

# Revitalizing a platform for regional Advocacy on Vitamin A in Africa

## Reaching agents of change (RAC) project

ILRI Campus, Nairobi Kenya

22<sup>nd</sup> -23<sup>rd</sup> January, 2013



### WORKSHOP REPORT



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## List of Abbreviations

<b>RAC</b>	Reaching Agents of Change	<b>BCC</b>	Behavior Change Communication
<b>SP</b>	Sweet Potato	<b>HKI</b>	Helen Keller International
<b>OFSP</b>	Orange Flesh Sweet Potatoes	<b>CIP</b>	International Potato Center
<b>WFSP</b>	White Flesh Sweet Potato	<b>ATA</b>	Agricultural Transmission Agenda
<b>SSP</b>	Sweet Potato Support Platform	<b>Mn</b>	Micro nutrients
<b>VitA A</b>	Vitamin A for Africa	<b>ADP</b>	Agricultural Development Programme
<b>VAD</b>	Vitamin Deficiency		
<b>VAS</b>	Vitamin A Supplementation		
<b>SPHI</b>	Sweet Potato for Profit and Health initiative		

## **Background**

Reaching Agents of Change (RAC) Project - was launched at the 10th African Crop Science Society Conference 2011 in Mozambique . Part of its mandate is to advocacy to promote dissemination of Orange-Fleshed sweet potato through the Helen Keller International (HKI) and the International Potato Center (CIP). The goal is to provide direct access to vitamin A-rich orange-fleshed sweet potatoes for 600,000 households, with an indirect benefit to 1,200,000 households.

Orange-fleshed sweetpotatoes (OFSP) are an extremely rich source of bioavailable, pro-vitamin A that is largely retained when boiled, steamed, or roasted. Research has demonstrated that young children love to eat OFSP and that its regular consumption positively affects vitamin A status. On average, a small potato of just 100-125 grams provides the recommended daily allowance of vitamin A for children less than five years of age.

Part of the proposed advocacy activities taken on by RAC is to create a sustainable regional Advocacy for Vitamin A in Africa platform to embed political and fiscal support for orange-fleshed sweetpotato development in regional and sub-regional policies and national agricultural, education, research, commodity, private sector and health programmes. A revitalised top-level platform for advocacy for Vitamin A in Africa, needs to build on existing sweetpotato projects and networks, and on the activities of Reaching for Agents of Change (RAC) Project to create high-level political awareness and action to establish orange-fleshed sweetpotato an affordable nutritious commercial crop in Africa.

The first steps in developing a co-ordinated action plan to achieve high level outcomes such as these envisaged above, will be a highly participative meeting in Nairobi on January 22<sup>nd</sup>- 23<sup>rd</sup> 2013, at ILRI in Nairobi to outline and define the scope and working process to lead this advocacy platform to self-sustaining success. This report is a summary of proceedings and the outcomes of the two day workshop that recently took place in Nairobi, Kenya.

## Workshop Objectives

. The workshop was convened with an aim to address the following;

- Assess the current status of Vitamin A Deficiency and OFSP advocacy in the region and what we have learnt so far?
- Outline the vision, mission, objectives and measurable critical success factors of a revitalised platform for Vitamin A Advocacy in Africa
- Develop an action plan for the platform
- Give input into how this platform can become self-sustaining

The agenda followed the flow of the meeting

- Welcome and introductions
- Overview of Vitamin A deficiency in Africa
- Understanding RAC and regional and sub-regional advocacy
- Updates on OFSP Advocacy in the regions.
- Working together to design a new sustainable platform
- Creating an action plan for the way forward

## Executive summary; Lead in and summary of highlighted activities

One of the key debates within the stakeholders in this workshop was the scope and focus of a new platform. Like RAC, the previous VITAA platform grew from the activities that had started up around breeding staple crops of choice to increase micronutrient levels that could increase blood serum micronutrient levels when cooked, processed and eaten. Orange-fleshed sweetpotato (OFSP) has been the flagship of this food based ‘biofortification’ approach.

The RAC ‘project’ has evolved from OFSP projects (SPHI, SASHA) – initiated by CIP (The International Potato Centre). RAC is being implemented in partnership with Helen Keller International. One of its core objectives is to create awareness and raise resources to increase

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sustainable investment across the whole value chain on embedding OFSP as a key nutritious staple crop in Africa.

The Vitamin A for Africa Platform focused on OFSP and as such, even though the name was generic, it inherently distinguished itself from capsule supplementation and fortified processed food programmes to combat Vitamin A deficiency. Harvest Plus is also working on bio-fortified (with Vitamin A) maize and cassava as well as other micronutrients in other crops.

So while in practical reality RAC evolved from the specificity and evidence base of OFSP as a specific successful example of bio-fortification, regional and national level stakeholders at this workshop strongly expressed the opinion that the platform needed to be advocating on a broader base. This could be from including other Vitamin A fortified crops such as Maize and Cassava, to a generic bio-fortified crops (covering other micronutrients) as a food based approach (with OFSP as the lead example) where the danger is the focus becoming too broad to actually achieve impact within the current resources and time frames.

When the participants broke into groups, these range of options from specific to broad and generic were discussed in both groups. What became clear is that the processes that RAC and the Regional Advocacy Advisor now engage in within the next two years have to be carefully sequenced and crafted into an 'advocacy matrix' and tiered strategy. The Regional Advocacy Advisor needs to very actively lead the process of supporting and developing regional advocacy for the specific example of OFSP. At the same time she needs to look for the opportunities to engage in the much wider and broader advocacy work of i) strengthening the link and balance between nutrition and agriculture, and ii) embedding the concept of bio-fortification and food based approaches into the policy thinking and decision making at the regional and national government levels, using the OFSP flag as a shining example.

As a result of all the discussions certain activities for both the RAC regional advocacy team and the platform emerged.

### *Highlighted RAC Regional Activities*

- Update and publish the Situational Analysis completed in June to include policies, , initiatives and opportunities. Do a baseline mapping of other platforms and feasibility of raising different forms of funding. Pay a lot of attention to the current timing of Regional and Pan African initiatives such as CAADP national programmes, the West Africa Agricultural Productivity Program.
- Pay attention to SASHA phase 2 preparation .
- Develop a mechanism, probably on the portal to create:-
  - i. A database for the OFSP reality on the ground in each country updating the varieties officially released and vines through linking closely with SPHI/ SSP meetings.
  - ii. A mechanism to maintain a database of updated evidence. Eg 'Nutrition News' that summarizes abstracts of key articles on a quarterly basis and post them on the Sweetpotato Knowledge Portal.
- Use the regional Media – identify and educate journalist groups and use social networking tools and radio amongst the many modes of communicating
- Be ready for a range of responses when advocating OFSP and Vitamin A from competition
- Finish RAC communication strategy and highlight the regional perspective within that.
- Aim to have finished the regional advocacy materials in French, English and Portuguese by the CAADP meeting ( 25<sup>th</sup> February in Tanzania)
- Think about how to create a useful and detailed lessons learning exchange process. Most lessons are captured are very generic and lack the specificity which would enable them to be used effectively elsewhere.

### *Scope of the Platform*

- The platform would collaborate other initiatives working to create much stronger linkages between Nutrition and Agriculture and support resource mobilization for these efforts

### *Key Platform Activities*

- RAC advocacy meeting open to a broader set of countries
- Suggestion to create stronger linkages with selected countries (eg; integrate into the SUN initiative, training materials development for Mothers and Children) in Mozambique,

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Tanzania, Nigeria, Ghana, Burkino Faso ( the 5 RAC countries) plus Zambia, Malawi, Rwanda, Ethiopia, Uganda and Kenya,

- Connect with regional Networks. Julia to visit CORAF and make a presentation on RAC, at the time when CORAF is creating its second strategic nutritional plan. It was also suggested that she connects closely with ASARECA for East Africa and CARDESA and FANRPAN for Southern Africa.

