



## Reaching Agents of Change (RAC) Project

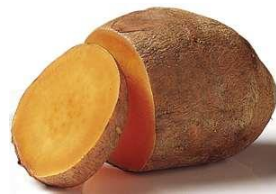
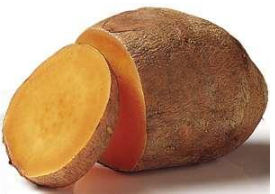
# Project Overview

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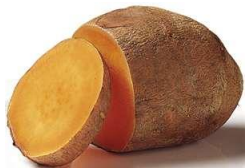
SPHI Meeting, Nairobi, Kenya

*9<sup>th</sup> September 2014*



# Presentation Outline

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



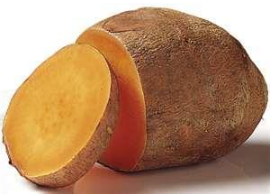
- **RAC was conceived in response to satisfactory answers to two questions:**
  - Will African consumers adopt and consume OFSP?
  - Can OFSP be delivered in a cost effective manner?



- **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



- **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

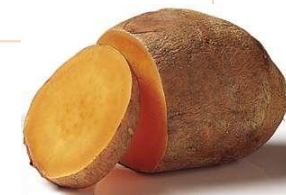
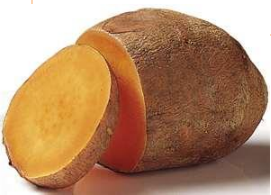
# ... Project Objectives

- **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





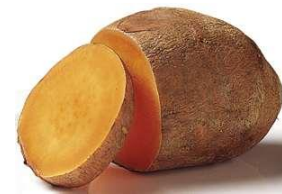
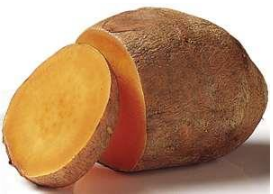
# Key Achievements



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*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*

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# THANK YOU!



**Invest in Orange-fleshed Sweetpotato  
for Health and Wealth!**

