



# **Joint Programme for Children, Food Security and Nutrition in Cambodia**

## **MDG-F Joint Programme Advocacy and Communication Strategy 2010-2012**

**Phnom Penh**

**09 May 2011**

# **MDG-F JP Advocacy and Communication Strategy 2010-2012**

## **Background of Joint Programme:**

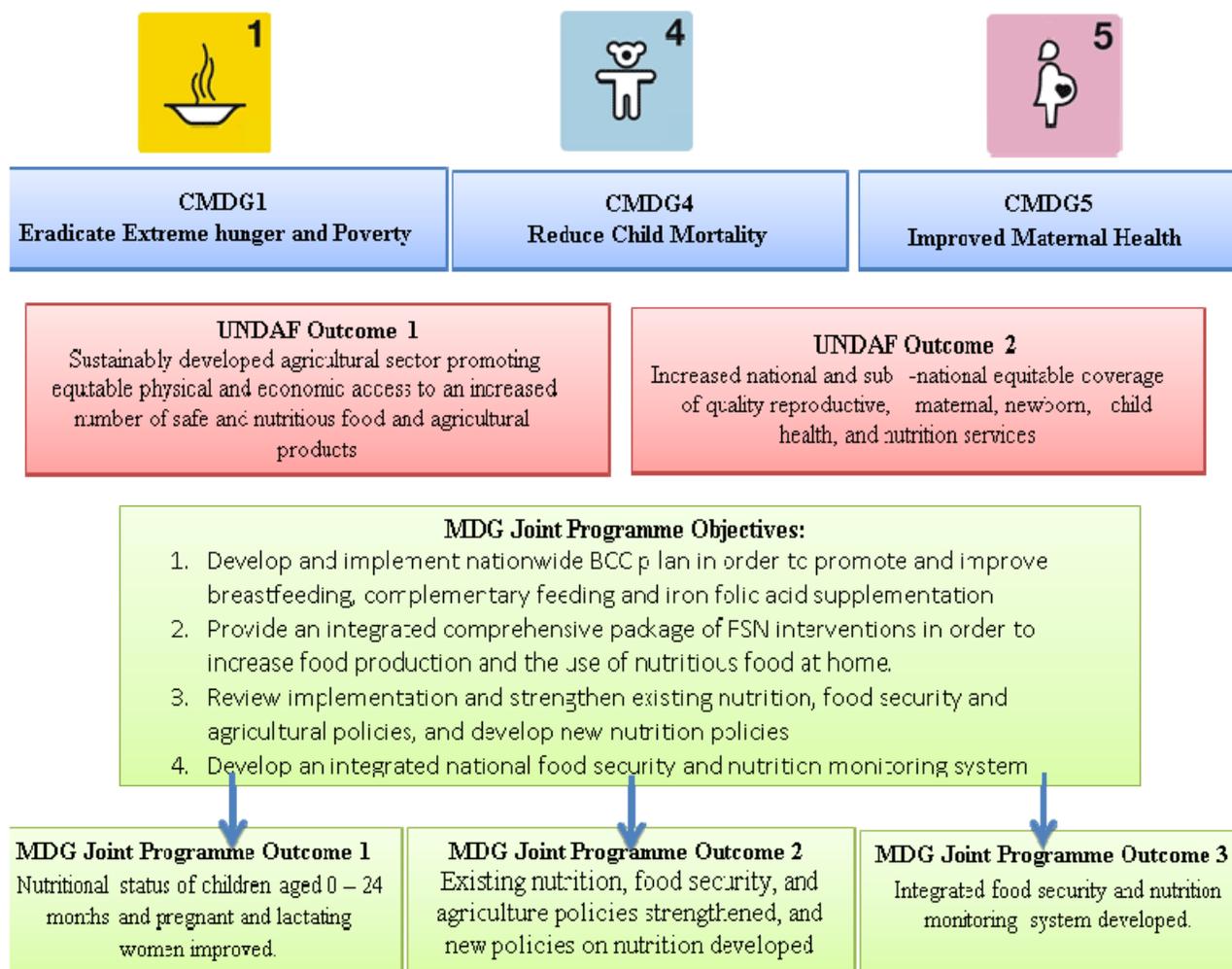
The Millennium Development Goal Achievement Fund (MDG-F) was created in December 2006 with collaboration between the UN and Spanish Government to assist countries to achieve their Millennium Development Goals (MDGs). The Joint Programme for Children, Food Security and Nutrition (JPCFSN) is one of 128 active MDG-F funded programmes worldwide.

