



Reaching Agents of Change (RAC)

ADVOCACY AND COMMUNICATION STRATEGY

**Mozambique**

## INTRODUCTION

Chronic malnutrition in Mozambique is recognized as one of the most serious problems affecting the population. The data indicates that the rate of chronic malnutrition stands at 43%, the deficiency in micronutrients such as Vitamin A affects about 66% of children in pre-school age and is one of the causes of infant mortality. The recognition of this situation is expressed through the establishment of policies and strategies to mitigate that situation. These policies and strategies include supplementation with micronutrients such as Vitamin A, for most vulnerable populations, fortification of staple foods and the promotion of production and a more balanced diet.

Some of the policies and strategies approved by the Mozambican Government include the Strategy and Action Plan for Food Security 2008-2015 (ESAN II), the Strategic Plan for the Agricultural Sector Development (PEDSA) and the Action Plan for Multisectoral Reduction of Chronic Malnutrition in Mozambique (PAMRDC), in addition to policy documents at a comprehensive and macro level, such as the Government Five Year Plan 2009-2014, the Action Plan for the Reduction of Poverty III among others. This set of policies and strategies demonstrates the Government's recognition of the importance of the nutritional situation in the country.

The bio fortification, an approach based on food produced by the local populations, offers a sustainable, low cost and rapid spread alternative through the introduction in the population's food production and consumption practices, of foods that provide the necessary micronutrients to reduce significantly the levels of malnutrition.

Recent experiments on bio fortification in Mozambique show that the use of Orange Flesh Sweet Potato (OFSP), which was introduced after the 2000 floods that ravaged the country, helped to mitigate the nutritional impact of this calamity. Since then an intense research work was conducted that culminated in the release and distribution of new varieties adapted to different agro-ecological zones in the country. A program was also implemented in Zambezia Province, called "Reaching End Users (REU)" which showed that communities adopt the culture easily including it in their eating habits with significant impacts on the increased intake of vitamin A, resulting in reduction of Vitamin A Deficiency (VAD).

The policy and different strategies for reducing malnutrition do not, however, mention bio fortification specifically as one of the more viable, cost effective and easy to spread strategies, and in particular the use of OFSP that may bring an immediate impact, as demonstrated in the implementation of the REU project in Zambezia. In parallel, the OFSP hasn't been receiving proper allocation of resources that allow its rapid dissemination and adoption by the communities, contributing effectively to reduce Vitamin A Deficiency, particularly in women and children.

This advocacy strategy, integrated into the regional initiative "Reaching the Agents of Change" (RAC), aims to guide the efforts to achieve OFSP integration in country policies and strategies for agriculture and nutrition, as well as increased funding for its production, dissemination and consumption.

## **STRATEGY BACKGROUND**

Mozambique is a country with a vast agricultural potential, yet significantly underutilized. About 80% of the population has their main source of livelihood in agricultural production. Agricultural production has its main focus on food production, including cereals, tubers and beans and some commercial crops such as cotton, tobacco and sugar cane. Despite this potential and the actual agricultural production, as stated above, the rate of chronic malnutrition is high, affecting mainly children.

The agricultural production systems used by the majority of the population are still traditional, with little or no use of technologies of production, post-harvest storage and consumption. This significantly increases the vulnerability of populations. For its location, Mozambique is prone to a variety of natural disasters such as floods, droughts and cyclical cyclones, which in turn contributes to increased food and nutritional vulnerability.

Despite the recognition of agriculture in the development and sustainability of the population, the policies implemented to date have not contributed significantly in reducing vulnerability. The introductions of new crops, such as sesame, follow a commercial and market approach. Little effort has so far been devoted to the introduction of crops that allow the reduction of vulnerability and improvement of food security. This is depicted by the fact that the areas of the country with the higher agricultural production volume are also the areas that have the highest rates of malnutrition. Moreover, little effort and investment has been devoted to the processing and storage of products, which leads to high levels of post-harvest losses.

