

Nutrition Advocacy Training Report

30th July to 1st August 2014

Lukenya Gateway, Machakos County



Introduction

Scaling Up Nutrition Civil Society Alliance (SUN CSA) convened the second Nutrition Advocacy Training from 30th July to 1st August, at Lukenya Gateway, in Machakos County.

This was the first training coordinated and facilitated by SUN CSA. The facilitators were members of CSA members, who received similar training in Zambia in November 2013.

Preparations for the training entailed review of the curriculum, meetings involving CSA Executive Committee and facilitators, to ensure adequate logistical support and materials for the activity.

The SUN CSA National Coordinator Grace Gitau coordinated her first major event for the Alliance, including logistics and invitation of participants.

DAY ONE

Warm Welcome

Participants arrived at Lukenya Gateaway on 30th July at 9 am.

The introduction session was quite interesting and enabled participants to introduce themselves and their favourite foods.

Presentations and Group Work

Expectations, Goals, and ground rules

James Adede of Grassroots Alliance for Community Education Africa (G.R.A.C.E. Africa) guided the participants to identify their expectations from the training.

Key expectations

- Acquire knowledge and skills on nutrition advocacy
- Principles required for a nutrition advocate
- Advocacy approach in nutrition
- My role in nutrition advocacy
- How to effectively communicate nutrition issues to non-nutrition stakeholders
- To communicate technical nutrition information to lay persons (stakeholders)
- How to formulate information for different audiences
- Who is SUN targeting
- Establishment of meaningful contacts in SUN CSA
- Process for raising profile of Micronutrient in SUN CSA
- Implementation of SUN at community level
- Key aspects that need to be advocated to county government
- Improve my skills in nutrition, use the skills in promoting nutrition
- Learn how other sectors are advocating nutrition
- Effective channels for nutrition advocacy
- Incorporate nutrition in maternal, neonatal and child health, in Samburu County.
- Policies that exist in nutrition. Understand policies/laws on nutrition
- How nutrition has affected academic level of people
- To come up with advocacy strategy, mainstreaming in my county
- Sensitise local leaders about nutrition
- How we are faring on as a country (nutrition)
- Better nutrition knowledge for people living in informal settlements
- Steps in effective nutrition advocacy
- Difference between communication and advocacy
- How to advocate for nutrition using most effective methods
- Themes in nutrition advocacy
- What is expected of us after the training
- Role of industry in nutrition

Recommendation: Identify and address expectations that were not covered during the training.

What is Advocacy?

The presentation was made by **James Adede of Grassroots Alliance for Community Education Africa (G.R.A.C.E. Africa).**

Topics covered

- Why we plan and strategize
- What isn't advocacy?
- Participant's definition of advocacy

Four groups discussed and presented their definitions of advocacy. Participants adopted what they called '***Lukenya advocacy definition***':

"Advocacy is a planned process of influencing policies and practices through effective communication to achieve sustainable change to a target audience."

Advocacy Cycle and Toolbox

The presentation was made by **Titus Mung'ou of Action Against Hunger (ACF)** and **Manaan Mumma of Kenya AIDS NGOs Consortium (KANCO).**

Topics covered:

- Political, social mobilisation and communication
- Components of advocacy
- Advocacy tool box
- Advocacy building blocks

The facilitators commended seven participants who arranged the advocacy building blocks the right way, in their first attempt. At tea break, each participant had a name tag representing an influencer in the society, and engaged in informal discussions on various nutrition issues. A feedback session revealed the importance of preparation, understanding of target audiences and message.

Recommendation: Create time for more practical sessions to enable participants to use more advocacy tools such as lobbying, media and campaigns.

Advocacy Café – Applying the Advocacy Cycle to Real Life Examples

Four advocates were invited to interact with the participants, to share their experiences and contextualise issues in line with the advocacy building blocks.

Manaana Mumma coordinated the session that involved the following advocates:

- Jane Anyango (child protection)
- Juliana Odindo (HIV)
- Jackline Wambui (Youth)
- Francisca Ndida (PLWAs)

A feedback session revealed that advocates should understand their work, be passionate, should not give up and flexible enough to attend to diverse audiences.

Recommendation: Identify and involve nutrition advocates in future training, to contextualise the training.

DAY TWO

Building yourself as an advocate

James Adede discussed the following topics:

- Understanding who is an advocate
- How to establish credibility

Four groups discussed and presented issues that make an individual or organisation credible.

