

REACHING AGENTS OF CHANGE PROJECT

COUNTRY ADVOCACY STRATEGY

NIGERIA



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1.0 Introduction

1.1 Country Profile and Development Context

The Federal Republic of Nigeria, the most populous country in Africa (with over 155 million population¹) occupies a total area of 923,768 sq km (356,700 sq miles). It is located in West Africa and lies between Longitude 3° and 15° east, and Latitude 4° and 14° north. It is bounded on the West by the Republic of Benin, on the East by the Cameroon Republic, on the North by Niger and Chad Republics and on the South by a vast coastline of the Atlantic Ocean.² The country is classified into six geo-political zones - South-South, South East, South West, North West, North East and North Central with 36 States, a Federal Capital Territory (FCT). The states form the second tier of government and are further sub-divided into 774 local government areas (LGAs), which constitute the third tier of government. Nigeria has over 300 ethnic groups. An estimated 48 per cent of the population is urbanized and 52 per cent of Nigerians live in rural areas.³

Most of Nigeria has a tropical climate with warm temperatures throughout the year. The North is however hotter and drier than the South with average annual temperatures of about 29°C (may rise to 38°C) and 27°C respectively. Precipitation is greatest in the South. The coastal areas average about 3800 mm of rainfall per year, while parts of the north receive only about 650mm. The rainy season lasts from April to October in most parts of the country, though the duration may be longer in the South.⁴

Nigeria is the second largest economy in Africa and has the 8th largest oil reserves globally. Oil accounts for over 95% of foreign exchange earnings and about 80% of budgetary revenues. Its heavy dependence on oil makes the country's economy vulnerable to external shocks. The country has an estimated Gross Domestic Product (GDP) (purchasing power parity (PPP)) of \$377.9 billion, a real GDP growth rate of 8.4% and a GDP per capita (PPP) of \$2,500.⁵

Nigeria has the highest Agricultural output in Africa though over 50% of its cultivable land lies fallow. Agriculture accounts for about 36.3% of GDP compared to industry (30.5%) and services (33.3%). Over 70% of the workforce is employed in the Agricultural sector but the output is unable to keep pace with the country's rapid population growth (a Total Fertility Rate of 4.73 children born/woman)⁶ as over 80% of **its population** engage in subsistence farming. Once a large net exporter of food, Nigeria currently imports a large quantity of its food products.⁷ The country's rapid population growth portends massive food insecurity as well as social and environmental problems.

¹ Nigeria demographics profile, http://www.indexmundi.com/nigeria/demographics_profile.html

² Nigeria National Report, 2006, Presented at the International Conference on Agrarian Reform and Rural Development, Porto Alegre, 7-10 March 2006,

³ Nigeria Millennium Development Goals, 2010 Report, http://nigeria.unfpa.org/pdf/nigeria_2010.pdf

⁴ FOSA Country Report – Nigeria, <http://www.fao.org/DOCREP/004/AB592E/AB592E00.htm>

⁵ Nigeria, http://www.indexmundi.com/nigeria/gdp_real_growth_rate.html

⁶ Nigeria Demographics Profile, *Op Cit*

⁷ Wikipedia, 2012, Economy of Nigeria, http://en.wikipedia.org/wiki/Economy_of_Nigeria, accessed 14-06-12.

Map of Nigeria



Determinants of population growth are gendered. They reflect gross inequalities between women and men but also between the global North and South. These gendered determinants include child survival, female literacy, changes related to hygiene, access to healthcare, access and control over income. Culture and tradition place high values on large families in West Africa. A decline in death rates and access to socio-economic activities, including female literacy has removed the incentive for large families in the richer countries. In agrarian societies, children form part of the workforce on their parents' farms. A cultural requirement also prevails that children take care of their parents in old age. These in turn place a high demand on women's fertility and could result in food insecurity.⁸

Nigeria has a low [Human Development Index](#) (HDI) ranking 156 with the value of 0.459 among 187 countries. The value for the education index is 0.442, compared to the average in the US of 0.939. The income distribution for the poorest (bottom 10%) is 1.6% while it is 40.8% for the richest (top 10%). Among 114 countries the income distribution places Nigeria respectively in 94th position for the poorest and 17th for the richest.⁹ Current statistics show that though the economy of Nigeria has improved in the last few years, the percentage of the population living below poverty line has increased from 54.4%

⁸ Otiye-Igbuzor, E.J., 2011, Gender Dimensions of Population Growth, <http://www.gamji.com/article9000/NEWS9500.htm>, accessed 14-06-2012.

⁹ Wikipedia, *ibid*

in 2004 to 69.0% in 2010.¹⁰ Nigeria is one of the countries with the highest Gini Coefficient (which measures the gap between the rich and the poor) in the world. Poverty is more pronounced in the rural than urban areas and among farmers and larger households headed by persons with low levels of education.

