



Reaching Agents of Change (RAC)

TANZANIA COUNTRY ADVOCACY AND COMMUNICATION STRATEGY

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ACRONYMS

CSO	Civil Society Organization
DADPs	District Agriculture Development Programs
EDP	Essential Drug Program
EPI	Expanded Program on Immunization
EU	European Union
FAO	Food and Agriculture Organization
IPC	Inter Personal Communication
LGA	Local Government Authorities
MAFC	Ministry of Agriculture, Food Security, and Cooperatives
MoHSW	Ministry of Health and Social Welfare
NBS	National Bureau of Statistics
NGO	Non Government Organization
NNS	National Nutrition Strategy
OFSP	Orange Fleshed Sweetpotato
PMO	Prime Minister Office
TAHA	Tanzania Horticulture Association
TAHEA	Tanzania Home Economic Association
TCCIA	Tanzania Chamber of Commerce, Industry and Agriculture
TDHS	Tanzania Demographic Health Survey
UNDP	United National Development Program
UNICEF	United Nation Children Fund
VACs	Vitamin A Capsules
VAD	Vitamin A Deficiency
VAS	Vitamin A Supplementation
WFSP	White Fleshed Sweet Potato

1. BACKGROUND

Tanzania is an East African country with a total area of 945,090 square kilometers and land area of 886,040 square kilometers. This is equivalent to 94.5 million hectares. The agriculture land in Tanzania is about 40 percent of the total land area equivalent to about 44 million hectares (URT, 2011). Approximately 6.7% of the land is cultivable which amounts to about 9.5 million hectares (URT, 2011). In 2012, Tanzania had a population of nearly 45 million people (NBS, 2012) with growth rate estimated at 2.6% (NBS, 2012). It is estimated that 51% of the population live on less than \$1 a day; and that about 42% of these live in absolute poverty on less than \$0.75 a day (UNDP, 2000)

1.1 HEALTH AND NUTRITION PROFILE OF WOMEN AND CHILDREN IN TANZANIA

The infant (0-12 months) and under five child (13-59 months) mortality rates in Tanzania stand at 51 and 81 per 1000 live births respectively (NBS & ICF Macro, 2011). This implies that five out of every 100 children die before the first birthday after which 8 out of 100 children die before their fifth birthday. Chronic malnutrition is widespread with 42% of children aged less than five years being stunted, making Tanzania one of the 10 most affected countries in the world. Malnutrition is estimated to cause 35% of all the deaths of children under five years old in Tanzania (ibid.). It has also been established that the nutritional status of women is alarming, with about 40% of women of child bearing age anemic. Furthermore, about 10% of women of childbearing age under weight with a body mass index (BMI) of less than 18.5 kg/m² (ibid.)

Studies indicate no significant differences between the number of household meals consumed per day in urban and rural settings; however, significant differences exist in the quality, type, access to and utilization of food across gender and age demarcations. A study comparing rural and urban Dar es Salaam found that all urban and 92% of rural subjects had three meals a day (Mazengo, et al. 1997). However, due to the increased micronutrient needs of pregnant and lactating women, malnourishment is greater when compared to both men and other women (DeRose & Millman, 2000). Anemia is a serious health problem commonly resulting from poor nutrition, infection, or chronic disease. In Tanzania, the prevalence of anemia among children and women is 59% and 40% respectively (TDHS, 2010).

Research shows that, across the country, 42% of children under five are stunted, 5% are wasted, and 16% are underweight. This indicates the existence of both chronic and acute under nutrition (TDHS, 2010). Maternal under-nutrition is often reflected in the proportion of children born with low birth weight (below 2.5 kg). Representative data on the prevalence of low birth weight babies is not readily available but estimates from UNICEF suggest that 10% of Tanzanian newborns are a low birth weight. This synopsis shows that Tanzania continues to struggle with unacceptable rates of macro and micro nutrient deficiencies especially among women and children. Alternative approaches that will provide food safety nets and also fight under nutrition need to be considered. Orange-fleshed sweet potato (OFSP) is a viable and effective food based food security measure that is nutritionally valuable because of the health benefits of its high vitamin A content.

