

ADVOCACY ANALYSIS WORKSHOP

ABUJA, NIGERIA.

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Written for

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by

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TABLE OF CONTENTS

Acronyms and Abbreviations	3 -4
List of Tables	5
Executive Summary	6
Chapter 1: Introduction	7
Chapter 2: Presentations	8 - 10
Chapter 3: Situational Analysis Presentation	11- 16
Chapter 4: RAC Agronomist Presentation	17
Chapter 5: SWOT analysis	18- 20
Chapter 6: Advocacy Objectives	21 – 27
Chapter 7: Next Steps and Conclusion	28

ACRONYMS AND ABBREVIATION

ADP	Agricultural Development Project
AFAN	All Farmers' Association of Nigeria
ARMTI	Agricultural and Rural Management Training Institute
ATA	Agricultural Transformation Agenda
CBO	Community Based Organization
CD	Country Director
CIP	International Centre for Potato
CPP	Crop Protection Policy
DG	Director
DGSA	Director General, Services and Administration
EA	Extension Agents
FAO	Food and Agricultural Organization
FEDPOFFA	Federal Polytechnic, Offa
HOD	Head of Department
IEC	Information, Educational, Communication
LGA	Local Government Area
MNCHW	Maternal and Child Health Week
MTRM	Monthly Technology Review Meetings
NCAM	National Centre for Agricultural Mechanization
NGOs	Non Governmental Organizations
NISPRI	Nigerian Stored Products Research Institute
NPC	National Population Commission
NPI	National Programme on Immunization

OFSP	Orange Flesh Sweetpotato
OLAM	
ORSI	
PM	Program Manager
PME	Planning Monitoring & Evaluation
PS	Permanent Secretary
RAC	Reaching Agents for Change
REU	Reaching End Users
RTEP	Root and Tuber Expansion Programme
SA	Situation Analysis
SFG	Secretary to the Federal Government
SP	Sweet Potato
TV	Television
UN	United Nations
UNICEF	United Nations International Children's Educational Fund
Uni-Ilorin	University of Ilorin
USAID	United States Agency for International Development
VAD	Vitamin A Deficiency
VAS	Vitamin A Supplementation
WHO	World Health Organization
WIA	Women in Agriculture
YMCA	Young Men's' Christian Association

LIST OF TABLES

Table 1	SWOT Analysis Nassarawa State
Table 2	SWOT Analysis Kwara State
Table 3	SWOT Analysis Benue State
Table 4	Group 1 Objectives
Table 5	Group 2 Objectives
Table 6	Group 3 Objectives
Tables 7	Group 4 Objectives

EXECUTIVE SUMMARY

The objectives of the Workshop were viewed through plenary discussions, presentation of group work, brainstorming and breakout sessions. After each plenary, participants were divided into small groups and assigned to create draft objectives, finalize advocacy objectives and SWOT analysis. Each State representative spelt out their workshop expectations e.g. enhancing and disseminating information on OFSP, availability of improved planting materials, production, consumption etc.

The workshop objectives were also enumerated to include gathering feedback from stakeholders and advocacy on situation analysis report, reaching agreement on key issues that require policy intervention and donor support, etc. The Participants were also acquainted with the Reaching Agents of Change (RAC) project which focuses on Advocacy, Capacity Building, OFSP and the objectives in partnership with CIP and HKI.

The situation analysis presentation by Mary Umoh, the Promotion Expert reviewed the National Agricultural Policy which has no specific policies targeting Sweet Potato and OFSP. The readiness of the States was reviewed. It was agreed that the role of the ADPs are critical in efficient sensitization, information dissemination and execution. While the breakout groups finalized the objectives for the advocacy strategy and the Situational Analysis, the advocates would submit an immediate Action Plan of implementation for their States.

There were suggestions that HKI should address formal letters to the Governors, the First Ladies and Rectors of Higher Institutions in the States, including FCT that has just come on board. Other comments were on the need to make objectives (SMARTG) - Specific, Measurable, Achievable, Relevant, Time Bound and Gender Sensitive.

The workshop evaluation done by the participants and HKI Country Director observed a lot of willingness by participants to promote the OFSP.

