

Overview of Policies for ENACT and ENACT Training: What is being done, what needs to be done?

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Context

- ▶ Although historical examples of the impact of nutrition education and communication on health and well being in Africa and other parts of the world, professional training in NEAC is woefully lacking in current academic curricula
- ▶ The extent and impact of the major nutritional issues on individual and national health and development are well established as well as what can be done to mitigate the problems
- ▶ Two recent key landmark reports highlighting the issues:
 - ▶ A. the Lancet Series (2008) on : Maternal, infant and young child nutrition:
And 2010 on Chronic Disease and their impact in especially developing countries;
 - ▶ B. The WHO/FAO/SCN Landscape Analysis (2009) on country readiness for action on nutrition which identified 36 High Burden Countries using set criteria – a number of high burden countries are represented here at this workshop

Context

- ▶ A number of African countries have developed (or are developing) National Strategies and Policies for Nutrition and Food Security as demonstrated by the 7–Country NEAC Needs Analysis
- ▶ Examples of national nutrition policies examined in the 7–Country Analysis show varying levels of emphasis (or mention) of NEAC as part of national strategy to strengthen nutrition action
- ▶ there is evidence of lack of coordination across sectors within countries and issues of “ownership” remain a burden
- ▶ One significant outcome of advocacy emerging from the Lancet Series on MIYCN was the UN’s adoption of the “Scaling Up Nutrition” (SUN) ‘concept’ and setting up “Task Forces” which are evolving into “Networks” and SUN becoming a “Movement
- ▶ The ‘missing link’ appears to be:
 - Who will drive and implement the workable solutions identified in the Lancet Series?
 - Which professional groups should be driving the agenda at country level and
 - what are their levels of training and competencies?

Examples of Global Efforts for NEAC



General characteristics of Country Case Studies (FAO, Expert consultant on NEAC, 1995)

Group 1: One way communication

Group 2: Two way communication

Group 3: IEC and Environment Supports

- Print and broadcasts channels

1. Pacific
I. Malnutrition and NCD.
TG. Community workers.
S. Print resources.

2. Poland
I. Low level nutrition knowledge.
TG. Consumers.
S. Food label information.

3. Caribbean
I. Food borne illness.
TG. Food vendors.
Public - children, householders.
S. Radio, TV
(Linked to Regulation and Surveillance strategies)

4. Oman
I. Decline in breastfeeding.
Poor infant and maternal nutrition.
TG. Women (15-44 years).
S. Print and Broadcast media.
- Interpersonal channels.
 - Print and broadcast channels.

Individual Knowledge Attitude Behaviour

5. Niger
I. Vitamin A Deficiency.
TG. Village families.
S. Print, Broadcast media.
Village 'animation' groups.

6. Federal States of Germany
I. Need to increase accessibility and reliability of nutrition information, education and advice.
TG. Whole population, particularly children.
S. Mobile nutrition units training of key community people.
Local nutrition Centres.
- 7. India (Tamil Nadu)**
I. Malnutrition children <3 years.
TG. Mothers, mothers-in-law, fathers.
Secondary TGs.
S. IEC
Nutrition delivery services.
Health Services.
Social mobilisation.