Poverty in Nigeria is feminised. About 65% of people living below poverty line are projected to be women. Women's time use analyses in all geopolitical zones in Nigeria reveal an unfair burden of domestic work in addition to supplementing the income of their families. Their work in the home and the workplace tends to be undervalued. They are expected to work longer hours than men do. Many women in Nigeria lack access to productive resources including land and credit. Though they work on farms from season to season, producing over 80% of the food, performing 50% and 60% of activities related to animal husbandry and food processing respectively, their right to land ownership is often denied under discriminatory cultural norms in Nigeria's patriarchal society. Reports from the Federal Office of Statistics reveal that 90% of all lands in Nigeria are registered in men's names¹¹. Women also hardly share in the earnings from agricultural activities.

The Gender-related Development Index of the *Human Development Report*, ranks Nigeria 120th with the lowest rank being 136. Consequently, Gross Enrolment Ratio (GER) for females was put at 84 compared to 95 for males as at 2010. Adult literacy rate for females as a percentage of males is 69%. Although few women currently hold political office, the policy framework for gender mainstreaming shows that there is strong political will to promote women's participation in all sectors. Feminised poverty and its negative consequences impact the health status of women and their families. In several cultural settings, women primarily determine the type of food consumed by their family members, especially children. Recent economic growth, particularly in agriculture, has markedly reduced the proportion of underweight children, from 35.7 per cent in 1990 to 23.1 per cent in 2008. Maternal mortality rate was put at 545 per 100,000 live births as at 2008. In addition, under 5 mortality rate as at 2010 was 143 per 1000 population while HIV/AIDS prevalence rate was put at 4.1% in 2010.¹² Also, the 2010 MDG Report shows a fall in HIV prevalence from 5.8% - 4.2% in 2008 among women of reproductive age in Nigeria.

Feminised poverty can be traced to several factors including patriarchy, under which unequal power relations between women and men are accepted as the norm. Women in Nigeria seem to be caught in a vicious circle of poverty and gender inequalities which in turn leads to deprivation, lack of access to and control of resources including credit, limited access to education (there are fewer girls in school than boys), healthcare and other development opportunities. In addition, gender inequalities and women's economic dependence on men leads to Gender-Based Violence (GBV).

1.2 Food and Nutrition Security in Nigeria

¹⁰ National Bureau of Statistics, Nigeria, 2011.

¹¹ Federal Office of Statistics, Nigeria

¹² Obinna, C., HIV Prevalence rate in Nigeria falls marginally, <http://www.vanguardngr.com/2011/03/hiv-prevalence-rate-in-nigeria-falls-marginally/>

Food security is a situation that exists when all people, at all times have physical, social and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active, healthy life. The main goal of food security is for individuals to be able to obtain adequate food needed at all times, and to be able to utilize the food to meet the body's needs.¹³ The socioeconomic and political environment at the national and sub-national levels are the principal determinants of food security. It influences food availability, stability of food supply, and access to food, which in turn influence the amount of food consumed.¹⁴

Food and Nutrition Security remain a huge problem in Nigeria despite the fact that majority of Nigerians are employed in the Agricultural sector. The populace is vulnerable to chronic food shortages, malnutrition, unbalanced nutrition, erratic food supply, poor quality foods, high food costs, and even total lack of food. Overall prevalence of stunting in Nigeria is 42%; that of wasting is 9% and that of underweight is 25%.¹⁵

Micronutrient malnutrition is a term commonly used to refer to vitamin and mineral nutritional deficiency diseases. They are primarily caused by diets poor in bioavailable vitamins and minerals. Vitamin A deficiency, iron deficiency anaemia and iodine deficiency disorders are among the most prevalent forms of micronutrient malnutrition. Iron, vitamin A and zinc deficiencies are the most widespread nutrition deficiencies in the world today, affecting over 3.5 billion people globally.¹⁶ Widespread poverty in developing countries of the world is linked to inadequate access to food, sanitation, safe water and lack of knowledge about safe food handling and feeding practices. Most of the malnourished are those who cannot afford to buy high-quality, micronutrient-rich foods or who cannot produce and consume these foods.

Other factors responsible for micronutrient deficiency include poor implementation of existing National Food and Nutrition Policy and National Plan of Action for Food and Nutrition, limited knowledge of households on nutrition and poverty.

The World Health Organization (WHO) estimates that as many as 140 million children, especially in Africa and Southeast Asia, suffer from vitamin A deficiency (VAD). Vitamin A is a crucial micronutrient for the development of children's immune and visual systems.¹⁷ VAD compromises the immune system and increases children's risk of common illnesses such as respiratory and diarrheal diseases, measles, and malaria, impairs growth, development, vision, and immune systems, and in severe cases results in

¹³ Owoeye, A., 2011, Classification and Causes of Malnutrition and Food Security, <http://www.slideshare.net/civickark10/classification-and-causes-of-malnutritionand-food-security-in-by-owoeye>

¹⁴ Akinyele, I., 2010, Ensuring Food and Nutrition Security in Rural Nigeria: An Assessment of the Challenges, Information Needs, and Analytical Capacity, Nigeria Strategy Support Programme, International Food Policy Research Institute.