Recommendation: Research and present credibility cases in nutrition field.

Nutrition landscape

Presentations were made by **Lina Njoroge of Total Lifestyle Change** and **Jacob Korir of Action Against Hunger (ACF)**. Jacob is a trained trainer on integrating food security and nutrition programming for improved emergency response and resilience which is an initiative by FAO. For the first time in SUN CSA Advocacy Training, participants were introduced to nutrition sensitive programming with specific focus on integrating food security and nutrition programming for improved emergency response and resilience. Nutrition sensitive programming will be further covered during the upcoming county trainings.

Topics covered:

- Nutrition evidence
- Nutrition sensitive programming

Nutrition evidence: Four groups defined terms such as stunting, wasting and overweight.

Nutrition sensitive programming: The facilitator previewed the burden of various forms of undernutrition (wasting, stunting and underweight) and their negative impact towards achieving social and economic prosperity in the country. He previewed 11 High Impact Nutrition Interventions (HiNi) and their contribution to alleviating the burden of malnutrition.

He explained the need to use other delivery existing platforms to scale up uptake of HiNi interventions and the need to shift attention to underlying causes of malnutrition as a long term and sustainable solution to malnutrition. Participants were introduced to nutrition sensitive interventions and sensitised on how to see their programmes/projects with a nutrition sensitive lens.

The facilitator integration of food security and nutrition programming for improved emergency response and resilience, as a nutrition sensitive case study. He discussed the conceptual framework of malnutrition and pointed out the place of food security and nutrition security. Participants were challenged to shift from looking at food security and nutrition as two different sectors, and instead look at them as two components working together towards a common goal of ensuring optimal nutrition status.

Recommendation: Cover nutrition policy framework and include more practical sessions on nutrition sensitive programming.

Media advocacy

Patrick Rukwaro, a media specialist highlighted the media environment in Kenya and approaches to increase media coverage of health stories.

Recommendation: Create more time for interaction between media specialists and trainees.

Skill Building: Power Mapping

Titus Mung'ou introduced participants to individuals and institutions that influence issues in the society, with specific focus on nutrition programmes.

Participants were tasked to identify actual problems and objectives to address during a power mapping exercise.

The following power maps were produced and presented during the training:

Group 1: To allocate 10% of Kiambu County Health budget to nutrition. The main target was the County Governor. Other target influencers were: CEC Health, Ministry of Health, CEC Education, CEC Finance, County First Lady and National Treasury.

Group 2: To scale up exclusive breastfeeding in Wajir County. The target is County First Lady. Other target influencers: County Health Executive, Governor, County Nutrition Technical Forum and County Assembly.

Group 3: To improve micronutrients intake among under-fives in Kenya. Target is Health Facility IC. Other target influencers: PS Education, County Director of Education, County Director of Health, Community Health Workers, County Nutrition Officer and civil society organisations.

Group 4: To establish Human Nutrition Research Centre in Kenya. Target is Deputy President, William Ruto. Other target influencers: Hon Sakaja, MPs, universities, mass media, regulatory body (KNDI) and publishing bodies (LANCET series).

Recommendation: SUN CSA should follow up and support participants to implement their objectives.

DAY THREE

Skill Building: Getting your nutrition message across

Lina Njoroge and **Manaan Mumma** discussed techniques and knowledge required when communicating nutrition issues.

Topics covered:

- Messaging, assertive message, body language,
- EPIC – an acronym for **Engage**, State the **Problem**, **Inform** about the solution, and give the **Call** to action.
- Getting your nutrition messages across

In a riveting session, participants presented brief advocacy messages to their target influencers. Participants learnt how to package messages and tactics to win attention of influencers.

Recommendation: Identify and present more techniques to engage with influencers and decision-makers.

Moving from theory to practice, developing advocacy strategy

Titus Mung'ou introduced key steps in development of an advocacy strategy. Four groups were tasked to develop advocacy objectives, identify allies and opportunities, as per their power mapping problems/issues.

Recommendation: Create more time for presentations and practicals on development of an advocacy strategy. Support participants to attend advocacy strategy workshops, and to develop their organisations' advocacy strategies.

Working in coalitions/alliances

James Adede discussed the importance of coalitions/alliances/networks.

Topics covered:

- Advantages and disadvantages of working in coalitions
- Building and sustaining coalitions

Four groups discussed and presented key advantages and disadvantages of working in coalitions or alliances.