CHAPTER 1

INTRODUCTION

The objectives of the Workshop were carried out through plenary discussions and presentation of group work and brainstorming as well as breakout sessions. After each plenary, participants were divided into small groups and instructed to create draft objectives and finalize advocacy objectives and SWOT analysis.

In the introductory session, each participant spelt out his workshop expectations e.g. enhancing and disseminating information on OFSP, availability of improved planting materials, production and consumption etc.

The workshop objectives were also enumerated to include gathering feedback from stakeholders and advocacy on situation analysis report, reaching agreement on key issues that require policy intervention and donor support, etc.

Participants were also acquainted with the Reaching Agents of Change (RAC) project which focuses on Advocacy, Capacity Building and OFSP while the objectives are in partnership with CIP and HKI.

Chapter 2: Day 1 Presentations

The opening prayer was said by Adu Joseph O. from Kwara State. Dr Ejiro Otive- Igbuzor, the Workshop Facilitator handled the introductions where each participant spelt out their workshop expectations which were

1. To get more information about OFSP
2. To be able to have the variety for good yielding capacity.
3. To benefit from and develop the strategy for crop production(SP)
4. Media group from Lafia will serve as a good medium to spread the information on OFSP to farmers for better practices
5. To be well informed about the nutritional value of OFSP and influence behavioural patterns of the public on the production and consumption of OFSP
6. To be able to share best practices in the processing of Sweetpotato especially OFSP
7. To clear the erroneous belief that Sweetpotato causes diabetes especially among the people especially in Kwara State.
8. To be able to ascertain that farmers will have no glut after production
9. To ensure that farmers will get needed support all through the planting & production process
10. To know the importance of Vitamin A especially in children
11. To know what intervention the government will offer in terms of buying back the produce from farmers.
12. Close the gap that exists in advocacy of OFSP by the release of varieties. Presently the genotypes are here in Nigeria but not officially released.
13. Advocacy should be targeted towards the rural women
14. To have all participants better informed on OFSP
15. Come up with a strategy for OFSP use at Community, State and Federal Government levels
16. The Situation Analysis strategies should be able to address the issues of gender
17. Influence investment from donors
18. Expect more information coming from the states to fill in the gaps in the situation analysis
19. To be able to figure out the growth and consumption of OFSP in Nigeria.

After the expectations, the Workshop objectives were also enumerated as follows:

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

The Country Director made a presentation on the RAC Project where participants were made to know that RAC focus is on Advocacy and Capacity Building.

The Reaching Agents of Change (RAC) project is an offshoot of a 4 year research project in Uganda and Mozambique, REU (Reaching End Users) funded by The Bill and Melinda Gates Foundation which evidenced that Vitamin A status can be improved through the use of OFSP and can be scaled up successfully through local investment. The idea behind RAC is reaching agents of change.

Scaling up OFSP is what RAC is trying to promote because of its additional uses of food security and nutritional benefits. OFSP is rich in a precursor of Vitamin A and caloric content.

RAC main objectives are

- 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

These objectives are being implemented through partnership with CIP and HKI in the areas of capacity building and advocacy respectively.

RAC primary countries of operation are Mozambique, Tanzania and Nigeria and 2 Secondary countries of Ghana and Burkina Faso.

RAC has 2 objectives. Objective 1 focuses on country level advocacy for resource mobilization as well as sub regional and regional components.

This will address

1. Vitamin A deficiency and raise funds for investment process in OFSP which will lead to an improvement in OFSP in the long run.
2. Enforce the RAC advocacy process of: Identify- Train –Support.
3. Get OFSP on the agenda in regional meetings.

Objective 2 is to build the capacity of implementing agencies

The Country Director explained that in the RAC process of

1. Participatory advocacy analysis workshop
2. Situation analysis and needs assessment
3. PE drafts advocacy strategy
4. Operational planning workshop

Nigeria is currently at the second stage of Situation Analysis and Needs Assessment and the participatory advocacy analysis workshop is to bring together experts in agriculture, nutrition, health, potential implementers, and advocates to:

1. Fill in gaps in situation analysis
2. Define national vision for OFSP
3. Identify policy needs
4. Identify areas where investment is needed (training, extension, seed systems, breeding?)
5. Stakeholder analysis
6. Get consensus on what to do

After the Country Director's presentation, a participant wanted to know why Ghana and Burkina Faso were made secondary countries. The Country Director explained that due to the fact that there were already regional bodies present in those 2 countries, the spillover effect from funding and budget will cover work on the project and there are no RAC staffs resident in those countries.