Nutritional indicators remain at worrying levels, as indicated above. However, some interventions are underway, seeking to mitigate and reduce the rates of acute and chronic malnutrition. Among the interventions, there is the Vitamin A supplementation for vulnerable population groups, particularly children. Also in its initial phase is the fortification of staple foods by food processing industries. A third approach, which does not have a significant impact, is the promotion of agricultural production and diversification of the population's diet, accompanied by nutrition education in accordance with the provisions of the Multi-sectoral Action Plan for the Reduction of Chronic Malnutrition ( PAMRDC). All these interventions are made or promoted by government institutions, particularly the Ministries of Health, Agriculture, Education and Trade and Industry.

The food approach throughout bio fortification is not yet part of the strategies for the reduction of micronutrient deficiencies, particularly the reduction of vitamin A deficiency. Despite the experience gained so far, over 15 years, which provides a body of knowledge and wisdom about the use of OFSP, its adoption as a viable short-term economic strategy is not yet a reality. One reason is the lack of dissemination of the information accumulated so far on the impact of the use of OFSP in the nutritional status of consumers. Additionally, the different potentials of OFSP in terms of marketing (market placing), processing, and diversified culinary use are not yet known and of public domain.

## **GENERAL OBJECTIVES**

The overall objective of this strategy is to advocate for significant reduction in vitamin A Deficiency (VAD) and food insecurity and improve the nutritional status of Households (HHs), particularly of

women in reproductive age and children, through the resources mobilization to enhance the spread of consumption of OFSP as a rich source of Vitamin A and reforms in nutrition and agriculture policies.

### **SPECIFIC OBJECTIVES**

- Investment Promotion: Engaging partnerships to promote new investments in the production, promotion, consumption, marketing and processing of OFSP.
- Political Reforms: Integration of food-based approach, Bio fortification and OFSP strategies and intervention programs in agriculture and nutrition, in the light of existing national policies, including: ESAN, PEDSA, PMRDC and the Green Revolution.
- Demand Creation: Engaging the private sector in production, processing and marketing. Build public awareness through the assistance to the National Alliance of Journalists the Pro Food Security and Nutrition and the support to the local Government in including the dissemination of OFSP in the Economic and Social Plans (PES) for next years.

With these objectives a significant increase in production and consumption of OFSP is expected and consequently the reduction of the high rates of Vitamin A Deficiency among Households (HHs) targeted in the program. Moreover, an increase in processing and marketing OFSP is expected, providing economic benefits within the communities.

### **AUDIENCE**

The National Strategy for Advocacy (NSA) will be oriented to achieve the following specific targets:

1. Government of Mozambique including decentralized levels (provincial and district), ministerial lines of Agriculture / SETSAN, Health and MF / MPD, Industry and Commerce.
2. Civil Society Organizations
3. Regional and International Forums
4. Partners for Cooperation of Mozambique / Donors
5. Private Sector
6. Media

To reach these specific targets, a matrix (in attachment) was developed. This identifies the key intervenient and different advocacy approaches/method to be used in engaging each of them.

### **IMPLEMENTATION AND MONITORING**

Advocacy Strategy will be implemented by the Agents (advocates) dedicated to the RAC project and coordinated by its Promotion Expert (PE). The enlarged advocacy group constituted by the Mozambican RAC project partner advocacy organizations will lend their technical and financial support in the strategy implementation under the coordination of Helen Keller International.

The specific objectives of this strategy will be integrated in the communication strategy of the Technical Secretariat for Food Security and Nutrition (SETSAN) as part of a broad and integrated

national advocacy effort on food security and nutrition in line with food and right based approaches used in country.

The strategy implementation will be dependent on the process of building a contact network, the effective coordination with the Government of Mozambique through the SETSAN multisectoral coordination and the involvement of civil society organizations and media allies.

