



**WFP ZAMBIA
SOCIAL &
BEHAVIOUR
CHANGE**

**COMMUNICATION
PLAN
2019 -2024**



**World Food
Programme**

Applying strategic advocacy and communication to promote positive outcomes in WFP Zambia's Country Office.

Strategic Outcomes (SO) 01, 02, 03 & 04 using the Social Ecological Model.





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SBCC

Social and Behaviour Change
Communication

CRRF

Comprehensive Refugee Response Frame-
work

CSOs

Civil Society Organizations

DNCC

District Nutrition Coordinating Committee

DPs

Development Partners

FAO

Food and Agriculture Organization

FTCs

Farmers Training Centres

GRZ

Government of the Republic of Zambia

HGSM

Home Grown School Meals

HIV

Human Immunodeficiency Virus

ICTs

Information and Communication
Technologies

MAICYN

Maternal Adolescent Infant Young Child
Nutrition

MCDSS

Ministry of Community Development and So-
cial Service

MWDSEP

Ministry of Water Development, Sanitation
and Environmental Protection

M&E

Monitoring and Evaluation

MFL

Ministry of Fisheries and Livestock

MoA

Ministry of Agriculture

MoGE

Ministry of General Education

MoH

Ministry of Health

NAP

National Agriculture Policy

NCD

Non Communicable Diseases

NDP7

7th National Development Plan

NFNC

National Food and Nutrition Commission

PLWHA

People Living With HIV and AIDS

SCT

Social Cash Transfer

SBN

SUN Business Network

SDG

Sustainable Development Goal

SR

Strategic Result

ZDHS

Zambia Demographic and Health Survey

ZHSR

Zero Hunger Strategic Review



02.

Key words and terms used in this Plan.

Advocacy:

It is an activity that is undertaken by an individual or group with the aim to influence decisions within political, economic, and social systems and institutions. Advocacy includes activities and publications to influence public policy, laws and budgets by using facts, their relationships, the media, and messaging to educate government officials and the public. Lobbying is a tactic in advocacy where a direct approach is made to legislators or policy makers on a specific issue or specific piece of legislation.

Social mobilization:

It is a process of engaging and motivating various partners and allies with the aim of raising awareness and demand for a particular development objective through dialogue. Members of institutions, community networks, civic and religious groups and others work in a coordinated way to reach specific groups of people for dialogue with planned messages. Using social mobilization, change is facilitated through arrangement of players engaged in interrelated and complementary efforts.

Social & Behaviour Change Communication (SBCC):

This is the use of communication to change behaviours by positively influencing knowledge, attitudes and social norms. The process facilitates results through working with individuals, communities and societies to develop communication strategies to promote positive behaviours and to provide a supportive environment which will enable people to initiate and sustain positive behaviours. SBCC focuses on igniting change at the community, household, and individual levels.

03.

Background



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For several decades, the World Food Programme (WFP) has been on the frontline of the fight against hunger.

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Today, the global context in which WFP operates is rapidly changing. New challenges are emerging; high commodity prices, the increasing number of natural disasters and the rapid urbanization of populations are leading to higher levels of food insecurity, this is coupled with more complex and multi-faceted emergencies. To address the changing nature of food insecurity and its nutritional outcomes, WFP has shifted from a Food Aid to a Food Assistance agency and developed a more diverse and innovative set of tools.

Zambia is committed to achieving the Sustainable Development goals (SDGs), aligning both its medium term (NDP7; 2017-2021) and long-term (Vision 2030; 2006-2030) national strategies to Agenda 2030. These strategies commit the Government to addressing persistent structural and systemic challenges to achieving zero hunger. Zambia has a broad but disparate policy platform with different timeframes around agriculture, food and nutrition, security and social protection.

In the 7th National Development Plan (NDP7), the Government articulates an integrated multisectoral roadmap to grow the economy, generate employment, and reduce poverty and income inequality. It recognizes the role of good health and nutrition in development and prioritises social protection as a mechanism for targeted poverty reduction. The Food and Nutrition Policy (2008) also outlines a multi-sectoral approach, addressing malnutrition through the promotion of appropriate diets and healthy lifestyles, quality child care practices, a healthy environment and accessible quality health services.

The World food Programme, Zambia Country Office, has adopted SDGs 2 and 17 as its strategic goals, and the Country Strategic Plan (CSP), informed by the ZHSR and other national strategies has further identified SDGs 1, 3, 4, 5, and 13 as having dimensions that

1 NO POVERTY



No poverty (SDG 1). Though Zambia was classified as a lower middle - income country by the World Bank in 2011, it remains off track to achieve SDG 1, despite substantial economic growth and investment in public sector programmes to reduce poverty. The national poverty rate has reduced by 8 percent, while extreme poverty has only reduced by 2 percent.

3 GOOD HEALTH AND WELL-BEING



Ensure Healthy Lives (SDG 3). Noting the strong synergies between health and nutrition, malnutrition remains one of the main determinants of the global burden of disease and death, with 45 percent of child mortality attributable to undernutrition.