1.2 PATTERNS OF NATIONAL DIETARY PRACTICES

Agriculture is the livelihood pillar for the majority of Tanzanians. Most households live on subsistence farming and primarily produce maize, cassava, paddy, sorghum/millet, bananas, sweet potatoes, and yam. The dominance of particular food crops and food related consumption preferences var based on regions and even some tribes. However, as is the case in most of East and Southern Africa, maize is the main staple (Blackie, 1990).

Typical infant weaning food, especially for people in low-income households and in rural areas, is cereal based porridge, most commonly maize flour, and sometimes cow milk. However, this does not provide the variety required to reach the nutritional requirements of a growing child (Davenport et al. 2004). Irish potatoes, white-fleshed sweet potatoes (WFSP) and varieties of OFSP are locally (traditionally) cultivated and consumed in some parts of Tanzania; however Irish potatoes and WFS potatoes are the most common. Some of the varieties of the OFSP are popularly known as viazi jeshi in Songea region. Across the country however, production and consumption of orange-fleshed varieties, which are rich in pro-vitamin A, is not common. Food-based programs/approaches are more likely of making sustainable improvements in knowledge and dietary practices (Kidala et al., 2000)

1.3 CURRENT FOOD AND NUTRITION POLICY TRENDS AND STRATEGY

The Tanzania Food and Nutritional Policy (1992) and a National Nutrition Strategy (NNS) (2009 – 2014) have been developed to guide actions to improve nutrition in the country. These documents are a key indicator of the government's recognition that malnutrition is a problem in Tanzania and a demonstration of the commitment to address it. The NNS has delineated the responsibility for implementing actions to improve nutrition as being multi-sectoral with the lead sectors being health, education, agriculture and water/livestock sectors. A national steering committee has been established to facilitate the implementation of the strategy in order to tackle the problem of malnutrition in the country.

To date, national efforts to address micronutrient challenges have focused mainly on supplementation. Pregnant women, children between 6 and 59 months and postpartum women receive vitamin A supplementation, this is in addition to the iron and folic acid supplementation that pregnant women receive. National vitamin A supplementation (VAS) started in 1987 with the inclusion of vitamin A capsules (VACs) in kits distributed through the Essential Drugs Program (EDP) to government owned primary health facilities. To increase coverage, VAS was introduced into routine services of the Expanded Program on Immunization (EPI) in 1997 and the sub-national measles immunization campaigns in 1999 and 2000. Another approach—twice-yearly distribution during commemorative days—was inaugurated in 2001 on the Day of African Child in June and World AIDS Day in December (AED et al. n.d:1). While it is understood that VAS contribute substantially to reducing child mortality and morbidity (Beaton et al 1997), it is known that supplementation has little chance of stabilizing serum retinol to alleviate VAD problems. Dietary approaches are identified as long-term approaches that can contribute to addressing multiple micronutrient challenges.

While production and consumption of vitamin A rich foods (including fruits) and is not uncommon, the consumption patterns are inconsistent due to seasonality and sometimes, financial constraints. OFSP are not consumed widely across the country despite being an outstanding source of vitamin A, and well placed to overcome seasonal barriers of consumption of vitamin A rich foods. Furthermore, decisive efforts have not yet been made to adopt and prioritize OFSP as a food based comprehensive, effective, efficient and sustainable strategy for combating VAD and for food security.

1.4 SUITABILITY FOR THE PRODUCTION, PROMOTION, AND CONSUMPTION OF OFSP IN TANZANIA

OFSP is promising for a number of reasons. It contains very high levels of carotenoids, it is well accepted by the young children who are usually the intended consumers, it is easy to cultivate, vegetatively propagated, and fairly drought-resistant once established. It is also a good source of energy for children and adults. The nutritional composition of OFSP varieties include high levels of beta-carotene (a precursor to vitamin A and a good source of energy), fiber, and essential vitamins such as vitamin C, iron, vitamin B6, riboflavin, thiamine, magnesium and niacin (Betty, 2010). Research has established that regular intake of about 125 grams per day of OFSP will provide the recommended daily amount of vitamin A for children under-five years of age and pregnant or lactating women (Low et al. 2007).