Recommendation: Ensure comprehensive coverage of this topic and highlight examples of successful nutrition alliances in Kenya.

Awards Ceremony

The facilitators coordinated the awards ceremony and recognised:

- Most active participants
- Best recap group
- Best energiser group
- Best shepherds group
- Most cooperative participant

Participants were awarded certificates of participation and SUN CSA materials (polo shirts, bulletin, Post-2015 flyer and badges).

Participants' Feedback

At the end of the training, participants made the following recommendations:

- Define role of participants after the training.
- Involve participants in county nutrition advocacy workshops.
- Support participants to implement advocacy objectives developed in the training.
- Allocate more time, to enable facilitators to complete their work.
- Involve participants in advocacy strategy workshops.
- Highlight successful alliances in Kenya.

Summary of Recommendations and Way Forward

- Create more practical sessions in advocacy tools, power mapping, nutrition specific and sensitive programmes, media advocacy and working in alliances.
- Involve nutrition advocates in future advocacy trainings.
- Include topics on nutrition policies and advocacy to influence the policies.
- Involve more journalists and enable participants to interact more with media specialists and to practice media skills.
- Participants should engage with different influencers and decision-makers.
- SUN CSA to support the participants to implement their advocacy objectives.
- Allocate more time to development of advocacy strategies. SUN CSA to support members and trainees to develop advocacy strategies in line with the objectives they identified.
- SUN CSA to communicate to participants the dates for county advocacy workshops. Involve some trainees in county workshops.
- SUN CSA to identify more facilitators to support future workshops.
- SUN CSA to work closely with universities and colleges, to create awareness on SUN Movement.
- SUN CSA to hold nutrition advocacy trainings in six counties. Population Reference Bureau, Food and Agriculture Organisation (FAO) and International Rescue Committee (IRC), are among institutions that have pledged to support CSA in upcoming workshops.

County Nutrition Advocacy Workshops

- West Pokot
- Baringo
- Mandera
- Kisumu
- Machakos
- Taita Taveta

Annex : Participants

Name	Organisation	Email
James Njiru	Action Against Hunger (ACF)	nutiycn.ke@acf-international.org
Erick Kayere	Concern Universal	
Jessie Mugambi	DSW Kenya	Jessie.mugambi@dswkenya.org
Caroline Muturi	Food for the Hungry Kenya	cmuturi@fh.org
Harun Ngare	Feed the Children	
Maureen Auma Onditi	Grassroots Alliance for Community Education (G.R.A.C.E.) Africa	onditimaureen@gmail.com
Moses Emalu	Health Poverty Action	memalu@healthunlimited.or.ke
Fridah Mutea	International Medical Corps (IMC)	fmutea@internationalmedicalcorps.org
Pius Mulonzya	International Rescue Committee (IRC)	Pius.Mulonzya@rescue.org
Dorcas Amunga	Kenya Red Cross Society	amunga.dorcas@redcross.or.ke
Joan Nyaki	National Organization of Peer Educators (NOPE)	jnyaki@nope.or.ke
AbdiMohamed Omar	Save the Children International	omar.abdimohamed@savethechildren.org
Chris Wanyoike	Micronutrient Initiative	cwanyoike@MICRONUTRIENT.ORG
Bella Achieng	Total Lifestyle Change	totallifestylechange@gmail.com
Eugene Longit	World Vision Kenya	eugene_longit@wvi.org
Grace Gitau	SUN CSA	grace_gitau@wvi.org
Irene Ogada	Academia Network	tuyunz@yahoo.com
Faith Ngundi Ndungi	Egerton University	faith.ndungi@gmail.com
Judith Munga	Kenyatta University	munga.judith@yahoo.com
Grace Wothaya Kihagi	MoH/Kenyatta University	wothayakihagi@gmail.com
Dorothy Othoo	Kenyatta University	Dorothy.aponi@yahoo.com
Thomas Bwire	Pamoja FM	
Patrick Mutisya	Radio Salaam	
Maria Limo	Business Network-KAM	maria.limo@kam.co.ke

Titus Mung'ou	ACF	advocacy.ke@acf-international.org
Manaan Mumma	KANCO	manaan.mumma@gmail.com
Linah Njoroge	Total Lifestyle Change	thiira@yahoo.com
James Adede	G.R.A.C.E. Africa	adedejmku@gmail.com
Jacob Korir	ACF	nutcoasst.ke@acf-international.org