## **STRATEGIC APPROACHES**

To achieve the above objectives, the following strategic approaches will be adopted:

### **1. PARTNERSHIPS**

The achievement of the objectives requires the establishment of partnerships so that the advocacy actions are comprehensive and achieve the desired results. Thus, the partnerships will include organizations and institutions with a shared agenda, including:

- Institutions / international organizations - who have common interest in terms of agriculture, nutrition, rural development, rural livelihoods, health and education, or focus on specific groups such as women and children.
- Institutions / public bodies - with an interest in agriculture, nutrition, health and education, particularly those who advocate the convergence of these two areas, or who have an interest and intervention in each of those areas.
- Programs or projects currently working on issues of agriculture and nutrition, particularly those who share an interest in promoting the OFSP
- Civil Society Organizations - with common interests and who are intervening in agriculture, nutrition, health and education, focusing on promoting the welfare of vulnerable groups or in specific groups such as women, children or people living with HIV / AIDS.
- Private institutions - which in its economic and social programs have interest in working together to promote the welfare of populations in their areas of competence, or who wish to invest in production, marketing and / or processing of OFSP.

The establishment of these partnerships and alliances will allow a coalition of forces, resources and voices, whose influence in decision-making can increase exponentially.

### **2. INSTITUTIONAL CAPACITY BUILDING**

Training the different actors in the advocacy interventions, particularly in advocacy techniques and their monitoring and evaluation will potentially increase the probabilities of success of the advocacy actions. In this training, OFSP agents from partners who express interest in collaborating in the implementation of this advocacy strategy will be included.

### **3. PARTNERSHIPS FOR PUBLIC INFORMATION**

Disclosure of the agricultural, nutritional and economic OFSD potential through the different media will create a receptive environment essential for the advocacy actions listed down. Such disclosure shall be based on partnerships to be established with the media, which will include the training of

journalists in the processing of information on malnutrition, deficiency of Vitamin A and on the potential of OFSP.

#### ADVOCACY STRATEGY ASPECTS

Given the three objectives above, the following advocacy strategy will be implemented:

##### 1. Policies Reform

###### a) Main advocacy targets

The main advocacy targets concerning OFSD integration in the relevant policies and strategies and their respective functions are:

- **Food Security and Nutrition Technical Secretariat (SETSAN)** - whose role is to propose policies and strategies that are appropriate for the food and nutritional security and whose influence is crucial.
- **Ministry of Agriculture** - whose role is to propose and decide on major agricultural products to produce, as well as extension services, and on funding of the sector through funding to PEDSA
- **Ministry of Health** - through its nutrition unit, has the responsibility to decide on the main strategies for improving the nutritional situation of the country
- **Ministry of Industry and Commerce** - which has the role to boost the industry and decide on investments in food processing and agro-processing

###### b) Secondary targets

Secondary targets are those that while having no direct influence on the policy, have an important role in influencing decisions. Among the secondary targets, we can find:

- **Parliament** - Committee on Agriculture, Environmental and Economic Affairs, which could influence both in politics and in terms of resource allocation from the state budget
- **Ministry of Education** - which has an indirect interest, for improving the nutritional status of children will have a direct impact on school performance
- **Civil Society** - creation of an alliance group for advocacy with a view to necessary reforms in the current legislation on food safety and nutrition.

##### 2. Investments Promotion

###### a) Main advocacy targets

- **Ministry of Agriculture** - for inclusion in the PEDSA financing of investments related to the OFSD research and for production
- **Ministry of Industry and Trade** - for funding in the agro-processing and marketing area

- **Provincial governments** - for inclusion in the Provincial Strategic Plans and the allocation of funding
- **District Governments** - for inclusion in District Development Plans and District Economic and Social Plans and allocation of local funding
- **International Development Assistance Agencies** - funding for the research, production, marketing and agro-processing
- **Donors** - to fund the research, production, marketing and agro-processing
- **Private Sector** - to invest in manufacturing, marketing and agro-processing
- **National and international Civil Society Organizations** - for investment in local projects of production, marketing and agro-processing

b) Secondary Targets

- **Parliament** - Committee on Agriculture, Environmental and Economic Affairs in the periods prior to discussion and approval of budgets
- **Provincial Assemblies** - in previous periods of discussion of provincial plans
- **District Consultative Councils** - in the periods prior to discussion and approval of local funding (FDD).