The JPCFSN falls under the MDG-F Thematic Window “Food Security and Nutrition” which means that it focuses on improving the nutritional status of children aged 0-24 months and pregnant and lactating women, and strengthening existing nutrition, food security, and agricultural policies as well as developing an integrated food security and nutrition monitoring system in Cambodia.

The JPCFSN will contribute to the attainment of the Cambodian Millennium Development Goals 1 (eradicate extreme poverty and hunger), 4 (reduce child mortality) and 5 (improve maternal health) by improving the nutritional status of children aged 0-24 months and pregnant and lactating women. In partnership with relevant government ministries, it will build capacity to implement nationwide behaviour change communication programmes to promote early and exclusive breastfeeding, adequate complementary feeding and improved maternal nutrition. In addition, it will implement a comprehensive integrated package of nutrition and food security interventions to reduce undernutrition and improve food security among a high risk population. The Joint Programme will further strengthen nutrition, food security and agricultural policies and develop innovative implementation strategies for improving nutrition at community level. It will strengthen existing monitoring systems, assess the impact of implemented interventions and provide guidance for scaling up the comprehensive package.

The Joint Programme seeks to achieve this by strengthening the coordination of nutrition interventions across public sectors and UN organizations and the building of national capacity and ownership. The Joint Programme will enhance the capacity of the National Centre for Health Promotion (NCHP) and the National Nutrition Programme (NNP), under the Ministry of Health (MOH), as well as the Ministry of Education, Youth & Sports, Ministry of Agriculture, Forestry & Fisheries, Ministry of Labour, and Ministry of Information, to develop, plan and implement large-scale behaviour change communication interventions. It aims to enhance capacity at provincial, district, health centre and community levels to implement comprehensive intervention packages that address a wide range of risk factors in two food-insecure provinces, namely Kampong Speu and Svay Rieng. This will provide important experiences for expanding nutrition and food security interventions across the country.

The direct links between MDGs, UNDAF, and JPCFSN outcomes are summarized below:



### **Target beneficiaries:**

- Cambodian youth
- The government of Cambodia<sup>1</sup>
- Relevant practitioners in “UN agencies, NGOs, government<sup>2</sup>”
- Civil societies, including media

### **Messages:**

- “Good nutrition saves lives, improves human potential and economic development”
- “Investment in nutrition has one of the highest rates of economic return among development initiatives”
- “Nutrition is especially important during the critical window between pregnancy and age two, which can have a measurable and lasting impact on growth, brain development, incidence of disability and susceptibility to disease or infection”
- “Working together to improve agriculture for smallholder farmers which helps to improve the food security and nutrition of poor households.”

### **Guiding principles:**

- All publications must adhere to MDG-F branding guidelines.
- No payment to journalists.
- Consistent messaging in all materials.
- Use up to date government data.
- All media and journalists should refer to the media handbook on FSN.

### **Tools and resources:**

The MDG joint programme will use all available resources to promote and advocate the MDG goals including the following:

---

<sup>1</sup> Council for Agricultural and Rural Development, Ministry of Health/National Mother and Child Health Center, Ministry of Education, Youth and Sports, Ministry of Labor and Vocational Training, Ministry of Agriculture, Forestry and Fishery, Ministry of Information/Media Training Center, relevant government institutions at the national level

<sup>2</sup> UNRCO, UNICEF, WHO, FAO, WFP, ILO and UNESCO, including NGOs working on FSN in Cambodia

- Media such as newspapers, television and radio using press releases, press conferences and signing ceremonies , handover ceremonies, field visits, donor visits, photos and interview opportunities.
- Relevant websites on food security and nutrition with both government (www.foodsecurity.gov.kh) and UN agencies 'websites including the MDG F Secretariat website. Social media such as YouTube, Facebook, photos stories, beneficiaries profiles.
- Awareness raising/advocacy events will be used when appropriate, including dissemination reports, launching events, celebration related national and international events on food security and nutrition and other events

### **Overall Objective:**

To achieve greater audience on MDG JP through advocacy, awareness raising among policymakers, and support to nationally-owned food security solutions.

### **Key Outcomes**

- Increased awareness and support for the MDGs and the Fund both at the policy and general public levels.
- Programmes are leveraged for increased MDG results, and citizen engagement in MDG-F and MDG processes is strengthened; and
- Improved accountability and transparency towards all partners.

