambique; 15% in Nigeria, Ghana and Burkina Faso within 5 years after project completion

• 20 trained African Advocates
... Project Objectives

- **Specific Objective (2)**

  Capacity of implementing agencies to design and implement technically strong, gender-sensitive and cost-effective interventions to drive OFSP uptake built

- **Indicators of Success:**

  - 4,000 change agents trained
  - 15 National Programme SP Specialist Trainers trained
  - 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
Implementation Strategy

- 3 years 4 months project – funded by BMGF

**Implementation**

- **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
- **National / regional / international partners** – Agents of change, champions, advocates, implementing agencies
Key Achievements

RAC has successfully tested innovative approaches to generate investment, reach policy makers, and train advocates and implementers concerning a new technology that links agriculture and nutrition, orange-fleshed sweetpotato
Invest in Orange-fleshed Sweetpotato for Health and Wealth!