



Reaching Agents of Change (RAC) Project

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Background to RAC



- Results of 4 year research project in Uganda and Mozambique (REU) presented at BMGF in September 2010 provided convincing evidence of impact at reasonable cost
- OFSP can improve Vit A status
- How to scale up success through local investment?



Scaling up OFSP

- Requirements:
 - ✓ Knowledge and awareness of benefits
 - ✓ Released varieties that consumers like
 - ✓ Planting material and supply system
 - ✓ Technical knowledge
 - ✓ Adequate funding
 - ✓ Policy change
 - ✓ Well designed projects
 - ✓ Institutional arrangements

- **ADVOCACY AND PROMOTION**



RAC Project

- 3 year project (June 2011- May 2012) funded by BMGF
- Objective to increase investment in OFSP through advocacy and capacity building
- Put in place policy and institutional arrangements to upscale OFSP
- Develop best practices for OFSP advocacy





Implementation through partnership

CIP: Expertise in breeding, OFSP production, use and promotion

HKI: Experience in food-based nutritional interventions, programming to combat VAD, advocacy for increasing investments to combat micronutrient deficiencies



RAC focus

Advocacy (HKI)

Build capacity for advocacy leading to increased investment in OFSP by governments, donors, private sector

Capacity building (CIP)

Build capacity for gender sensitive OFSP project design & implementation

Build capacity for technical expertise on OFSP



Countries

Mozambique: 12 years of OFSP research and dissemination activities; over 15 varieties released (SADC region)

Tanzania: OFSP new product; 3 varieties released (East African Community)

Nigeria: OFSP new product; several? released varieties (ECOWAS region)

2 secondary countries: Ghana and B. Faso



Objective 1 (HKI)

- Component A: Country level Advocacy for Resource Mobilization
- Component B: Sub-regional and Regional Advocacy for use of OFSP as a means to combat VAD and food insecurity

Objective 1, component A

New investments by governments, donors and NGOs to scale-up adoption of OFSP

Indicators

- At least US \$18 m generated by end of project for OFSP development and dissemination
- Vitamin A intake increased by 30% in Tanzania and Mozambique; 15% in Nigeria, Ghana and Burkina Faso within 5 years after project completion

Country level advocates



- Policy makers
- Ag/nutrition professionals
- Donors
- Media
- Popular
- Implementers

Facilitating advocates promote OFSP without being involved in project implementation

Project facilitates advocates but does not pay them

RAC advocacy process



Identify advocates



**Train advocates and provide them
| advocacy materials**



Support advocates

Component B: Regional advocacy activities

- Get OFSP on agenda in regional and sub-regional meetings, policy fora and seminars concerned with food, nutrition and agriculture (AU, NEPAD, FARA, ECOWAS, COMESA, SADC, ASARECA, CORAF, CCARDESA, African and international nutrition associations)
- Establish and implement a small-grants scheme to support innovative OFSP advocacy to serve all target countries
- Revitalize VITA A platform to support OFSP advocacy efforts

Objective 2 (CIP)

Capacity of implementing agencies to design and implement technically strong and cost-effective interventions to drive OFSP uptake built

Indicators

- 4,000 change agents trained
- 30+ implementing agencies have capacity to develop OFSP projects
- **15 National Programme SP Specialist Trainers trained**
- Research & extension capacity to train trainers & offer technical backstopping to OFSP projects built