OFSP also makes a very good food security crop because most of its varieties are drought resistant and can be stored for considerable periods without compromising their quality. Like many other types of sweetpotatoes, OFSP production is not labor intensive, and can be grown and harvested approximately three times in a year. This makes availability possible throughout the year with little dependence on climatic variations. It can be planted over a broad range of time without considerable yield loss, and can fill some seasonal gaps in energy and vitamin A uptake. OFSP can be cooked in a variety of ways and can be used as a main ingredient in the production of several products such as bread, cakes, chips, drinks, starch, animal feed, flour, juice etc. (Betty, 2010) For these reasons, OFSP is strategically suitable if adopted as a sustainable and comprehensive strategy aiming to address both vitamin A deficiency and food insecurity (Betty, 2010). Studies have established that OFSP is well accepted by children and has been successfully used to increase vitamin A levels and reduce food insecurity in several food-based interventions (Hagenimana et al., 2001).

In order to stimulate demand, the sustained availability of OFSP varieties that are adapted to the agro-ecological zones within the country and which meet local preferences of farmers and consumers will be required. Development of these materials through breeding, multiplication and dissemination is central to achieving the potential goal of food and nutrition security in Tanzania. According to FAO statistics, 76% of Tanzania's land is suitable for sweet potato production. Out of the 940,565 km² of land in Tanzania, 199,942 km² is moderately suitable, 264,595 km² is suitable, while 246,265 km² is highly suitable. Available data also indicates that only 8% of the land is not suitable for sweet potato production. This means that a large part of the land resources in Tanzania are suitable for production of all types of sweet potatoes including OFSP. It is also less labor intensive than most other staple crops, and this is particularly helpful to labor-constrained households such as those affected by HIV/AIDS. Together these qualities make OFSP an excellent food security crop.

1.5 WHY INVEST IN OFSP

Nutrition concerns have drawn global attention and at national level the importance of nutrition was portrayed by the Prime Minister at the inauguration of the National Nutrition Strategy 20th September 2011, and by the President of the United Republic of Tanzania, H.E. Dr. Jakaya M. Kikwete reiterated his government's commitment to the Scaling Up Nutrition (SUN) initiative launched at the G8 meeting in May of 2012. The United States Government (USG), the World Bank and the European Union (EU) all committed themselves to address the problem of nutrition. Such commitments will be used as a stepping-stone to advocate for increased investment in and the intensified use of OFSP to contribute to improving nutrition. OFSP has excellent health benefits and its' link to nutrition clear, thus a high profile launch could capture the attention of leaders. OFSP has a unique selling position as a "cost effective source of Vitamin A", which if taken seriously could result in significant advances in nutrition levels in Tanzania. An effective introduction of OFSP into the Tanzanian market would require an awareness of the health concerns of poor nutrition as well as the presentation of OFSP as the most cost effective source of vitamin A. Once the awareness about the health concern is raised and if the promotion were organized in collaboration with the government, funds could be more accessible for implementing partners working with OFSP.

2.0 THE ADVOCACY AND COMMUNICATION STRATEGY

2.1 PURPOSE OF ADVOCACY FOR OFSP

The goal of this advocacy and communication strategy is to promote the health benefits of OFSP, in particular for the adoption of OFSP as a food based approach to combat VAD in Tanzania. This strategy will focus on influencing policy and providing a framework to increase resource allocation for OFSP. It has been observed that OFSP is not a popular crop in Tanzania, in particular its' nutritional benefits and effectiveness in combating VAD is not widely known. Thus, OFSP has received little attention from farmers, which affects the supply and demand for both quality OFSP planting materials and roots.

Thus this strategy aims to mobilize resources for the OFSP value chain, enhance a conducive policy environment to facilitate and guide the OFSP value chain, and create demand for OFSP through communication. This strategy was developed based on the comprehensive situation analysis and multi-sector stakeholder meeting to discuss the OFSP situation and way forward.

