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SCALING UP NUTRITION MOVEMENT GLOBAL GATHERING SUMMARY REPORT

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Introduction

The 2015 SUN Movement Global Gathering (SUNGG15) took place from 20-22 October 2015 at the Milano Congressi in Milan. The Gathering brought together over 500 people from 55 SUN Countries and two States in India and from across the four SUN Networks. It was an opportunity for the SUN Movement family to come together, reflect on efforts to improve nutrition, share lessons and chart a course for the future of the Movement.

The Gathering took place during the final month of the EXPO Milan, which aimed to increase awareness and participation in the drive for sustainable food production and delivery across the globe on the theme “Feeding the Planet, Energy for Life”.

The objectives of the 2015 Global Gathering were to:

1. Take stock of what we have achieved together
2. Share the wealth of experience, knowledge and resources of each SUN country and network
3. Sharpen our shared vision for the future and the steps required to get there.

Structure of the 2015 SUN Movement Global Gathering

The Gathering was divided into several sections including plenary sessions, parallel workshops and a Marketplace. The content of the discussions centered around what is needed by stakeholders in the SUN Movement to achieve the Movement's strategic objectives and the key capabilities which will help translate the momentum garnered to date, into results. These include:

1. **Policy management cycle:** Policy development, planning, implementation and monitoring
2. **Advocacy, social mobilisation and communication** to sustain political commitment, support multi-sectoral and multi-stakeholder approaches and to tell an impactful nutrition story at all levels
3. **Coordination of relevant action** across sectors, among stakeholders and between levels of government
4. **Ensuring that the Movement offers maximum value** to those who engage within it.

Part 1 - SUN Network Sessions and Strategy Series

The draft SUN Movement Strategy 2016-2020 was agreed upon by the SUN Movement Lead Group at its meeting in September 2015, following input from the SUN Countries and Networks. The SUN Movement Lead Group requested that a Roadmap be developed by its Executive Committee to ensure effective implementation of the Strategy.

The SUNGG15 provided an opportunity for members of the SUN Movement to reflect upon how the Roadmap would be responsive to the different contexts in which countries are scaling up nutrition, and take account of the specific responsibilities, contributions and commitments of each of the SUN stakeholders to achieve the Movement's strategic objectives.

The draft Strategy was shared with all participants in advance of SUNGG15. A set of overarching questions provided the guiding framework for the SUN Network Sessions (on the afternoon of 20 October) and the Strategy Series on the last day:

1. **What ambition should we collectively have with respect to the four strategic objectives of the SUN Movement?** The indicative targets found in the draft SUN Movement Strategy for 2016-2020 have been proposed to stimulate reactions and enable the selection of specific, measurable, achievable, relevant and time-bound targets. What target would you propose to reflect your ambition for each of the strategic objectives?
2. **How will you contribute to the achievement of the SUN Movement's four strategic objectives?** What - as individuals, countries, regions, networks - do you bring to the Movement?
3. **What do you need from others to make your contribution more effective?** What can others in your country, your SUN Network, at regional level and in other alliances offer you to ensure that you realise your own national objectives, as well as the strategic objectives? How will you capitalise on existing synergies and alliances?
4. **How will you measure progress and account for your contributions towards the four strategic objectives of the SUN Movement?** Acknowledging the existence of your own internal monitoring process, think about how you will best be able to measure success and identify challenges in ways that benefit all in the Movement.

The SUN Movement Executive Committee is now tasked with finalizing the Roadmap for the SUN Movement Strategy 2016-2020 by March 2016, taking into account the rich diversity of experiences within the Movement.

Part 2 – Plenary Sessions

To view the plenary sessions captured on video at the SUNGG15, click the link below:

<http://scalingupnutrition.org/about/annual-global-gathering/global-gathering-2015/sungg15-webstream>

Progress and Achievements – Our Vision for the Future

Panelists from across the SUN Movement delivered snapshots of progress, grounded in their personal experience as champions for nutrition. Reactions were solicited from audience members as to how the Movement’s collective experience can be leveraged to achieve the vision of the new SUN Movement Strategy 2016-2020.

Key Messages:

- Fighting hunger and malnutrition is a central driver of sustainable development - it has the power to propel the implementation of the Agenda 2030 for Sustainable Development forward or hold it back.
- Intangible assets - global vision and human capital - are the force of the Movement and help SUN Countries maintain the agenda despite political changes.
- Proper policies need to be decided and owned locally within Common Results Frameworks.
- Human and financial resources are vital for all the stakeholders of the Movement.
- Civil society, including parliamentarians and local community groups, are key for accountability.
- Credible data is essential for measuring progress.
- It is time to get more actors and businesses engaged in a way where they stick to SUN Movement principles.
- Nutrition wins can quickly become losses with multiple threats such as climate change, obesity and humanitarian crises.
- We need to have resilience in our work and the work of others based on mutual accountability.
- Women and girls must be empowered as nutrition’s true agents of change.
- Moving from high level commitment to policies and plans anchored in national realities is fundamental to achieving large-scale change.
- SUN Countries are proving that money can be used more effectively, and far more money is needed to eradicate malnutrition.

