

Communication for Advocacy

9th Annual Sweetpotato for Profit and Health Initiative Meeting

Nairobi Kenya - 25 September 2018

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**Building
Nutritious
Food Baskets**



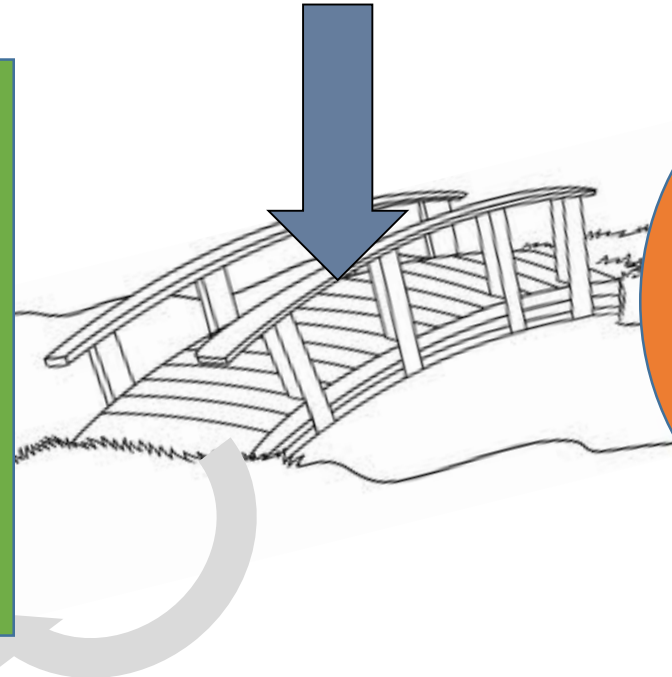
For impact at scale.....

Effective Communication

crucial and **strategic**

- *Awareness creation/information to public*
- *Influence*
- *Persuade*
- *Educate*
- *Call for action/behavior change*

Biofortification



**Upscaling
Impact**

Stimulating Action



Inform
Think



Engage
Feel



Inspire
Act

Capturing hearts & minds



Emotional



Rational

WE NEED TO BE RATIONAL AND EMOTIONAL

Rational
because...



Emotional
because...



Statistics and research make people **believe** you

People **take action** based if they believe the information.

Facts provide a common ground of understanding.

Humans (vs. other species) respond to stories with strong emotional hooks.

Emotion helps elevate your message and its value.

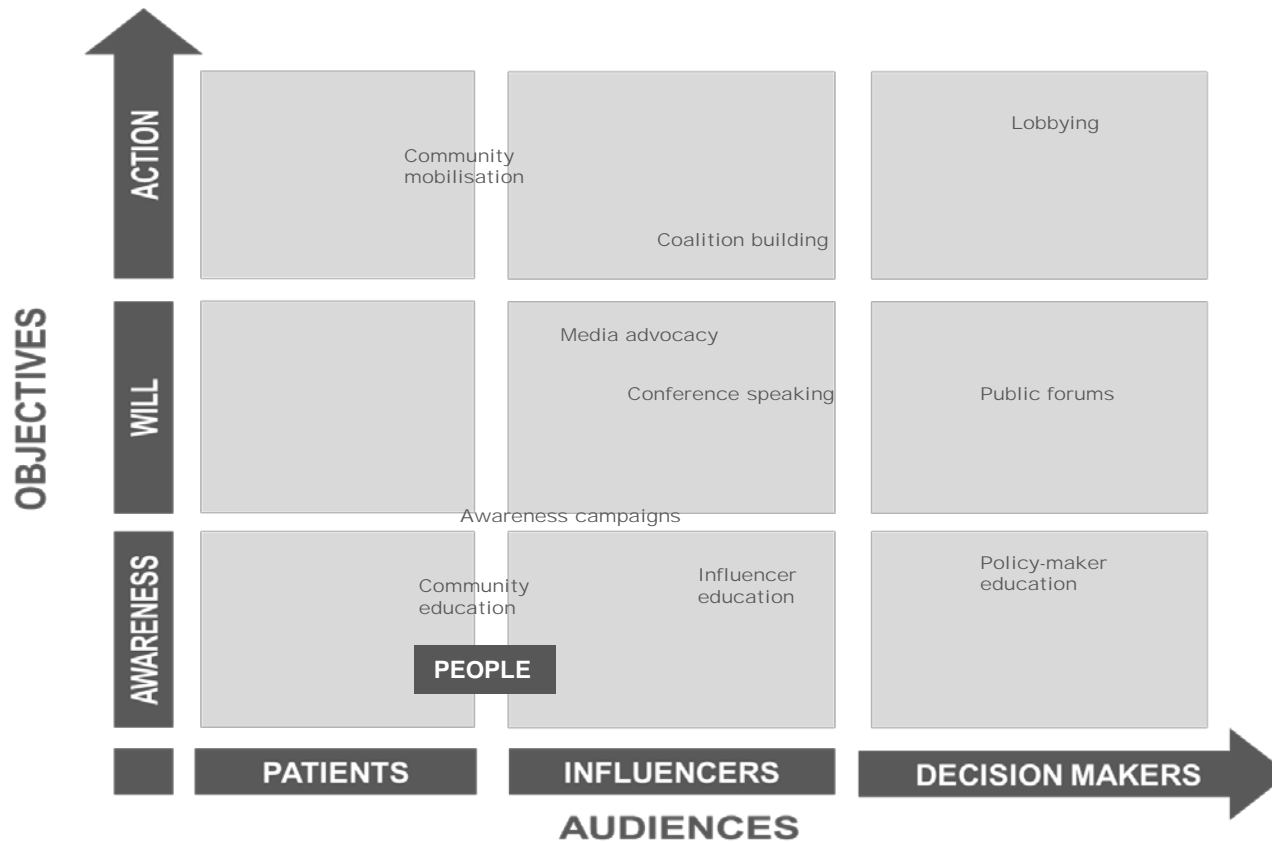
...and creates sympathy and credibility for the messenger.