### Workshop sessions

#### Session 1: Welcome and introductions.

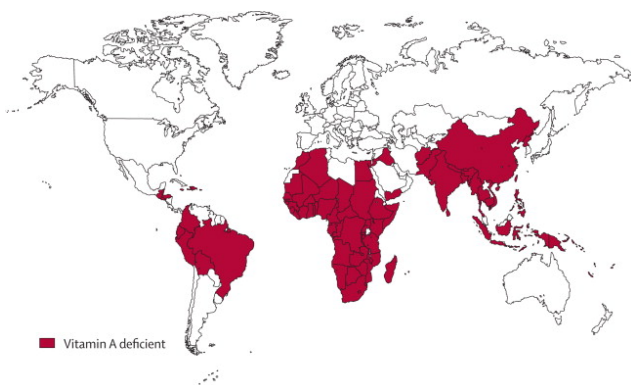
Sonii David, Gender and Advocacy Adviser for RAC and Sue Canney, Pipal Ltd Workshop Moderator

Sonii David welcomed delegates to the workshop. Sue Canney, the facilitator then asked the participants to introduce each other in pairs sharing information about their organisations, connections to Vitamin A and what the colour orange meant to them. Responses on the feelings brought by the colour orange included energy, happiness, passion, Brightness, vibrancy, life. Using African quotes, the group established the working agreements for full participant of everyone and the flow of the agenda.

#### Session 2: An overview of Vitamin A deficiency in Africa and Approaches to Address Vitamin A Deficiency (VAD)

**by Jessica Blankenship (PhD), Regional Micronutrient Advisor, Helen Keller International**

Jessica gave an overview of the global prevalence of Vitamin A deficiency, highlighting the health and mortality problems, mostly in the Southern Hemisphere and in most of Africa.



In Africa the three main vehicles of intervention are:-

**1. Micro-nutrient supplementation;** A short term effective solution against child mortality. Supplementation interventions have been hindered by poor adherence to supplementation dosing regimens, inadequate supply, low coverage in addition to potential dose-related side effects including safety concern programmes for VitA, Iron and Zinc.

The Lancet 2008 371: 243-260

**2. Processed food fortification** is mostly in urban peri-urban areas in processed food and not always reliable. Salt, Wheat, Maize, oil and sugar are key ' industrially' fortified food products

**3. Crop 'Bio-fortification'** takes long lead times, needs to address GMO's , and can be appealing to farmers owing to their resistance and higher yields. At least, starting with Harvest Plus research in South Africa the expected correlation between increased daily OFSP intake and higher serum retinol levels is being validated.

These interventions need to be supported with educational and social marketing programs, including behavior change communications (BCC), training of key personnel in the value chain and other strategies to increase demand and boost adoption. In a bid to encourage dietary diversity, BCC is one of the tools in mothers groups or one-on-one counseling where mothers discuss issues related to health, hygiene, and nutrition where key messages on complementary feeding are delivered and reinforced. In order to achieve the desired impact on nutrition, the following three areas could act as a pathway;

- Increased availability of micronutrient-rich foods through increased household production
- Increased income through the sale of surplus production.
- Increased knowledge and adoption of optimal nutrition practices including consumption of micronutrient-rich foods through behavior change communication.

These, boosted by lots of research and involvement of the private sector, could deliver the greater impact. In conclusion, Jessica noted that to address Vitamin A deficiency multiple micronutrient Interventions need to be implemented together.



### *Discussion*

Aside from the shocking figure of 24% of child mortality being attributable to Vitamin A deficiencies, one of the key take home messages from this presentation was that supplementation can lower child mortality from Vitamin A deficiency, but the effect does not last and sustainable food based approaches in poorly resourced areas are needed to ensure a continuous adequate Vitamin A intake for growing children and lactating mothers. Also supplementation can be seen as small-scale, not a large-scale on going solution.

It was also pointed out that fortifying the micro-nutrients in food targeted for children between 6-24 months works mainly in the urban and peri-urban areas where people have access to and can afford processed food. It is unlikely to reach rural populations who perhaps need it most . Nutrient content is boosted to meet the specific nutrient needs of childrens' age groups. One participant asked if we are taking the issue of fortification too far and why not blend foods together to get the right mix of vitamins and minerals. The issue of the location of processed food fortification being industrial and so not reaching rural populations, was raised, highlighting the fact that fortification of flour needs to happen at the village level small ('posho mills' in Kenya) maize mills. That raised the example of **micro-nutrient powders** , also known as sprinkles-, which are a sachet containing micronutrient 30-40% RDA targeted at 6-23 months and can be added to any available or preferred foods. Again there are challenges with packaging, supply and education etc.

Higher dietary diversity came out as a major goal in the development of linkages between nutrition and agriculture. It was noted that this might not always be achievable and so a crop that works well in difficult areas and provides high energy content ( and green leaves) as well as key nutrients is worth enhancing.

A major concern raised was the lack of evidence, for instance that enhanced homestead food production (EHFP) does actually lead to improved nutritional status for women and children. Originally there was a lack of evidence in justifying that orange-fleshed sweetpotatoes are actually a true source of Vitamin A . It took ten years of research to show results. Therefore advocating to

policy & decision makers would then require that we have crucial facts and figures to present a strong case in lobbying.

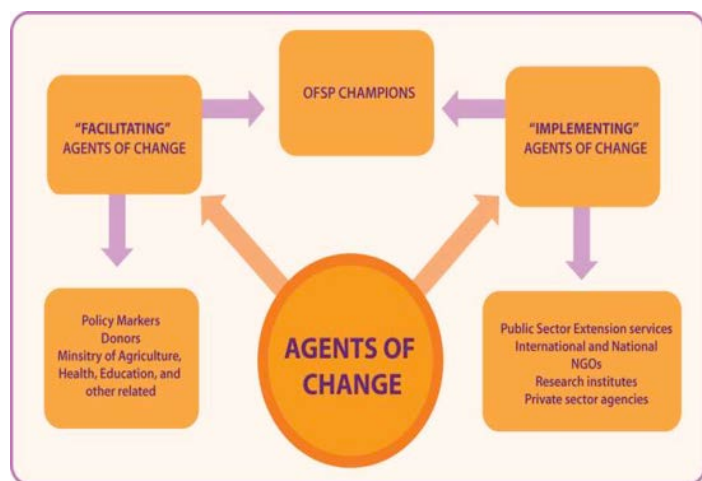
### Session 3.1 Introducing the RAC project

#### **-Adiel Mbabu, RAC Project Manager**

Adiel shared that RAC was conceived to see if African consumers will adopt and consume OFSP and if it can be delivered in a cost effective manner. 56% of the budget is for partnering with HKI on advocacy activities and 44% on capacity strengthening. Indicators of success will be improved diet diversification, reduced food insecurity and increased Vitamin A intake at the household level.

RAC seeks to pursue adoption of OFSP in at least 5 countries, raising US \$18 to develop and disseminate OFSP as well as training advocates. Advocacy at both the regional & sub-regionals in order to influence resource allocation, as well as to influence policy. Policy makers participate working closely with stakeholders with access to win their support and participation in the RAC project.

Apart from documentation, the planning and M&E process are all critical components that will



help draw critical lessons that can be used to provide direction to upscale and sustain the intervention.

Adiel stressed the need for information flow, sharing and accessibility. He noted that the only time that people become part of behavioral change is by engaging them and influencing others. The use of change agents

who will be responsible for advocacy to national governments, donors and their agencies, to promote OFSP and increase investments. The change agents are also responsible for facilitating implementation of OFSP programmes.