The primary countries are where the RAC staff is resident and where the work on OFSP is ongoing.

Chapter 3

SITUATION ANALYSIS PRESENTATION

The study reviews the national policy environment within the framework of the national agricultural policy. These include the national fertilizer policy, seed policy, and the crop protection products policy. The poor implementation of agricultural and nutritional policies is a major obstacle to sweet potato and OFSP production in Nigeria. Most of the policies targeted root and tuber crops in general and there are no specific policies targeted at sweet potato or OFSP in particular. It was also found that the demand for sweet potato, availability of improved technology and efficient dissemination of information by ADPS are critical to increase demand generation and supply improvements in sweet potato and OFSP production and marketing.

The Situation Analysis is a document which provides insight into understanding of the policy, gender and agricultural issues involved in the up scaling of sweet potato and OFSP in Nigeria.

Specific objectives of the situation analysis border on the following:

1. Identifying the environment, policies, gender issues, and stakeholders, farming system, organizations, and VAD and funding opportunities for sweetpotato and OFSP.
2. Determinining federal and State level policies affecting sweet potato cultivation and consumption in the areas.
3. Identifying gaps in knowledge/information regarding sweet potato and Orange Fleshed Sweetpotato and
4. Identifying potential stakeholders to Orange Fleshed Sweet Potato advocacy strategy in Nigeria.

The study strategy used involved 3 states of Nigeria: Nassarawa, Benue and Kwara purposely for the main reason that the three states have

1. A large number of sweet potato producers and
2. Potentials of increased productivity of sweet potato and OFSP.

Primary data were collected from the States using field assistants and secondary data were collated during the study from the States Ministries of Agriculture and Natural Resources, Ministry of Economic Planning and Budget, National Population Commission, Ministries of

Health, States Health Management Board, Ministries of Education, Central Bank of Nigeria and Federal Office of Statistics.

Focal group discussions, in depth interviews with stakeholders in the community were used in the collection of the primary data.

The deliverables for the study were to conduct the situation analysis for use during this advocacy policy analysis workshop, and deliver a completed situation analysis report.

In line with the Federal Government efforts to combat malnutrition and ensure food security, Nigeria launched its National Policy on Food and Nutrition in 2002, with the overall goal of improving the nutritional status of all Nigerians. This policy sets specific targets, which include reduction of severe and moderate malnutrition among children under five by 30% by 2010, and reduction of micronutrient deficiencies (principally of vitamin A, iodine and iron) by 50% by 2010. To tackle malnutrition, Nigeria has identified the following strategies:

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

The policy also identifies food based nutrition interventions with

1. *International Organizations and Partner Agencies*
2. *National Institutions and Government Agencies*
3. *Federal Government School Feeding and Health programme*

Agricultural policies have also been formulated and the primary objective of these policies is to reinforce agriculture's contribution to food security, employment, and provision of raw materials and foreign exchange in the Nigerian economy. They are

1. Fertilizer policy

2. Seed policy
3. Crop Protection Products CPP Policy

The main features of the National Agricultural Policy include

1. The evolution of strategies that ensure self-sufficiency and the improvement of the level of technical and economic efficiency in food production,
2. The introduction and adoption of improved seeds and seed stock, husbandry and appropriate machinery and equipment. Others are
3. The efficient utilization of resources, encouragement of ecological specialization and recognition of the roles and potentials of small scale farmers as the major production of food in the country.
4. The reduction in risks and uncertainties through the introduction of the agricultural insurance scheme to reduce natural hazards factor militating against agricultural production and security of credit outlay through indemnity.