¹⁵ Akinyele, I., 2009, Ensuring food and nutrition security in rural Nigeria, <http://www.ifpri.org/publication/ensuring-food-and-nutrition-security-rural-nigeria>

¹⁶ Ruel, 2001, ...

¹⁷ UNICEF, 2006, Nutrition Information Factsheet, http://www.unicef.org/wcaro/WCARO_Nigeria_Factsheets_Nutrition.pdf, accessed 04-06-2012.

blindness and death. It also increases the risk of maternal mortality and the likelihood of giving birth to low weight babies. Each year, it is estimated that 670,000 children will die from vitamin A deficiency (VAD), and 350,000 will go blind. In Nigeria, it is estimated that malnutrition contributes to over 50% of mortality among children under-five years of age.

Efforts to curb or eliminate Micronutrient Deficiency Disorders in Nigeria started as a result of recommendations made during the 'World Summit for Children' held in 1990, in New York, USA. In 1992 at the International Conference on Nutrition (ICN), in Rome, participants called for the virtual elimination of micronutrient deficiencies by the year 2000. These resolutions were further adopted by the Organisation of African Unity (OAU) at the Dakar meeting later in the same year.

There is evidence that Nigeria has one of the highest rates of child and maternal mortality in the world with Vitamin A Deficiency (VAD) being a major contributory factor. Micronutrient malnutrition, also known as Hidden Hunger, has become a major devastating nutritional problem affecting the health of children, pregnant women and lactating mothers.¹⁸

To combat VAD, several measures can be employed including capsule supplementation, food fortification, diet diversification and public health measures. The rural and urban poor cannot afford expensive vitamin A-rich foods, such as fish oils, liver, milk, eggs and butter, which contain vitamin A in its true form (retinol), which can be used directly by the body. Plant foods and vegetables contain precursors, or pro-vitamin A (beta-carotene) and other carotenoids that the human body can convert to vitamin A. The use of food-based strategies to combat VAD has proven to be cheaper and more sustainable for the urban and rural poor. Orange Fleshed sweetpotato (OFSP) has emerged as a crop of choice to tackle VAD because it is rich in beta-carotene. There is evidence that OFSP retain a high level of beta-carotene after processing. Food-based approaches are complex and require collaboration or partnership between a variety of sectors such as agriculture, nutrition, education, and economics.

1.3 The Reaching Agents of Change Project

The Reaching Agents of Change (RAC) Project led by CIP and Helen Keller International in close collaboration with National Root Crop Research Institute (NRCRI) began in June 2011 with Nigeria as one of its key target countries. The overall vision of the project is to see substantially increased investments

¹⁸ NAFDAC, 2012, Vitamin a Fortification: Nigeria Scores over 80 per cent, The Nigerian Voice, <http://www.thenigerianvoice.com/nvnews/86663/1/vitamin-a-fortification-nigeria-scores-over-80-per.html>, accessed 04-06-2012.

and commitment to the dissemination and use of orange-fleshed sweetpotato (OFSP) as a means to combat vitamin A deficiency (VAD) and food insecurity in Nigeria. The objectives of RAC are to increase investment in OFSP through advocacy and capacity building; to put in place policy and institutional arrangements to upscale OFSP; and to develop best practices for OFSP advocacy. This effort will be spearheaded by a cadre of dynamic advocates committed to achieving better nutrition impact through agricultural innovation.

Nigeria's unique governance structure makes it imperative to conduct advocacy and promotion activities concurrently at different levels - federal, state and local government areas. Also, resource mobilization for OFSP will need to occur at these three levels due to the availability of government funds allocated to all 3 tiers of government.

Nigeria is renowned for its consumption of yam and cassava. It is also one of the largest producers of sweetpotato in Sub-Saharan Africa (SSA) with annual production estimated at 3.9 million metric tons per year. Despite this, the crop has received comparatively little attention and promotion of OFSP would be probably better focused in areas where sweetpotato is already cultivated in large amounts. This, along with limitations in the RAC budget and the vastness of the country, has informed our selection of only three states to focus our advocacy and promotion activities. The three states are Nassarawa, Kwara and Benue. The criteria for selecting these states included factors such as: traditional importance of the sweetpotato crop, largest sweetpotato producing state; potential links to other nutrition interventions, National Root Crop research institute (NRCRI) outstation, importance of crop major urban market and the need for nutrition and food security. In addition, there are activities focused at the national level to complement state level activities and encourage policy change centrally.

1.4 Process Report

The strategy development process entailed the completion of several steps. These included extensive literature review, consultations, a Situation Analysis and Needs Assessment of Sweetpotato and OFSP in Nigeria and an Advocacy Analysis workshop.

1.4.1 Excerpts from the Situation Analysis and Needs Assessment

This study was conducted in three states of Nigeria namely Benue, Kwara and Nasarawa. The objectives of the study included:

- To identify the environment, policies, gender issues, and stakeholder, farming system, organizations, and VAD and funding opportunities for sweetpotato and OFSP.
- To determine federal and state level policies affecting sweetpotato cultivation and consumption in the areas.
- To identify gaps in knowledge/information regarding sweetpotato and OFSP.
- Identify potential stakeholders to implement OFSP advocacy strategy in Nigeria.