### *Discussion*

A question on RAC's overall goal was raised regarding how will the impact of RAC's contribution to 'improvements in food security' be measured. There was need for something specific and measurable that would be attributed to RAC. Adiel responded by emphasizing the value which is in ensuring that specific activities on the ground do make a small contribution, even if unattributable, to a much larger goal that many are working towards in many different ways.

The running debate of the whether the platform should be focused on one product or trait or should look at all food based approaches that increase Vitamin A and/ or not other micronutrients began was raised at this point. There was a request for changes to be made in the way that VITAA was thought out previously and start advocating on the understanding that the different micronutrient deficiencies are linked. If there is VAD then there is also lack of other micronutrients. This brought out the question as to whether the forum could be a micronutrient forum. It was agreed that entry level messages needed to be targeted differently for different audiences and situations. Also, it came out clearly that advocates needed to be very well informed of other initiatives that fit under the generic message in order outline and promote the specificity and evidence of OFSP within the generic message. The challenge has been that of policy and commodity kind of thinking. There is need to understand the level of communication, outline the audience and develop targeted messages for the respective audience in order to ensure that the message is consistent and doesn't get lost in the audience's pre-set agenda.

### **Session 3.2. The role of regional and sub-regional Advocacy; RAC Regional Advocacy Strategy**

***- Julia Tagwireyi- Regional Advocacy Advisor-HKI***

The objective of the RAC regional advocacy strategy is to influence policies and strategies of regional and sub-regional institutions relevant to food and nutrition security, to incorporate food based approaches to address nutritional problems especially vitamin A, and allocate appropriate resources.

Preliminary activities will involve; carrying out a situational analysis of relevant regional organisations and identifying, coordinating and backstopping champions (ambassadors) who can influence policy makers and developing and implementing a regional advocacy strategy and materials.

This workshop particularly relates to the aim to strengthen and support a platform for regional advocacy around OFSP which is part of strengthening collaboration and information flow between national to regional and back again.

Some indicators of success are numerative, such as the number of trained advocates, numbers of sub regional training events and engagement in other regional events. Outputs cover completion of materials, strategy documents, meetings and discussions with development partners and others, emphasising OFSP while engaging with broader biofortification and food based approaches.

In particular the original vision of the revitalised VITAA platform is to facilitate, stimulate debate and exchange of experiences around OFSP in SSA, facilitate the development and sharing of technical support materials and establish and support OFSP advocates to make a difference in their respective countries. The purpose of this meeting is to explore the best scope and modus operandi of the platform.

### *Discussion*

Criteria for setting-up advocates was discussed below, with these specific issues emerging

After these presentations that set the overall background to RAC, there were three presentations from each of the key RAC countries, Mozambique, Tanzania and Nigeria. The participants were asked to think about the following three questions while they were listening.

- What are the common current themes for advocacy for OFSP across the countries? What is different between countries?

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- Which advocacy issues in RAC and other countries can be transferred from national to regional level advocacy?
- What are the key ingredients of successful integrated regional/ national advocacy?

#### Session 4. Update on OSFP advocacy in Mozambique: -Dercio Matala

Malnutrition and Vitamin A deficiency are very high in Mozambique while OFSP production doubled between 2002 and 2008. The advocacy strategy carries out research to understand the policy environment and to develop a process to influence policy and investment in OFSP. A situational analysis was completed by May 2012 where advocates, potential stakeholders, policy allies and research gaps were identified and a path to a development plan was created. Bio-fortification was identified as the key issue for policy development through a multi-stakeholder approach.

Dercio shared the advocacy achievements in Mozambique under the three pillars of RACs strategy. They include (i) resource mobilisation for new PFSP investment and more that US\$15M is on track to be mobilized. (ii) policy reform in particular on biofortification is in progress to be integrated into the policy framework (CAADP/ PNISA and PNES) and (iii) demand creation through a strategy to develop the competitiveness of the OFSP value chain.

He shared that lack of awareness of the biofortification approach and its role to improve nutrition through agriculture encumbered its integration into policy and so creating high level awareness meetings has been important. Also weak institutionalisation of OFSP may lead to lower dissemination through public extension services and so working closely with provincial and district level government for the next financial planning season was key to keeping OFSP included in the governments agricultural input packages to farmers.

Advocates cover the policy sector, investments and donors and demand creation sector. The lessons learned included the need for balance between health, nutrition, agriculture and linkage with implementers, advocacy and media along with early integration of different partners for

different levels of activities with the potential to create a sustainable value chain. As seen in Nigeria, media can be a key ally in raising public awareness and setting the agenda for policy reform.

### Discussion

- About Vitamin A deficiency in Mozambique? When was the data obtained?
  - The data was collected from a 2002 survey, the situation can be said to have improved but the documentation recording this improvement was not available.
- What would be said about the linkage between creating demand and meeting it?
  - It is not just about creating demand but also about meeting it. Balancing the demand and supply is a real challenge as if you create too much demand there are not enough vines and if you produce a lot of vines, there is not enough demand. This led to an intense discussion on who is responsible for vine production and how it can be decentralized through the public extension services. Figures showing the current status of OFSP varietal releases and vines are available in Annex 3
- What are the critical success factors bearing in mind that the pledges in funding are looking really impressive?
  - One concern is about fundraising exclusively for Vitamin A so that has to be managed. There is need for OFSP funding and additional bio fortification efforts to receive funding in order for more crops to be added into this bracket.. Involving all respective parties in the planning process makes it easier to understand and buy – in.
  - Media is a very crucial link in the adoption of strategies. Mozambique’s involvement of media may be credited for the project’s success and therefore it is crucial. Overall, Mozambique has recorded impressive strides in OFSP advocacy in the country and the media are championing the agenda and they cascade the messages down to the beneficiaries. RAC can also provide linkages and a balance between focus on and involvement of nutrition and agricultural experts.
- How does this policy approach impact and reach the beneficiaries at local level?
  - The approach that RAC advocacy uses in Mozambique is to target the government so that changes in government policies and extension services will trickle down to

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have an impact at the grassroots. It has been found that strengthening government policy and implementation and relying on their strong linkages with the community has worked. There is need to put in a lot of work in capacity building to involve the community more

- A lot of South African countries that have adopted the Open Investment Process; a platform between the government and private sector to draw up strategies that employ a clear exchange of information and winning the government Interest then makes it easier to champion the causes.

### Session 5. Update on OFSP advocacy in Tanzania

**Revelian.S.Ngaiza- Promotion Expert –HKI\_Richard Kasuga, RAC Advocate**

VAD is most prevalent among children aged between 6-59 months who constitute 33% of the entire population. Highest cases are reported among children in rural area representing 33.3% while those in urban areas represent 31.9%. There are more boys affected (35.3%) than girls (30.95%). VAD prevalence is highest in North Pemba 51%; followed by Kagera which is 46.7%. Six varieties of OFSp have been released.

Some of the methods and approaches adopted as an advocacy strategy include:

- Exhibiting during national events
- Farmers agricultural shows, World Food Day,
- Presentations to high level policy/decision makers/parliamentarians,
- Lobbying to include OFSP messages in the preparation of government speeches
- Visiting OFSP potential areas to meet various stakeholders,
- Networking with other development partners,
- Supporting implementing partners to develop OFSP proposals
- Attending stakeholder meetings related to OFSP and heavy reliance on Mass Media – TV, Radio, Newspaper

Advocates cover the national policy level, nutrition and health, agriculture and media. Key achievements made resulting from RAC initiatives include:-

- The Agricultural Seed Agency (ASA) has started producing and distributing OFSP vines, IMARISHA/DAI has sponsored one technical staff to attend ToT course in sweetpotato agronomy.
- The government through the Prime Minister's Office has directed Agricultural Sector lead ministries to incorporate OFSP as priority crop in the 2013/2014 budget.
- A number of NGOs have shown interest by soliciting funds which are linked to increasing OFSP production
- Farmer demand has increased

No figures are yet available to demonstrate how much investment has been raised and the need to identify other partners to support OFSP was emphasized along with the need for vines to be available.