The Agricultural policy strategies focus on

1. The achievement of self-sufficiency in basic food supply and the attainment of food security;
2. Increased production of agricultural raw materials for industries;
3. Increased production and processing of export crops, using improved production and processing technologies;
4. Generating gainful employment;
5. Rational utilization of agricultural resources, improved protection of agricultural land resources from drought, desert encroachment, soil erosion and flood, and the general preservation of the environment for the sustainability of agricultural production;
6. Promotion of the increased application of modern technology to agricultural production;
7. Improvement in the quality of life of rural dwellers.
8. Creation of more agricultural and rural employment Opportunities to increase the income of farmers and rural dwellers and to productively absorb an increasing labour force in the nation

The successful implementation of the agricultural policy is contingent upon the existence of appropriate institutional structures that guarantee the effectiveness of agricultural enterprises and the welfare of farmers through the provision of access to credit and investment funds, subsidies, and budgetary allocation.

Major interventions and projects aimed at improving nutrition including food based nutrition interventions are implemented by the government of Nigeria and international partners. These include, UNICEF, FAO, WHO, UN, NGOS, international organizations, federal, state and local governments. It is important to note that most of these agencies operate through federal, states and Local Governments ministries. For instance, the National Programme for food security is jointly assisted by World Bank, FAO, USAID and it is coordinated by UN. National Agricultural Marketing Information System is jointly assisting the States in Agricultural Marketing and Information. UNICEF and WHO are involved in Nutrition and health related projects in all the States and it administered through the States Ministry of Health.

The Situation Analysis also provides case studies of Nassarawa, Kwara and Benue States in the north central zone of Nigeria as pilot states in the promotion and advocacy of OFSP. Participants had break out groups to conduct analysis on State reports using Nassarawa as a Case Study to identify the gaps in the report and to provide information to fill the gaps because the report for Nassarawa was quite detailed, below is the outcome presented in the plenary discussion at the workshop

KWARA STATE

The population of Kwara State is about 2.8m and E.A.: farmers' ratio is 1: 2800

Other poverty alleviation programmes carried out in the State are

1. OLAM Rice Initiative
2. New Nigerian Farmers (Shonga Farm Holdings)
3. R- TEP
4. FADAMA Programme
5. Agric Mall/City plan to take of this year.
6. Participatory approach mixed with T & U
7. Extension system parastatals are ADP, NISPRI, NCAM, ARMTI etc
8. Federal Polytechnic, Offa (Food Technology Dept)

The major constraint faced is the non availability of the Orange flesh Sweet Potato vines

Advocacy

1. The Ministry of health could be involved during their routine immunization programme
2. Kwara ADP could be involved under its publicity and radio & Television programmes
3. The Ministry of Education can educate pupils and students in schools.

The group from Nassarawa State had the following suggestions based on the Situation Analysis Report about things that were not captured in the SA.

- 1.2 States that have boundaries with the state should be captured
Major tribes in the state should be highlighted
What is the population of the state in respect to gender (male & female)?
- 3.2.2 The National Programme on Food Security and not Special Programme for food security
- 3.2.3 Even though men are critical in the production of yam and other tubers, both men and women (male & female) can be good and effective promoters of OFSP
- 3.2.4 ADP, YMCA, Project Agape are not the only agents for dissemination of information. Health practitioners who are involved in Immunization exercise could as well disseminate the information on OFSP
Storage methods should be briefly highlighted if not well elaborated
- 1.2.15 Ministry of education should be included in mobilization and advocacy

General comments/questions

1. The HKI Nutrition Programme Manager, Babajide Adebisi, pointed out that there is a 24.5% rate of Vitamin A Deficiency in children and in determining the mothers literacy level, it was discovered that 74% of mothers are secondary school leavers.
2. Vitamin A supplementation has a 61% coverage level. Nutrient Supplementation has short term results while fortification has long term results(industry level – expensive)
Food based is best – OFSP
3. OFSP propagation is not through genetic modification but through the conventional breeding process of planting vines.
4. It was pointed out that Nigerian soil is very good in all areas. Some areas are arid but soil management is what makes the soil fertile, 50% of arable land in Nigeria has not yet been cultivated.