### 3. Demand Creation

c) Main advocacy targets

- **Media** – Raise public awareness in FSN issues specially the VAD and the importance of food based approaches and OFSP in addressing it.
- **Government/GABINFO** – for political advisory of media groups
- **Government/MINAG** - for inclusion in the PEDSA financing of investments related to the OFSD research and for inclusion in Provincial Strategic Plans and resource allocation
- **Private Sector** - to invest in manufacturing, marketing and agro-processing **International**
- **National and international Civil Society Organizations** - for investment in local projects of production, marketing and agro-processing

d) Secondary Targets

- **Donors**- in funding initiatives and project that increases production and consumption of OFSP as a mean to address the VAD
- **Provincial Assemblies** - in previous periods of discussion of provincial plans
- **District Consultative Councils** - in the periods prior to discussion and approval of local funding (FDD).

## Annex 1: Advocacy Strategy Matrix and Action Plan

Objectives	Targets	Method /Activities	Allies and Opportunities	Success Indicators	Risk Assumption	Time Scale
<b>Pillar I: Resource Mobilization for OFSP New Investments</b>						
1. Diversified funding sources for OFSP projects and investments	<p>1. Multilateral and bilateral donor agencies (UN, USAID, DANIDA, CIDA, NORAD, World Bank, EU, Irish AID, Embrapa, JICA , Flemish, Cooperation GAIN and SIDA)</p> <p>2. Government Agencies (CEPAGRI, FDA and FIL)</p> <p>3. Private Sector (Rio Tinto, Vale Moçambique, Companhia do Vanduzi, Green Rasoures, Fundação Malonda, and other)</p> <p>4. NGOs (Africare, ADRA, FH, WV, SC, Sumaritan's Purse, Clusa, Tecnoserve, Prodesa II and others)</p>	<p>1. Organize regular donor meetings to present the landscape for funding opportunities in OFSP, provide information, and submit funding proposals</p> <p>2. Organize Field visits with donors, journalist and Government officer to share success stories with OFSP</p> <p>3. Assist the rural farmer owned associations participating in fairs and exhibitions on OFSP.</p> <p>4. Presentations, during key national food events and fora</p> <p>5. Assist stakeholders in formulation of OFSP project proposals and submission for funding</p>	<p>1. Implementing agencies,</p> <p>2. SMEs</p> <p>3. CBOs</p> <p>4. Local Government and Municipalities.</p> <p>5. Consulting groups</p>	<ul style="list-style-type: none"> <li>Amount mobilized for new OFSP investment by 2014</li> <li># of one-on-one meetings held with high level government &amp; their representatives, donor agencies, potential funders, NGOs</li> </ul>	<ul style="list-style-type: none"> <li>Competing priorities with others health and nutrition priorities</li> <li>Non inclusion of OFSP in the national investment plan under CAADP/PEDSA</li> <li>Project duration</li> </ul>	<ul style="list-style-type: none"> <li>August 2012- January 2014</li> </ul>