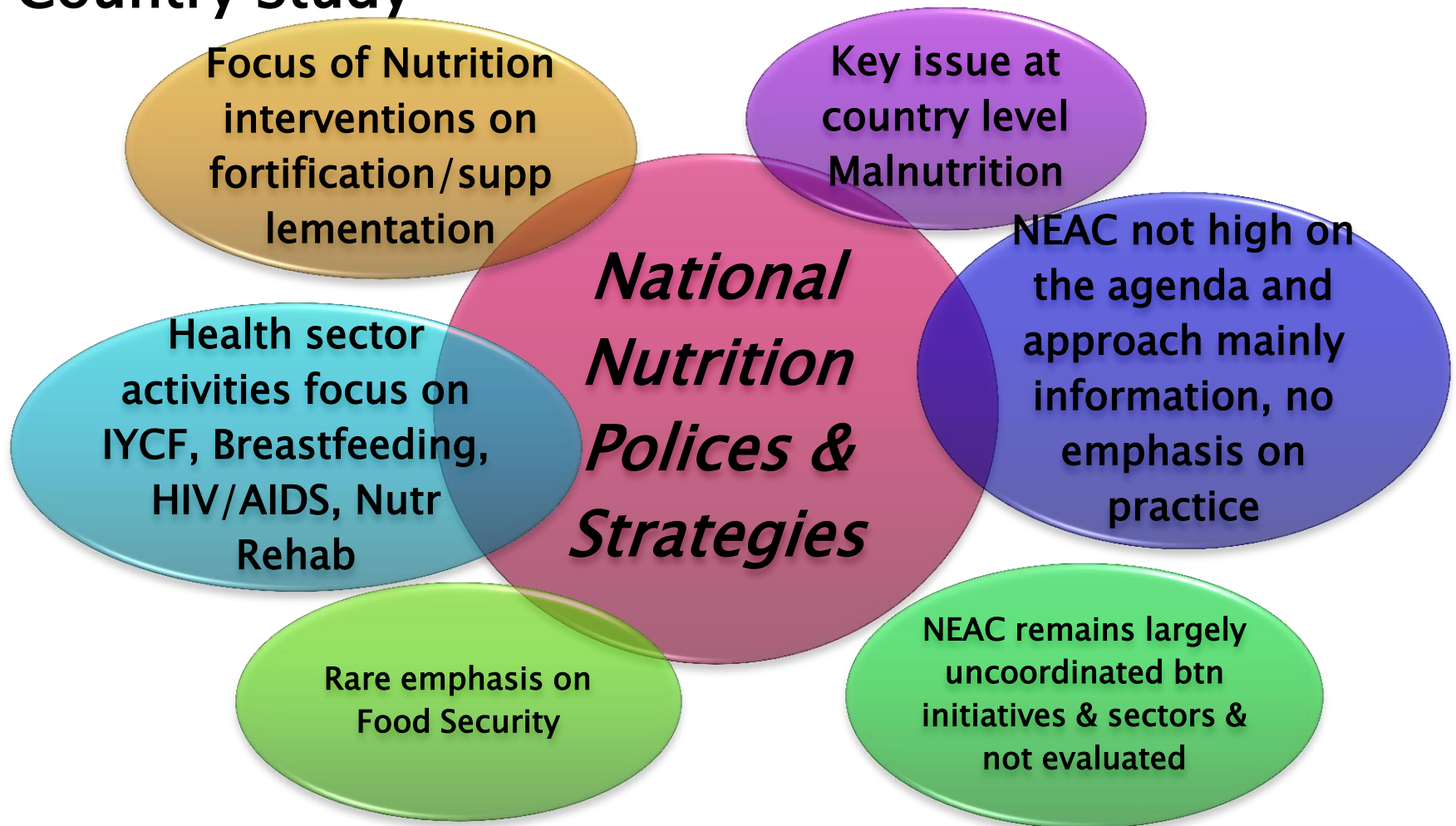
8. Philippines (LAKASS)
I. Malnutrition, poverty.
TG. Families with children <6, Women 15-45.
S. IEC
Credit assistance/income generation projects.

9. Ecuador
I. Malnutrition, food and water born illness.
TG. Children, families and communities - rural villages.
S. School programme.
Food production/diversification.
Community development.
- Issues (I)
Target groups (TG)
Strategies (S)