2.2 OBJECTIVES OF THE ADVOCACY AND COMMUNICATION STRATEGY

1. To advocate for prioritization and investment of OFSP by central Government and Local Government Authorities (LGAs), private sector, development partners and Non-government Organizations (NGOs);
2. To increase demand articulation for OFSP throughout the value chain;
3. To advocate for the enhancement of the policy and legislative environment to address agriculture policy, review national plans and strategies for inclusion of biofortification with a focus on OFSP.

2.3 TARGET AUDIENCE

1. Government	2. Non Governmental Organizations
Central and Local Government Ministries, Departments and Institutions	Africare
Prime Ministers Office Regional Administration and Local Government (PMO-RALG)	Centre for Counselling, Nutrition and Health Care (CONSENUTH)
Ministry of Health and Social Welfare	IMARISHA
Ministry of Agriculture, Food Security and Cooperatives (MAFC)	Partnership for Nutrition in Tanzania (PANITA)
Ministry of Livestock and Fisheries	
Ministry of Education and Vocational Training (MoEVT)	
3. Development Partners	4. Private Sector
The World Bank	TCCIA
Irish Aid	Buturi Investment
USAID	Mining companies
	Supermarkets
	Media houses

2.4 THE STRATEGY DESIGN

This strategy was developed with input from a two-day workshop that involved experts from the Prime Minister's Office (PMO), Ministry of Agriculture, Food and Cooperatives (MAFC), Ministry of Health and Social Welfare (MoHSW), NGOs, media, practitioners in health and nutrition and other stakeholders. The process began with a literature review of relevant data on health and nutrition in Tanzania. The literature review continued throughout the development of the strategy. The workshop and literature review gathered valuable information regarding the nutrition status especially of women and children in Tanzania, and provided an insight in the attitudes, behaviors, barriers and motivating factors that may influence consumption of OFSP as well as the advocacy and communication strategies that will promote OFSP in the country.

Definition of major terms used in the strategy

- i. Using UNICEF’s (2012) definition **advocacy** is described as “the continuous and adaptive process of gathering, organizing and formulating information and data into argument, which is then communicated to policy-makers through various interpersonal and mass media communication channels.” In the same inclination as UNICEF, through advocacy, the project will seek to influence political, government, community, religious, social leaders and other relevant authorities, to create an enabling policy and legislative environment and to allocate resources equitably.
- ii. **Social mobilization** is defined by UNICEF (2012) as “a process that engages and motivates a wide range of partners and allies at national and local levels to raise awareness of and demand for a particular development objective through face-to-face dialogue. Members of institutions, community networks, civic and religious groups and others work in a coordinated way to reach specific groups of people for dialogue with planned messages. In other words, social mobilization seeks to facilitate change through a range of players engaged in interrelated and complementary efforts.”
- iii. **Behavior and social change**, entails utilizing strategies across the behavior and social change continuum, with the conviction that a combination of approaches must be utilized for meaningful change to be sustained.

According to UNICEF (2012) “Behavior change is commonly defined as a research-based consultative process for addressing knowledge, attitudes and practices that are intrinsically linked to program goals. Its vision includes providing participants with relevant information and motivation through well-defined strategies, using an audience-appropriate mix of interpersonal, group and mass-media channels and participatory methods. Behavior change strategies tend to focus on the individual as a locus of change. Social change, on the other hand, is understood as a process of transformation in the way society is organized, within institutions, and in the distribution of power within various social and political institutions. For behaviors to change on a large scale, certain harmful cultural practices, societal norms and structural inequalities have to be taken into consideration. Social change approaches, thus, tend to focus on the community as the unit of change.”

2.5 APPROACHES OF THE STRATEGY

The strategy will use the following approaches to realize its objectives:

- i. Lobbying, interpersonal communication and consultative engagements with respective stakeholders;
- ii. Events such as field visits and exhibitions;
- iii. Media advocacy and engagement.

These approaches are designed to work together and therefore will be most effective if implemented in synergy and simultaneously. The primary focus of these approaches is to engage partners and stakeholders in working together to support and facilitate awareness creation; mobilize actions for increased production and consumption of OFSP; addressing the socio-cultural barriers that undermine OFSP demand; enhancing skills and knowledge needed to promote consumption of OFSP across the general population; and sustain the consumption of OFSP especially among women of reproductive age, lactating and pregnant women, and children.