More Nutrition for the Money, More money for nutrition

This plenary session illustrated the critical importance of investing money across key sectors to maximise nutrition outcomes and the imperative for mobilising more money for high impact nutrition-specific actions. Insights were provided on current funding and financing requirements, new funding mechanisms for nutrition, the current domestic funding scenarios and SUN Country capacity to mobilise and effectively use additional money to support SUN Country ambitions.

Key messages:

- Efforts are underway to catalyse and multiply investments but funding must be focused, efficiently and effectively used and deliver results.
- Global solidarity: External donors need to sustain and increase their financial commitments and domestic resources need to be leveraged.
- Tracking nutrition-relevant investments can empower governments to make the right decisions on nutrition spending, inform the public about how resources are spent, and allow civil society to engage in meaningful debate about the relationship between resource allocation and improved nutritional status.
- If the ambition is to scale up impact on nutrition, we need to understand better who - directly or indirectly - benefits from large-scale sectoral budget allocations.
- 25 countries have included nutrition sensitive allocations from more than four key sectoral domains that comprise health, agriculture, education, water and sanitation and social protection.
- Investment in nutrition is an investment in human capital, driving economies.
- Every country will need to increase its spending on nutrition policies and programs if we are serious about achieving the World Health Assembly targets and the Sustainable Development Goals.

Empowering Women and Girls Across the Movement

Scaling up nutrition will not succeed unless the gender dimension and the importance of empowering women and girls are put at the center of all efforts of the Movement. Presenters for this session stimulated discussion about how SUN Countries are empowering women and girls as key agents of change - through existing policies, plans and programmes.

Key Messages:

- Women play a decisive role in the food security, health and nutrition of their families and this should be taken into account in the design and targeting of all food security and nutrition actions.
- Noise matters: Use media – mass media complimented by social media, interpersonal communication and capacity building – to empower women and provide a feedback mechanism that allows them to seek more information and make informed decisions.
- We need to serve women better: Is our data collection, information and disaggregation reaching the communities?
- The empowerment of women and girls can contribute to breaking the intergenerational cycle of malnutrition: A child born to a well-nourished mother will aim to replicate the same for her child, leading to a healthy childhood, continued education and delayed marriage.
- While the determinates of good nutrition and health are complex, there are several areas where changes to policy, legislation and planning can play a critical role in empowering women to act as key agents of change for improved nutrition.

Making Accountability Relevant for People's Nutrition

Accountability and transparency are the necessary foundation for creating powerful alliances across multiple sectors and amongst multiple stakeholders. The work of the SUN Movement relies on its members' commitment to working together under common objectives and principles, and with an appreciation for everybody's diverse contributions and perspectives. Speakers in this session highlighted where SUN Countries are establishing home grown targets and accountability systems and enforcing regulatory frameworks to promote greater assurances for all stakeholders.

Key Messages:

- Accountability: Walk the talk and earn trust.
- In Peru, a cross-monitoring approach creates horizontal relations between state and civil society actors to ensure equal access to information and equal representation.
- Civil society actors in Zambia analyse, simplify and disseminate the national estimates of revenue and expenditures to ensure that citizens have a good understanding of how nutrition is funded.
- Relevant data in the hands of parliamentarians helped to put malnutrition on the radar in Uttar Pradesh.
- Information is key for the New Partnership for Africa's Development (NEPAD): Need to find the data gaps that hinder action and fill them.
- Clear and measurable commitments are key: Fuzzy commitments make things look good in the short-term but do not help people escape malnutrition.

The 2015 GNR makes a number of calls to increase accountability to address malnutrition in all its form. Of most relevance:

- Country owned targets are the strongest accountability measures and should engage all sectors in the drive to improve nutrition.
- SMART – Specific, Measurable, Achievable, Realistic and Time-bound – indicators of progress should demonstrate how nutrition interventions reach the people who need them most.
- Transparency in spending and in accounting for results is essential to justify calls for more and better funding.
- More and better data is needed to guide action, support advocacy, monitor progress and strengthen accountability.

Round Table: Can We Tell a Better Nutrition Story?

This session, facilitated by public relations agencies M & C Saatchi and Webber Shandwick, aimed to illustrate the power of communication and how the re-shaping of nutrition narratives can support country level advocacy. The lunch time discussion illustrated the complexity of nutrition, the disjointed advocacy voice, and the fact that communication is focused on "why" rather than "what and "how". In an interactive discussion, the presenters sought to build consensus on what SUNGG15 participants felt could lead to a stronger, more united voice on nutrition.

Key Messages:

- Nutrition is everyone's problem but no-one's overall responsibility.

- There is a seeming absence of immediate return on investment.
- However, there is ample opportunity in the lead up to Rio and beyond to make high level decision makers feel, on a personal level, the effects of malnutrition.
- It can be made to feel like a more manageable task to address and inspiring stories of the “how” can help inspire action.
- Language can be made easily accessible for all and beyond the usual suspects.