Proposals and Recommendations of Asian NEAC Workshop 1993

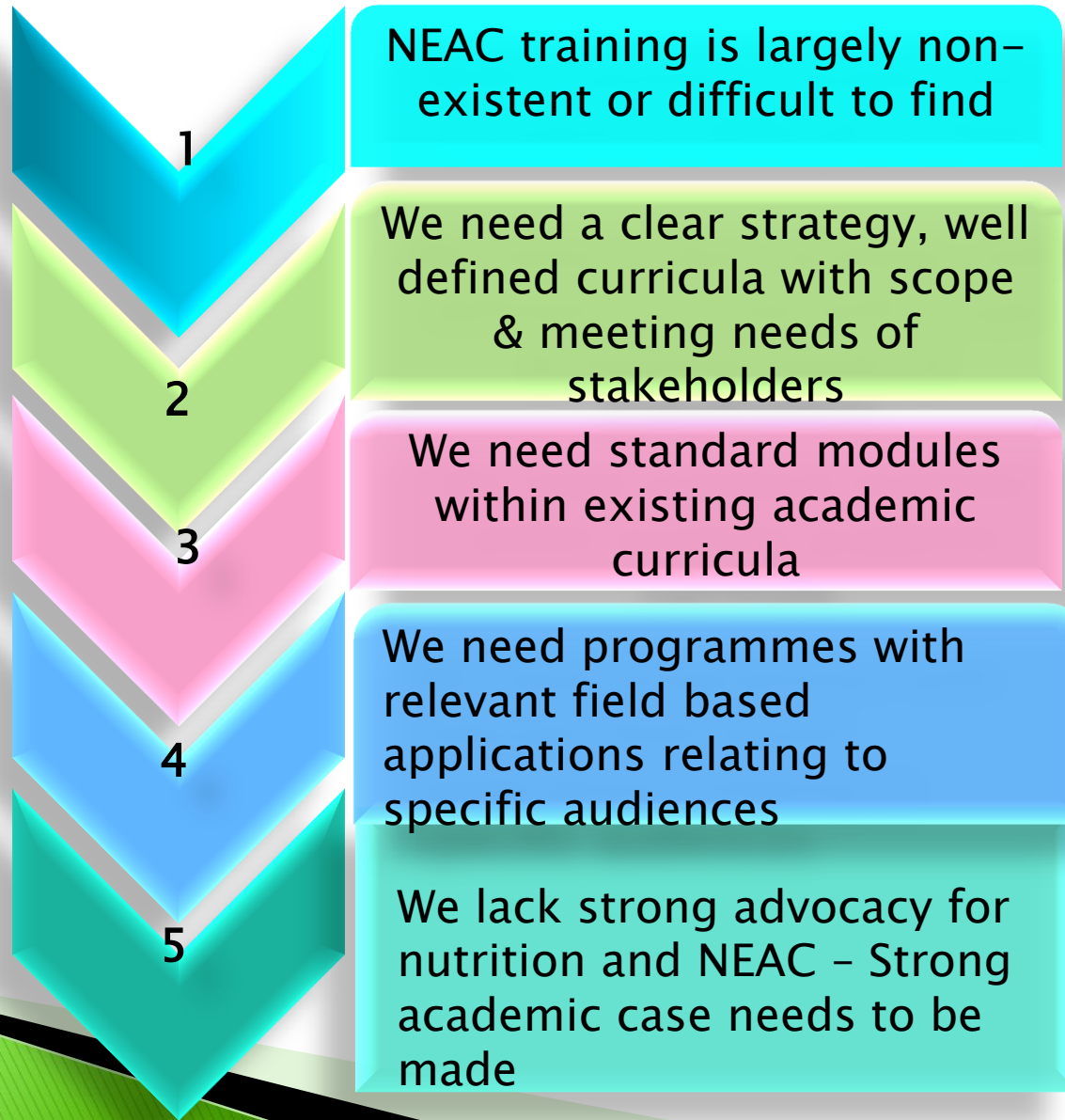
- ▶ Bangladesh, Sri Lanka, Viet Nam, Laos and Nepal formulated proposals for controlling nutrition problems in their respective countries. These projects will require coordination at the country level and collaboration within and among countries.
- ▶ The Bangladesh Ministry of Agriculture proposed that communication facilities, equipment and personnel be upgraded so that communication can be used to solve problems of food production and nutritional practices among landless and marginal farm families.
- ▶ **Question:** *Why has it taken Africa nearly 20 years to begin to address NEAC? What is your role leaving here as an advocate for this process? If it's good for Asia, why not Africa?*