- **Clear, simple, concise messages. Demystify biofortification** – avoid jargon and technical terms. Use simple and easy to understand language for target audience
- **Succinct**, e.g., average sound bite is five seconds, print quotations = 25 words
- Know your **audience**, understand what moves them and connect with them – avoid ‘**one size fits all**’ approach – contextualize the message to audience and respect their priorities
- Demystify myths, attitudes and beliefs to gain cultural acceptance – key to adoption. Is **biofortification GMO?**
Eating sweet foods, including sweetpotato, causes diabetes etc.

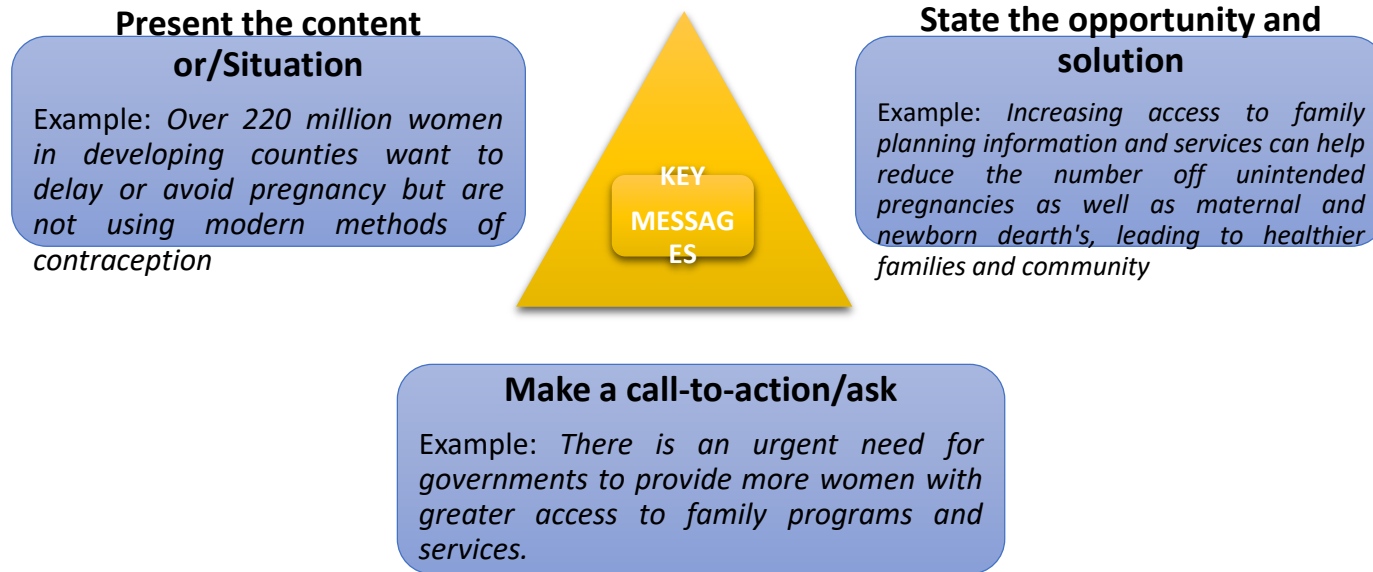
- **Evidence based advocacy.** Does biofortification work? What can we use to stimulate action – pictures, statistics, stories, highlight the problem VAD/understand the problem.
- Specify the ‘**ask**’ – what you are asking for, from your end audience
- Delivered with **passion**
- How do you **measure progress** – based on your goals and objectives. Mini ‘**log-frame**’
- **Involve everyone** – technical specialists, partners

