

Zimbabwe

Civil Society Organisations Scaling up Nutrition Alliance  
(ZCSOSUNA)

Advocacy and Communication Strategy 2017-2018



## Acknowledgements

The development of the Zimbabwe Civil Society Organisations Scaling up Nutrition Alliance (ZCSOSUNA) advocacy and communication strategy for 2017 to 2018 was accomplished through the efforts of many professional and organisations. The secretariat would like to acknowledge the contribution of the executive members of the national steering committee (Tendai Gunda- Chairperson, Regis Matimati – ViceChairperson and Fiona Mwashita –Treasurer) for their support to the development of this strategy.

We would like to thank participants to the 17<sup>th</sup> of February 2017, Advocacy and Communication Strategy Development meeting for their valuable inputs to the Advocacy and Communication Strategy. We would also want to thank all steering committee members for their concerted efforts in making this strategy a success.

Special mention goes to Save the Children for its financial and technical support throughout the process

## **Background**

On the 17<sup>th</sup> of February 2017, ZCSOSUNA convened an Advocacy and Communication Strategy development meeting with some of its members who are based in Harare region. The meeting was financially and technically supported by Save the Children and its main objective was to develop a two year advocacy and communication strategy as well as indicators to measure success of all advocacy and communication activities of the alliance. Social mobilisation, advocacy and communications is a growing priority for Scaling Up Nutrition movement countries and increasingly seen as an integral part of nutrition programming. Hence the need for the alliance to have a guiding tool to its advocacy and communication efforts.

The Scaling Up Nutrition (SUN) Movement is a renewed effort to eliminate all forms of malnutrition, based on the principle that everyone has a right to food and good nutrition. The Movement is unique by bringing different groups of people together-governments, civil society, the United Nations, donors, business and scientists-in a collective action to improve nutrition. It is not a fund, an institution or an agency, rather the movement is strengthening political commitments and accountability for those commitments. It is transforming the way in which people work together by empowering people to put in place effective systems and to increase investments. The SUN movement is working to achieve sustainable and equitable reductions in malnutrition and nutrition justice for all. A key strength of the SUN Movement's efforts to date has been its ability to inspire 58 country level movements that are making nutrition a political priority through social mobilisation, advocacy and communication efforts. This Community seeks to support SUN Countries in their efforts to sustain political commitment through strategic advocacy and communication efforts that will resonate with all sectors of society, support implementation and inspire reflection and continuous improvement.

The SUN movement was launched in September 2010. It was jointly created by individuals from a range of governments, agencies and groups, who were concerned that rates of malnutrition in some countries were not decreasing despite economic growth. Zimbabwe joined the movement in 2011; leading to the formation of the Zimbabwe Civil Society Organisations Scaling Up of Nutrition Alliance (ZCSOSUNA) in July 2013 with the aim of providing a platform for CSOs in Zimbabwe to contribute to the global Scaling Up Nutrition (SUN) initiatives. The alliance is made up of several international, regional, national and community based organisations and networks working in various areas including: Nutrition sensitive programs, WASH programs, livelihoods, small-holder farmers, human rights defenders, women's groups, humanitarian aid assistance agencies, advocacy and research entities, consumer groups and many others.

The role as the Zimbabwe Civil Society Organisations Scaling Up Nutrition Alliance in scaling up nutrition is to raise awareness, increase the profile of nutrition issues and pressure government in good nutrition governance. To achieve this, the alliance mobilises, coordinates and builds capacity of Civil Society Organisations implementing both nutrition specific and sensitive interventions in the country. ZCSOSUNA influences national efforts through constructive dialogue, advocacy with stakeholders including the government, donors and the private sector thereby contributing to improved leadership and accountability towards the Zimbabwean SUN network.