So, Where are We Now? Key findings of the 7-Country Study

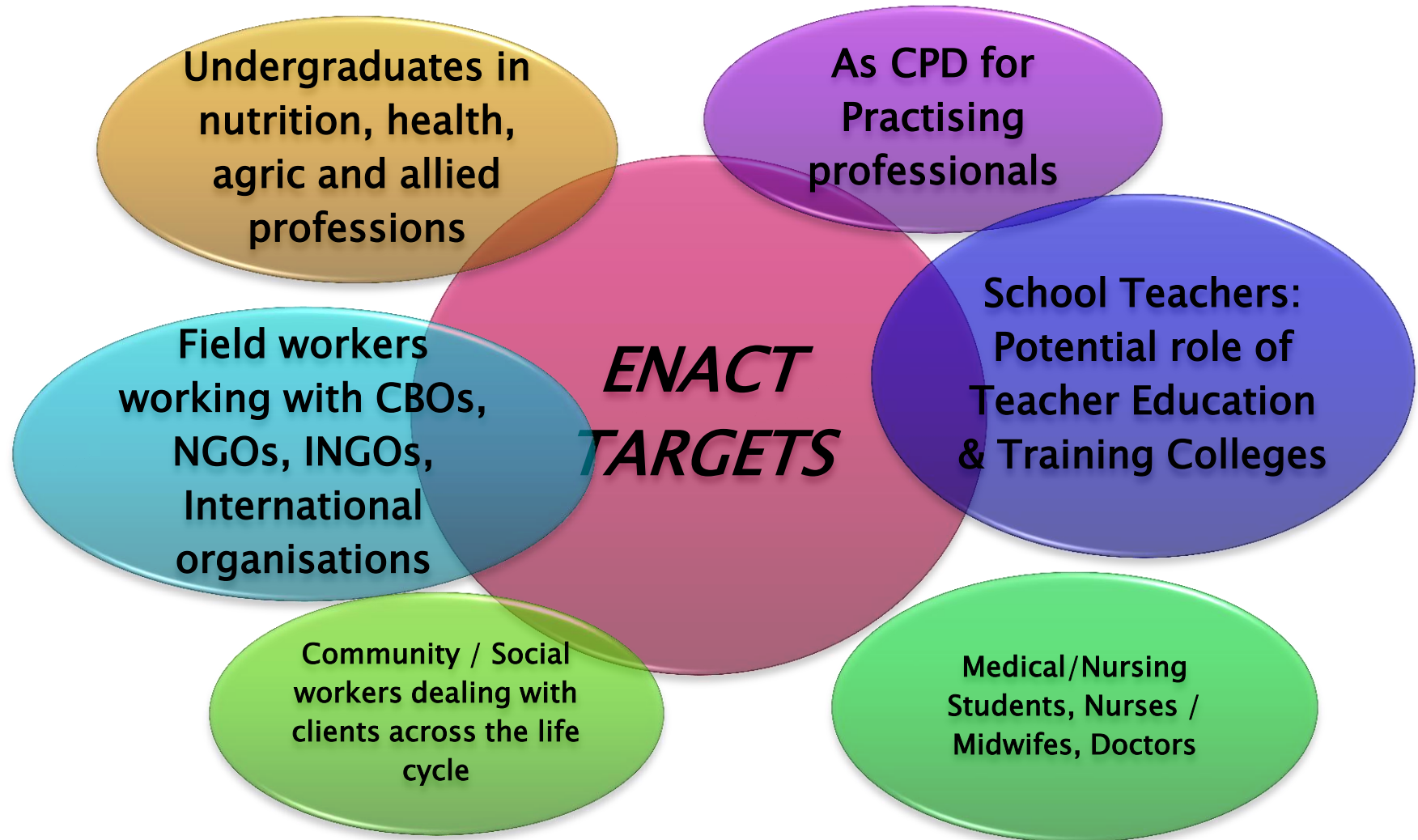


Source: The Need for Professional Training in Nutrition Education and Communication FAO, June 2011

Current Challenges for NEAC and ENACT in the African context



NEAC / ENACT Programmes: Who are the targets?