Part 3 – Parallel Workshop Sessions

Following SUNGG15, an online interactive forum has been launched to provide a space for informal discussions of topical issues, approaches and good practices in relation to the priorities of the SUN Movement. Click the link below to contribute to conversations related to the workshops you participated in <http://www.en-net.org/SUN>

1. Policy Management Cycle: Policy development, planning, implementation and monitoring

A. Financial tracking on Nutrition

Moderator: Clara Picanyol, Oxford Policy Management Ltd.

The ability to track financial resource flows to nutrition actions is fundamental for improved nutrition accountability. This session identified feasible next steps to advance the tracking of on-budget and off-budget actual spending at country level looking at the entire range of sectors included in the initial country budget analysis, and examined the financial tracking exercises used by donors.

Key messages:

- Countries and donors are using different mechanisms to track resources on nutrition. All present strengths but also limitations that need to be overcome.
- We need to be ambitious on what we track and how accurately we track it but also be pragmatic.
- Ultimately what a country can track on a regular basis in terms of government finances depends very much on their public finance management information system, and how it automates and integrates (or not) public financial management processes including budget formulation, execution, accounting and reporting.
- The cross-sectoral nature of nutrition poses additional challenges as any resource tracking work will require the contribution and coordination of numerous ministries and stakeholders of various sectors. This also means that in practice, nutrition interventions might appear as a subset of activities within wider sectoral programmes in health, agriculture or social protection, and it might not always be possible to delineate them accurately.
- This exercise requires a constant iterative process so the findings from the mechanisms in place assist us to refine the tracking system. Most importantly, all assumptions and methods need to be replicable and transparent.

- Financial tracking on nutrition should inform better planning and execution. It is not an end in itself. With better information on the flow of nutrition resources (through national budgets and also donor agencies and NGOs), funding can be influenced to contribute to better targeting.

Next Steps:

- Support countries that have already identified nutrition budget allocations to move forward with the identification of nutrition expenditures.
- Support countries that have already identified nutrition budget allocations for one year to include additional years to establish trends.
- Facilitate access to expertise from countries that are using more developed mechanisms with higher data disaggregation such as Guatemala and Cote d'Ivoire.
- Ensure that the civil society is well engaged so that results are useful to increase accountability on nutrition spending.

B. Agreeing on a Common Results Framework for Nutrition

Moderator: Helen Connolly, American Institutes for Research (AIR)/MQSUN

Agreement around a national Common Results Framework (CRF) helps to shape multi-sector and multi-stakeholder working. The process through which a CRF is developed is a 'facilitated negotiation' among key sectors which results in an amalgam of agreed actions from the sector plans. This workshop session explored the essential elements that make the process of developing a CRF be more streamlined and coordinated.

Key Messages:

- All relevant stakeholders must see that there is value for them to be involved in the process of mutual accountability where ownership, transparency, and dialogue are crucial.
- The availability of inputs, such as situation analysis data, mapping data on nutrition actions, financing data as well as nutrition-related legal, policy and strategy frameworks can guide and enrich this process, particularly if planning discussions are facilitated by a neutral party.
- The development of a CRF proceeds more smoothly if it takes place under the authority of the highest level of government, with clear directions to all relevant stakeholders, a realistic timetable and a commitment by all to support the achievement of the agreed results as fully as they can, within their areas of responsibility.
- Discussions with businesses are important during the early stages of developing a CRF to generate an understanding of contribution.
- Potential challenges include: i) some ministries are accustomed to planning and developing budget-line items vertically without the embedded horizontal oversight provided by a CRF and ii) it is a slow process developing a CRF where consultations at local, state and national levels can take years for agencies to begin planning for and budgeting nutrition-related interventions.

Next steps:

Global-level

- There is a call for further guidance, support, and documentation to move forward at all stages.
- Provide assistance in defining data to be collected.
- Provide clarity around definitions of “nutrition-sensitive” actions.
- Provide guidelines for identifying nutrition-relevant costs of “nutrition-sensitive” interventions.
- Provide examples and guidelines around developing a CRF.
- Provide common language around nutrition.

Country-level

- Engage at higher levels (e.g. Parliament).
- Coordination of CRFs – policies, goals, plans, M&E, cost estimates, budgets.
- Collect data around CRFs.
- Continue engagement efforts throughout the process.
- Connect with sub-national levels.

C. Hard-talk on Nutrition-Sensitive Cost Estimates

Moderator: Jakub Jan Kakietek, World Bank

Costing needs to be undertaken in an inclusive way so that the assumptions can be examined by all concerned actors and replicable. In order to estimate the cost, the plan needs to specify in detail the current coverage of the proposed actions, as well as specific annual targets.