#### **A. Increased Awareness and Support for the MDGs and the Fund**

Efforts under this outcome will aim to increase awareness, advocate and mobilize support for the MDGs, using examples of Fund supported activities where applicable to give a tangible and human face to communications. Support will also be given to national advocacy and mobilization efforts that bring together several actors from civil society, government and the UN to advance the cause of the MDGs.

## Outputs

- ❖ Establish alliances with media to regularly cover development stories/issues on MDGs and related goals
- ❖ Key dates and events are used to raise awareness and link the advocacy efforts of various national actors including UN, private sector, civil society and government
- ❖ Linkages have been made with select civil society organizations for MDG advocacy
- ❖ UN Interagency Group provides a platform for joint communication, advocacy and mobilization in line with One UN and MDGs
- ❖ Awareness materials designed (brochures, information notes, newsletters, human interest stories, TV spots, radio spots) and distributed along appropriate channels.

## **B. Programmes are leveraging for Increased MDG Results, and Citizen Engagement in MDG-F and MDG processes is strengthened.**

Activities and outputs under this outcome aim to leverage MDG-F interventions and “One UN” efforts to have greater and more sustainable impact on both sectoral policies (e.g. youth and employment, water infrastructure, culture and development, child nutrition, etc) as well as on the larger context of MDG related policy and practice. This draws on the idea of encouraging national appropriation of positive policy frameworks that are recommended through evidence from joint programme implementation ensuring that programmes aim for national impact. Specific focus will be on facilitating knowledge sharing, highlighting promising interventions and using them for advocacy and strengthening citizens’ and civil societies’ effective participation in MDG policy formulation and implementation.

Joint programmes should be used as entry points and as platforms to pilot participatory mechanisms of planning, implementation and monitoring, where concrete spaces of citizen participation are fostered.

## Outputs

- ❖ Citizen groups/networks have been strengthened to have more effective participation in MDG policy and practice.
- ❖ Strengthened dialogue between local governments and civil society groups as it relates to JP goals and MDGs

- ❖ Innovative and promising cases are highlighted and used to facilitate learning, scaling up and advocacy.
- ❖ Wide range of partnerships has been established in support of the MDGs.

### **C. Improved Accountability and Transparency Towards all Partners**

This outcome aims to increase the transparency and accountability of the MDG-F to all its partners including citizens, ensuring the latter have appropriate access to information regarding MDG-F interventions in their area and the opportunity to actively participate in these. Citizens should be informed about JPs that are implemented in their community and the intended outcomes and to the extent possible be involved in monitoring implementation. Regarding other partners, accountability and transparency will relate to transmitting consistent messages and updates to partners. This will require producing information on programme interventions, impacts attained and progress stories/videos where possible from the perspective of citizens.

#### **Outputs**

- ❖ MDG-F identity is strengthened and it is recognized as a trusted partner.
- ❖ Transparency and accountability to citizens in joint programme target areas is strengthened

**OVERALL OBJECTIVE:** To achieve greater audience on MDG JP through advocacy, awareness rising among policymakers, and support to nationally-owned food security solutions.

Strategy Outcomes	Outputs	Indicative Activities	Agency/ Ministry	Budget	Time Frame
<b>I. Increased awareness and support for the MDGs and the Fund both at policy and general public level.</b>	<b>Media</b> Establish alliances with media to regularly cover development stories/issues on MDGs and related goals	• National launch of the MDG JP	UNRC/JPT WG/involved ministries		Completed
		• Provincial launch of the MDG JP	WHO/JPTWG/involved provincial offices		Completed
		• Production of Media Handbook on FSN	UNESCO		On going
		• Launch Media Handbook for Journalists on Food Security and Nutrition	UNESCO and all/involved ministries		On going
		• Conduct training orientation for selected national journalists, universities and relevant institutions on Media Handbook on FSN 2012	UNESCO/involved institutions		On going
		• Journalist visit to programme sites	UNESCO/involved institutions		On going
		• Engage with media on food security and nutrition related issues, responding to queries in a timely way to ensure coverage of these issues in local and international media.	UN/JPTWG		On going