Using primary and secondary sources of information, the study reveals the following:

- There is strong political will to address micronutrient deficiency. Agricultural and Nutritional Policies that provide enabling environment for the promotion and consumption of OFSP are available.
- Most of the policies target root and tuber crops in general and there are no specific policies targeted at sweetpotato or OFSP in particular.
- Poor policy implementation is a major obstacle to sweet potato and OFSP production in Nigeria.
- Availability of improved technology and efficient dissemination of information by Agricultural Development Programmes (ADPs) are critical to increasing demand generation and improvements in sweet potato and OFSP production and marketing.
- Literacy, health, nutrition status and location of intervening projects favour urban areas more than rural areas.
- Women are often marginalized compared to males in the distribution of farming resources and crop production.
- Major policy initiatives of the Federal Government had led to significant increase in the demand for roots and tuber crops, which has created opportunities for the states in the production of sweetpotato and OFSP.
- Most of the data available are not specific to sweet potatoes and OFSP but groups all root-crops (Cassava, yams, and sweet potatoes) together as roots and in other instances just as potatoes.
- Increased investment in Sweetpotato and OFSP will further strengthen formal and informal education for youths and mass literacy campaigns for adults.
- OFSP campaign should target the rural poor especially the women.
- The high rate of illiteracy prevalent among the women in rural areas poses a major constraint to advocacy. The introduction of OFSP programme must be coupled with mass literacy to facilitate understanding of the need to invest in OFSP.
- High illiteracy in all the states suggests the need to avoid complicated methods, especially rural areas.
- There was marked similarity across the study states - Nasarawa, Kwara and Benue States in terms of overall policy and institutional structures for the expansion of sweetpotato and OFSP.
- Lack of access to finance and modern technology are part of the challenges faced by the states.
- The recommendations focus on pro-poor interventions targeted at women. The report recommends improved access to finance and equipment for expanded farming of sweet potatoes and OFSP in the three states and other parts of Nigeria.

In addition to the highlights above, it is important to note that Nigeria launched its National Policy on Food and Nutrition in 2002, with the overall goal of improving the nutritional status of all Nigerians. This policy sets specific targets, which include reduction of severe and moderate malnutrition among children under five by 30% by 2010, and reduction of micronutrient deficiencies (principally of vitamin A, iodine and iron) by 50% by 2010.

To tackle malnutrition, Nigeria identified the following strategies:

- Improving Food Security through programmes and projects in the agricultural and nonagricultural sectors to increase household income especially in the poorer segment of the population.
- Enhancing care-givers' capacity by promoting optimal infant feeding practices and reducing the workload of women to create more time for childcare, through the development of labour saving technologies. Improving Health services to provide essential maternal and child health care
- Controlling micronutrient deficiency and anaemia through a strategy comprising vitamin and mineral supplementation, food fortification and dietary diversification.
- Eliminating Iodine Deficiency Disorder through salt iodization programme.
- Institutionalizing general consumer protection measures to safeguard food quality and consumer health.

All these further strengthen enabling environment for the promotion of OFSP as a veritable tool to address both food insecurity and VAD.

1.4.2 Advocacy Analysis Workshop

In order to validate the Situation Analysis report as well as set key objectives for the OFSP advocacy and promotion strategy for the country, Helen Keller International, Nigeria held a 2-day Advocacy Analysis Workshop on 30th and 31st May, 2012. The workshop drew participants from various sectors including government ministries, departments and agencies, agricultural research institutes, the academia, media personnel, nutritionists, agriculturists, etc. The Workshop objectives were:

1. Gather feedback from stakeholders and advocates on the situation analysis report;
2. Reach agreement on key issues requiring policy intervention and donor support;
3. Reach agreement on key objectives to address priority issues;
4. Receive stakeholder support on policy engagement process to address the issues.

The highly participatory workshop employed presentations, discussions, questions and answers, brainstorming, organizational assessments, small working groups, etc. based on adult –learning principles.

The Country Director, HKI, Nigeria presented an overview of the RAC project. This was followed by discussions during which participants sought clarifications on grey areas. The purpose was to ensure that all participants clearly understood the project objectives, its methodology and expected results.

In addition, a summary report of the situation analysis was presented by the Promotion Expert, HKI, Nigeria. This was followed by facilitated discussions. Participants were then organized into 3 small

working groups. Each group was assigned the task of keenly looking at the Situation Analysis and making inputs section by section. At the end of this exercise, the inputs were collated and used to finalise the Situation Analysis report.

SWOT Analysis

Working in small groups, the readiness of partners in the three focal states (Benue, Kwara and Nasarawa) to spearhead the advocacy and promotion of OFSP was assessed using the SWOT (Strength – Weakness – Opportunities –Threats) tool. Reports from the SWOT analyses were presented in plenary and together with information from the Situation Analysis, set the basis for the development of advocacy objectives for Nigeria. The State by State report is presented in Appendix 1.