Key Messages:

- Costing is an element of the policy and program management cycle. It needs to be based on a well-defined operational plan that identifies in detail proposed actions and annual targets/implementation objectives. In turn, the costing serves as a basis for budgeting and resource allocation, resource mobilisation, disbursements, expenditure tracking, and program audit and monitoring and evaluation.
- The key challenge in the costing of nutrition-sensitive interventions is a lack of consensus and guidance regarding which actions should be considered nutrition sensitive. Several organisations (FAO, World Bank, others) have conducted reviews of actions and interventions in sectors other than health that have the potential of affecting the nutrition status of individuals. The participants of the panel agreed that there is a need to consolidate those various evidence reviews and make them available for the SUN Countries.
- Costing of nutrition-sensitive activities should focus on estimating the additional cost of making the actions already implemented within the different sectors have an impact on the nutrition status of individuals.
- A significant achievement is that countries such as Mali, Sierra Leone, Tanzania, and Cote d’Ivoire are already developing cost estimates for nutrition sensitive interventions as part of nutrition plans sectoral costed plans.

Next Steps:

- Conduct a review of the exiting reviews of evidence to identify the actions and interventions in health, agriculture, social protections, education, water and sanitation, gender, and other sectors that can affect nutrition status.
- Consolidate and synthesise this information and create a repository using the existing knowledge infrastructure of the SUN Movement (SUN website and knowledge sharing channels) so that it is easily accessible for countries.
- Develop and agree on a common approach on estimating the additional costs for achieving better nutrition outcomes from actions already implemented within the different sectors.

D. Budget Analysis for Nutrition

Moderator: Professor Endang Achadi, University of Indonesia

This workshop reviewed the lessons learned by the 30 countries that undertook the budget analysis exercise in 2015 using a 3-step approach, the aim of which was to develop a common language to identify, categorise and attribute a weight to allocations for nutrition.

Key Messages:

- Countries that have gone through the 3-step approach recognise that this is a valid starting point.
- Ownership of the budget analysis is essential to build accountability and engage different stakeholders including development partners and bilateral agencies.
- Results from the budget analysis allows policy-makers to prioritise, advocate, and plan resourcing.
- However, there is a need for further guidelines on (i) the categorisation of nutrition-specific and nutrition-sensitive interventions; and (ii) the use of weights to increase consistency when reporting the findings.
- There is also a new to build capacity on financial language.
- Accounting for sub-national government finances remains a challenge and is often limited by each countries public finance management information system, even more than the analysis of the national budget.
- Off-budget analysis remains a great challenge. The process needs to integrate stakeholders working on off-budget interventions and with time incorporate their activities aligned with the national budgeting process.

Next Steps:

- Support countries that would like to initiate the 3-step approach. Lessons and experience can be drawn from countries that have gone through the same process (documented in the Synthesis Report).
- While the 2015 efforts focused only on the on-budget resources, one of the main recommendations for 2016 is to request development partners to concurrently undertake the same analysis for the off-budget resources with countries and to report the results within the multi-stakeholder platforms. It will be essential to clearly document the data sources used for reporting on off-budget resources.

- Budget management is an iterative process. Countries should link the budget analysis with the nutrition planning cycle, identifying alignments and mismatches with the national nutrition plans and CRFs. Then countries can revise budget allocations for better targeting of nutrition outcomes in line with their nutrition plans.

E. Resource Mobilisation to Scale Impact on Nutrition

Moderator: Meera Shekar, World Bank

Participants of this workshop learned how estimating the costs and benefits of nutrition actions can help to leverage “more money for nutrition” and how prioritisation of nutrition-relevant actions that are most cost-effective can help countries to get “more nutrition for their money”.

Key Messages:

- We need to make smart choices about spending to set in motion a virtuous circle of more money for nutrition and more nutrition for the existing money. Madagascar and Indonesia have demonstrated this can be done.
- Cote d’Ivoire is also developing a plan with ambitious financing needs but is prioritising activities in order to try and maximise impact.
- Domestic resource investment varies widely from a few cents to \$25 per child – the return from these investments equally vary, therefore, more investment doesn’t necessarily equate to better results.
- Innovative financing is a very popular concept but we all wait for someone external to the country to act. Indonesia instead has created its own innovative financing technique tied directly to results.

Next Steps:

- The Global Financing Facility is an innovative financing facility open to most SUN Countries. Countries need to explore the possibility of participating more rigorously.
- Countries that are planning to start their investment roundtables can learn from other countries that have advanced such as Madagascar, Indonesia and Cote d’Ivoire.

F. National Information Platforms for Nutrition

Moderator: Andrew Hall, Global Support Facility for National Information Platforms for Nutrition, an initiative of the EU with support from the UK Department for International Development and the Gates Foundation

As part of their efforts to provide a concerted response to countries’ needs for better information, a group of donors, UN agencies and universities has been working since 2013 on an initiative to strengthen national information platforms for nutrition (NIPN). This workshop reviewed the assessment of the feasibility of the initiative and the relevance of the NIPN approach to respond to countries’ needs.

