

# Advocacy and Communication Strategies

## for Increasing Engagement of Sectors and Stakeholders

Kathmandu Nepal

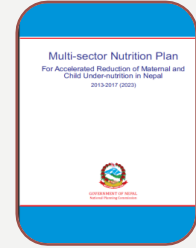
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Savita Malla  
**National Planning Commission**  
**National Nutrition and Food Security Secretariat**  
Singh Durbar Kathmandu, Nepal



# Background



## Nepal Multiple Indicator Cluster Survey (NMICS) 2070/71

- 37 per cent of children under 5 years of age in Nepal suffer from stunting
- 11 per cent are under-weight by height (acute malnutrition)
- 30 per cent are under-weight
- 48 per cent of pregnant women, 46 per cent of children under 5 and 69 per cent of children of 6-23 months suffer from anaemia



**The poor and indigenous populations are most malnourished**





# Prevalent Social Norms and Values and Practices



## *Nepal Multiple Indicator Cluster Survey (NMICS) 2070/71*

- 48.7 % of all new born infants are breastfed within an hour of birth
- 57 % of children are exclusively fed mother's milk for 6 months
- Although about 73 % of children are fed supplementary food as soon as they attain the age of 6 months, it is not fed regularly
- Only about 1/4 of children have been found eating fruit, green and leafy vegetables and animal source food (milk and dairy products, egg, fish, meat, etc.).
- Lack of availability and use of safe drinking water and sanitation has given rise to malnutrition









# MULTI-SECTOR ADVOCACY AND COMMUNICATION STRATEGY



## Vision

Enlighten the citizens of Nepal about nutrition and food security issues

## Mission

To enhance information, awareness, engagement and commitment in relation to nutrition and food security





# Objectives Of Multi-sector Advocacy & Communication Strategy

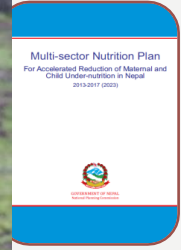


The strategy follows the lifecycle concept to address the problem of maternal, infant and childhood under- and over-nutrition. The following objectives are set for achieving its mission:

- To make multi-sector stakeholders committed and dynamic.
- To enhance the demand for, support for and community commitment towards nutrition-related services and food security.
- To disseminate specific messages to address social values and practices.
- To identify, encourage and mobilize role models to promote positive behaviour.



# STRATEGIC TOOLS



## 1. Advocacy

**Objective:** To make multi-sectoral stakeholders, including policymakers, related to nutrition and food security committed and dynamic

## 2. Social Mobilization

**Objective:** To enhance the demand, support and community commitment towards nutrition-related services and food security.

## 3. Social Values and Norms and Behavioural Change Communication

**Objective:** To disseminate specific messages to address social values and norms and practices related to nutrition and food security.

## 4. Promotion of Positive Behaviour by Role Models /Groups/Organizations

**Objective:** To identify, encourage and mobilize role models/groups/organizations to promote positive behaviour related to nutrition.

**Monitoring plan of Multi-Sectoral Advocacy and Communication Strategy**





# COMMITMENT FROM GOVERNMENT

## Golden 1000 Days and Nutrition in Priority



President's policy speech



Budget Speech





# ADVOCACY AND COMMUNICATION INITIATIVES

**GOLDEN 1000 DAYS PUBLIC AWARENESS CAMPAIGN LAUNCH -21 APRIL 2016**

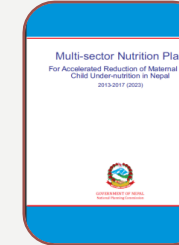


A  
prioritized  
event  
owned by  
everyone





# PARAS KHADKA ANNOUNCED GOOD WILL AMBASSADOR







# Golden 1000 Days Public Awareness Campaign Promoters Announcement



- Realizing the importance of Promoters for the Golden 1000 Days Public Awareness Campaign, an event was held on, 17 May 2016
- Three Nepali artists were announced as promoters
- The role of promoters is crucial in Public Awareness Campaign as the message is not limited to an individual
- Campaign promoters try to influence people's behaviors/opinions/decisions





# REACHING AND TEACHING MEDIA....

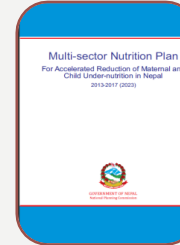
Engaging media regularly for the better outcomes of nutrition programming





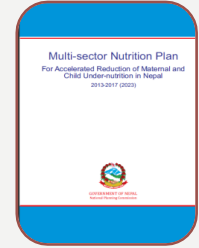


# HOW WE FOCUS ?





# ENGAGEMENT WITH SUN MOVEMENT



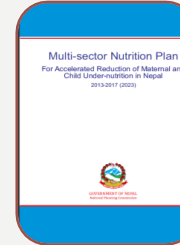
- On 5 May 2011, Nepal joined the SUN Movement with a letter of commitment
- Joint Secretary Social Dev. Div. NPC Government Focal Point
- Participating in the major global and regional events



**ENGAGE • INSPIRE • INVEST**



# STUDY TOUR FROM TAJIKISTAN

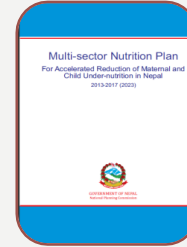


To get practical knowledge on SUN in practice, multi-sector approach, collaborated efforts, and budget flow mechanism at the Central and district level.