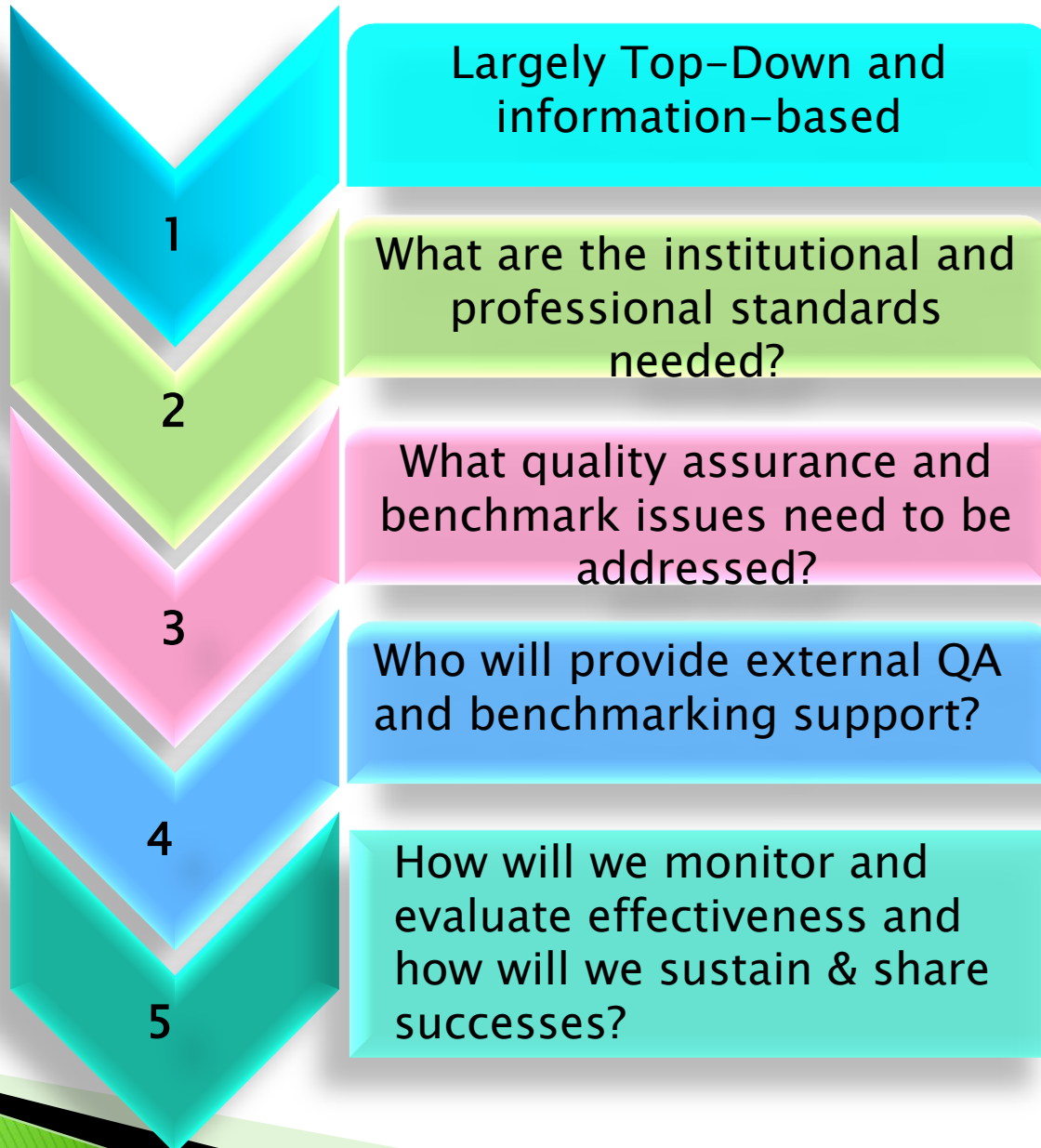
Question to Ponder:

Since the current problems associated with NEAC in national nutrition programmes and policies appear to be common to many countries do we need harmonised training at least at regional level?