Capacity building process



Sweet potatoes Vines

Vine multiplication

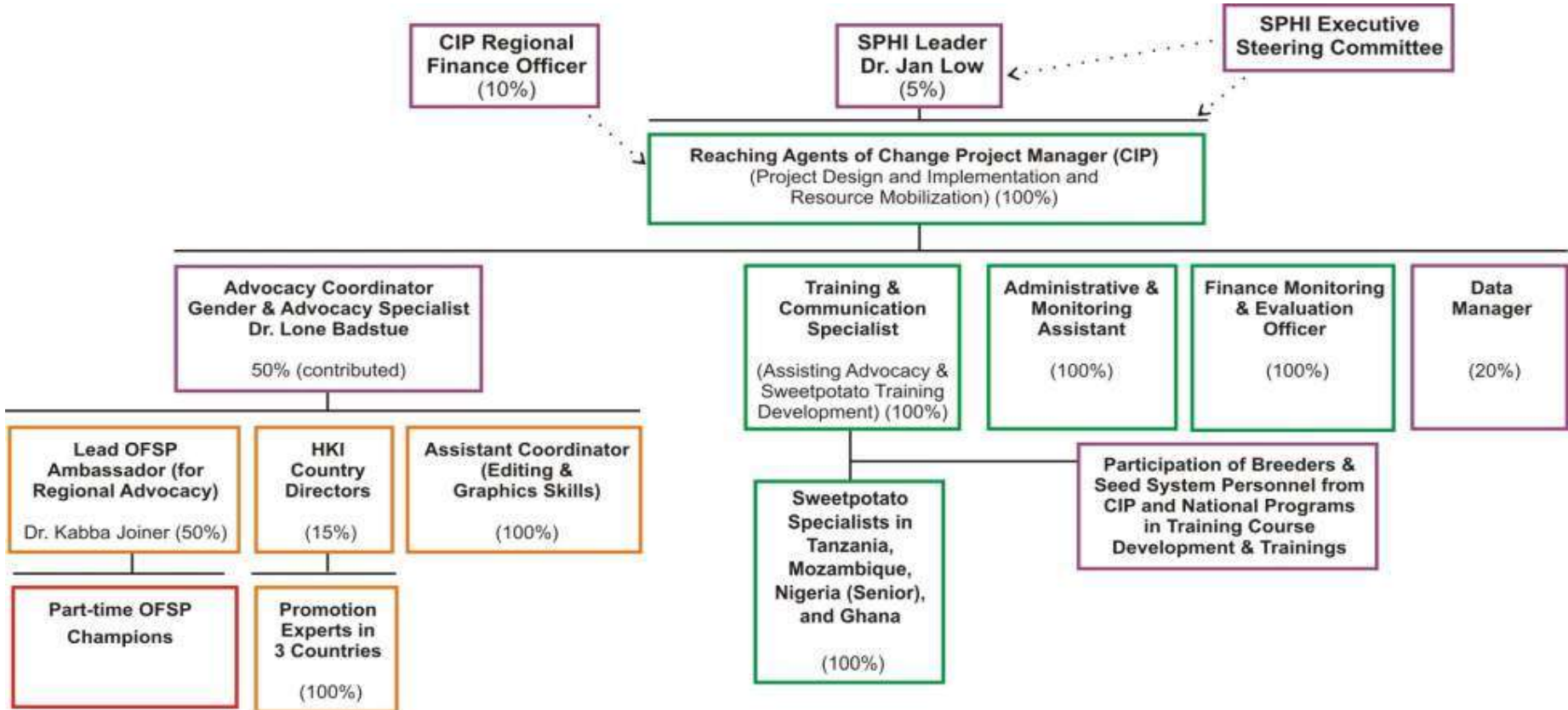


- **Technical training course**
- **Training on proposal writing and project development**



Technical backstopping of implementers

Organogram



GREEN: CIP positions **ORANGE:** HKI positions **PURPLE:** SASHA-linked positions **RED:** Voluntary activity



RAC start-up process

Process

**Situation
analysis and
needs
assessment**

**Participatory
advocacy analysis
workshop**

**PE drafts
advocacy strategy**

**Operational
planning
workshop**



Situation analysis and needs assessment



- Provides overview of the environment: policies, stakeholders, farming system, organization of production, statistics, VAD, funding opportunities etc
- Identifies gaps in knowledge/information
- Identifies stakeholders and potential advocates



Participatory advocacy analysis workshop

- Bring together experts in agric, nutrition, health, potential implementers, advocates to:
 - ✓ Fill in gaps in situation analysis
 - ✓ Define national vision for OFSP
 - ✓ Identify policy needs
 - ✓ Identify areas where investment is needed (training, extension, seed systems, breeding?)
 - ✓ Stakeholder analysis
 - ✓ Get consensus on what to do



Draft advocacy strategy

After workshop, the PE drafts strategy:

- ✓ Activities
- ✓ Indicators of success
- ✓ Means of verification
- ✓ Targets
- ✓ Allies and opportunities
- ✓ Risks and assumptions
- ✓ Time scale
- ✓ Responsibilities



Operational planning workshop



- Present and discuss draft OFSP advocacy
- Discuss and agree on detailed steps for implementation of the strategy, key responsibilities, engagements and timeframes
- Develop operational plan for implementing OFSP advocacy strategy

RAC process in Nigeria

- Staff recruitment completed (PE hired in Nov)
- Staff attended advocacy training
- Situation analysis and needs assessment started



RAC

Advocacy

Supporting



Capacity building

Institutional
development

Agricultural Transformation Agenda and RAC Project

Two initiatives, one common goal

Issues for discussion

- What is the broader vision for SP activities in Nigeria?
- Who are the stakeholders (present and anticipated) and what is their role?
- What is the objective of different SP initiatives and how do we align them?
- Need to develop a national SP strategic plan
- RAC has broader mandate to work with public and private sector agencies: how can RAC advocacy/capacity building activities support Fed MOA initiative?
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