- Succinct, e.g., average sound bite is five seconds, print quotations = 25 words
- Delivered with passion
- No jargon / use language your audience understands
- Talk about the benefits, not the process
- Vivid example that paints a picture: analogies, stories and metaphors
- Specify the 'ask' – what you are asking for, from your end audience

Advocacy strategy: Framework



THE KEY MESSAGES TRIANGLE



The Role of Biofortification in Reducing Hidden Hunger

HIDDEN HUNGER OR MICRONUTRIENT MALNUTRITION

is characterized by chronic lack of essential vitamins and minerals such as Vitamin A, Iron and Zinc

20% of maternal deaths and 45% of all child deaths are attributable to undernutrition. Source: WHO



110,000

Deaths during childbirth each year. Source: WFP

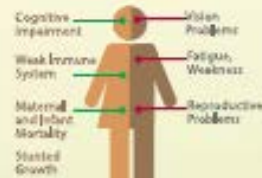
Hidden Hunger affects approximately

TWO BILLION PEOPLE

OR ONE IN THREE, GLOBALLY



Effects of Hidden Hunger



Why invest in Biofortification?

Intervention for "Hidden Hunger"

Focus on staple crops that rural poor typically cultivate and consume

• Sustainable and cost-effective

How is biofortification done?

Effective conventional breeding



Variety with high micronutrient value



Variety with desirable agronomic qualities (high yield, drought resistant, etc.)



Multiple generations of breeding produce new biofortified variety with best traits of parent varieties



Major Biofortified Crops in Africa

Use your tools more than words

Develop a range of advocacy materials

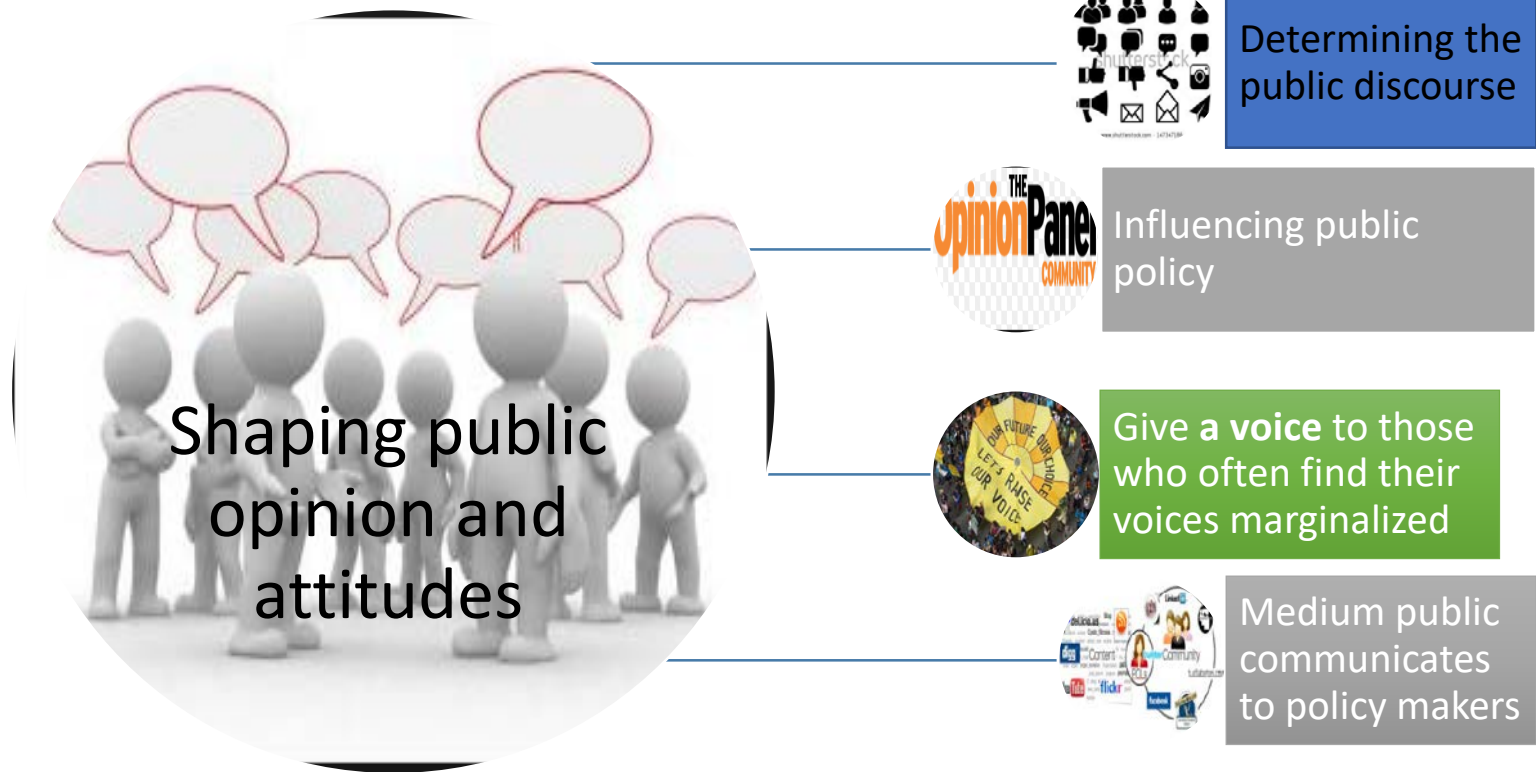
- factsheet folders
- Flyers
- Leaflets
- Pull-up banners
- Videos
- Blog articles
- Posters
- Success stories
- Branding e.g. t-shirts, pens
- Behaviour change communication