<b>Key dates and Events</b>				
Key dates and events are used to raise awareness and link the advocacy efforts of various national actors including UN, private sector, civil society and government	<ul style="list-style-type: none"> <li>World Food Day (16<sup>th</sup> October) is an annual joint event with WFP, FAO and Ministry of Agriculture, Forestry and Fisheries (MAFF).</li> </ul>	WFP/FAO/MAFF		On going
	<ul style="list-style-type: none"> <li>Measles and Vit. A campaign</li> </ul>	UNICEF/WHO/MoH		May and November
	<ul style="list-style-type: none"> <li>National launch of BCC plan for IFA supplementation during pregnancy and post partum period including national media, gov't ministries, NGOs and relevant stakeholders.</li> </ul>	UNICEF/WHO/MoH		Completed
	<ul style="list-style-type: none"> <li>National launch of BCC plan for breast feeding, complementary feeding including national media, gov't ministries, NGOs and relevant stakeholders.</li> </ul>	UNICEF/WHO/MoH		On going
	<ul style="list-style-type: none"> <li>Consultative Meeting on Maternity Protection to set up Action Plan in Kg. Speu (Report posted in ILO website- <a href="http://www.betterfactories.org">www.betterfactories.org</a> )</li> </ul>	ILO		Completed
	<ul style="list-style-type: none"> <li>Enterprise Representatives Set up Action Plan on Maternity Protection in Svay Rieng (Report posted in ILO website- <a href="http://www.betterfactories.org">www.betterfactories.org</a>)</li> </ul>	ILO		Completed
<b>Citizen Engagement and Civil Society Participation</b>				
Linkages have been made with select civil society organizations for MDG advocacy	<ul style="list-style-type: none"> <li>Support to social mobilization events at the community that linked to World Breast Feeding Week</li> </ul>	UNICEF/WHO/MoH		On going
	<ul style="list-style-type: none"> <li>Collaboration with Cambodia Centre for Independent Media (CCIM) and FM Rumdula</li> </ul>	ILO/CCIM/Radio FM		Completed

		Svay Rieng Radion Station on Developing Radio Spots, Radio Dramas, Radio Magazines on Breastfeeding, Nutrition, Maternal and Child Health, and Antenatal Care			
<b>United Nations Communications Group and Coordination</b>					
	UN Communications Group provides a platform for joint communication, advocacy and mobilization in line with One UN and MDGs	<ul style="list-style-type: none"> <li>• UN coordinates participation in key dates/events that highlight the MDGs and the work of the MDG-F in relation to these.</li> <li>• Strategic partnerships with media organizations are brokered to increase visibility of MDGs on media channels- e.g. through talk shows, radio/TV interviews,</li> <li>• Alignment of the UN Advocacy Point 2011 on FSN with the MDG-F Joint Programme.</li> </ul>	All UN		On going
			All UN		On going
			All UN		On going
<b>Public Outreach and Communication</b>					
	Awareness materials designed (brochures, information notes, newsletters, human interest stories, TV spots, radio spots) and distributed along appropriate channels.	<ul style="list-style-type: none"> <li>• Agree upon key messages and designs and print materials that will help in raising awareness and stimulating action on programme goals and MDGs. These should be done in accordance with MDG-F branding guidelines.</li> <li>• Produce human interest stories on key food security and nutrition issues and/or projects for dissemination via UN agency and MDG-F websites, and the government's food security and nutrition website: <ul style="list-style-type: none"> <li>- Malnutrition safety net success – UNICEF June 2011</li> </ul> </li> <li>• Collect case studies to show programme impact for MAM component. e.g. malnutrition</li> </ul>	All UN		On going
			All UN		On going
			All UN		On going

		<p>safety net success – UNICEF June 2011</p> <ul style="list-style-type: none"> <li>• A short video clip of the MDG JP could be undertaken to raise the profile of the MDG JP goals and its implementation to general public.</li> <li>• Identify local radios, TV channels, newspapers, magazines etc that are most effective in disseminating the message at local, regional, national level. These should take into consideration means that reach remote/rural areas. <ul style="list-style-type: none"> <li>- Nutrition articles UNICEF/Nutrition Specialist in PP Post supplement</li> <li>- UNICEF spot “BCC on IFA during pregnancy, and post-partum”, 1,000 Days</li> </ul> </li> <li>• Present the Nutrition Handbook on Farmer Field Days</li> <li>• Coordinate with other UN agencies and NGOs to acquire IEC materials for educators (e.g. teachers, health workers, Village Health Support Groups...) at the sub-national level.</li> </ul>	All UN		On going
			All UN		Completed
			FAO		On going
			All UN/ NGOs		On going
<b>Strategy Outcomes</b>	<b>Outputs</b>	<b>Indicative Activities</b>			
<b>II. Programmes are leveraged for increased MDG results and citizen engagement in MDG-F and MDG processes is</b>	<b>Support to citizen engagement and civil society</b>				
	Citizen groups/ networks have been strengthened to have more effective participation in MDG policy and	<ul style="list-style-type: none"> <li>• Identify and reach out to relevant citizen groups and CSOs to determine what their current participation is and how it can be strengthened. Tapping into existing relationships between distinct UN Agencies and citizen groups could be a starting point as well as any existing mapping:</li> </ul>	All UN		On going