Key Messages:

- There needs to be first a political decision and support in each country to develop a nutrition information platform that obtains and integrates data from multiple sectors. The successful case of Peru demonstrates that any information system needs to be a country-owned process, and that it should respond to national needs and priorities.
- Main actions to make progress:
 - Political decisions to prioritise the collection and access to information that can be analysed to inform programmes and policy decisions.
 - Collaboration between sectors through the establishment of shared metrics and common indicators, as nutrition is a multisectoral issue.
- Information systems should make data available at all levels of government, and to all stakeholders and donors of data efforts. A well-established NIPN should provide guidance to nutrition stakeholders on:
 - Outcomes and targets: information on changes in nutritional indicators
 - Programmes: on their implementation and effectiveness
 - Financing: how to scale up investments that support impact
 - Results: is a country on track to meet targets?
 - Reporting: how to meet internal/external reporting requirements; and how information is used

Next Steps:

- The Global Support Facility that started in July 2015 will initially support 6 or 7 countries to establish their own National Information Platform for Nutrition. More countries will be added.
- The main challenges that need to be overcome include:
 - How to ensure that data from all sectors that may contribute to improved nutritional outcomes are available and can be brought together;
 - Which organization that can bring data together from all sectors will be the home of the NIPN?
 - How will access to data be provided to stakeholders, including line ministries at all levels and providers of data;
 - How will data from different sources, on different indicators, collected using different sampling methods, be brought together for statistical analysis?
 - How can the quality of data be assured and strengthened?
 - How can the outputs be provided in formats for different audiences and for different purposes, including influencing programmes and policies?

2. Advocacy, Communication and Social Mobilisation to sustain political commitment, support multi-sectoral and multi-stakeholder approaches and to tell an impactful nutrition story at all levels

A. Engaging and Mobilising the Media for Nutrition

Moderators: Hannah Bowen and Kate Goertzen, ACTION

Many SUN Countries are building effective partnerships with the media to introduce nutrition into public discussions and debates. This workshop helped to better understand media perspectives of why nutrition matters and debunked ways to put nutrition at the top of the news agenda.

Key Messages:

- Investing time and resources in building a trusting relationship is critical. In Burkina Faso, this trust was established with a network of journalists through training and visits to communities. In Bangladesh, this was done by creating a nutrition handbook for journalists that was disseminated to key media houses. Uganda took national journalists into rural communities, building trust, capacity and appreciation of the impacts of malnutrition.
- Nutrition is still not considered a political issue – but it needs to be. Journalists should be supported with clear empirical evidence to demonstrate how nutrition impacts families, communities and economies.
- A solid understanding of news values, the complexity of the 24 hour news cycle and journalists' motivation is critical. Balancing the importance of the issue with the profit incentives that drive their media houses is a daily challenge.
- In 2016, the SUN Movement can support a major escalation in media outreach. By making nutrition understandable and by subtracting the jargon; by working together on clear messages on nutrition; and by forging new relationships with media colleagues at country, regional and global level – nutrition can be made relatable and timely for the media and for mass audiences.

Next Steps:

- Establish a core group of media engagement experts and journalists who are actively reporting on nutrition to help guide SUN Country efforts and maximise the visibility of nutrition issues through country, regional and global press.
- Establish and coordinate a series of face-to-face and virtual capacity building opportunities for multiple nutrition stakeholders to share approaches having impact in SUN Countries and learn how to maximize media impact in support of national nutrition objectives.
- Document and disseminate good media practices and case studies from across the SUN Movement to guide good practices.

B. Leveraging Parliament's Role for Better Nutrition

Moderator: David Ponnet, UNICEF

Parliamentarians have the power to shape and adopt legislation, allocate budgets, oversee the implementation of laws and policies and exercise financial scrutiny to monitor the efficient and effective spending of resources. However, it is sometimes challenging to understand how to package nutrition information in a powerful yet accessible way that helps parliamentarians champion nutrition in their electorates and through the media. This workshop took a practical look at one of the crucial areas where members of parliament (MPs) can make a difference – nutrition financing – and explored how to inform evidence based advocacy on the floors of parliament.

Key Messages:

- Once convinced of the importance of the issue, parliamentarians can act as passionate champions for nutrition – raising awareness in their constituencies and using their unique parliamentary powers to advance efforts to scale up nutrition. Spending time and resources to sensitize MPs with the right messages in an understandable format can result in significant returns.
- In Tanzania, the inclusion of nutrition in the political parties’ manifestos for the forthcoming general elections exemplified the window of opportunity for effective and timely advocacy. The critical entry points of advocacy throughout the budget decision making process was brought to life with examples from Malawi and Zambia. Namibia and Cameroon demonstrated the power of a parliamentarians’ pact and commitment for nutrition.
- A panel of parliamentarians from Chad, Zimbabwe, Malawi, Ghana, Congo, Comoros and Cameroon demonstrated the need for clear, concise and relevant information and evidence. Breaking down the problem can help parliamentarians understand how they can contribute for the benefit of their constituencies. Sufficient data and training on what they should be advocating for is key. Their inspiration is essential.
- By establishing nutrition as a core issue for all political parties, it becomes easier to ensure a place on the agenda for nutrition in the event of a change of government.