2.6 RESOURCE MOBILIZATION FOR INVESTMENT IN OFSP PROJECTS

The target will be to raise a total of six million USD from different investors for OFSP promotion. Sources of funding will include Government of Tanzania, both multilateral and bilateral donors, as well as the private sector. Sources that are the most promising to fund OFSP include the following:

Government (Departments & Agencies)	Export Trading Company
USAID	TAHA, TAHEA
DFID	NGOs
IRISH AID	Banks
GIZ	Mining Companies
JICA	Local Businesses entrepreneurs including supermarket and major hotels

Agriculture policies and projects in Tanzania have traditionally focused only on increasing yields, productivity, and general food availability but not necessarily producing nutritional foods. National agricultural policies in developing countries including Tanzania have rarely focused on public health. As nutrition has recently drawn attention nationwide to the extent that the inauguration the National Nutrition Strategy was attended by the high level officials, the RAC project on OFSP has come at the opportune time for its advocacy for change and fundraising for investment. It should be noted that advocacy campaigns organized among multiple partner agencies can be extremely effective when the effort is well-coordinated and all partners agree on a common set of goals, objectives, and strategies. Before organizing for an advocacy event, RAC advocates will visit policy makers and possible donors to solicit their views and support.

2.7 POLICY CHANGE

Two elements of advocacy for policy change have been identified:

- i. Reviving the initiative and pushing for the completion and adoption of the National Food Security Policy capturing biofortification with reflection of OFSP;
- ii. Mapping and contributing to the enhancement of the policy and legislative environment with a focus on national plans and strategies to include biofortification and the use of OFSP;

The agriculture policy for the country was developed in 2009. It has undergone review process in 2012 through which various components that needed to be updated were identified. The review noted that inadequate attention had been paid to biofortified crops and that these needed to be given priority. RAC will participate in the review process to promote targeting of biofortified crops for improved nutrition.

2.8 DEMAND AND AWARENESS CREATION AMONG DECISION MAKERS AT NATIONAL, REGIONAL AND DISTRICT LEVELS

Decision makers at various levels are key to influencing not only investment but also to provide directives and guidance on resource use. There are various ways of reaching the decision makers with messages to influence prioritization of biofortified crops including OFSP. Apart from interpersonal communication, mass media has great potential to raise awareness, spread knowledge, and to create a supportive social environment for behavior change. However, the messages need to be tailored and specifically address the change that is required in order to reach the objectives. During the implementation of the OFSP Project, RAC will develop some promotional materials targeting key decision makers that will include fact sheets, calendars, documentaries, fliers and posters.

At a small scale promotional activities will be carried out using media including television and newspapers. These will focus on OFSP articles that will be written and posted in newspapers by country advocates. Also documentaries will be developed and aired by various media houses depending on slot provision.

2.9 STAKEHOLDERS ANALYSIS

The targeted stakeholders for this strategy include: Government of Tanzania, Ministries, Local Governments, private sector national and multinational companies, faith based organizations, national and international CSOs and NGOs working in agriculture and nutrition, donors, national and provincial policy and decision makers, especially those in agriculture, health, education, and planning and finance departments in the central and local governments.