In summary, participants agreed that the main strengths of the various focal states included the existence of networks of farmers some of whom already cultivate sweetpotato. The required skills for sweetpotato cultivation are available. Promoting a new variety of the crop is less likely to be a huge challenge. In addition, HKI has identified and organized teams of knowledgeable and dedicated advocates to promote OFSP in the focal states.

The weaknesses identified in the three states were inadequate or lack of resource allocation for sweetpotato production, partners’ minimal advocacy skills and high rates of illiteracy among community members.

Participants identified several opportunities for the promotion of OFSP. These include the presence of Agricultural institutions, enabling government policies, presence of food processing institutions (e.g. in Ilorin), presence of a flour mill (Dangote Flour Mill in Ilorin), and the job creation drive of the various governments which provides an entry point for the promotion of OFSP as a tool for economic empowerment.

In addition to the above, participants identified threats to include the current spate of insecurity/terrorism, unpredictable changes in climatic conditions (climate change), and gender inequalities in the control of land and other resources. Also, there were fears that delay in the release of OFSP vines would pose huge challenges for the project.

Setting the Advocacy Objectives

During a plenary session led by the workshop facilitator, a brief presentation was made to bring participants to a common understanding of the terms *advocacy* and *objectives*.

Advocacy is the process of influencing people to create change

Objective refers to incremental and realistic steps towards achieving a goal. It describes the desired changes in the way people and organizations/institutions behave.

- ✓ *Institutional behavior change refers to **Change** in values, laws e.g. Constitutional, electoral or policy reforms, gender quotas, change in cultural practices), removal of user fees, new institutions (e.g. gender equality commission), improvement in resource allocation, policies become more gender sensitive, new policies or laws, etc*
- ✓ *Individual behaviour change refers to change in practices, new attitudes, individual support for OFSP production and consumption, etc*

Objectives must be SMART-G

- Specific
- Measurable
- Achievable (with a reasonable amount of effort and with the resources available).
- Relevant
- Time-Bound can be achieved in a defined period ('by the end of project'; 'mid-stream', 'during the last year').
- Gender Sensitive

Sample Objectives

- *To enhance knowledge of X number of mothers of children < 5 years and Y number of pregnant women in 3 States on how Vitamin A improves health by December 2013.*
- *To promote the integration of OFSP production and use into national and state Agriculture and Nutrition policies by December 2014*

Through a facilitated discussion session, participants debated the thematic priorities for OFSP promotion and advocacy in Nigeria. Possible themes were agreed as follows:

- OFSP production
- Knowledge of the importance of Vit A
- Integration of sweetpotato into the agric transformation agenda
- Job creation – women and youth empowerment – a team already set up by government to actualise this.
- MDG 3 – Women empowerment
- School feeding programme –
- School gardens
- Data collection and analysis – gender disaggregated, locality specific,
- Advocate for statistics on production and consumption of sweetpotato and link with nutrition and health
- Advocate for state programmes and policies on sweetpotato?
- Highlight the health and economic values of sweetpotato (micro-statistics –
- Policy on bio-fortification in place – advocate for food-based bio-fortification
- Policy on infant and young child feeding – promote the use of OFSP
- Guidelines on the nutritional value of OFSP – integrate within existing documents.
- Analyse the gender dimensions of sweetpotato production and use

- Resource allocation
- Capacity building of farmers, women groups etc

Having built consensus on possible themes, the 3 working groups re-convened. Each group was asked to set 3 draft objectives. After presentation in plenary, participants critically analyzed all the draft objectives and discussed their relevance to the Nigeria context. At the end of this participatory debate, 4 core advocacy objectives were agreed. These are documented in section 2.0 below.

Stakeholder analysis

During the workshop, a stakeholder analysis was conducted for each objective by the various work groups. Two levels of target audiences were identified by the groups –

- The primary audience i.e. the direct decision makers and
- The secondary audience i.e. those who can influence the primary audience.

These have been highlighted in section 2.0 and Appendix 2 below.

Setting Advocacy Approaches/Strategies

Each group was requested to identify strategies/approaches by which the target audiences can be reached. The outputs from the various groups have been included in Appendix 2.

2.0 OFSP Advocacy and Promotion Strategy for Nigeria

As mentioned above, advocacy is the process of influencing people to create change. It is a process to bring about change in the policies, laws and practices of influential individuals, groups and institutions."¹⁹ Among other things, advocacy helps to change a decision-maker's perception or understanding of a problem/issue, influence choices that will be considered in formulating decisions and change behaviour. This strategy addresses the issues of vitamin A deficiency and food insecurity in Nigeria. Through the participatory processes described above, the key elements of the strategy have been identified and agreed. This section summarises all key elements and provides a strategy matrix that clearly highlights the objectives, target audiences, strategies/approaches to reach these audiences, indicators and their means of verification. A risk analysis has also been conducted and included in the matrix. The desired outcomes of our advocacy and promotion efforts are two-fold:

- Firstly, to achieve social and policy change that will improve the nutritional status of households, particularly that of women and children. This will be done by encouraging the increased consumption of orange-fleshed sweetpotato, and also support income improvements.
- Secondly, to raise awareness of the nutritional and economic value of OFSP that will drive investment into OFSP promotion and development by the government of Nigeria, the private sector, and other donors.