Next Steps:

- Establish a core group of parliamentarians who are actively advocate for nutrition to help guide SUN Country efforts and to help structure guidance on engaging and sustaining political commitment for nutrition.
- Working with key partners, establish and coordinate a series of face-to-face and virtual capacity building opportunities, linked with the work done by 30 SUN Countries to date, on leveraging parliaments budgetary oversight role for effective advocacy.
- Document and disseminate strong parliamentary engagement practices and case studies from across the SUN Movement to guide SUN Country efforts.
- Support SUN Country advocacy for sustaining MP engagement across SUN Networks.

C. Innovations in Social and Behaviour Change Communication for Nutrition

Moderator: Ann Jimerson, Alive & Thrive and Marti Van Liere, GAIN

SUN Countries are implementing far reaching Social and Behaviour Change Communication (SBCC) approaches in order to influence healthy behaviors, increase demand for nutrition interventions and improve access to nutrition services. This workshop unpacked the ingredients necessary for undertaking strategic communications to change behavior and enhance nutrition outcomes.

Key Messages:

- Results demonstrate that rapid, large-scale improvements in appropriate child feeding practices are feasible.
- Application of three lessons can improve design for behaviour change:
 - *Lesson 1.* Build on decades of experience to use evidence-based processes and principles

- *Lesson 2.* Use data to choose the priority behaviour; don't try to address all behaviours
- *Lesson 3.* Use data and theory to identify the “drivers” of behavior; there is no need to guess at behavioural determinants.
- Behavior is largely driven by emotion rather than logic. Monitoring implementation and course correction is crucial.
- In SBCC materials and messages, we can clearly see the concrete ways in which women hold the power, and potential power, in improving nutrition using appropriate communication approaches (ranging from interpersonal, traditional, community, mass media, and social media) to influence positive nutrition outcomes at the societal, community, family, and individual level.
- As we grapple with the challenge of moving from rhetoric to practice on gender equality mainstreaming and women's empowerment in nutrition, this session provided successful examples where this has been achieved. Communication materials, when developed based on evidence, will inevitably introduce changes in gender roles reflecting that behaviours affecting nutrition, which are embedded in gendered societies. These changes may be subtle, or overt.
- Innovations from Kyrgyz Republic, Myanmar, Malawi, Uganda, and Vietnam illustrated key lessons for SBCC including the need to use: i) evidenced based processes and principles, ii) data to choose the priority behavior and iii) data and theory to identify the 'drivers' of behavior.

Next Steps:

- Work with SBCC experts to establish an inventory of relevant actions and approaches which can then be used to:
 - Assist countries in articulating their SBCC needs
 - Catalogue existing tools and best practices for uploading on the SUN Movement website.
- Building on efforts to date and working with key partners, establish and coordinate a series of face-to-face and virtual capacity building opportunities for SBCC.
- Develop Movement wide understanding of how women's empowerment has been addressed in SBCC, in order to draw lessons for our other work in nutrition.

D. A Step by Step Guide to Effective Advocacy for Nutrition

Moderator: Katrine Pritchard, GMMB

This special capacity building session covered the basics of developing an advocacy strategy, focusing on defining goals, developing SMART objectives, and creating messages.

Key Messages:

- Everyone is an advocate as noted by South Sudan – advocacy is undertaken in several ad hoc ways but in order to guarantee more effective advocacy, planning and proper resourcing is required.
- Goals need to be specific, measurable, achievable, realistic and time-bound (SMART) and developed for specific audiences. The more targeted the actions the easier it is to achieve them.
- Ensure you have an adequate resource base to support your advocacy strategy
- Being spontaneous and seizing opportunities is important but having an overarching plan matters.

- Building advocacy skills has been a long standing request of civil society alliances and organisations.
- The packaging of advocacy, with clear and targeted communication, must be relevant for your audience.
- Being able to identify and anticipate key advocacy opportunities (gatherings, events etc.) is very important in tailoring a comprehensive advocacy strategy.

Next Steps:

- Continue to work with the 9 countries that participated in the workshop to strengthen skills and coordinate support.
- Working with key partners, establish and coordinate a series of face-to-face and virtual capacity building opportunities for building individual advocacy skills aligned with national priorities.
- Build an online, interactive, portal via the SUN website, profiling key advocacy tools, communication approaches and resources from all SUN Countries and SUN Networks.
- Support regional advocacy planning that reflects individual CSAs strategies (e.g. SADC region is organising the launch of the GNR collectively in Mozambique this December).

3. Coordination of Relevant Actions across sectors, among stakeholders and between levels of government

A. The Development of Functional Capacities for Scaling Up Nutrition in Action: A Needs-driven Coordinated Effort

Moderator: Johann Jerling, African Nutrition Leadership Program and North-West University

Several initiatives aimed at strengthening the functional capacities needed in multi-stakeholder and multi-sector engagement have been undertaken in the nutrition space in recent years. Nevertheless, an even greater focus is needed on functional capacity, to complement the technical capacity development frequently prioritised. This workshop gave special attention to the elements of design and implementation that increase the effectiveness of capacity development, and to the coordination between complementary initiatives.