STAKEHOLDER	ROLES	WAYS FOR STRATEGIC ENGAGEMENT
Public sector	<ul style="list-style-type: none"> • Policy formulation and review • Resources allocation for nutrition issues 	<ul style="list-style-type: none"> • Making presentations in workshops and meetings • Visiting in their offices • Attending their meetings and workshops and making contributions and introducing the RAC project, and OFSP interventions for VAD
Private sector	<ul style="list-style-type: none"> • Production and processing nutritional foods crops such as OFSP • Provision for inputs for production of OFSP 	<ul style="list-style-type: none"> • Visiting private sector agents who are strategic investors for OFSP production of vines and agrochemicals • Making presentations in their meetings or workshops on OFSP potentials
Development Partners	<ul style="list-style-type: none"> • Allocate resources for nutrition and OFSP promotion • Advocating for policy change to included nutrition issues • Advocating for prioritization for OFSP in the list of strategic crops 	<ul style="list-style-type: none"> • Listing the development partners (DPs) who are interested in and support the health and nutrition issues in Tanzania • Making appointments with DPs and introducing OFSP interventions by the RAC project and requesting them to think of allocating funds for OFSP in their next budgets • Inviting DPs in the RAC project meetings where presentation about OFSP role for combating VAD is done • Making presentations on OFSP roles in combating VAD
CSO and FBO	<ul style="list-style-type: none"> • Advocating for more resource allocation for OFSP as a cost effective means for dealing with VAD • Sensitizing villagers on the importance for OFSP for food security and VAD 	<ul style="list-style-type: none"> • Listing CSO dealing with health and agriculture in Tanzania • Visiting CSO offices and introducing the RAC and OFSP roles • Inviting the CSOs in RAC project meetings where presentation about OFSP role for combating VAD is done • Forging strategic relations with some CSOs who can assist by advocating for policy change or scale up resources for OFSP promotion • Work with CSO working in health and agriculture to advocate for policy change and more resource allocation for OFSP promotion
Media	<ul style="list-style-type: none"> • Select effective media for promotion of OFSP and RAC project • Use of media to advocate for policy change and resource mobilization 	<ul style="list-style-type: none"> • Forge strategic relations for the promotion of nutrition and food security issues

3.0 THE ADVOCACY AND COMMUNICATION STRATEGY MATRIX

3.1 AIM 1: INCREASED INVESTMENT/RESOURCE ALLOCATION FOR OFSP

Objectives	Objective Description	Success indicators	Targets	Advocacy Approaches	Advocacy Activities	Allies (who, what role)	Risks and assumptions
To mobilize six million USD for investment in enhancement of the OFSP value chain	<ul style="list-style-type: none"> - For project sustainability, local authorities need to take ownership and integrate OFSP in development and strategic plans and activities - To sensitize and raise awareness of OFSP as a sustainable and competitive solution for VAD problem in Tanzania 	<ul style="list-style-type: none"> - Amount of fund allocated by the investors including central and LGAs, Donors, private sectors, NGOs 	<ul style="list-style-type: none"> - PMO, - Permanent Secretary- MAFC - Permanent Secretary-MoHSW - PMORALG - Private sector - Donors - Strategic NGOs 	<ul style="list-style-type: none"> - Lobbying - Sensitization - Facilitation - Meetings - Presentation - Use OFSP documentaries 	<ul style="list-style-type: none"> - Workshops - Presentations - Strategic Consultative meetings 	<ul style="list-style-type: none"> - TFNC - Partnership with other organizations working on nutrition like PANITA, COUNSENUITH 	
To increase demand articulation for OFSP	<ul style="list-style-type: none"> - To increase awareness regarding the VAD challenge and its health, economic and social consequences in Tanzania - To raise awareness on health benefits of OFSP and its role in combating VAD among decision makers in Tanzania 	<ul style="list-style-type: none"> - Number of individuals reached with OFSP information - Number business entrepreneurs engaged in OFSP - number of people producing OFSP or involved in the OFSP value chain 	<ul style="list-style-type: none"> - Respective national, Regional and District decision makers - Respective Health Officers- Clinical officers, maternal care health workers and midwives - Ward Community Development Officers - Respected religious and community leaders - Members of parliament 	<ul style="list-style-type: none"> - Display of materials and messages, presentations - Mass media campaigns - Lobbying and meetings 	<ul style="list-style-type: none"> - Strategic meetings at all levels - Community based public promotional events such as nane nane and world food day, - Engaging health workers - Use of mass media e.g. TV documentaries and articles posted on newspapers - Strategic meeting with editors and journalists - Forging alliances with other projects with outreach programs e.g. VAS twice yearly events 	<ul style="list-style-type: none"> - Ministry of Education and Vocational Training; MAFC, MoHSW, - radio and TV with national coverage - International organization such as, Save the Children; WFP, IMARISHA, AFRICARE, Futures Group, Local Organization like WAMA 	<ul style="list-style-type: none"> - OFSP are not known/popular and might not be easily received in some segments of the society - Competition with other community based, convenient sources of Vitamin A - Probable Cultural, Custom, Traditional, perceptual, and attitude barriers to consumption of OFSP - Our assumption is that OFSP nutritional, and health benefits and its comparative advantage if well packaged and promoted have potential to overcome these barriers. OFS