¹⁹ Adapted from advocacy skills-building workshop for HIV/AIDS, International HIV/AIDS Alliance, Zimbabwe, July 2001.

2.1 General Objectives -

The overall objective of this strategy is to influence the integration of OFSP into policies, plans and programmes and generate substantially increased investments and commitment to its dissemination and use as a means to combat vitamin A deficiency (VAD) and food insecurity in Nigeria.

Specific Objectives -

- Increased investment/resource allocation for OFSP:
 - Advocate for inclusion of OFSP in relevant government plans and budgets at all levels - national, state and local.
 - Mobilize at least \$2m for new investment in OFSP production, processing, marketing and utilization.
 - Influence integration of food-based approaches and bio-fortification in regional agricultural and nutrition policies.
- Policy implementation to reflect support for OFSP in existing policies (implicit in policy support for food-based approaches to VAD and bio-fortification).
 - Inclusion of OFSP as a priority crop in the Agricultural transformation agenda in Nigeria
 - Advocate for implementation of existing national and state-level agricultural, nutritional and health policies, plans and programmes that already support food-based approaches and bio-fortification (and by extension, OFSP).²⁰
- Demand creation
 - Raise awareness of the health, nutritional and economic benefits of OFSP among key decision makers in government, the private sector, and organised civil society.
 - Raise awareness of the health, nutritional and economic benefits of OFSP among the general public.

It is envisaged that the above objectives will significantly increase knowledge of key decision makers and the general public on the benefits of OFSP. This will translate to acceptance of the crop as a viable tool to address VAD, poverty and food insecurity in Nigeria.

²⁰ At the RAC Advocacy Analysis workshop in Nigeria, experts agreed that Nigeria has agricultural, nutritional and health policies that sufficiently support food-based approaches to vitamin A deficiency as well as bio-fortification. We agreed that rather than advocate for policy change (something that could take a decade to achieve), we would identify relevant policies and push for their implementation.

2.2 Audience

The Advocacy Strategy targets a wide array of influential audiences. These include:

1. Government - Executives, especially Governors; Ministers, Commissioners and permanent secretaries of Ministries of Agriculture, Health, Finance, Women Affairs and Social Development and parliamentarians at national and state levels (3 focal states - Benue, Kwara and Nasarawa).
2. Multilateral and bilateral organizations and other development partners - World Health Organisation (WHO), World Bank, UNICEF, FAO, USAID, CIDA, FHI 360, OXFAM.
3. Civil Society Organizations.
4. Health Workers
5. Farmers Associations
6. Media
7. Private Sector

The advocacy matrix below highlights the approaches, activities, indicators of success and assumptions/risks for each objective.

2.3 Strategies/Approaches

Interpersonal Communication - Interpersonal communication (IPC) is a communication approach that takes place between a trained agent and a member or several members of a specific target population.²¹ IPC would involve delivery of messages on the benefits of production and consumption of OFSP through one on one meetings or small group sessions.

Mass Media – The use of mass media to enhance awareness and knowledge of the benefits of production and consumption of OFSP as well as improve its utilization has been proven through other programmes. The project will select appropriate media through which target audiences can be reached. Some of these include the National Television Authority (NTA), Africa Independent Television (AIT), Federal Radio Corporation of Nigeria (FRCN), and other private media organisations in the focal states. Media personnel will be targeted with awareness creation activities. They will also help to ensure widespread awareness in the general population. Utility media (T-shirts, hijabs, face caps etc) will also be used to promote awareness and create demand for OFSP. Mass media activities will be conducted in both English Language (Nigeria's *lingua franca*) and local languages.

Community Mobilisation - Community mobilization uses deliberate participatory processes to involve local institutions, community groups and community members to organize for collective action toward a common purpose. Various segments of the community will be engaged to make the case for the production and use of OFSP. Several existing community-based events will be leveraged to promote

²¹

OFSP. These include festivals, National Immunization Days, and other solidarity days (e.g. World AIDS Day, Health Week, World food day Children's Day, etc). Other events that will be employed include rallies or marches and food fairs (for demonstration of OFSP recipes). This project will also involve schools and relevant clubs (e.g. Science Clubs, Young Farmers Club, Anti-AIDS Clubs) in the promotion of OFSP.

Capacity Building - RAC advocates will be trained on the process of advocacy and the technical issues relating to OFSP. During the Advocacy training, specific messages will be developed for each target group.