Key Messages:

- A set of capacity development principles, translated into guidance, would be beneficial to governments undertaking capacity development and to partners supporting them.
- Among others, key principles would be:
 - More integrated and coordinated approaches across sectors, stakeholders and partners
 - Moving from once-off and short term to dynamic ongoing process of change and sustained long-term commitment
 - More needs- and impact- driven, with partners focusing less on their own interest
 - Developing tailored plans, regularly updated as competencies or contexts develop
 - Better planning of capacity development is needed, employing clear guidelines at all levels

Next Steps:

- Plan and implement a process for governments and partners to adopt and apply the capacity development principles

B. Tools for Preventing, Identifying and Managing Conflicts of Interest Among Nutrition Actors in Practice

Moderator: Patrick Kolsteren, Institute of Tropical Medicine, University of Ghent

In 2013, the SUN Movement embarked on a two-year process to reflect on and discuss Conflict of Interest (Col) when dealing with nutrition, resulting in the production of a Col Reference Note and Toolkit and Enhanced Learning Exercises in selected SUN Countries. This workshop disseminated those tools to countries newly embarking on a reflection regarding Col, and hosted a discussion on the variety of possible Col, and how different countries and actors are currently addressing them.

Key Messages:

- Col can exist amongst all stakeholders, and most stakeholders and organisations experience multiple Col simultaneously.
- The basis for identifying, preventing and managing Col is an open and inclusive dialogue. Monitoring Col is vital. SUN Government Focal Points can serve as the first entry point.
- Stakeholders at country-level are developing language, tools and policies related to Col, including Governments, and Civil Society and Business Networks.

Next Steps:

- The SUN Movement Col tools and resources need to be adapted to each specific country context, and there are other useful experiences to draw on internationally, and outside of nutrition. The SUN Movement needs to identify expertise, locally and globally, to support countries to strengthen their Col approaches.

C. Use of Information and Evidence in Policy-making for Nutrition – Platforms and Processes

Moderator: Patrick Kolsteren, Institute of Tropical Medicine, University of Ghent

The need for a greater use of information in policy-making for nutrition, including scientific evidence, is widely accepted. Participants in this workshop discussed the procedural and structural options for linking the scientific community and policy-makers, as well as researchers and field officers and other actors along the value chain, and reviewed the experience of countries where they are being applied.

Key Messages:

- Scientific information and data are undoubtedly important to end all forms of malnutrition. The SUN Movement is making progress in recognising this, but collaboration between scientific and policy communities is often poor.
- This poor collaboration is often driven by a lack of communication channels, or of a common language, between them. Context also plays a major role: technical arguments in a decision compete with political and financial considerations, through the multiple power relations

surrounding policy-makers. Countries need more space to make their own research agenda rather than have it decided at global level and mainly by donors.

- There are several approaches to improving this collaboration, from structural solutions such as including scientists in multi-stakeholder platforms (MSPs) or creating science networks at country and regional levels, to processes such as training for both groups of stakeholders on writing policy briefs and designing research, to the strengthening of trust and team work.

Next Steps:

- Identify and support ways to learn from and scale-up the multiple initiatives that are currently addressing one or multiple of the identified challenges.
- Place the establishment of processes and platforms for improved use of information and evidence in the SUN Movement Strategy 2016-2020 for capacity development.

4. Ensuring that the SUN Movement Offers Maximum Value to those who engage within it

A. Discover the SUN Movement

Moderator: Abdoulaye Ka, Member of the SUN Movement Executive Committee and National Coordinator of the Fight Against Malnutrition, Senegal

This workshop session provided a short history about the evolution of the SUN Movement, the supporting roles of SUN Networks and beyond, and how SUN Countries have been working towards achieving the Movement's four strategic objectives.

Key Messages:

- The SUN Movement is a catalyst for action, providing platforms for sharing and generating momentum across sectors and with committed stakeholders to transform nutrition.
- Since its inception in 2010, the Movement has created momentum to increase investments in nutrition but additional resources and capacities are required and parallel structures avoided.
- Moving from high level commitment to policies and plans anchored in national realities is fundamental for achieving large-scale change.
- Monitoring and evaluation systems need to be strengthened to ensure a consolidated generation of evidence.

B. Nutrition in the Sustainable Development Goals: What Does this Mean for Implementation and Impact at Country-level?

Moderator: Bibi Giyose, Food and Agriculture Organization of the United Nations

The adoption of Agenda 2030 for Sustainable Development Goals (SDG) marks the beginning of a new level of ambition, offering a vision for a fairer, prosperous world and for impact. Participants in this session reflected on what is next: How action will be funded, how success will be measured and how the vision reflected in the SDGs will empower stakeholders to leverage action at the country-level.