## Foreword

Malnutrition is one of the most serious health problems affecting infants, children, and women of reproductive age in Zimbabwe. Child malnutrition is widespread and is limiting the future success of millions of children and their nations in third world countries. Globally under nutrition is estimated to cause 3.1 million child deaths annually or 45% of all child deaths. Stunting is a major health problem worldwide, affecting approximately 178 million children under the age of five with Asia and Africa worst affected. In Africa particularly sub Saharan Africa where its estimated that 40% of children are stunted. While the etiology of stunting is complex, inadequate nutrition and infections are among factors to play major roles in reducing children's height for age.

The Zimbabwe National Nutrition Strategy, 2014-2018 states that the human and economic consequences of the current micronutrient deficiencies in the country's populace are a grave. About 7 700 children and mothers are dying every year due to micronutrient deficiency (iron, vitamin A, zinc and folic acid). Cognitive growth losses in children will debilitate about 900 000 of the current population of under fives resulting in future productivity deficits equivalent to USD 16 million in Gross Domestic Product. Micronutrient deficiencies are also contributing to higher morbidity that is preventable for instance about 3.5 million more cases of diarrhoea, acute respiratory infections, low birth weight and birth defects which are estimated to cost the health system and families an additional USD4 million per annum. The Multiple Indicator Cluster Survey of 2014 results indicated that in children 6-59 months, Vitamin A deficiency rate is 21%, Iron deficiency is at 72% and rate of anaemia is 32%. 26% of pregnant women are anaemic and 54% have iron deficiency. Though there has been a decline in stunting rates from 33% in 2010 to 26.6% in 2015-16 according to the Global Nutrition Report, the rates remain higher than the global acceptable rate of 20%.

Zimbabwe is a signatory to a number of regional and international conventions. At the regional level, Zimbabwe signed to the Abuja Declaration; the Malambo Declaration and the SADC Food and Nutrition Security Framework among many others. At an interventional level, Zimbabwe is a signatory to the Sustainable Development Goals (2015), Scaling Up Nutrition (SUN) Framework (2011), World Health Alliance Commitments and the Zero Hunger Challenge; Maternity Protection (Convention 183), and the Fifty-fifth World Health Assembly resolution on the Global Strategy on Infant and Young Child Feeding (GSIYCF) (2002).

Most of these commitments have been domesticated into the National Constitution; the Food and Nutrition Security Policy with its implementation strategy; the Zimbabwe Accelerated Sustainable Socio-Economic Transformation (ZIMASSET); and other sectoral policies in health, agriculture, education and social protection.

During the N4G conference in London in June 2013, Zimbabwe made a number of commitments towards addressing malnutrition in Zimbabwe. Below are some of the commitments:

1. Ensuring scaling up of food and nutrition security interventions as defined in the SUN framework, with a focus on 1000 days of life and maternal nutrition, with a national coverage of >80%, by 2020
2. Committing to reducing stunting at least by 40% by 2025 and maintaining low acute malnutrition status (<3%)

Despite the government of Zimbabwe committing to ending malnutrition in all its forms, malnutrition rates remain high. It is therefore imperative to scale up all efforts aimed at eradicating all forms of malnutrition in Zimbabwe. ZCSOSUNA advocacy and communication strategy will contribute to that by holding the government accountable for commitments made to nutrition. In addition it will increase and maintain political commitment to scaling up nutrition in the country as well as engage citizens of Zimbabwe in the fight against malnutrition.

## **Development process**

Alliance members who participated during the development process of this advocacy and communication strategy were drawn from various sectors. The overall strategic goal of the strategy is to Accelerate progress in eliminating malnutrition in all its forms by raising awareness, strengthening support and action, increasing citizen engagement and political commitment and creating enabling environments that support scaling up of nutrition interventions. The strategy was developed to address challenges in four key issues listed below

### Advocacy and communication priority areas

1. To secure and maintain high level political commitment that translates into tangible action
2. To create awareness of and maintain national interest in and commitment to improving and supporting nutrition programmes in the country
3. To strengthen the policy and legal frameworks as a way of effectively supporting scaling up of nutrition interventions in Zimbabwe
4. Establish and maintain nutrition issues high on the country's agenda

The strategy development process included identifying SMART objectives to address challenges in scaling up nutrition under each priority area, action to be taken, strategy to use in taking the action, key influencers, target groups as well as indicators to measure success. The successful implementation of this strategy will require full participation and involvement of parliamentarians, political party members, members from the print and electronic media, members of government departments, private sector, residents of Zimbabwe and CSOs.