### *Discussion*

In the different approaches to nutrition where does local bio-diversity and technological bio-diversity fit into these interventions? Harvest plus been working on food fortification since 2003, the three major crops are ;maize, rice and cassava. Thirteen crops initially were reduced to the current 7 although other may return and come back in later. Breeding is a long term activity and OSFP was the first to be rolled out to farmers. CIP provided seeds and Harvest Plus became involved in marketing to create demand.

**The issue of GMO:** There is resistance to GMO owing to the fact that the current environment, has a lot of advocacy work against GMO's on-going.

### Session 6. Update on OFSP Advocacy in Nigeria

– *Mary Umoh- Promotion Expert, HKI*



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Key to the context for OFSP advocacy in Nigeria is that there are three levels of government, federal, state and local government. In total, an estimated 30% percent of children under 5 in Nigeria suffer from VAD although the Vitamin A supplementation capsule is administered every 6 months to children under 5. Nigeria is one of the largest producers of sweetpotato in Sub-Saharan Africa with an annual production of 3.9 million metric tons per year. SP is grown in all 36 states, with significant production in each of the six geo-political regions.

**Status of OFSP** There is one officially released varieties of OFSP and one variety for white-fleshed sweetpotato. The second OFSP variety is expected to be released in June 2013 and is currently in the on-farm trials. RAC's focus is on 3 states and the FCT for its implementation are the major producers of SP namely; Benue, Kwara, Nasarawa and Abuja. The SP crop is of cultural importance and is even gifted in weddings.

The overall objective of the advocacy 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.

There are **3 pillars** of the advocacy strategy

- Linking activities at the regional level to the national nutrition policy by advocating for inclusion of OFSP in relevant government plans and budgets at all levels. To mobilize at least \$2m for new investment in OFSP production, processing, marketing and utilization. To influence integration of food-based approaches and bio-fortification in regional agricultural and nutrition policies (Rice, Cassava, Cow Peas as the priority crops of inclusion)
- Policy implementation to reflect support for OFSP in existing policies through the inclusion as a priority crop in the agricultural transformation agenda. 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)
- Create demand by raising awareness of the health, nutritional and economic benefits of OFSP among key decision makers in government, the private sector and organized civil society and

general. Engage a Multi-stakeholder advocacy group that seeks to identify strategies of implementation and integrating the OFSP agenda into their respective sectors (Regional events)

Advocates cover the national level, the nutrition/ health alignment, agriculture and media at the state level.

**Key Achievements** include that of FMARD allocation of funds for Sweet potato/OFSP in 2013 budget-500 million naira- (3 million USD) CIP is the project lead and the government of Kwara is willing to include SP as a crop of focus in the state's agricultural transformation agenda by leasing land for the cultivation of OFSP in the three focal states. Media houses have also dedicated free airtime to create awareness on OFSP with a total media value of \$6,084 extended through programming and awareness creation.

#### Challenges & Strategies:

To increase the investments especially at state level, RAC is looking for funding from politicians, private sector banks, oil companies to fill this gap.

In order to integrate nutrition/health and agriculture into OFSP projects carried out and funded by government institutions, RAC provides coordination and strategic direction in driving the OFSP agenda, as well as raising awareness at all level of government.

#### Lessons:

- There is need for continuous advocacy and at all levels since OFSP is new.
- Even if the Federal Government provides funds for implementation at the state level, priority should be given to the states.
- Where funding for OFSP projects comes from line ministries, there is need for effective and creative ways to ensure coordination between institutions.
- Media remains a powerful tool for advocacy and promotion, so there is need to invest in media advocacy to create demand for OFSP.

- There is need for an OFSP campaign bearing in mind that OFSP is not well known. A well designed, wide-scale promotion campaign is critical for stimulating investments, policy change and creates demand.

### Sesison 7. General discussion after the three presentations.

- What are some of the recurrent themes across and lessons learned from Vitamin A interventions?
- What should the new platform look like? ]
  - The new platform needs to be an innovation one– a critical component of the value chain. It must ensure integration and functionality. The private sector on the other hand needs to be a driver and it starts with the Identification of stakeholders e.g the cultural institutions who may have a strategy or two integrating programs to the target audience. The importance of mapping stakeholders in the initial stage of the process and any programming for that matter.
- Who has the mandate to multiply vines in the RAC project?
  - In Uganda, individual and farmer groups have been set up to multiply vines and sell them off for economic benefits. In Mozambique, the government through the Public Investment Service (PIS) is getting the balance between demand and supply which is a challenge. The laws of economics and business are that for economic value to be felt, the activity must make business sense. We cannot ignore the seed system and the vines availability; seeds must be a mechanism to balance the supply and demand for a smooth program delivery. *This question led to a question of how many vines are being multiplied by RAC and where. Adiel provided a table posted in Annex 2.*
- We need to be clear on how advocacy will be carried out (what are we trying to achieve in this project and is it the best way to position one crop in the wider objectives of addressing VAD?This therefore points to the gap in capacity building in RAC.

### Plenary questions

After the three presentations, the group filled in their responses to the three questions.

- 🟢 *What are the common current themes for advocacy for OFSP across the regions? What is different between regions?*
- 🟢 *Which advocacy issues in RAC and other countries can to be transferred from national to regional level advocacy?*
- 🟢 *What are the key ingredients of successful integrated regional/ national advocacy?*

**1. What are the common current themes for advocacy for OSFP across the regions? What is the difference in the regions?**

**Commonalities**

- 🟢 Integrating nutrition with agriculture; invest in OFSP for health and wealth(Good Nutrition);
- 🟢 Common need for government policy makers to see the importance and integrate it into existing frameworks; policy change and improved reforms, government participation; integration of OFSP into a national program; positioning with a bio fortification agenda, positioning with CAADP country agenda, common promotion for VitA deficiency; co-ordinating advocacy work is critical for success
- 🟢 Use of the RAC approach; a common phenomenon in all countries, *Common Strategies such as: Training; integration into national programmes, being tactical: Meetings, foras, exhibitions, presentations, lobbying, OFSP events, partners, networking, lobbying, media approach*
- 🟢 Demand Creation; Investment and demand creation
- 🟢 Attracting Investment; Resource mobilization and Allocation

**Differences:**

- 🟢 Varying emphasis on target groups for policy change
- 🟢 Status of vine production and distribution, the increase of vine availability is key
- 🟢 Mobilization of public-private funds
- 🟢 OFSP varieties at different stages of readiness
- 🟢 >local government-Nigeria state level advocacy
- 🟢 Nigeria is so big and complex
- 🟢 OFSP advocacy is at different levels

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- Advocates (Disciplinary based functionality (Policy,investment,demand)
- Creativity in implementing RAC is different (advocacy approaches)

### ***2. Which advocacy issues exist in RAC and other countries that can be transferred from national to regional advocacy?***

- Understanding key players and involving them effectively
- Transfer engagement of key policy influencers
- Use of food based approaches (OFSP) as an entry point for combating VAD
- The value Chain approach (Opportunity for PPPs and regional linkages)
- Innovation in-kind investment that feeds promotion and advocacy
- The use of OFSP and other micro-nutrient rich foods in school feeding programmes
- Designing promotional material and some of the content
- Tactical approach (Exhibitions, Videos/Documentaries, Stakeholder engagement National/regional bodies, Events and documentation)
- How to balance advocacy and demand for OFSP vines need to be addressed at a national level.
- The supply of vines, development, multiplication and distribution
- Use Innovation platforms for knowledge management and OFSP promotion along the SP value chain.