Key Messages:

- The vision of 'leaving no one behind' offers the necessary energy and guidance. It is possible to eradicate malnutrition with the requisite political commitment, action and by holding ourselves to account.
- Country ownership and contextualisation of the globally agreed goals, targets and indicators is fundamental: Countries need to develop their own set of national goals for monitoring and accountability.
- There is a lot of knowledge/evidence on WHAT to do, but more attention is needed on the HOW. More action and focus will be needed at the sub-national level, and disaggregated, timely and reliable data will be necessary to support decision making.
- Indicators are key – if it doesn't get measured it doesn't get done. Actions need to go beyond two World Health Assembly (WHA) nutrition indicators to include all six WHA indicators. If they don't appear, it's an excuse not to invest.
- Financing: It is important to rally domestic resources supported by international financial institutions. The High Level Nutrition event at Rio next August presents a significant opportunity to invest in the SDGs.
- Engaging with all players will be key to ensuring that we can deliver what we need to. No single sector can address the scourge of malnutrition alone. Simple but clear harmonized messages will be needed to get others engaged in the nutrition agenda.

Next Steps:

- There was a mention of collective support from all the Networks towards securing the six World Health Assembly targets.

C. Catalysing the Nutrition Data Revolution – SUN Country Perspectives

Moderators: Marie Rumsby, Head of Hunger and Nutrition, Save the Children and Vice-chair of the SUN Civil Society Network and Mohamed Agbendeck, Senior Regional Nutrition Officer, FAO Regional Office for Africa

Understating the nutrition data gaps that exist in SUN Countries is critical. Panelists in this workshop helped identify the barriers to effective collection, analysis and usage of nutrition data is essential for better identifying malnutrition in its early stages, tracking trends and informing rapid decision-making.

Key messages:

- Credible and timely data is important to hold stakeholders accountable for their commitment to deliver nutrition services and combating undernutrition. Data needs to be easier to collect and there is a need for greater capacity to record data. Unconventional methods of data collection should also be explored.
- Global initiatives which are striving to catalyse a "data revolution" need to be explored.
- There is a need to learn from and work with other sectors. The SUN Movement can help to push for commitments from different sectoral ministries to share data and integrate and harmonise the different data sources.

- There is a need to increase domestic resources going towards data collection since too much of data collection is being funded by external sources.
- Data collection should go beyond nutrition outcomes to how well and with what quality are we delivering services. This would be a very actionable source of information to help shape and refine programming and implementation.
- Data collection should be included as an indicator in the new SUN Movement Strategy 2016-2020

Next Steps:

- Feeding these messages into The SUN Movement Strategy processes and discussing with the Global Nutrition Report how to work on this in the future.

D. SUN Business Network: Scaling Up Food Fortification in SUN Countries with Business

Moderator: Greg S. Garrett, Director, Food Fortification, GAIN

Many countries already carry out large-scale food fortification programmes, however, given the need for multi-disciplinary expertise and effective communications, SUN Countries have often sought clarity on the roles of the different actors, effective ways to implement food fortification schemes, how to ensure the quality of fortified foods is improved and how to better engage the private sector. This workshop explored some of these topics, as well as the outcomes of the Arusha Summit on Food Fortification.

Key messages:

- Food fortification is a powerful tool to increase micronutrient intakes and has contributed to the virtual elimination of some life threatening diseases and conditions in many developed countries and has gained significant traction SUN Countries.
- More discussion is needed on what a healthy food system looks like and where fortification fits in is needed to ensure a common narrative on all types of malnutrition.
- Increasing investments is required to build up programmes and analyse impact.
- Engagement with business is required in developing voluntary and mandatory fortification programmes, while enforcement and compliance are key issues in delivering an impact on nutrition.

Part 4 – The Way forward

This final plenary session examined how the SUN Movement’s stakeholders can work together to amplify the reach and impact of their work through collective action. Members of the SUN Movement Lead Group, SUN Movement Executive Committee, and representatives from the SUN Countries and SUN Networks presented the collective ambition for 2020, their contributions to realising that ambition and what they require from others do to so.

Key Messages:

- We need to put a face to the word nutrition and understand the inter-generational ripple effect that our collective actions will create for our mothers and their families.
- We must foster different types of leadership. It is required at all levels – global, national, local and community.

- We must embrace the differences among the SUN Countries, learn from each other and grow together.
- We need to support national planning processes with strong evidence and cross-sectoral action.
- We need to continue to be ambitious but need to set realistic targets linked to budgets.
- We must increase awareness among politicians and ensure they have access to the right information to foster a favorable political environment.
- We must be practical but if we are only practical we will never reach our goal.

The SUN Movement is an example of what the world expects as we pursue Agenda 2030. The Movement contributes to the spirit of global solidarity, by focusing on most vulnerable, encouraging government and non-government participation. We come together as we believe that it is only through working together across sectoral approaches, linking together ministries and departments, ensuring that all institutions can align behind common goals, in a collective effort to end malnutrition. We must continue to pioneer – to improve through cooperation and be bold, ambitious and innovative.