strengthened	practice.	<ul style="list-style-type: none"> <li>- UNICEF will involve a local NGO to implement the management of acute malnutrition in Kampong Speu province.</li> <li>• Organize workshop and open forums at the local and/or national level to discuss key development /MDG priorities and channels to increase effective citizen participation. These efforts should result in concrete action points or policy papers that can be channeled to the relevant decision makers and used for lobbying and advocacy: <ul style="list-style-type: none"> <li>- Trainings by CARD on sensitization of actors at the sub-national level to understand the concept of food security and nutrition and include specific activities related to these into their commune investment plans.</li> </ul> </li> <li>• Link CSO with Universities and/or think tanks to conduct training and/or other activities that can help organizations strategically orient their work. Larger more active CSOs may also help to strengthen smaller ones. <ul style="list-style-type: none"> <li>- Support the development of a curriculum for a Master's course on nutrition at the National Institute of Public Health</li> </ul> </li> <li>• Train CSOs to use video making, photography, storytelling, and other communication tools to report on local realities, solutions, progress, obstacles and to make their voice heard. These communication products should be used to raise awareness among general public and</li> </ul>	FAO/CARD		Completed
			WHO/MoH		Completed
			All UN		On going

		<p>decision makers. (This will require identifying candidates and linking with trainers to train them on using these mediums).</p> <ul style="list-style-type: none"> <li>- UNESCO training on food security and nutrition to journalists</li> <li>- Provide flip cam to local NGO/provincial coordinator to record the challenges of working on nutrition at the local level or record family stories to hear the voices of people themselves.</li> </ul>			
<b>Support to Local Governments</b>					
	Strengthened dialogue between local governments and civil society groups as it relates to JP goals and MDGs	<ul style="list-style-type: none"> <li>• Ensure that regular contact and communication is established with government and institutions at the sub-national level through provincial coordinating committee meetings of the Joint Programme, putting them at the forefront of JP interventions and MDG localization.</li> <li>• Organize forums gathering local government staff and NGO staff to share lessons on nutrition by referring to the Nutrition Handbook</li> <li>• Capacity building for Labour Officials on Occupational Safety and Health, Nutrition, and Maternity Protection.</li> <li>• Further capacity building on nutrition, maternity protection, first-aid, and facilitation skills in 2012</li> <li>• Provide support and collaboration for the organization of World Day of Occupational Safety and Health in April.</li> </ul>	PPC/PCC		On going
			FAO		On going
			ILO		Completed
			ILO		On going
			ILO		On going

	<b>Documentation and knowledge sharing</b>				
	Innovative and promising cases are highlighted and used to facilitate learning, scaling up and advocacy.	<ul style="list-style-type: none"> <li>• JP examples are identified and documented through multi-media to produce interesting, appealing and effective case studies.</li> <li>• Photo Collection and Activities Description on Maternity Protection, Nutrition, and OSH</li> </ul>	All UN		On going
			ILO		On going
	<b>Partnerships</b>				
	Wide range of partnerships has been established in support of the MDGs.	<ul style="list-style-type: none"> <li>• Identify other actors working on MDGs and related development goals and establish contact to determine ways to come together at key moments. Use other existing networks to advance the development agenda such as faith based organizations, private sector, etc. <ul style="list-style-type: none"> <li>- UNICEF partnership with local NGO to implement management of acute malnutrition;</li> <li>- FAO, in partnership with EDI, to conduct community-based development training to farmer field school members;</li> <li>- UNESCO partnered with Cambodia News to conduct training with journalists on food security and nutrition</li> <li>- WHO in partnership with PSI to implement the Orasel promotion and diarrhea.</li> </ul> </li> </ul>	All UN		On going
<b>Strategy Outcomes</b>	<b>Outputs</b>	<b>Indicative Activities</b>			
<b>III. Improved accountability and transparency towards all partners</b>	<b>Branding and Identity</b>				
	MDG-F identity is strengthened and it is recognized as a trusted partner.	<ul style="list-style-type: none"> <li>• Ensure that all printed materials and events related to the MDG-F are branded according to the Fund's guidelines- using MDG-F logo to represent both the Spanish Government and all the UN Agencies.</li> </ul>	All UN		On going