5. A participant pointed out that in Human Development Indices, gender is grouped under ‘adult male and female’ and ‘young male and female’. There should also be more indepth issues such as Daily Activity Charts which could serve as an eye opener and more advocacies through farmer groups. Dance dramas are effective advocacy tools.

Readiness of Benue State for OFSP Advocacy and Production

1. Presence of farmers groups and women processing groups in the state
2. The presence of functional potato growers’ association to help in this regard
3. The presence of a correspondence on our team and others on ground
4. Projects such as special programme for food security, FADAMA III, RTEP with organized farmers could be used.
5. Cultural festivals such as “Akata” Fishing Festival , Igede “Agba” and others can be used.

Chapter 4

COMMENTS FROM RAC AGRONOMIST PRESENTATION

1. Need to have the policy analysis bothering on OFSP
2. The vines are needed to convince farmers
3. Should advocacy continue when the vines are not yet released?
4. What is the cooking quality of OFSP?
5. OFSP can be blended with akpu
6. Release of vines is stalling planting by farmers
7. What are the implications of advocacy based on farm trials
8. The need for advocacy for release of vines

Response

1. No implication of pre release advocacy on OFSP
2. Germplasm not characterized and it will be wrong to send them to farmers
3. Sweetpotatoes from trials and rapid multiplication are drifting into the system
4. Farmers are not interested in policy analysis because it's purely academic.

Chapter 5 - SWOT ANALYSIS

STRENGTHS	OPPORTUNITY
<ol style="list-style-type: none"> 1. Availability of land 2. Good climatic conditions 3. Availability of labor 4. Presence of Agricultural institutions 	<ol style="list-style-type: none"> 1. Job creation 2. Presence of donor agencies 3. Enabling government policies
WEAKNESSES	THREATS
<ol style="list-style-type: none"> 1. Poor feeder roads 2. Inadequate storage facilities 3. High rate of illiteracy 4. Finance constraints 	<ol style="list-style-type: none"> 1. Insecurity 2. Cultural norms 3. Natural disasters 4. Climate changes

Table 1: NASSARAWA STATE

Table 2: KWARA STATE

STRENGTHS	OPPORTUNITIES
<ol style="list-style-type: none"> 1. Good arable land that support cultivation twice a year. 2. Sweet Potato is widely accepted throughout the State 3. The Kwara State Government can utilize the opportunity provided with Federal Agricultural establishments in the State – NCAM, ARMTI 4. Routine administration of Vit. A to children during immunization can help in disseminating information about OFSP. 5. Advocacy through enlightenment program on State owned media houses. 6. Existence of nutritional units within health facilities across the State. 7. It can be grown twice a year. 8. Presence of Agricultural Institution and Food Processing department at 	<ol style="list-style-type: none"> 1. Presence of Food Processing Institutions – Fed POFFA, Uni-Ilorin, ADP 2. Establishment of Sweet Farmers Association. 3. Establishment of Shonga Farm Holdings in Edu LGA. 4. Presence of Dangote Flour Mill in the State

FEDPOFFA and Uni-Ilorin	
WEAKNESSES	THREATS
<ol style="list-style-type: none"> 1. Lack of Policy statement 2. Poor marketing and distribution 3. Ignorance among rural dwellers. 4. Lack of roads 5. Lack of storage facilities 6. Lack of mechanized processing technology 	<ol style="list-style-type: none"> 1. Intensive campaign on cassava production and consumption. 2. Limited agenda of the State Government on food security in the State. 3. Misconception about the nutrition value of sweet potato. 4. Inadequate political will to include sweet potato (ORSI) among its 4 crops.

Table 3: BENUE STATE

STRENGTHS	RECOMMENDATIONS
<ol style="list-style-type: none"> 1. Sweetpotato is taken by everyone 2. Here is no gender discrimination in the production, processing and sale of the crop 3. There is already a Sweetpotato Growers' Association on ground in the state. 4. Sweetpotato blends well with fresh cassava flour which is widely consumed in the state. 5. It is a food security crop (available, accessible and affordable) 6. Women processing groups set up by BNARDA already exist 7. There are case studies on successful farmers in production, processing and sale of sweetpotatoes 8. Soil and climatic conditions in the state 	<ol style="list-style-type: none"> 1. To use more participatory tools in advocacy campaigns 2. To involve farmers' leaders more in the campaigns 3. To provide more information on production, processing, packaging and marketing. 4. More participatory tools be used in data collection 5. To contact planning, monitoring and evaluation(PME) department for more secondary data.(BNARDA) 6. To develop appropriate technology for production and processing. 7. More extension fliers and Agric extension staff be used for the campaign.