### ***3. What are the key ingredients of successful integrated regional/national advocacy?***

Keys for success;

- Integrate policy reform on OFSP to CAADP; Policy institutionalization of OFSP/bio fortification; If positioning within the bio fortification agenda-there is need to manage perception around GMOs
- Identification and engagement of key stakeholders using multi sectoral approach- Agriculture nutrition, health and media; Value Chain Approach
- Providing solutions to underlying crises such as: Chronic Malnutrition
- Advocacy methods; Identify existing fora where agriculture, nutrition and health issues are discussed and advocacy undertaken

- The buy-in and support of high level government officials; National and decentralized advocacy interventions, Influence government to have policy on OFSP/Budgetary provision; Different countries have OFSP investment plans; Government budget mobilization in Nigeria and Mozambique; Resource Mobilization strategy; Ministerial/institutional coordination; Committed to persistent advocates
- Touching the ground in Tanzania and Nigeria; Having on the ground examples to point to
- Involve media; Information sharing; Communication
- Know your situation; Knowledge about vine status in participating countries (advocacy) equate knowledge is key in advocacy); Link advocacy with vine multiplication

#### *Facilitator's note on Advocates.*

Generose raised the issue of the clear criteria for selecting advocates. From the three country presentations, it is clear that a matrix of advocates to suite different audiences and modes of communication is evolving.

In *Mozambique*, the advocates are defined by

- Policy sector
- Investment/ donors
- Demand Creation sector;

In *Nigeria*, they are defined by

- 4x National level,
- 5x Nutrition/ health state level,
- 5x Agriculture- state,
- 4x Media state level

In *Tanzania*, they are defined by:

- 3x National Level policy
- 6x Nutrition / health
- 7x Agriculture
- 3x Media

## Session 8.1: Getting Orange fleshed sweet potato onto the Agenda

### *Jan Low*

Vit A for Africa was launched in May 2001; to provide a food based approach to nutrition although no organization can go to full based initiatives in isolation. During the launch, it was in the era of food supplementation. This topping the agenda therefore made fundraising for food based methods difficult. The Vitamin A partnership identified the problem areas in need of action and this led to comprehensive country programs being put together though no funding was forthcoming, only small funds came through.

A lot of studies, research and impact material were put together to demonstrate the need. In Late 2009, the IPC developed the SPHI (Sweet potato for Health Initiative) to look at nutrition value chains, the difference is that it was looking at all kinds of sweet potatoes with hope that there would be a broader initiative to help focus more on communication and advocacy. Financing did not come through then but the RAC project came through and this meeting then is to look at how we can create a more focused agenda under the broader food based methods to advocate for OFSP

SPHI has set out 17 priority countries in 3 sub regions. There is need for a perception shift from looking at sweet potatoes as a poor person's crop to a healthy food for all. This kind of paradigm shift needs to be effected through the end users; to give them an understanding of the crop benefits including the policy makers. The difference now is that there's evidence through research findings and project documentation to show the impact and a conducive overall policy environment- scientifically there is a lot of evidence. There is need to breed in Africa for Africa through investments to accelerate the same.

One challenge in advocacy is that you have to keep training and re-training people. The person you're talking to moves and you have to start all over again with education and awareness to finally win acceptance.

### Discussion

- What is the challenge with OFSP then? One of the key issues of OFSP is that it was initiated when the international community was condemning food based interventions.
- We are in a place of good recognition about OFSP,so what next?. We cannot rest until the populace is well informed about OFSP; this is the only time we can move forward. There is however a serious need for good laboratories to provide constant analysis and reports for beta-carotene.
- Is the VitAA title the right title or should we move to a more focused OFSP identity? There is need for BCC so that although our agenda is on OFSP,the greater agenda is that of VITAA However looking through the sources of funding (CIP through HKI) then,it would not sit well if we were to absorb the OFSP agenda into the larger VITAA. We shall lose our identity

### Session 8.2 What can we learn about Advocacy from East African Sweet Potato Support Platform

#### **-Robert Mwangi SSP coordinator SASHA Uganda**

The SSP was formed in 2009 to build a community of practice among researchers and development agents across multiple disciplines and countries with the aim of developing strategies for information sharing among stakeholders and avoid duplication of effort. The validity of the VAD situation statistics are based on a 2010 report. Availability of a popular OFSP variety and efficient seed systems is a crucial tool in successful advocacy. We have shortened the breeding programmes to a few years.

The platform's focuses is increasing breeding capacity in order to have continuous production of high yielding, disease-resistant nutritious varieties adapted to local agro-climatic conditions and consumer preferences. The main challenge in advocacy is the need to create understanding and the fact that there's very high demand for material that drive the agenda. Videos are a very effective way of communication as they capture attention. The food based approach goes directly to the farmers and this creates a feeling of belonging and they associate it with life and therefore



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involvement. An example of biggest market in Central Africa in *Kigoma*, where the farmers are keen to adopt the yellow sweet potato.

The SSP backstop National Sweetpotato Breeding Programs with proposal writing, extending expertise in breeding and seed system management, improving breeding protocols, standardizing protocols for data collection, analysis and interpretation (CloneSelector) and ensuring clean germplasm exchange by establishing virus detection and clean-up capacity at the SSPs.

As part of exploiting synergies, most partners involved in advocacy/promotion of OFSP have projects on OFSP or are linked to those projects. However, even as we seek to advocate for OFSP, some of the emergent challenges include that the unavailability of OFSP planting materials in drought and disease prone areas, balancing between production for home consumption and commercialization, hygiene and quality standards of processed products, coordination between key sectors, limited representation by key stakeholders and inadequate resources to sustain multi-sectoral programs.

### **Discussion**

The ensuing discussion covered picturing the SSP's under the umbrella of the SPHI and clarifying the three countries, Mozambique, Ghana and Uganda. It covered how the key challenges are partnership, continuity and fundraising and that the RAA will liaise closely with the existing SSP platforms.

### **Session 9: Envisaging the Platform**

The participants split into two groups to think about the why, what, how, who and when of the new platform. A handout was shared (Annex 2) on Hambrick and Fredrickson's 'diamond' approach to strategy. They discussed until the end of the day and fed back their discussions at the beginning of Day Two.

#### **Feedback from Group 1**

This group started off spending quite some time thinking about why the previous VITAA platform had become inactive (in "ICU" or 'died') and decided that one of the key factors was the total

dependence on donor resources so that when the project stopped the platform also died. It was recognised that sustainability will be key to the success of doing it differently with a new platform.

In reporting their discussion they suggested:

Why are we doing this?: It was agreed that the reason the meeting was happening was because there is need for sustained advocacy on; there is therefore great need for Policy change, Investments for food based approaches to improve nutrition in Africa

### What are we going to do?

Advocacy for policy and investment

Activities:

- Convene events to attract investors
- Advocacy training and capacity building
- Knowledge & best practice exchange
- Linking up to regional/sub regional
- Africa wide self-sustained advocacy platform for improved nutrition

### How?

- Through facilitation body (RAC)
- Build stakeholder meeting to engage and seek discourse into launching an advocacy body. launch platform (August, October or November 2013)
- Define TOR & establish benchmarks
- It shall be RAC's responsibility and this will be the person to own it who will do it? RAC/RAA

Proposed Name: **PAFINA**

Vision is to build a Platform for Advocacy for Food Based Approach to improve nutrition in Africa.

### Feedback from Group 2

**Chairman:** Adiel Mbabu

**Rapporteur:** Hadizat Ibrahim

### Why are we doing this?

- The time is ripe. 24% mortality rate can be reduced by tackling VAD.