3.2 AIM 2: POLICY CHANGE TO SUPPORT OFSP SCALING UP

Objectives	Objective Description	Success indicators	Targets*	Advocacy Approach	Advocacy Activities	Allies (who, what role)	Risks and assumptions
i. Reviving the initiative and pushing for the completion and adoption of the National Food Security Policy capturing biofortification with reflection of OFSP	Advocating and to participate in the agriculture policy review process to ensure OFSP is onboard as among intervention to address food and nutrition security	National food security policy that have taken onboard OFSP as among intervention is available and approved	<ul style="list-style-type: none"> PMO Permanent Secretary MAFC Permanent Secretary MoHSW Parliamentary Committees 	Lobbying IPC	<ul style="list-style-type: none"> Review meeting Presentations Strategic Consultative meetings 	TFNC Development Partners Group on Nutrition NGOs- such as PANITA	This initiative had started in the MAFC but the effort has been treated off handedly and has stalled. A joint approach of MAFC & MoHSW might yield better results
ii- Mapping and contribute to enhancement of policy and legislative environment with focus on national plans and strategies to upscale fortification including OFSP	Identification and working with committees responsible for national plans and strategy reviews to influence for inclusion OFSP	Inclusion of OFSP in the nutrition plans and strategy	<ul style="list-style-type: none"> PMO High-level National Nutrition Steering Committee TFNC/MOHSW MAFs 	Lobbying IPC	Workshops Presentations Strategic Consultative meetings Review meetings		The ongoing prioritization of nutrition in the country provide a window of opportunity to include and integrate OFSP

3.3 ADVOCACY STRATEGY IMPLEMENTATION PLAN (JULY 2012 – AUGUST 2014)

The plan has been prepared based on the RAC project implementation and the project period (i.e. April 2011 to July – August 2014)

Overall Objective					To contribute to the fight against vitamin A deficiency and food insecurity in Sub-Saharan Africa, and improve the health status and livelihoods of African households, particularly women of reproductive age and young children, through strategic policy advocacy and resource mobilization, and technical capacity building for large-scale use and dissemination of Vitamin A rich Orange-fleshed sweet potato.									
SN	Output	Milestones	Advocacy activities	Partners	2012		2013				2014			
					Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1	Pillar I: Resource Mobilization for new OFSP investment in Tanzania (To mobilize six million USD for investment in enhancement of the OFSP value chain)													
1.1	commitment obtained on funding allocation and policy improvement	Presentation slot obtained -number of MPs and ministers reached	Presentation of the s advocacy strategy objectives, Nutrition and OFSP roles for combating VAD to MPs and Ministers in Dodoma The idea is to present arguments for investing in OFSP to the MPs --Use of OFSP documentaries	MAFC; PMO-RALG; MHSW; PMO, Donors, NGO; Private Sector-TCCIA; Advocates										
1.2	Commitment obtained on funding for OFSP in local councils plans	Number of key decision makers met from regions and districts Increase in awareness of the nutritional value of OFSP, VAD challenges in TZ, and	- OFSP advocacy raising in all LGA in the selected lake and eastern zones; Regions and Districts. OFSP on funding allocation for OFSP	MAFC; PMO-RALG MHSW; PMO, Donors, NGO; Private Sector-TCCIA; SUGECO; Advocates										
1.3	Amount of funding raised by different partners/ donors	Number of key partners engaged on RAC- OFSP -Number of proposals developed and funded -Number of NGOs with interest to integrate OFSP in their ongoing programs	Presentation to Targeted Donor or DPs and advocating to investing in OFSP interventions - Working with NGOs towards developing proposal that integrate OFSP as among interventions	MAFC; PMO-RALG; MHSW;PMO,Donors, TAHEA; TCCIA; SUGECO, TAHA										