<p>are favorable for its production</p> <p>9. The crop can be planted twice in a year.</p>	
WEAKNESSES	
<p>1. There is the need for or there is insufficient data on Sweetpotato in the state</p> <p>2. There is the need for finance to strengthen the existing groups and create more.</p> <p>3. Lack of sufficient inputs such as fertilizer and other agro chemicals</p>	

Questions

There was a question on what are the cooking qualities of the various varieties? (This determines suitability for blending with other crops)

General Questions and Comments

1. It was pointed out that the Opportunities for Kwara State has strengths and there should be a separation
2. Also the objectives for Kwara state are not smart enough
3. Nutritionists can help in promoting and educating the target audience to reduce misconceptions
4. It was recommended that advocacy should not just be agro based
5. The school feeding programmes should be included for all states
6. What will be the role of the media in OFSP advocacy

The Facilitator gave a brief recap on Objectives as a desired change to be accomplished and not a list of activities and what you are going to achieve out of your activities.

To wrap up Day one of the workshop, the RAC Programme Manager, Adiel Mbabu stated that success is determined by passion and commended the advocates for their enthusiasm in promoting OFSP.

It was also noted that the media coverage of the Workshop by Kwara and Nassarawa Media Participants was excellent.

Chapter 6 - Advocacy Objectives

DAY 2: 31-05-2012

3 volunteers gave a recap of Day 1 activities

1. Mrs. Katampe - Nassarawa
2. Mr. Ingyato - BENUE
3. Mrs. Lawal - Kwara

It was also pointed out that page 35 had typographical errors

The activities for the day started with breakout groups to finalize the objectives for the advocacy strategy listed below

3 CORE OBJECTIVES FOR STATES

KWARA:

1. Policies should be formulated in partnership with relevant institutions that will encourage production and consumption of orange flesh sweet potatoes.
2. To advocate for increased investment by government, NGOs, CBO's for uptake of OFSP.
3. Campaign must be intensified on the nutritional values of OFSP among rural farmers and dwellers

BENUE

1. To identify and use relevant participatory tools (group discussions, traditional Festivals, farmer meetings etc) for advocacy campaign
2. To build a network of stakeholders on OFSP advocacy campaign
3. To access government policies and gender issues on OFSP production, processing, consumption and marketing in Benue State.

NASSARAWA

1. To sensitize policymakers in the state on the importance of OFSP by December 2012
2. To organize advocacy workshop for all local government officials
3. Conduct community level advocacy on OFSP in February 2013 government chairmen, directors of health /Agric January 2013

After the recap, the HKI Promotion Expert, Mary Umoh got the day started by stating that the groups should use the Situational Analysis as a hub that guided discussions the previous day to set the pace for the objectives and that the advocates should come up with an immediate action plan to be implemented in their states as soon as they get back from the workshop.

General comments were

1. That Formal letters to introduce OFSP should be written by HKI and addressed to the various State Governors of the pilot states.
2. The First Ladies of the States should also be carried along as they have Programmes for Women And Children
3. Rectors of Institutions should not be left out as well
4. The FCT Advocate solicited more support for the FCT as it was just coming on board and needed to be carried along on the OFSP programme. He indicated that the FCT Minister is interested in such developmental Programmes.

The Facilitator, Dr Ejiro Otive – Igbuzor, gave some workshop tips on

1. ' Advocacy' which she defined as "The process of influencing people to create change".
2. RAC Vision as - 'To see substantially increased investments and commitment to the dissemination and use of orange-fleshed sweetpotato as a means to combat vitamin A Deficiency (VAD) and food insecurity in Nigeria' This she said was to be the pivot point and organizing goal for this workshop.
3. Objective - 'Objective refers to incremental and realistic steps towards achieving a goal. It describes the desired changes in the way people and organizations/institutions behave.'