4 QUALITY EDUCATION



Quality education (SDG 4). While the Millennium Development Goals (MDGs) in education were achieved, multiple factors have subsequently slowed Zambia's progress towards attaining SDG 4. In addition to poor quality of teaching and limited school infrastructure exacerbated by long distances, particularly in rural areas, high poverty levels, high prevalence of child labour (40 percent), food insecurity and disease affect children's ability to learn and/or attend school. The interaction between these variables perpetuate poverty, hunger, illiteracy and malnutrition.

5 GENDER EQUALITY



Gender equality (SDG 5). Zambia has made positive progress on SDG 5 for example, nine women currently serve in the Cabinet (31 percent)³ yet challenges remain. Gender disparity in primary education has been almost eliminated⁴, and women now make up 41 percent of paid workers outside agriculture, compared to 35 percent in 1990⁵. However girl pregnancy and child marriage continues to be problematic, with 31.4 percent of girls married before age 18.⁶ In 2016, the Government launched a five-year strategy to strengthen multi-sectoral responses and accelerate national efforts to end child marriage by 2030.

13 CLIMATE ACTION



Climate change (SDG 13) has continued to affect most sectors of Zambia's economy: agriculture, energy, health, water, environment, mining, and tourism. Unsustainable land use practices, such as "slash and burn" agriculture and disposal of livestock waste, are contributing to increased greenhouse gas emissions.⁷

³ See <http://www.parliament.gov.zm/ministers/cabinet>, accessed 19 November 2018.

⁴ Primary school completion rate: 70% (f) and 72% (m). Ministry of gender (2018); UNESCO (2013); SADC Stats Year Book (2015)

⁵ SDG Goal 5: Gender Equality, UNDP in Zambia. Accessed 10 November 2018.

⁶ Zambia DHS, 2014.

⁷ USAID Zambia, Environment. Accessed 10 November 2018.

04.

Introduction



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WFP will respond to crises and shocks and address the root causes of malnutrition, support the enabling environment and resilience of smallholders, and prioritise partnerships that strengthen national capacity to address food and nutrition insecurity.

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Recurring droughts, floods and top soil erosion exacerbate Zambia's vulnerability to the adverse effects of climate change which in turn reduce the adaptive capacity of vulnerable populations living in fragile environments.

According to the 2019-2024 Zambia Country Strategic Plan (CSP), WFP will respond to crises and shocks and address the root causes of malnutrition, support the enabling environment and resilience of smallholders and prioritise partnerships that strengthen national capacity to address food and nutrition insecurity. Specifically, for the respective

Through Strategic Outcome (SO) 1:

WFP will provide food and nutrition support to crisis affected populations (SR1), mainly existing refugee populations from DRC, with contingency planning to directly intervene should further shocks exceed Government's capacity to respond.

In Strategic Outcome (SO) 2:

WFP will work to reduce malnutrition (SR2) through enhancing national capacities and platforms to effectively improve the nutritional status of vulnerable groups in the country, including pregnant and lactating women and girls (PLW/G), and young children.

Under Strategic Outcome (SO) 3:

WFP will support smallholder farmers, especially women, to improve productivity and incomes (SR3), strengthen market access, enhance resilience to climate and other shocks, and promote the value chain for diverse, nutrient dense crops.

In Strategic Outcome (SO) 4:

It is aligned to SDG 17 and SR5. WFP will support government institutions to operate equitable, efficient and effective social protection systems, including support for disaster preparedness and response, a fully nationally-owned HGSM programme, and demand-driven supply chain services.

05.

Background of the Social & Behaviour Change Communication Plan



This WFP Zambia Country Office (CO) Social and Behavior Change Communication (SBCC) Plan details how WFP will support the government and partners in achieving their commitments to reducing malnutrition and reaching Sustainable Development Goal (SDG) 2, particularly target 2.2 and SDG 17.

WFP recognizes that good nutrition is both a critical input to and an outcome of the SDGs. WFP will support the government to increase focus on resiliencebuilding and stunting prevention in longer term humanitarian responses and other partners and aim to ensure that WFP applies a nutrition lens in all of its activities, identifying and leveraging opportunities to improve nutrition through its work.

There is a clear need to accelerate reductions in malnutrition, which remains the underlying cause of 45 percent of deaths among children under 5 annually. Good nutrition matters throughout the life cycle. WFP Zambia Country Office will promote partnerships as addressing the complex drivers of malnutrition that require collaboration among diverse sectors and stakeholders and intensified work to scale up nutrition-specific and sensitive programmes.

According to the 2019 WFP report about barriers to consumption of healthy diets in Zambia, poor dietary practices and undernutrition are endemic in many parts of Zambia and pose a real threat to the well-being of local populations. Further, the report states that there has been a steady increase in overweight and obesity over the past two decades, especially in urban areas. The report also brings out various macro and micronutrient malnutrition challenges affecting Zambia are said to result, principally, from poor dietary practices. The classic staple diet in a typical household being predominantly nshima with dietary diversity being limited, with particularly low intake of nutritionally good quality plant-based and animal source foods.