Lobbying - Lobbying is the act of attempting to influence decisions made by officials in [government](#), most often [legislators](#) or members of [regulatory agencies](#). 'Lobbying' is a form of [advocacy](#) with the intention of influencing decisions made by the governments or individuals. It includes all attempts to influence [legislators](#) and officials, whether by other legislators, [constituents](#), or organized groups.²²

In this project, lobbying will be targeted at policy makers at all levels to ensure that existing policies that support food-based approaches to VAD and biofortification are implemented in such a way that OFSP is highlighted as a crop of choice. RAC advocates will also lobby for resource allocation for the production of OFSP. Attempts will be made to lobby for the inclusion of sweetpotato as one of the crops of choice for inclusion in the Agricultural transformation agenda. Also, the project will advocate for the mainstreaming of information on the benefits of OFSP in nutrition, health and agricultural policies as they undergo periodic reviews. In addition to government officials, representatives of donor groups and businesses will be targeted.

²² Merriam-Webster Dictionary.Com

3.0 OFSP Advocacy and Promotion Matrix for Nigeria

Aim 1: Increased investment/resource allocation for OFSP

Objectives	Success indicators	Targets (The primary individual(s) with power to change policies and influence resource mobilization/allocation)	Advocacy Approaches (What approaches are required to achieve the objectives (E.g. media campaigns, lobbying, promotional events, meetings, awareness raising etc)	Advocacy Activities	Allies (who, what role)	Risks and assumptions	Time frame
1. Advocate for inclusion of OFSP in relevant government plans and budgets at all levels – national, state and local.	Number of senior government officials reached with advocacy and lobbying. No of MDAs reflecting investment in food based approaches to VAD (including OFSP) in their budgets.	Ministers, Permanent Secretaries and budget officers of Agriculture, Health, Finance. - Senior Special Adviser to the President on MDGs; - Senate, House of Representatives and House of Assembly	<ol style="list-style-type: none"> 1. Lobbying 2. Advocacy 3. Sensitization 4. Mass media 5. Print Media 	<ol style="list-style-type: none"> 1. One-on-one meetings 2. Strategic Advocacy Meetings including OFSP investment meeting. 3. Dialogue/ Round Tables 4. Newspaper articles, fliers, 5. Radio and TV features/discussion programmes 	ADPs NGOs/CBOs RAC Advocates Media	Competing priorities with other health and nutrition issues	July 2012 – Jan 2014

		<p>Committees on Agric, Health & Appropriation. - Governors of the 3 States – Nasarawa, Kwara and Benue;</p> <p>- State Committee on Agriculture;</p> <p>- Commissioners for Agriculture, Health, Finance & Local Govt.;</p> <p>- Local Govt Chairpersons;</p>		6. Field visits with government officials to OFSP production sites.			
2. Mobilize at least \$2m for new investment in OFSP production, processing, marketing and utilization	<p>Amount and type of new investments in OFSP production, processing, marketing and utilization (by location).</p> <p>No of field visits conducted with donors</p>	<p>Multilateral and bilateral donors / development partners – World Bank , EU, CIDA; FAO; UNICEF; WHO; Save the Children, FHI 360, USAID, OXFAM</p>	<ol style="list-style-type: none"> 1. Lobbying 2. Awareness raising 3. Meetings 	<ol style="list-style-type: none"> 1. One-on-one meetings with donors 2. Regular presentations at donor coordination meetings 3. Field visits with donors to OFSP production sites 4. Investment meeting with donors 	<ol style="list-style-type: none"> 1. Potato Growers Association 2. SMEs 3. RAC Advocates 4. NGOs/ CBOs 5. Ministry of Agric 	Global economic meltdown	Jan-2013-2014

	No of one –on-one meetings held with donors and development partners				at Federal and State levels.		
3. Influence integration of food-based approaches and bio-fortification in regional agricultural and nutrition policies.	Inclusion of OFSP in regional agric and nutrition plans as a veritable tool to combat VAD	ECOWAS, NEPAD, CAADP, AU	Meetings Lobbying	Participate in regional meetings to present investment opportunities for food based approaches, bio-fortification and OFSP to address VAD.	<ol style="list-style-type: none"> 1. Federal and State MDAs under Agric and Health 2. NGOs/ CBOs ADPs 3. RAC advocates 		Sept 2012 – Jan 2014

Aim 2: Policy change and inclusion to support OFSP scaling up

Objectives	Success indicators	Targets*	Advocacy Approaches	Advocacy Activities	Allies (who, what role)	Risks and assumptions	Time frame
Inclusion of OFSP as a priority crop in the Agric transformation agenda	OFSP reflected as a priority crop in the Agric transformation agenda.	Federal Ministers and State Commissioners of Agriculture	<ol style="list-style-type: none"> 1. Lobbying 2. Meetings 	<p>One-on-one meetings</p> <p>Presentations on the health, nutritional and economic benefits of OFSP at strategic meetings</p>	<p>RAC Advocates</p> <p>ADPs</p> <p>NGOs/CBOs</p> <p>POFAN, POGMAN</p>	OFSP vines yet to be released	Oct-2012- Jan 2014
2. Advocate for implementation of existing national and state-level agricultural, nutritional and health policies, plans and	<p>No of existing agric and nutrition policies identified by HKI as supporting OFSP promotion</p> <p>No of policy makers reached.</p>	<p>National level: Ministers of Agric, Health, Youth, Women Affairs.</p> <p>- Director General, National AIDS Control Agency (NACA)</p>	<ol style="list-style-type: none"> 1. Interpersonal communication 2. Advocacy events 3. Lobbying 4. Sensitization 	<ol style="list-style-type: none"> 1. Sensitization meeting 2. Strategic advocacy meetings 	<p>NGOs, CBOs, FBOs</p> <p>Donors</p> <p>Civil Society networks</p> <p>RAC advocates</p>	Lack of political will	Oct 2012 – Jan 2014