## Zimbabwe Civil Society Advocacy and Communication Strategy- 2017 to 2018

### Overall Goal

To accelerate progress in eliminating malnutrition in all its forms by raising awareness, strengthening support and action, increasing citizen engagement and political commitment and creating enabling environments that support scaling up of nutrition interventions in Zimbabwe.

### Strategic approach

This strategy focuses to build support for an enabling environment for nutrition targeting of media, politicians, parliamentarians and other key influential people in Zimbabwe. The communications component of the strategy will mainly focus on raising and increasing awareness on nutrition. There is limited awareness and understanding of the importance of reducing malnutrition among the public and the government, hence nutrition is not a priority issue on the nation's agenda.

### Advocacy and communication priority areas

#### 1. To secure and maintain high level political commitment that translates into tangible action

1.1 Advocacy objective: By the end of 2018, there will be an increase in political commitment to nutrition among the main political parties in Zimbabwe.	
Activities Develop an orientation guide for politicians Conduct a one day orientation workshop with main political parties in Zimbabwe Hold an engagement meeting with politicians who sit in the food and nutrition security cluster (ZimAsset ) Disseminate findings from the 2017 National budget analysis	Activity materials Orientation guide Power point presentations Policy briefs
Desired change Political parties show their commitment to ending malnutrition in all its forms in their political manifesto and party documents Politicians prioritise nutrition and influence increased allocation of resources to nutrition	
Target audience	

**2. To create awareness of and maintain national interest in and commitment to improving and supporting nutrition programmes in the country**

2.1 By the end of 2017, there will be increased financial resource allocation nutrition, and separate budget lines set within the Zimbabwe national budget specifically for nutrition interventions.	
<p>Activity</p> <p>Conduct a 2017 national budget analysis</p> <p>Develop a budget analysis policy brief</p> <p>Hold a meeting with the minister of finance and economic development- present budget analysis policy brief</p> <p>Hold meetings with parliamentary portfolio committee on either SDGs/Agriculture and health –present budget analysis policy brief</p>	<p>Activity materials</p> <p>Information kits including technical and policy briefs</p>
<p>Desired change</p> <p>Budget lines set aside for nutrition in the national budget</p> <p>Increased financial resources allocation to nutrition</p>	
<p>Target audience</p> <p>Minister of Finance and Economic Development</p> <p>Media</p>	
2.2 By the end of 2017, there will be an increase in the number and consistency of quality nutrition issues from media houses both print and electronic.	
<p>Activity</p> <p>Hold workshop with journalists from both the print and electronic media</p> <p>Award best journalists reporting on quality nutrition information</p> <p>Provide media houses with media kits</p>	<p>Activity materials</p> <p>Media training module</p> <p>Media kit thematic brief, fact sheets, case studies)</p> <p>Advocacy videos</p>
<p>Desired change</p> <p>Media houses consistently reporting on nutrition issues</p>	
<p>Target audience</p> <p>Media</p>	
2.3 By the end of 2017, the government of Zimbabwe will show notable efforts in honouring all commitments it made to nutrition.	