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- Get OFSP integrated into the SUN initiative (A 1000 Day initiative) - Nigeria, Mozambique, Malawi, Tanzania.
- Region to look beyond the target countries. The target countries are to be unique examples.
- Give donors a project/information/network/ justification to hook on to provide support to
- Food based approaches give people a choice OFSP, Cassava, Maize.(can be carriers since they have high Vitamin A content)
- VAD is a problem in Africa and it is high time we deployed lessons learnt from target countries at a regional level to tackle VAD,tap from available resources to tackle VAD
- Especially in post conflict areas in Africa, it will help in improving nutritional status because it is a fast growing crop. Supplementation as a stop gap strategy to support VIT A . There is need more need to VIT A bio-fortified food
- Take advantage of opportunities already provided by SUN initiatives in countries.
- There is now a body of evidence of success stories to encourage more commitment to nutrition especially by governments.
- Donors want to see the success and where it has worked as a basis for investments.
- Information and material exchange.
- Opportunity at CAADP e.g. in Mozambique.
- Supplementation is just a stop – gap strategy and food based approach to combating VAD can feel in the ‘exit strategy’ gap for VAS.
- Push for policy change

### What are we going to do and what will it look like when we have done it?

Regional level platform to feed into country level agenda ,exploit the synergies and tap into the peculiar country activities Focus on Vitamin A bio-fortified crops. Push and pursue partnerships With a focus on policy change.

### How are we going to do it?

- Regional level platform that feeds into the country levels as well as country agendas that feed and inform regional agenda. This is because the regional and sub-regional agenda is implemented at the country level. Engage countries so that they can own the agenda and build impetus towards addressing Vit A deficiency on the continent.

- Partnerships with relevant organizations such as Association for Strengthening Agricultural Research in Eastern and Central Africa (ASARECA) and CORAF to scale up nutrition

Who is going to do it?

- Organizations rather than individuals. ASARECA, Comprehensive African Agricultural Development Programme (CAADP).
- Active participation of individual countries getting member countries to participate and contribute to drive the agenda as well as keep pursuing interested partners to be a part of the VIT A agenda.
- Steering committee comprising of Ambassadors, media, Key stakeholders

What is the best sequence of events to make it happen?

- Situation analysis; look at the prevailing environment.
- Policy workings as well as programme actions
- Partnerships with relevant agencies and countries especially those that have adopted SUN.
- Create a platform for discussion and sharing of experiences.
- Getting a data that informs and feeds the regional agenda.
- Identify advocates have been trained and can join in at the regional level. Those that will fare well, organizations inclusive (ASARECA and CORAF), SUN Countries – it might involve writing a proposal seeking partnerships as the agenda evolves. Potential interested parties will also be interested and brought to the table. Create a portal for people to register? Invite individuals that have interest and have done work in or around OFSP, VAD e.t.c.
- Co-ordinating body? Steering Committee to involve regional ambassadors from the different disciplines (agriculture, health, nutrition, media, education) to strategize, meet annual for information sharing.

Challenges and concerns for a VITAA Platform

- Financial support wasn't there for VITAA Platform
- Evidence was lacking to push for funding.
- What is the scope of this revitalized VITAA Platform - to address in-country need or take it up to the regional level?

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- Synergy between regional coordinated level and country representatives.
- Institutions and not necessarily individuals should be involved for continuity.
- CAADP should be targeted at the regional level. However, what do we do to get involved with CAADP at the country level? What do we do to get it done effectively? Is the door already closed? There will be need for a situation analysis. If one can identify the donor and see if they can be influenced especially if the donor understand and is committed?
- What name will it be called? Bio fortification may lose audience. Food based approach is easy to understand however it sounds vague. There needs to be a framework that is broad enough to catch the attention of the policy makers yet narrow enough to attract commitment.
- OFSP as a first entry point in the dietary diversification question.
- How do we measure progress? To produce a database....data to feed into our learning process. Influencing policy. Integrating OFSP into existing information system such as DDS as well ongoing information systems.

### Session 13: What can we learn form the ALIVE platform? - Sarah Thotho- RAC Advocacy Assistant

- ALIVE is a platform bringing together the international community of stakeholders in African livestock, wildlife and environment
- The idea is to consider ALIVE and see what patterns, if any, can be borrowed from the platform to contribute to the formation of the revitalized VITAA Platform
- The the platform is organized in 5 caucuses- which further promotes integration in the platform
  - i. The African Caucus
  - ii. The Donors and International Organisations Caucus
  - iii. The Research, Technical and Training Organizations Caucus
  - iv. The Civil Society Caucus
  - v. Private Sector

- The African Caucus includes Members from national, regional and continental organizations. They are African livestock experts selected by their line Ministries in their country.
- The integration of the platform on all these levels allows a multi-dimensional perspective on issues
- *How is the platform managed?*
- ALIVE has a secretariat that provides administrative support to its functions
- Members of the platform are drawn for the different caucus
- As the team deliberates on the establishment of a new platform, it was highlighted that it will be crucial to set out clear objectives and set up a management structure to allow the platform to meet the objectives
- Comments on the presentation from the audience highlighted two key issues:
  - i. A similar framework has also been adopted by PACA (Platform for Counteracting Aflotoxins ) and the platform has been successful
  - ii. It was also noted that the African Union, which is the organization behind the ALIVE platform, may have the financial resources to support such a platform whereas there are limited resources to set up the revitalized VITAA platform. It was then agreed that though the team might borrow some concepts from ALIVE, there is also need to plan within the measure of our financial resources

### Session 14: Summary of the on-going plenary discussions throughout the workshop

During the workshop the facilitator was capturing key discussion on the flipcharts. Some of the points, such as the scope and focus of the new platform, came up repeatedly in different forms. Below is a summary of all these points and discussions.

#### *The scope of the new platform*

##### *Platform name and scope*

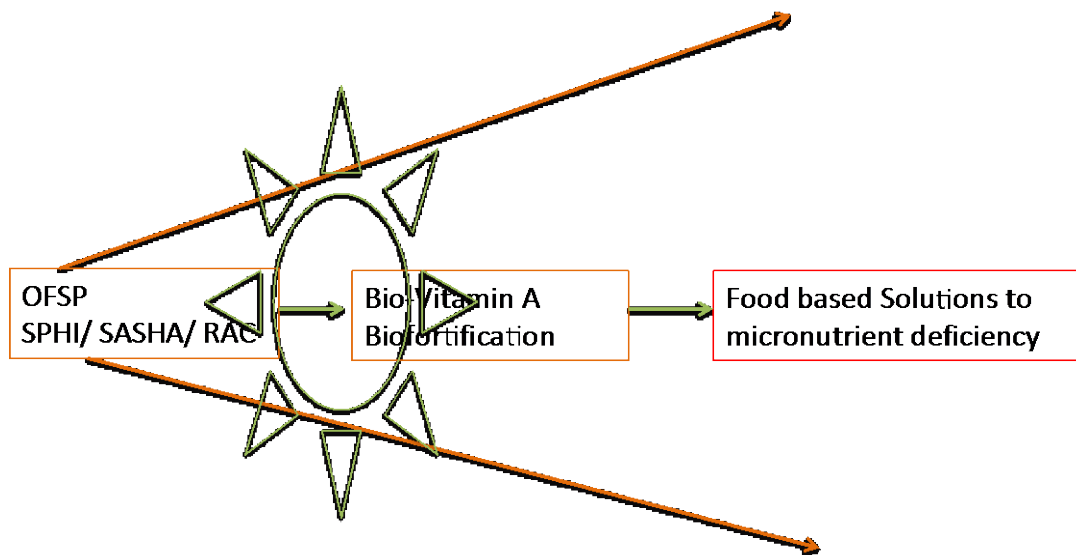
The origins of the platform are from SPHI through RAC and so there is a focus that OFSP is a key evidence based example of a staple bio-fortified crop increasing serum retinol. Jan Low's

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questions was that if OFSP is recognized, then the platform can broaden to other 'Bio-fortified Vitamin A' crops, such as Maize and Cassava and even to bio-fortification in general. If it is not, then work still needs to be done to get the OFSP message out there. Mary shared that in Nigeria people had not heard of OFSP linked to nutrition and could be very competitive and dismissive.