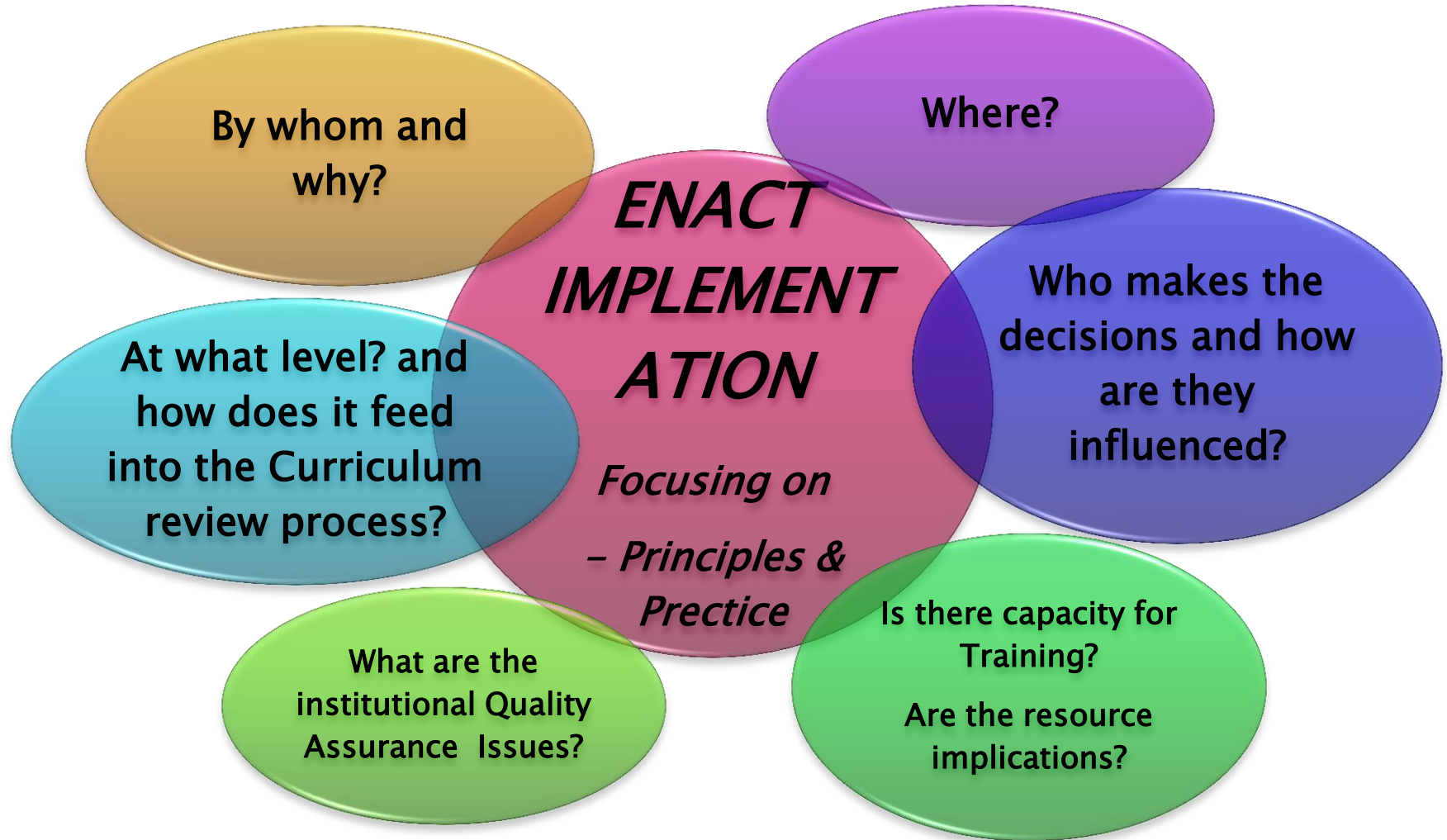
This would of necessity be done whilst recognising and addressing specific local context and issues:



Current NEAC Approaches & What to do



Implementation at Institutional Level: Settings



NEAC / ENACT Capacity Needs:



ENACT: Where do we want to be?

- ▶ I'll start with a short story in Africa in 1987: Please someone Google IFMSA *"Village Concept Projects"*

So Finally:

- ▶ You have a product (ENACT) you wish to sell
 - It better be good; the design process is important; consensus is necessary; co-ownership is important hence this workshop
- ▶ You say you are not a "salesperson"
 - Yet you've got to send a message out to others about your product
- ▶ You are fortunate to occupy a position of responsibility and authority where you have the "Freedom to Act"
- ▶ How do you sell the product to your staff, faculty and institution? What steps can you take to make a 'strong case' for your product?
- ▶ What is the:
 - ACADEMIC CASE
 - ECONOMIC / BUSINESS CASE
 - STAKEHOLDER CASE
 - BENEFIT TO THE CONSUMER (e.g. student, practitioner etc.)
- ▶ If you have good answers to all the above THEN SELL IT or WAIT
ANOTHER 20 yrs DREAMING

Thank You !

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Excerpts for Asian NEAC Workshop 1993:



- ▶ Compounding nutrition problems of undernutrition is the fact that several South and East Asian societies are entering a transitional stage in their development. This **transition involves shifts in the population structure; changes in disease patterns (from infectious to chronic degenerative diseases);** socio-economic transformation from fully subsistent to semi-subsistent, market-oriented economies; and an advance from struggling for child survival to aiming for development of full growth potential. Furthermore, **contradictory problems such as under- and over-nutrition exist in the region and must often be dealt with in the same country.**
- ▶ To highlight the importance of creating nutritional awareness among populations through nutrition education and communication, **FAO sponsored the Inter-Country Workshop on Nutrition Education for South and East Asian Countries,** organized by and held at the Institute of Nutrition at Mahidol University, Salaya, Thailand from **22 to 26 February 1993.**

Similarities between the Asian Context in 1993 and the African context in 2012

- Nutritionists. communicators. agriculturists and public health officials came from Bangladesh, China, Laos, Nepal, the Philippines, Sri Lanka, Thailand and Viet Nam to exchange information and discuss effective education and communication strategies in order to benefit from each other's experiences in implementing local and nationwide programmes.
 - In planning the workshop, it was realized that in terms of programme development these South and East Asian countries can be divided broadly into two groups.
 - China, the Philippines and Thailand have successfully developed and operated nutrition education programmes for the public to control and prevent malnutrition;
 - Bangladesh, Laos, Népal, Sri Lanka and Viet Nam have not yet developed such programmes successfully at the national level.
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Participant Recommendations at the FAO Asian NEAC Workshop 1993

The workshop participants recommended that governments and international development agencies provide both technical and financial assistance to promote nutrition education and communication.

The need for a network to exchange technical information and experiences in nutrition education and communication was recognized. This network should incorporate the concept of intersectoral approaches and integrating nutrition in development.

Meetings, seminars and training workshops were also suggested for further development of technical skills in nutrition communication, communication project planning, strategy formulation and implementation, management and evaluation. Finally, inter-institutional and person-to-person information exchange was encouraged.

Because of the importance of nutrition education and communication for improving food habits and nutrition status and sustaining the improvements, **Asian governments, FAO and other United Nations organizations** were urged to make it a priority in planning and to promote it through establishment of national policies and continuous international efforts.