She mentioned that individual and institutional behavioral changes are part of the desired changes sought to be achieved by objectives.

Objectives indicators must be SMARTG, which is

1. Specific
2. Measurable
3. Achievable
4. Relevant
5. Time bound and
6. Gender sensitive

There was a participatory discussion on what would be the thematic areas for advocacy and promotion of OFSP to guide the deliberations in the break out groups and the following were agreed on

1. OFSP production
2. Knowledge of the importance of Vitamin A
3. Policy Change/Reforms

Below are the group objectives from the 3 groups.

The three core objectives for Nassarawa State:

1. To encourage policy makers to establish a favorable policy to enhance the production and consumption of OFSP by December 2012.
2. To arouse the interest of LGA Chairmen, Directors of Health/Agric, Nutritionists and other relevant stakeholders to support the production and utilization of OFSP in Nassarawa State by January 2013
3. To create awareness at the community level (traditional leaders) oSPnOF by February 2013.

The three core objectives for Benue State:

1. To promote integration and use of OFSP into Benue State's agric policies by 2014
2. To enhance the knowledge of 75% of pregnant women and children less than 5 years in Benue state on how vitamin a through OFSP utilization improves health.
3. To enhance the knowledge of Benue state populace on the potential of OFSP in their daily diet through advocacy campaigns in print, electronic media & cultural festivals such as the Akete fishing festival, Igede Agba yam festival, farmers' field days etc by 2014.

The three core objectives for Kwara State

1. To use OFSP to eradicate (improve, reduce) Vitamin A deficiency among Kwara state children before year 2015
2. To use OFSP in alleviating poverty among rural farming populations of Kwara State.
3. To enhance the knowledge of the Kwara populace on the importance of ofsp production & consumption before year 2015.

General comments

RAC Program Manager, Adiel Mbabu gave an insight into the objectives and stated that the advocates need to think through on how to position them to engage policies.

It was then agreed that the Nigerian Agricultural Policy and Policy on Food and Nutrition gave entry points for the introduction of OFSP, therefore, instead of policy change, the entry points should be utilized and OFSP integrated into the Agricultural Transformation Agenda which will also inspire women and youth empowerment.

It was also pointed out that

1. MDG-3 supports women empowerment which is also a feature of the OFSP agenda.
2. Adequate data analysis is important and gender disaggregated data that are locality specific.
3. The ATA does not limit state activities
4. Data is very critical because it informs policy and statistics on production and consumption are very important in the situation analysis. Important communications may be concealed by the way data is collected and could form a general paradigm blinder
5. There's a need to focus on micro statistics like people indicators

Plenary Discussion on Core Objectives

1. To promote OFSP as a vehicle for enhancing nutrition & income (food & nutrition policy will soon be reviewed, OVC, PLWHA policies)
2. Mobilize resources for OFSP production, processing, marketing & utilization(value chain)
3. Use relevant existing policies for integration to promote OFSP production, processing & utilization

*** The suggestion is to merge with resource mobilization

4 Breakout groups were formed to further analyze and fine tune the core objectives as shown in the tables below.

Group 1

Objective: Enhance Knowledge of the Populace on The Importance OfOFSP Production And Consumption

	Primary Audience	Secondary Audience
1.	Pregnant Mothers	Health Workers(Could Also Fall Under Primary Audience At Some Point), Husband, Grandmother
2.	Children Under 5 Years	Community Leaders, Mid Wives, Traditional Rulers
3.	Health Workers, Farmers, Media	Commissioners i. Health ii. Agriculture iii. Information
4.	Traditional Rulers	Community, Churches & Mosques
5.	NGO, CBO	Community

	Target Audience	Approaches
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1.	Pregnant Women	Through Media, Town Criers, Jingles
2.	Mothers Of Children Under 5	Health Talks, Media, Post Natal & Ante Natal Clinic Health Education During Immunization Scheduled On National Immunization Day, Health Education And Nutrition Day
3.	Community Leaders	Through Meetings, Health Talks, Religious Activity, Annual Festivals
4.	Farmers	Through Farmer Associations, Religious Activities, Annual Festivals