In contrast to a specific one or few crop/ one vitamin approach, there was a strong feeling in the room that at the national and regional advocacy levels, crop and vitamin specificity will not get enough support and attention. In Mozambique the focus has been on developing a policy for a bio-fortification policy through food based approaches.

This led to agreement in the general direction that the platform can aim to grow .



The current activities will continue to take forward the OFSP bio-fortification and Vitamin A message while looking for opportunities to link strongly with other growing initiatives linking agriculture and nutrition. The messages of food security and diet diversity can also support the advocacy. As such an investment plan can be developed as part of the business plan envisaging

how the budget for the platform could grow and how to attract investors. The key issue is to create identities that can get the RAA into the door in different forms and which have internal coherence.

The RAC team will need to make strategic decisions on where to go to get additional resources and whether the expansion is of existing models into different countries within regions, or into a crop based Vitamin A platform including Maize and Cassava (Harvest Plus) or into a contributor to a broader pan-African platform that includes food based approaches to improved nutrition.

The team will need to feed into other initiatives working to create much stronger linkages between Nutrition and Agriculture and support resource mobilization for these efforts. So there is a need to think through who the platform will include and how to get the broadest conversations going while not losing focus. Will there be a membership fee for joining?

#### *Highlighted RAC Regional Activities*

The main activities are to advocate, create awareness from an evidence base which, as it takes time to establish, is mainly available OFSP at this time as it has taken time to build the case. As mentioned above, there is a simultaneous opportunity to connect into the increasing global and regional activities on linking agriculture and nutrition.

So some specific activities are to:

- Establish an advocacy working group and create and disseminate regional and national advocacy tool kits.
- Update and publish the situational analysis completed in June to include policies, initiatives and opportunities.
- Do a baseline mapping of other platforms and feasibility of raising different forms of funding.
- Pay a lot of attention to the current timing of Regional and Pan African initiatives such as CAADP national programmes, the West Africa Agricultural Productivity Program.
- Pay attention to SASHA phase 2 preparation.
- Create a mechanism, probably on the portal to create:-
  - A database for the OFSP reality on the ground in each country updating the varieties officially released and vines through linking closely with SPHI/ SSP meetings.



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- A mechanism to maintain a database of updated evidence. Eg 'Nutrition News' that summarized abstracts of key articles on a quarterly basis and post them on the Sweet Potato Knowledge Portal.
- Have FQA: frequently asked questions and answers section
- Use the regional Media. A good example is tapping into the willingness of the Nigerian media who have provided in kind support and air time. Send the contacts to Julia. Identify and educate journalist groups and use social networking tools and radio amongst the many modes of communicating the message
- Institutionalise the process of the platform. Focus more on institutional membership than individual membership in order to create sustainability.
- Be ready for a range of responses when advocating OFSP and Vitamin A from competition and defensives to enthusiasm and full support
- Finish RAC communication strategy and highlight the regional perspective within that.
- Aim to have finished the regional advocacy materials in French, English and Portuguese by the CAADP meeting (25<sup>th</sup> February in Tanzania)
- Think about how to create a useful and detailed lessons learning exchange process. Most lessons are captured at a very generic and lack the specificity which would enable them to be used effectively elsewhere. Think carefully about what is meant by up-scaling.

### *Key Platform Activities*

- RAC advocacy meeting open to a broader set of countries. There was a suggestion to create stronger linkages with selected countries (eg; integrate into the SUN training materials development for Mothers and Children) in Mozambique, Tanzania, Nigeria, Ghana, Burkino Faso ( the 5 RAC countries) plus Zambia, Malawi, Rwanda, Ethiopia, Uganda and Kenya,
- Connect with existing regional networks. Julia to visit CORAF and explain RAC and the projects while CORAF is creating its second strategic nutritional plan. Connect closely with ASARECA for East Africa and CARDESA and FANRPAN for Southern Africa

## Session 15: Time line of advocacy opportunities

Month:	Event:	Venue	Dates:
On- going	Mozambique biofortification policy Sasha 2 Preperation Find out key dates and processes for SUN in Mozambique, Nigeria and other countries Actual child healthdays in different countries		
January			
February	CAADP –Mainstreaming Nutrition in Agriculture	Dar es salaam Tanzania	25 <sup>th</sup> February -2 <sup>nd</sup> March,2013
March	Bio fortification	University of Hochenheim Germany	6 <sup>th</sup> -9 <sup>th</sup> March ,2013
	RAC Training Project planning & Implementation,M&E	Tanzania	11 <sup>th</sup> -15 <sup>th</sup> March,2013
	RAC Training Project planning & Implementation,M&E	Mozambique	18 <sup>th</sup> -23 <sup>rd</sup> March,2013
	Association of Public Health	Nigeria	Contact Mary
	NEPAD South African Agricultrual Development partnership platform	Mozambique	Date unknown
April	RAC Training Project planning & Implementation,M&E	Nigeria	3 <sup>rd</sup> -9 <sup>th</sup> April,2013
May	SSP EA		May 6 <sup>th</sup> ,2013
June	RAC Annual Planning Meeting	Tanzania	3 <sup>rd</sup> -7 <sup>th</sup> June,2013
	Day of the African Child	Tanzania	16 <sup>th</sup> June,2013
July	APA	Naivasha, Kenya	1 <sup>st</sup> – 4 <sup>th</sup> June
August	RAC Training of Trainers	Mozambique	
September	IUCN	Spain	15 <sup>th</sup> -20 <sup>th</sup> September,2013
	Nutrition society conference	Nigeria	Contact Mary
	RAC Training of Trainers	Nigeria	
	SUN	New York	26 <sup>th</sup> – 28 <sup>th</sup> September
	CORAF 2 <sup>nd</sup> Operations plan design	Dakar, Senegal	21 <sup>st</sup> -25 <sup>th</sup> October,2013
	AU Food & Nutrition Security day	Regional	31 <sup>st</sup> October,2013
November			
December	World AIDS day	Worldwide	1 <sup>st</sup> December,2013

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September	African Nutrition and epidemiology conference	West Africa	September 2014
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Annex 1: Participants list

