SPHI Meeting
September 9-11, 2014
PROFILE

Duration: July 2013 – June 2018
Countries: Kenya, Malawi, Mozambique, Rwanda
Donor: DFID
Why SUSTAIN?

• This is the time to scale up
  • Successes of SASHA I and other projects
  • Demand for impacts at scale (countries, CGIAR, donors)

Dual purpose of SUSTAIN:

1. Delivery at scale: 1.2m households

2. Assess scalability: how best to scale up the benefits of OFSP
What do we mean by scaling up?

Proven technologies and practices

Expansion, Innovation, Partnerships, Learning & Change

New, more, and diverse contexts

Outcomes and impacts at large scale

Key issues for SUSTAIN:

- Clarity on definitions
  - technologies/practices
  - process and methodologies
  - contexts
  - targets
- Engagement with partners and programs
- Balancing delivery and learning targets
Delivery targets

Output 1
At least 1.2 million households with children <5 years access planting material of improved OFSP varieties.

Output 2
Access to improved nutritional knowledge & diversified use of OFSP by both female and male caregivers in 200,000 households with children <5.

Output 3
In each country, at least one commercially marketed processed product uses OFSP as a major ingredient.

Output 4
Evidence of achieving outcomes analyzed and disseminated.

Outcomes

1.2m smallholder households producing OFSP.
200,000 of these HH also increase their consumption of OFSP by women and infants.

At least 400,000 consumers purchase OFSP-based processed products.

Better understanding of scalability of interventions, supporting design and implementation of future OFSP programs.
Dissemination of planting material

Households reached by 2018

<table>
<thead>
<tr>
<th>Country</th>
<th>Kenya</th>
<th>Malawi</th>
<th>Mozambique</th>
<th>Rwanda</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015 milestones</td>
<td>7,000 HH</td>
<td>6,000 HH</td>
<td>7,000 HH</td>
<td>12,000 HH</td>
</tr>
<tr>
<td>Multiplication strategy</td>
<td>DVM based multiplication capacity for &gt;10,000 HH</td>
<td>Commercial vine producers; DVMs/MBT; 6 varieties; multiplication capacity for 13,000 HH</td>
<td>Commercial farms and DVMs; Sites established for &gt;8,000 HH</td>
<td>Accelerated plan for 2014/15 season; RAB and DVMs; capacity for 15,000</td>
</tr>
<tr>
<td>Dissemination strategy</td>
<td>Coupon-based dissemination to target HH (adapted from Mama SASHA); PATH; 3,000 HH target for 2014</td>
<td>Combination of sales, auctions, mass distribution; disseminate beyond target groups</td>
<td>Coupon-based dissemination; ADEM</td>
<td>Mass distribution; RAB. Imbaraga, YWCA</td>
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## Market development

<table>
<thead>
<tr>
<th></th>
<th>Kenya</th>
<th>Malawi</th>
<th>Mozambique</th>
<th>Rwanda</th>
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<tbody>
<tr>
<td><strong>Commercial partners</strong></td>
<td>Tuskys Ltd. Puree producer (?)</td>
<td>Universal Industries Ltd.</td>
<td>Under discussion</td>
<td>SINA Enterprises</td>
</tr>
<tr>
<td><strong>Product focus</strong></td>
<td>Bakery goods, use of OFSP puree</td>
<td>Range of products (using puree, flour, roots); “Nutrition for the Nation”</td>
<td>Under discussion</td>
<td>Bakery products; new focus on juice; use of OFSP puree</td>
</tr>
<tr>
<td><strong>Fresh root markets</strong></td>
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Nutrition intervention and measuring

Improve access to better nutritional knowledge & diversified use of OFSP by both female and male caregivers in households with under-5 children.
Nutrition interventions:

☑ Based on Community Infant and Young Child Feeding (CIYCF) Practices to households with pregnant, lactating and children under 5.

☑ First 1000 days emphasis (working with existing platforms-SUN movement)

☑ Learning from SASHA and expansion

• Nutrition education (messaging...the information):
  • Key messaging on IYCF and 1000 day approach
  • Nutrition communication
    • Media, brochures, ICE materials, FFS, community meetings

• Using: Farmer groups
  Agricultural Extension Workers
  Community Health Workers (CHW)
Nutrition interventions:

- Nutrition counseling (practice…the how to)- first 1000 days

- Focusing on milestones by providing more information at 6, 9, 12, 18, 24 months on feeding frequency and quantity

- Cooking demonstrations

- Sills and techniques for message transmission

Using: - Community Health Workers
- In community
- At Health Centers
Nutrition interventions:

✓ Nutrition indicators we will measure consumption, diversity and adoption and use

✓ Tools
  - IYCF core indicators
  - Dietary Diversity Measures (HDDS, WDDS)
  - Indicator of micronutrient adequacy
  - 24 hours recalls (repeated)/quarterly
  - Nutrition information retention

✓ Indicators (e.g.)

  # of caregivers (female and male) reached through nutrition and diversified use training

  # of events (media, field day, classes) etc. Held that promote the appropriate use of OFSP
Assessing scalability

1. Independent Impact Evaluation (Michigan State University)

   - Randomized Control Trials
     - Rwanda
     - 5 treatments (combinations of agriculture, nutrition, markets)
     - Effectiveness, cost-effectiveness
     - Baseline in November 2014

   - Qualitative Research
     - All countries, but different questions
     - In-depth studies of incentives and constraints in Integrated Approach
     - Starting 2015

2. SUSTAIN MLE

   - Indicators and tools developed
   - Utilization Focused Evaluation approach
   - Training MLE staff in October 2014
Summary

SUSTAIN value proposition

- We will achieve outcomes at scale (1.2m HH)
- We can be a source of learning for scaling up

We rely on

- Effective linkages with other programs
- Overall scaling up framework
Questions ....

Discussions ....

Thank you