Objectives	Targets	Method /Activities	Allies and Opportunities	Success Indicators	Risk Assumption	Time Scale
2. Brokering partnerships among NGOs working in agriculture, nutrition, and rural development to influence their investments in favor of inclusion of OFSP in food security / agriculture programs	<ol style="list-style-type: none"> <li>1. Save the Children;</li> <li>2. World Vision</li> <li>3. Africare,</li> <li>4. Action Aid,</li> <li>5. ADRA</li> <li>6. Samaritan's Purse</li> <li>5. Clusa,</li> <li>6. JAM International</li> <li>7. ActionAid;</li> <li>8. AgriFUTURO,</li> <li>7. SNV</li> <li>8. ANSA</li> <li>9. ROSA</li> <li>10. FH Mozambique</li> <li>11. Technoserve</li> <li>12. Prodesa II</li> <li>13. WFP</li> <li>14. others</li> </ol>	<ol style="list-style-type: none"> <li>1. Organize field visits to meet and engage nutrition and agriculture partners</li> <li>2. Facilitate linkages between implementer and key OFSP inputs suppliers and services providers.</li> <li>3. Participate in civil society fora on nutrition and agriculture to present and discuss OFSP investment opportunities with stakeholders.</li> </ol>	<ol style="list-style-type: none"> <li>1. Gov/SETSAN</li> <li>2. Interested donors agencies</li> <li>3. Media</li> <li>4. NGOs already working with OFSP</li> </ol>	<ul style="list-style-type: none"> <li>• # and types of partnership/ MoU among CSO built under RAC assistance</li> <li>• # of rural households benefiting directly from RAC intervention with partners</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of information on OFSP nutrition value</li> <li>• Lack of resource for non budgeted interventions activities</li> <li>• Lack of institutional capacity to manage the OFSP projects</li> <li>• Lack of technical capacity of public extension services to assist the NGOs and households with OFSP</li> <li>• Competing agendas with other development priorities</li> </ul>	<ul style="list-style-type: none"> <li>• August 2012- January 2014</li> </ul>
3. Influence regional investment policies in agriculture and nutrition	<ol style="list-style-type: none"> <li>1. Regional Fora (SADC/UA/NEPAD)</li> <li>2. National Academics and scientists</li> </ol>	<ol style="list-style-type: none"> <li>1. Participate in the SADC National meetings to present investment opportunities for food based approaches, bio fortification, and OFSP as a viable tool to address VAD.</li> <li>2. Engage RAC advocates in regional nutrition initiatives</li> </ol>	<ol style="list-style-type: none"> <li>1. CONSADC, Foreign Affair Ministry;</li> <li>2. Ministry of Agriculture</li> <li>3. Ministry of Health</li> </ol>	<ul style="list-style-type: none"> <li>• OFSP and others high nutrition value crops are included in the upcoming SADC regional trade policy</li> </ul>	<ul style="list-style-type: none"> <li>• priority focus on cash crops and market driven value chains</li> </ul>	<ul style="list-style-type: none"> <li>• September 2012- January 2014</li> </ul>