1.4	Decision makers at both national and district levels reached with advocacy messages	<ul style="list-style-type: none"> - Number and type of advocacy messages disseminated to decision makers - Number of decision makers reached - Record of different advocacy materials made available 	<ul style="list-style-type: none"> - Visits to and consultative meetings with identified officials at different levels - Obtaining slots in strategic meetings that provide access to more policy makers at once 	<ul style="list-style-type: none"> - MAFC - PMO-RALG - MoHSW - PMO - Donors - NGOs - Private sector - TCCIA - SUGECO - TAHEA - TAHA - Advocates - Development partners group on nutrition (National Nutrition Working Group) 										
1.5	Awareness created on OFSP during major national promotional events	<ul style="list-style-type: none"> - Number and types of event attended - Number of partners linked during the events - Number of participants connected to RAC project (both women and men) 	Participation in national advocacy events	<ul style="list-style-type: none"> - MAFC - PMO-RALG - MoHSW - PMO - Donors - NGOs - Private sector - TCCIA - SUGECO - TAHEA - TAHA - Advocates - Media houses 										
1.6	Plan to engage with media developed and promotional programs established	<ul style="list-style-type: none"> - Number of media houses identified and active - List of promotional items e.g. documentaries, or articles developed by the media 	<ul style="list-style-type: none"> - Technical input to the media team as needed - Coordinating and information sharing with the media 	<ul style="list-style-type: none"> - MAFC - PMO-RALG - MoHSW - PMO - Donors - NGOs - Private sector - TCCIA - SUGECO - TAHEA - TAHA - Advocates - Development partners group on nutrition (National Nutrition Working Group) - Media houses 										

LIST OF RAC ADVOCATES IN TANZANIA

Name	Sex	Status	Job Title	Organization	Contacts (+ 255)	Location
Ms Asia Kapande	F	Advocate	Regional Coordinator	TAHEA	783279289	Lake Zone
Mr John Peter	M	Advocate	DALDO	Geita DC	784727122	Lake Zone
Gungu Mibavu	M	Advocate	AD(P)	MAFC	0754 313961	Eastern Zone
Mr Nandonde Felix	M	Advocate	Chairperson	SUGECO-SUA	713757157	Eastern Zone
Ms. Mary Bonaventure	F	Advocate	Regional Nutrition Focal Person	RAS-Dodoma- PMO-RALG	0713256518/0769780499	Central Zone
Ms. Helen Semu	F	Advocate	Nutrition Coordinator	Health Promotion&Education Unit – MHSW	713093756	Eastern Zone
Dr Benedict Jeje	M	Champion	Director	TFNC-MHSW	786626780	Eastern Zone
Ms Margaret Natai	F	Advocate	Nutrition Focal Person	MAFC	755217481	Eastern Zone
Mr Richard Kasunga	M	Advocate	Head of Government communications and spokesperson MAFS	MAFC	769239946	Eastern Zone
Mr Masembe Tambwe	M	Advocate	Senior Journalist	Daily News Ltd	784630544	Eastern Zone
Mr Peter Omary	M	Advocate	Program Manager/Journalist	Sahara Media	787222246	Lake Zone
Mr Karim Mtambo	M	Champion	Director food security	MAFSC	754296527	Eastern Zone
Ms. Salma O Mohamed	F	Advocate	Senior Research Officer	ARI-Ministry of Agriculture-Zanzibar	777481682	Zanzibar
Mr. William Balyehele	M	Advocate	SMS- Crop	Ukerewe DC	713590017	Lake Zone
Mr. Cuthbert E. Milaho	M	Advocate	District Extension Officer	Kilosa DC	783245552	Eastern Zone
Mr. Peter Lanya	M	Advocate	Director	TCCIA- Temeke District	0787564955	Eastern Zone
Sarah Mshiu	F	Advocate	Economist/ Nutrition Focal Person	PMO	719539330	Eastern Zone
Obey M. Assery	M	Champion	Director of Department-Coordination of Government Business	PMO	756772852	Eastern Zone
Benson Buturi	M	Advocate	District Agronomist (with SASHA Program experience)	Bunda DC	755881300	Lake zone

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