<b>Citizen Engagement and Accountability</b>				
	Accountability to citizens in pilot areas is strengthened	<ul style="list-style-type: none"> <li>• Ensure that key CSOs are informed about the intent of the JPs, the resources that will be channeled towards their community and who will be responsible for implementation, giving an opportunity for their participation including potentially taking responsibility for implementing certain elements of programme.               <ul style="list-style-type: none"> <li>- UNICEF partnership with local NGO to implement management of acute malnutrition;</li> <li>- FAO, in partnership with EDI, to conduct community-based development training to farmer field school members;</li> <li>- UNESCO partnered with Cambodia News to conduct training with journalists on food security and nutrition</li> <li>- WHO in partnership with PSI to implement the Orasel promotion and diarrhea.</li> </ul> </li> <li>• Involve citizen groups in the monitoring and evaluation of programmes and in reporting on the status of development goals in their locality. This can be done through participatory video, storytelling, shadow reports, community assessments, citizen report cards, etc.</li> </ul>	All UN	On going

## Annex:

### Cambodia Communication Context:

**Print media:** In Cambodia, the number of print media is rising. According to statistics from the Ministry of Information, there were 226 registered Khmer-language newspapers and 33 non-Khmer-language newspapers in Phnom Penh in 2010, although the number of regularly printed and circulated newspapers is smaller. The registered newspapers come in various forms, including dailies, weeklies and monthlies, and vary in quality, including tabloids and classified sheets. The figure here includes commercial and non-commercial papers<sup>3</sup>. In 2010, there were 150 registered Khmer-language magazines and 26 registered non-Khmer-language magazines in Phnom Penh. The number of regularly circulated magazines is smaller, and 'registered magazines' have very different circulation sizes and frequency. This number includes commercial and non-commercial magazines. The number of regularly published commercial Khmer-language magazines is just over 20.

**Radio:** As of 2010 there were 74 (36 in Phnom Penh) radio stations nationwide including 25 relay stations in 12 provinces<sup>4</sup>. There are 73 FM and 2 AM frequencies countrywide. Among these, 52 (25 in Phnom Penh) are commercial radio frequencies<sup>5</sup>. Only 40.81% of households owned at least one radio set in 2010 countrywide. 50.35% of urban households owned at least one radio set compared to 38.72% of rural households<sup>6</sup>.

**Television:** There were 9 local broadcast channels in Phnom Penh in 2010 with two relay stations by foreign broadcasters and 43 relay stations by local broadcasters in provinces. Amongst 9 local broadcast channels, 8 of them are commercial broadcasters. There is only 1 state television. About 58.41% of households owned at least one TV set in 2010 countrywide. 80.81% of urban households owned at least one TV set compared to 53.5% of rural households.

**Internet:** By October 2009, Cambodia had 34 licensed Internet Service Providers. Most provide services only in Phnom Penh and/or other urban areas, and a few offer mobile Internet<sup>7</sup>. As of June 2010, Cambodia had 113,380 internet users<sup>8</sup>.

For further detail information of the Cambodia media context please refer to the Cambodian Communication Review 2010 of the Department of Media and Communication, Cambodia Communication Institute, Royal University of Phnom Penh.

---

3 The Cambodian Communication Review 2010 and Ministry of Information (Nov 2010)

4 Radio stations located outside Phnom Penh are in twelve provinces: Battambang, Kampong Chhnang, Kampong Cham, Kampong Thom, Kampot, Kratie, Pailin, Pursat, Rattanakiri, Sihanoukville, Svay Rieng, and Takeo.

5 Ministry of Information (Nov 2010)

6 Population census 2008

7 Ministry of Post and Telecommunications (2010)

8 [www.internetworldstats.com](http://www.internetworldstats.com) (accessed Sept. 2010)