<p>programmes that already support food-based approaches and bio-fortification (and by extension, OFSP) at all levels.</p>		<p>State level:- the Governor, Commissioners for Agric, Women Affairs, Health, Education, Information, Youth,</p> <p>Chairpersons, State Action Committees on AIDS (SACA)</p> <p>LGA level - Chairperson, Supervisory councilors of Agric, Health, Education, Information</p>	<p>n</p>	<p>3. Strategic participation in programme planning by government MDAs</p> <p>4. Publish briefs detailing how the policies implicitly support the promotion of OFSP.</p>	<p>ADPs</p> <p>Nigeria medical association,</p> <p>nutrition society of Nigeria</p>		
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Aim 3: Demand creation

Objectives	Success indicators	Targets*	Advocacy Approaches	Advocacy Activities	Allies (who, what role)	Risks and assumptions	Time frame
<p>1. To raise awareness of the health, nutritional and economic benefits of OFSP among key decision-makers in government, the private sector and organized civil society .</p>	<p>No of policy/decision makers (by institution and location) reached.</p>	<p>a) Key decision makers in government</p> <ul style="list-style-type: none"> - Ministers of Agric, Health, Finance, Education, Science & Technology & their Permanent Secretaries - Commissioners of Agric, Health, Education, Finance, Women Affairs & their Perm. Secr. - Governors and First Ladies 	<ol style="list-style-type: none"> 1. Inter-personal communication 2. Print and Electronic media 3. Sensitization 	<ol style="list-style-type: none"> 1. One-on-one meetings 2. Strategic consultative meetings 3. Presentations 4. Sensitization seminars 5. Media roundtables 	<ol style="list-style-type: none"> 1. RAC advocates 2. Media – NTA, Hot FM, FRCN, State based media, 3. NGOs, CBOs, FBOs 	<p>Non-prioritization of OFSP by media</p>	<p>Oct 2012- Jan 2014</p>

		<p>- Local Government Chairpersons & Supervisory Councilors of Agric, Health & Education and Directors of Personnel Management (DPM)</p> <p>- Legislators at both National and State levels</p> <p>b) The Private Sector - Agro Processors/ Fabricators (e.g. Dangote, Grand Cereal, Leventis, UTC)</p> <p>- Potato Growers Association, Marketers.</p>					
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		<p>C) Development partners</p> <p>- UNICEF, USAID, WHO, Save the Children, UNFPA, FAO, World Bank, FHI 360, OXFAM GB and OXFAM Novib.</p> <p>d) Civil Society Organizations</p> <p>- Interfaith Coalition on HIV&AIDS, Network of People Living with HIV&AIDS, EDWAN</p>					
2. To raise awareness of the health, nutritional and economic benefits of	<p>No of media events held</p> <p>No of community</p>	<p>The general public</p> <p>Media personnel</p>	<p>1. Community mobilization</p> <p>2. Media</p>	<p>OFSP Demonstrations at trade fairs or community meetings/events e.g. festivals</p>	<p>1. RAC Advocates</p> <p>2. Media</p>	<p>Misconceptions about sweetpotato</p>	<p>Oct 2012</p> <p>Dec 2013</p>

OFSP among the general public.	mobilization events (e.g. rallies, OFSP demonstrations, etc) held	Health workers Farmers	campaigns (print and electronic) 3. Sensitization 4. Utility media (face caps, T-shirts, Hijabs) 5. Community mobilization	Distribution of promotional materials at strategic events e.g. national or international solidarity days like World AIDS Day, National Immunization Days, Children's Day, World food day, Farmer field day , state agricultural shows etc Rallies	- NTA, AIT, FRCN, state based media 3. ADPs		
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4.0 Monitoring and Evaluation

In order to ensure that this strategy is delivered with quality results during the duration of this project, every component of this strategy will be monitored routinely. Monthly activity reports will be requested from the advocates. Also, quarterly review meetings will be held with partners and advocates to ensure that the project is on track at all times. The Promotion Expert will pay regular supervisory visits to project locations to provide technical assistance to partners/advocates and also participate in strategic advocacy meetings.

A mid-term evaluation of this strategy will be conducted to determine progress towards the achievement of outcomes. The mid-term evaluation report will chart the course for improvement in the methodology.

A final evaluation will also be conducted to highlight results achieved/key successes made as well as challenges faced during project implementation. A final evaluation report will showcase results achieved, challenges and lessons learned.