Objectives	Targets	Method /Activities	Allies and Opportunities	Success Indicators	Risk Assumption	Time Scale
4. Innovative opportunities for promotion of OFSP are identified and funded through small grants	<ol style="list-style-type: none"> <li>1. SMEs</li> <li>2. CBOs</li> <li>3. Local Association</li> <li>4. NGOs</li> <li>5. Local Media</li> </ol>	<ol style="list-style-type: none"> <li>1. Identify national Initiatives applicable for small grants, including small scale processing and trade</li> <li>2. Engage the small grant beneficiaries in the national advocacy initiatives/promotional campaigns.</li> </ol>	<ol style="list-style-type: none"> <li>1. Donor agencies</li> <li>2. Local Government</li> <li>3. NGOs</li> <li>4. Media</li> </ol>	<ul style="list-style-type: none"> <li>• # and types of National innovative promotional initiatives funded through the small grants</li> <li>• # of people reached out with the initiative</li> </ul>	<ul style="list-style-type: none"> <li>• Geographical location may hinder the identification of applicable initiatives</li> </ul>	<ul style="list-style-type: none"> <li>• March –April 2013</li> </ul>
<b>Pillar II: Policy Reform</b>						
1. Support the Government with policy formulation on bio fortification and food based approaches	<ol style="list-style-type: none"> <li>1. Gov/SETSAN</li> <li>2. Donors agencies</li> <li>3. Policy Makers</li> </ol>	<ol style="list-style-type: none"> <li>1. Organize workshops and one-on-one meetings to discuss the policy formulation</li> <li>2. Organize regular meetings under the SETSAN coordination to introduce discussions on bio fortification at policy level.</li> <li>3. Foster the creation of a national bio fortification policy working group.</li> </ol>	<ol style="list-style-type: none"> <li>1. SETSAN, Civil Society organizations, parliament, donors agencies</li> </ol>	<ul style="list-style-type: none"> <li>• Country task force on bio fortification is created</li> <li>• Biofortification policy milestone: analysis, dialogue and proposals</li> </ul>	<ul style="list-style-type: none"> <li>• Competing priorities with other policies</li> </ul>	<ul style="list-style-type: none"> <li>• As of January 2013</li> </ul>
2. Inclusion of amount of OFSP consumption in the regular Government assessment of FSN	<ol style="list-style-type: none"> <li>2. Gov of Moz/ SETSAN</li> </ol>	<ol style="list-style-type: none"> <li>1. Participate in the regular meeting with the FSN group to discuss new FSN data collection tools to include OFSP intake and as an indicator</li> </ol>	<ol style="list-style-type: none"> <li>1. Gov/SETSAN</li> <li>2. Civil Society Organizations and the UNs agencies members of the FSN Working Group</li> <li>3. Ministry of Industry and Commerce</li> </ol>	<ul style="list-style-type: none"> <li>• OSFP Intake is referred in the FSN assessment tools as of 2013</li> <li>• # citations of OFSP in policy documents &amp; programs</li> </ul>	<ul style="list-style-type: none"> <li>• Limited national coverage of OFSP production and consumption</li> <li>• Competing policy agendas</li> </ul>	<ul style="list-style-type: none"> <li>• May –June 2013</li> </ul>

Objectives	Targets	Method /Activities	Allies and Opportunities	Success Indicators	Risk Assumption	Time Scale
			<ol style="list-style-type: none"> <li>4. CEPAGRI</li> <li>5. PROMER</li> </ol>			
3. OFSP is included as one of the crops in the Human Right to Food's (HRF) implementation plan.	<ol style="list-style-type: none"> <li>1. Parliament's Commission for Agriculture, Economic Issue and Environment,</li> <li>2. MINAG/SETSAN.</li> <li>3. FAO</li> </ol>	<ol style="list-style-type: none"> <li>1. Co-participate in the HRF advocacy activities and lobby</li> <li>2. Research, policy brief and advocacy documentation</li> </ol>	<ol style="list-style-type: none"> <li>1. MINAG/SETSAN</li> <li>2. FAO</li> <li>3. WFP</li> <li>4. HRF Policy Draft</li> <li>5. SETSAN Advocacy Strategy</li> </ol>	<ul style="list-style-type: none"> <li>• OFSP and Food based approaches are referred in the HRF Policy and its action Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of Governmental Programmatic support to a large OFSP dissemination</li> </ul>	<ul style="list-style-type: none"> <li>• January to December 2013</li> </ul>
4. Integration of OFSP in the national CAADP/ PEDSA investment plan	<ol style="list-style-type: none"> <li>1. Gov/ MINAG/ Department of Economy.</li> </ol>	<ol style="list-style-type: none"> <li>1. Presentations, lobbying and regular meeting and discussions on the investment planning process with MINAG and CAADP' Compact signatories</li> </ol>	<ol style="list-style-type: none"> <li>1. CAADP's Investment Plan;</li> <li>2. CAADP' Compact signatories</li> <li>3. Civil Society CAADP Working Group</li> <li>4. NEPAD</li> </ol>	<ul style="list-style-type: none"> <li>• OFSP integrated in the CAADP/PEDSA investment plan in Mozambique</li> </ul>	<ul style="list-style-type: none"> <li>• Special focus on the cash crops and the market driven value chains and less or limited concerns on the food based approaches for nutrition</li> </ul>	<ul style="list-style-type: none"> <li>• December 2012</li> </ul>
5. OFSP is included in the National Home Gardening Program (HGP)	<ol style="list-style-type: none"> <li>1. Government/ MINAG through the National Institute for agricultural research</li> </ol>	<ol style="list-style-type: none"> <li>1. Participate in the Join Planning Meeting with the technical IIAM staff.</li> </ol>	<ol style="list-style-type: none"> <li>1. Gov/MINAG/IIAM</li> <li>2. EMBRAPA</li> <li>3. University of California</li> <li>4. USAID</li> <li>5. MSU</li> </ol>	<ul style="list-style-type: none"> <li>• OFSP as part of the key crops promoted by HGP</li> </ul>	<ul style="list-style-type: none"> <li>• Material availability in quantity and quality for propagation</li> </ul>	<ul style="list-style-type: none"> <li>• October 2012</li> </ul>