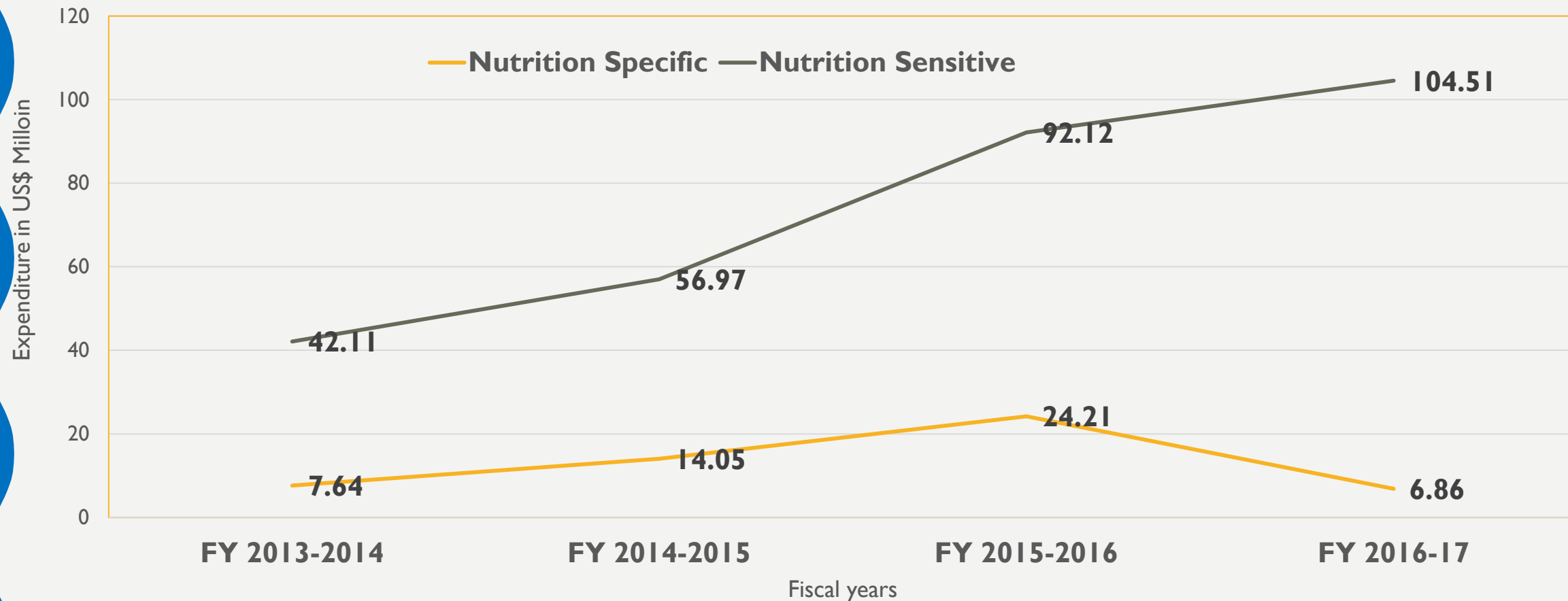




# Increasing Investment in Nutrition



Trends of Nutrition Expenditures in US\$ (Million) for the last four fiscal years

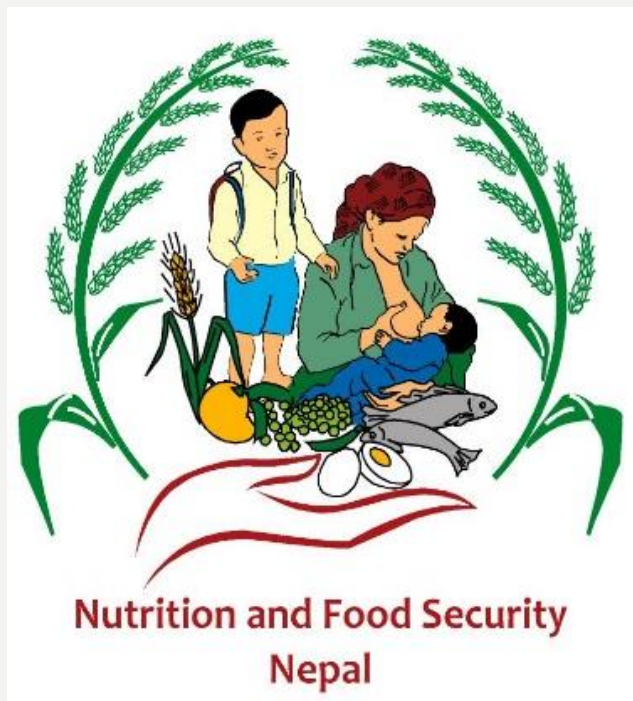
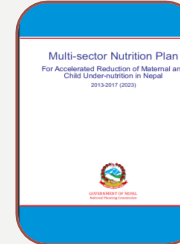


The increased allocation for 2015-2016 is due to Emergency Nutrition Response after Earthquake





# THE Nutrition and Food Security LOGO



[www.nnfsp.gov.np](http://www.nnfsp.gov.np)