All available <https://cipotato.org/bnfb/>



Role of Media

Partnering with media is a cost-effective in advocacy efforts. Train them on the topic and provide well-researched and interesting stories and facts;



Source CSSUN-Kenya)

- Facebook , Twitter, youtube are growing as key communication channels – visibility, connecting/attracting media, policy makers
- Blogs are mainly used by 13–45year olds
- More professionals are using LinkedIn
- Political campaigns are also using Facebook and Twitter, as party leaders attempt to reach youth

However, Cluttered environment – requires creativity

FACEBOOK

71.7M
USERS



TWITTER

6.8M
USERS



INSTAGRAM

7.3M
USERS



LINKEDIN

11.2M
USERS



YOUTUBE

2.9B
VIEWS/Month



- **COMMAND ATTENTION-** Attract and hold the audience's attention. Make it memorable. *Does the message stand out?*
- **CLARIFY THE MESSAGE-** Ensure the message is clear and easily understood. Less is more! *Is the message simple and direct?*
- **COMMUNICATE A BENEFIT-** Stress the advantages of adopting the new behaviour being promoted. *Is it clear what benefit the audience receives if they take the action?*
- **CONSISTENCY COUNTS-** Repeat the same message consistently to avoid confusion and enhance the impact of the message. Are all messages consistent? Can the message be conveyed across different media?
- **CREATE TRUST -** The credibility of the message is important. Without trust and credibility, the message will go unheeded. *Is the message credible? What source will make the message most credible?*
- **CATER TO THE HEAD AND HEART -** People are swayed by both facts and emotions. Use both to maximize the persuasiveness of the message. *Does the message use emotion, as well as logic and facts?*
- **CALL TO ACTION -** Include a clear call to action. Tell the audience precisely what they should do. *Does the message clearly communicate what the audience should do?*

Source: Healthcompass

Building Nutritious Food Baskets

Combating hidden hunger through nutritious food baskets

The Building Nutritious Food Baskets: Scaling up Biofortified Crops for Nutrition Security seeks to reduce hidden hunger by catalyzing sustainable investment for the production and utilization of biofortified crops (Orange-fleshed sweetpotato (OFSP); vitamin A (yellow) cassava, vitamin A (orange) maize and high iron/zinc beans) at scale. The project is implemented in Nigeria and Tanzania, to demonstrate how biofortified crops can be scaled up through a multi-crop (“food basket”) approach. BNFB draws on complementary expertise for scaling up through a partnership between CGIAR centers and programs, regional organizations and other public and private sector agencies to create a movement that will eventually reach the target populations. BNFB’s hypothesis is that scaling up is dependent on supportive policy environment, strong institutional capacities and availability of proven technologies.