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<b>Pillar III: OFSP Demand Creation</b>						
1. Integration of OFSP in the Government's social and economic plans (PES).	<ol style="list-style-type: none"> <li>1. Parliament</li> <li>2. Gov of Mozambique- MINAG/SETSAN</li> <li>3. Provincial assemblies and Governments</li> <li>4. District governments</li> <li>6. Municipalities</li> </ol>	<ol style="list-style-type: none"> <li>1. Meet with Government at provincial and district level for OFSP policy and programmatic support;</li> <li>2. Engage the Parliament's Commission for Agriculture, Economic Issue and Environment in OFSP as a mean to reduce VAD.</li> </ol>	<ol style="list-style-type: none"> <li>1. Gov/SETSAN</li> <li>2. Parliament</li> <li>3. Donor Agencies</li> <li>4. Civil Society</li> <li>5. CAADP/PEDSA</li> <li>6. PAMRDC</li> </ol>	<p>OFSP and other bio fortification crops are included as of 2014 in:</p> <ul style="list-style-type: none"> <li>• Social and Economic Plans (PES)</li> <li>• PESOPs</li> <li>• (Zambézia, Nampula, Cabo Delgado, Tete and Sofala)</li> <li>• 21 PESODs (district Level) of above Provinces</li> <li>• And at least 200.000 HHs are directly benefited and 400.000 HHs have access to OFSP</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of Governmental Programmatic support to a large OFSP dissemination</li> <li>• Special focus on the cash crops and the market driven value chains</li> <li>• Lack of Governmental technical capacity to undertake a massive national bio fortification program</li> </ul>	<ul style="list-style-type: none"> <li>• September 2012- January 2014</li> </ul>
2. Raise the public awareness on role of OFSP in combating VAD	<ol style="list-style-type: none"> <li>1. Generic Media (TV, Magazine, Daily News, websites)</li> <li>2. Rural Community Radios</li> <li>3. Nutrition and agriculture Opinion Makers</li> <li>4. Ministry of Industry and Commerce/ Mozambique Kitchen Program</li> <li>5. Gov/Ministry of Education</li> <li>6. Ministry of Health</li> </ol>	<ol style="list-style-type: none"> <li>1. Engage RAC advocates in public media debates on nutrition and agriculture themes.</li> <li>2. Partner with universities and academia in hosting thematic workshops and symposium to discuss nutrition agenda.</li> <li>3. Support the establishment of a journalist's network for FSN including OFSP</li> <li>4. Engage journalists in the RAC field visits to the OFSP projects;</li> <li>5. Assist the dissemination of</li> </ol>	<ol style="list-style-type: none"> <li>1. SOICO Media Group</li> <li>2. TVM</li> <li>3. MISA</li> <li>4. FORCOM</li> <li>5. ICS</li> <li>6. TIM</li> <li>7. TV Record</li> <li>8. ANSA</li> <li>9. Radio Mozambique</li> <li>10. Jornal Negócios</li> <li>11. Whampula</li> <li>12. SETSAN's communication strategy</li> <li>13. Ministry of Education</li> <li>14. Ministry of Health's nutritional education program</li> <li>15. WFP</li> </ol>	<ul style="list-style-type: none"> <li>• # of media briefs organized</li> <li>• # of people, regions and communities covered by media on OFSP</li> <li>• #of articles published</li> </ul>	<ul style="list-style-type: none"> <li>• Priority by media on other development issues</li> </ul>	<ul style="list-style-type: none"> <li>• July 2012- January 2014</li> </ul>