GROUP 2

Objective: To Promote OFSP as a Tool for Enhancing Nutrition and Income Generation

	Primary Audience	Secondary Audience
1.	Federal ,State & Local Government	Ministers, Commissioners, Permanent Secretaries, Dg SAS, HODs
2.	ADPs	WIA, EA
3.	AFAN	Farmer Groups, Media, Community Leaders
4.	Pregnant Women & Children	Media, WIA, EA, Medical Personnel In Hospitals & Clinics

	Target Audience	Approaches
1.		Advocacy Visits, Media And Letters From HKI To Secondary Target Audience
2.		Paper Presentation By HKI During MTRM In June 2012, Introductory Letter From HKI to PM.
3.		AFAN Advocacy Visits
4.		MEDIA, WIA, Medical Personnel Through Advocacy Visits And Health Talks & NPI

Group 3

Objective: To Mobilize Resources for OFSP Production Processing, Marketing and Utilization (Value Chain)

Level	Primary	Secondary	Approaches
Federal	Ministers Of Agric, Health And Finance, Legislators	Permanent Secretary, Directors Of Relevant Ministries, House Committees Of Relevant Ministries, DGs Of Relevant Ministries, SFG, First Lady	Advocacy Briefs, Visit, Letters & Minute Brief

State	Governors	First Lady, Commissioners Of Relevant Ministries, PS Of Relevant Ministries, State House Of Assemblies, Committees Of Relevant Ministries, NGOs.	Visits, Letters, Paramount Rulers (Chairman Of Traditional Council), Jingles, Commentaries On Radio Stations, Advocacy Materials/
LGA	Chairmen Of LGA	Supervisory Councilors, HODs/Directors, CBOs	Traditional Rulers, Religious Bodies, Community Leaders

Group 4 Objective: The Use of Relevant Existing Policies For Integration Of OFSP to Promote Production, Processing & Utilization of OFSP.

Primary	Approaches For Primary Audience	Secondary	Approaches For Secondary Audience
Farmers- i. Women ii. Men iii. Youth	Extension Workers	Nutritionists	Advocacy Visits
Processors- i. Bakers ii. Confectioners iii. Housewives	Media Stations(Radio/Tv Programmes, Campaigns)	Extension Workers	Meetings
Students i. Through School Gardens	Capacity Building	Health Personnel	Sensitization
Ministers	Demonstration		Workshops
Commissioners	Campaigns		
Permanent Sec/ Directors	Training		
House Members	Farmers Associations/Groups		
LGA Chairmen	Use Of IEC Materials		

At the end of workshop session the RAC Programme Manager in his closing remarks indicated that he had gained insight and that the enthusiasm of the advocates shows the programme will work. He stressed that it was important to think through approaches and how to deliver objectives and that the right partnership is needed to get the work done. He pointed that RAC is not about CIP or HKI but the interest of the nation, the challenge, he said, was on how to do business differently in order to reach those who are not usually reached.

Chapter 7: Next Steps and Conclusion

NEXT STEPS

1. The Facilitator and Promotion Expert will work on all inputs to come up with an advocacy strategy to be disseminated to all participants within 2 weeks of the end of the workshop
2. The participants/advocates should use the opportunity to talk about the workshop outcomes in their home states and
3. Formal introduction letters to states will be drafted and sent to various states represented to officially introduce the OFSP concept.

A question that came up was if the OFSP campaign was limited to just the 3 Pilot States and it was made known that there is the freedom to extend the campaign to states that are covered by NPFS.

CONCLUSION

In conclusion, a workshop Evaluation was done by participants and the Country Director of HKI in her closing statement, said that she saw a lot of willingness on the part of participants to promote SP and comments and opinions voiced will be integrated into the Situation Analysis Document.

She thanked all for attending the workshop and mentioned that in the course of carrying out the RAC process in Nigeria more Stakeholder meetings and forums will be held.

The workshop came to an official end at 3pm.