<p>Activity</p> <p>Develop a commitment tracker of all commitments made by the government to nutrition</p> <p>Track progress on commitments made and hold respective ministries accountable</p> <p>Write position papers, briefs, press releases</p> <p>Advocacy meetings</p>	<p>Activity materials</p> <p>Position papers</p> <p>policy briefs</p> <p>press releases</p>
<p>Desired change</p> <p>The government of Zimbabwe honours all commitments it made to Nutrition</p>	
<p>Target audience</p> <p>Policy makers</p> <p>Media</p>	

**3. To strengthen the policy and legal frameworks as a way of effectively supporting scaling up of nutrition interventions in Zimbabwe**

<p>3.1 Advocacy objective: By the end of 2018, policies and legal frameworks are supportive of scaling up nutrition interventions.</p>	
<p>Activities</p> <p>Conduct a Code of marketing and sale of breast milk substitutes monitoring exercise and share findings with government ministries and policy makers</p> <p>Advocacy campaigns to raise awareness of food fortification of flour, sugar, cooking oil and maize meal</p> <p>Support inspectors in collecting food samples for analysis to check if industries are complying to food fortification regulations</p> <p>Conduct an assessment of breastfeeding at workplaces- share findings with policy makers</p> <p>Analyse the IYCF policy and develop a policy brief</p>	<p>Activity materials</p> <p>Position papers</p> <p>policy briefs</p> <p>press releases</p>
<p>Desired change</p> <p>Policy and legal policies protect, promote and support breastfeeding in Zimbabwe.</p> <p>Zimbabweans make the right choices in selecting fortified food vehicles and industries comply to food fortification regulations</p>	



<p>Target audience</p> <p>Policy markers</p> <p>Retail shops</p> <p>Industries</p> <p>Zimbabwean citizens and residents</p>
---

**4. Establish and maintain nutrition issues high on the country's agenda**

1.1 Advocacy objective: By the end of 2018, nutrition will be one of the main topics on the country's agenda	
<p>Activities</p> <p>Appoint more nutrition champions</p> <p>Advocacy campaigns through sport</p> <p>Discuss nutrition issues on radio and TV</p> <p>Organise nutrition press conferences</p> <p>Journalists report on nutrition issues</p> <p>Nutrition issues discussed on programs such as mai Chisamba show</p> <p>Circulate nutrition information on social media platforms-whatsap, facebook and twitter</p>	<p>Activity materials</p> <p>Appointment letters</p> <p>Visibility material</p> <p>Media kits</p>
<p>Desired change</p> <p>Nutrition issues being discussed on country's agenda as a public health concern</p>	
<p>Target audience</p> <p>Policy makers</p> <p>Key influential people with passion for nutrition</p> <p>Media</p> <p>Citizens of Zimbabwe</p>	

### Implementation plan matrix

Target group	Activities	Indicators	Means of verification	Timeline	Supporting organizations
Media	Develop media kits Hold one day workshops with journalists Present awards for media practitioners Attend radio and TV talk shows Invite media to other advocacy activities Hold press conferences	Number of reports on nutrition Number of press releases on nutrition Number of media houses reporting on nutrition Frequency of nutrition reports overtime /media house Number of press conferences held	Newspaper reports Desk review of reports	Workshop- 24/03/17 Other activities are ongoing	MoHCC, private sector
Parliamentarians	Advocacy meetings	Number of engagement meetings held with parliamentarians Number of policy briefs presented to parliamentarians Number of nutrition issues debated/raised in parliament during sessions Number of nutrition related policy reviews made	Workshop reports Attendance register Policy briefs	Ongoing	FNC, MoHCC, UN network
Ministry of Health and Child Care and Ministry of Finance and Economic development	Advocacy meetings	Number of engagement meetings held Number of budget cycle meetings attended	Attendance register Workshop reports	Ongoing	FNC, MoHCC, UN network
Zimbabwean	Raising awareness through	Series of videos	Videos	On going	FNC, MoHCC, UN

citizens and residents	different channels	communicated on social media platforms Number of discussions held on national TV or radio Number of press releases made Number of press conferences held	Documentary CDs/DVDs reports		network
------------------------	--------------------	---	------------------------------------	--	---------