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		<p>nutrition's messages through local radios</p> <ol style="list-style-type: none"> <li>6. Produce and broadcast OFSP videos and radio program on success stories in Mozambique for outreach and promotion of OFSP.</li> <li>7. Annual Award for the best journalistic piece on nutrition/OFSP</li> <li>8. Support strengthening of Mozambique Kitchen Program</li> <li>9. Integrate OFSP receipts in materials produced by Mozambique Kitchen Program</li> <li>10. Integrate OFSP into Nutritional Education and School Feeding Program by the Ministry of Education</li> <li>11. Integrate OFSP nutritional messages in MoH Nutritional Education Program</li> </ol>	<ol style="list-style-type: none"> <li>16. USAID</li> <li>17. ABC</li> </ol>			

Objectives	Targets	Method /Activities	Allies and Opportunities	Success Indicators	Risk Assumption	Time Scale
3. Promotion of the Private Sector investment in OFSP as a value chain	<ol style="list-style-type: none"> <li>1. Commercial farmers,</li> <li>2. Rural food industry,</li> <li>3. Bakeries,</li> <li>4. Rural finance institutions,</li> <li>5. Processors</li> <li>6. Supermarkets chain</li> </ol>	<ol style="list-style-type: none"> <li>1. Identify private sector champions in agriculture/food processing sector</li> <li>2. Mobilize resources to design the OFSP Competitiveness Strategy to encourage and guide private sector investment</li> <li>3. Host the OFSP Competitiveness Strategy's dissemination workshop(s)</li> </ol>	<ul style="list-style-type: none"> <li>• Donor agencies (GAIN, Irish AID, USAID)</li> <li>• National Business Confederation (CTA-agribusiness portfolio)</li> <li>• Gov/CEPAGRI</li> <li>• Agric Development Fund (FDA)</li> <li>• Local Development Fund (FIL)</li> </ul>	<ul style="list-style-type: none"> <li>• # of businesses adopting and using OFSP as an input/raw material</li> <li>• The OFSP Competitiveness Strategy is Disseminated</li> </ul>	<ul style="list-style-type: none"> <li>• Weak markets systems</li> <li>• Lack of financial support for agricultural investment.</li> <li>• Access to concession of land for agriculture is hindered by cumbersome application systems</li> <li>• Business priority to other fast return crops</li> </ul>	<ul style="list-style-type: none"> <li>• January –May 2013</li> </ul>







	2.3 Participate in civil society fora on nutrition and agriculture to present and discuss OFSP investment opportunities with stakeholders.	RAC	<ul style="list-style-type: none"> <li>• USAID</li> <li>• GAIN</li> <li>• IRISH AID</li> <li>• MINAG</li> <li>• SETSAN</li> <li>• CIP</li> <li>• IIAM</li> </ul>													
3. Influence regional investment policy in agricultural and nutrition	3.1 Participate in the SADC National meetings to present investment opportunities for food based approaches, bio fortification, and OFSP as a viable tool to address VAD.	RAC	<ul style="list-style-type: none"> <li>• MINAG</li> <li>• COSADC</li> <li>• UEM</li> <li>• UNILUIRIO</li> </ul>													
	3.2 Engage RAC advocates in regional nutrition initiatives	RAC	<ul style="list-style-type: none"> <li>•USAID</li> <li>•IRISH AID</li> <li>•UNICEF</li> <li>•UEM</li> <li>•SAVE THE CHILDREN</li> <li>•GAIN</li> <li>•DFID</li> <li>•TICO SCHOOL</li> <li>•ANSA</li> </ul>													