Name	Country	Organization	Position	Discipline/Focus
1. Dercio Matale	Mozambique	HKI	RAC Promotion Expert	Advocacy
2. Eng. Marcela Libombo	Mozambique	SETSAN	Head of SETSAN	Nutrition/Agriculture
3. Maria Andrade	Mozambique	CIP	Sweetpotato Breeder & Seed Systems Specialist	Agriculture
4. Mary Umoh	Nigeria	HKI	RAC Promotion Expert	Advocacy
5. Hadizat Ibrahim	Nigeria	Independent consultant	Nutritionist and Media consultant	Nutrition/Media
6. Revelian Ngaiza	Tanzania	HKI	RAC Promotion Expert	Advocacy
7. Richard Kasuga	Tanzania	MAFS	Head of Government communications and spokesperson MAFS	Media/Communications/A
8. Dr. Generose Mulokozi	Tanzania	USAID- Feed the future		Nutrition
9. Robert Mwangi	Uganda	CIP	Regional Sweetpotato Breeder	Agriculture
10. Dr. Anna-Marie Ball	Uganda	Harvest Plus	Country manager, Uganda	Nutrition/Agriculture
11. Fina Opio	Uganda	ASARECA		Agriculture
12. Julia Tagwireyi	Zimbabwe	Independent consultant	Advocacy and Nutrition Policy Consultant	Nutrition
13. Pr Abdourahamane Sangaré	Senegal	CORAF	Programme Manager ,Biotechnology and Biosafety	Biotechnology and Biosafe
14. Victor Owino	Kenya	African Nutrition Society	Nutrition/Food Security Specialist	Nutrition/Food Security
15. Jan Low	Kenya	CIP	SPHI Leader & SASHA Project Manager	Agriculture/Research
16. Adiel Mbabu	Kenya	CIP	RAC Project Manager	General/Advocacy/Manag
17. Sonii David	Kenya	HKI	Gender & Advocacy Advisor	Advocacy/Gender
18. Sarah Thotho	Kenya	HKI	RAC Advocacy Assistant	Advocacy/Communication
19. Jessica Blankenship	Kenya	HKI	Regional Micronutrient Advisor	Nutrition
20. Gregory Hofknecht	Kenya	HKI	Deputy Regional Director	General/Management
21. Margaret McEwan	Kenya	CIP	Research Leader	Agriculture/nutrition
22. Hilda Munya	Kenya	CIP	Communications and Training specialist	Communications/Training
23. Sue Canney Davidson	Kenya	Independent Consultant	Meeting Facilitator	General

## Annex 2: Status of seed multiplication and distribution for RAC

COUNTRY	CITY	Primary	Secondary Hectares	Other
Mozambique	Maputo	1 Hectare		
	Chimoio	0.8 Hectares		
	Shingirirai Association (CBO)		0.5	
	Vine cutting distributed so far			>3000
Tanzania	Kibaha Research Institute	2 Acres		
	Nana Nane grounds	2 Acres		
	Sokoine University of Agriculture		2 Acres	
	Vine cutting distributed:- Mataya and Keigea			4,200
Nigeria	ARMTI		0.2 Hectare	
	Nyanya substation NRCRI	1300 stands of NRSP/05/022	0.3 Hectare	
	Oyobi Outstation of NRCRI in Benue State	100 Stands each of NRSP/05/022 and CIP440293		

### Annex 3 Summary of brief workshop evaluation

#### *What went well?*

##### **Content discussion and agreements**

The agreement on bio fortification approach to the platform

Update on country level advocacy – opportunity to learn from challenges and achievements

Adequate information dissemination through the presentations e.g. VAD, ALIVE, RAC

Sustainability, Holistic approach, Definition of objectives and how to achieve them, Ground work was covered Bio fortification

Nutrition through FBA, Starting the APAFINA platform, Appointed regional advisor Clear way forward Good interaction leading to significant progress, Good synergy

##### **Participation and team**

Excellent Participation and Suggestions, Good exchange of ideas, discussions & Group Work, Team Work, Report from the plenary, Interactive sessions, Good balance between group work & plenary – sensitivity to the current dynamics, The participatory approach and process of arriving at what we want, the platform to use, how it should be and what it should be, Brain storming sessions tapped key ideas

Debates on various issues were 'healthy'

##### **Organisation**

Organization of the workshop, Logistics X2, Hotel Accommodation, Meals Workshop preparations were well organized

##### **Workshop process**

Workshop Facilitation, Effective time management especially by Sue Canney, Keeping time

#### *What could have been done better?*

##### **More content specificity**

Focus background presentation and limit number, a well-developed work plan with time lines, mapping the potential partners of the platform, leaving without any notes or action points, could be more advocacy focused, identity and how new initiative eventually evolves from RAC

##### **More group work**

More group work needed for interactive engagement, group work for more detailed strategy development could have been more productive after agreeing on scope, could have used more time for group discussions

##### **More people and longer socialising**

One or two people from the other RAC component should have been invited

Cocktail was too short!, Sightseeing X2

## Annex 4: Summary of on-line responses

Summarised by Julia Tagwireyi. RAC Regional Advocacy Advisor.

- Good response to the survey, reflecting a wide cross section of stakeholders whose mandates are relevant to advocacy for action against vitamin A deficiency

### Lessons learnt from previous VITAA

- Food and nutrition security requires some investments from governments.
- Platform needs to engage institutions and not target individuals for continuity.
- Needs to engage policy makers on a regular basis with information on vitamin A and OFSP.
- There is need to engage a range of stakeholders through the OFSP value chain.
- Advocacy must take into account the prevailing political environment re food and nutrition security.
- The new platform should consider a more broad based platform that does not just focus on OFSP alone.
- The contribution of VITAA platform meetings to advocacy questioned.
- Need for the platform to make better use of media, radio and TV etc

### How the VITAA can add value to existing platforms on OFSP

- Facilitate interaction between existing OFSP platforms by sharing information and bringing on board other stakeholders, relevant to the rest of the OFSP value chain, especially the health, nutrition and consumers groups.

### Outcomes that would demonstrate that the platform was having a positive impact

- Regional and national policies and strategies reflecting OFSP
- Increased visibility of OFSP in the media
- Increased investments and resource allocation to food based strategies especially OFSP
- Increased production, demand and consumptions of OFSP

### How can the platform be self-sustaining?

- Membership should be of committed and passionate advocates who are keen to move the OFSP agenda, whose activities and recommendations find their way onto strategies for addressing vitamin A deficiency at national and regional levels.
- Membership that a sense of ownership of the Platform and sees the benefit of participating in the platform.

### Suggested Important activities of the Platform

- Advocacy, Information sharing, on evidence of impact of OFSP on health and nutrition status, new research findings, innovations related to OFSP, product development, challenges as well as opportunities for advocacy, advocacy materials and policy briefs.
- Identifying opportunities for integrating OFSP issues
- Advocate for more academic, training and research institutions to place OFSP on their agendas

## Annex 5 Strategy Handout

### Revitalising a Platform for Regional Advocacy of Vitamin A in Africa Handout for session 9

Most strategies answer five questions:

- Why are we doing this?
- What are we going to do and what will it look like when we have done it?
- How are we going to do it?
- Who is going to do it?
- What is the best sequence of events to make it happen ( when? )

Don Hambrick and James Fredrickson (2005) proposed a diamond model.

The key points are:

- A voiced intent or 'strategic thread' is not a strategy
- A strategy is a 'unified' 'coherent' 'overarching concept of how the platform will achieve its objectives.
- They suggest five necessary elements of the whole: 1. Arenas, 2. Vehicles, 3. Differentiators, 4. Staging and 5. Economic logic.
- A strategy is an integrated selection of prioritised executive choices. A selection that needs 'robust' 'reinforced' internal 'consistency' while being externally oriented.



Questions to identify ARENAS include:

- Where will we be active (and with how much emphasis?)
- What products categories?
- Which market segments
- Which geographic areas?
- Which core technologies?
- Which value creation strategies?
- Where will we not be?

Questions to identify VEHICLES include:

- How will we get there?
- Internal structures and development?
- Partners?
- People?
- Structure and working mode of platform?

Questions to identify DIFFERENTIATORS:

- How will we win?
- Image?

- Customization?
- Style of Influencing, changing, advocating?

#### Questions to identify STAGING

- What will be our speed and sequence of moves?
- Speed of expansion?
- Sequence of initiatives?

#### Questions to outline ECONOMIC LOGIC

- How will we best spend current resources?
- How will we raise more resources?
- How does the initiative become self sustaining?

#### Reference:

Hambrick D. and Frerickson J., (2005) ' Are you sure you have a strategy? Academy of Management Executive Vol 19 No 4 pages 51 – 62,