In response to these challenges, the Government of the Republic of Zambia, in collaboration with both local and international partners has been implementing a range of nutritional intervention strategies across the country to address malnutrition and food security.

One of the current key areas of focus is addressing micronutrient malnutrition and noncommunicable diseases through promotion of dietary diversification and consumption of healthier diets at household level. To this effect, the WFP Zambia Country Office is supporting development and implementation of the National Healthy Diets Campaign (HDC) to be implemented through media and champion interventions designed to generate public awareness about and promote the consumption of nutritious, healthier, and diversified diets. This strategy addresses behavioural related issues by suggesting interventions to be undertaken at various level for each SO.

The report also highlights central findings of the desk review conducted in 2019 that state that Zambia has had significantly low levels of; good and correct knowledge about healthy diets, positive attitudes towards healthy diets and well-informed consumption of healthy diets. The majority of ongoing food consumption in households in the country may be said to be defined by the following fundamental attributes:

- That is all the knowledge that households presently have about food - including some of the households apparently consuming healthy diets.
- That is all the food that households presently have access to.
- That is all the food that households can afford presently.
- That is all the food households currently produce – and have done so for generations.

The proportion of households that regularly consume healthy diets with consciously positive attitudes towards healthy diets and based on good and correct knowledge, is in the minority. Majority of households carry at least one or more of the above four (4) attributes.

On food consumption patterns, the report states that cereals and staples, starchy foods, were the most consumed across the country. Starchy staple foods were consistently reported at over 99% of the full food consumption profile. Further it was stated in the report that within the dominant starchy foods category, nshima seemed to be the most consumed in households countrywide.

06.

Strategic design SBCC Plan: Theoretical Framework



The Social and Behaviour Change Communication (SBCC) plan development process entails use of conceptual models and theories in order to facilitate strategic thinking in the design of effective strategies. A growing body of evidence suggests that interventions developed with an explicit theoretical foundation or foundations are more effective than those lacking a theoretical base and that some strategies that combine multiple theories and concepts have larger effects.

This SBCC plan uses the Social Ecological Framework to guide its design. The Social Ecological Model (SEM) is a theory-based framework that facilitates appreciation of multifaceted and interactive effects of personal and environmental factors that determine behaviours. The model also facilitates the identification of behavioural and organizational leverage points and intermediaries for health promotion within organizations. This model recognizes and articulates the relationship between the individual and their environment.

There are five nested, hierarchical levels of the SEM: Individual, interpersonal, community, organizationa and policy/enabling environment (Figure 1). Table 1 provides a brief description of each of the SEM levels. The most effective approach to public health prevention and control uses a combination of interventions at all levels of the model.

The SEM recognizes that behaviours related to demand for services take place within a complex network of social and cultural influences and views individuals as nested within a system of socio-cultural relationship - families, social networks, communities, nations - influenced by and having influence on their physical environments. Within this framework, individual's decisions and behaviours relating to an increase in service demand and utilization are understood to depend on their own characteristics as well as the social and environmental contexts within which they live. This model suits the WFP Zambia CSP context as applied to each stage of the communication plan development. Further, the model helps to ensure that various determinants of behaviour are considered and addressed.

As a result, the SBCC approach and principles include individual level Behaviour Change Communication (BCC) while applying communication principles to advocacy, social and community mobilization strategies. As depicted in the SEM, SBCC views social and behavioural change as a product of multiple overlapping levels of influence, including individual, interpersonal, community, organizational and environmental factors.

The SEM theory underscores the importance of the following:

- Appreciation of the perspective of the various target audiences and applying knowledge in the design of SBCC messages, materials and activities.
- Family support and particularly the complementary and supportive roles of mothers/wives, fathers/husbands and grandmothers.
- Appreciation of community structures; political, traditional and religious.
- Appreciation of social networks in community engagement and other stakeholders.
- Peer-to-peer facilitation of message diffusion and widespread adoption of behaviors.
- Taking cognizance of social norms, social influences of behaviours.

In the SBCC approach, three key components are important in strategy development:

- 1** Advocacy; aims to increase policy/political and social commitment support, resources and gain for desired changes at all levels.
- 2** Social mobilisation; aims to facilitate wider participation, collective action, and ownership.
- 3** Behaviour change communication; aims to facilitate increase in knowledge, attitudes, and practices at the individual and community levels.

SEM LEVEL	DISCRIPTION
Individual	Characteristics of an individual that influence behaviour change, including knowledge, attitudes, self-efficacy, developmental history, gender, age, religious identity, ethnic identity, sexual orientation, economic status, values, goals, expectations, literacy, stigma and others.
Interpersonal	Formal (and informal) social networks and social support systems that can influence individual behaviours, including family, friends, peers, co-workers, religious networks, customs or traditions.
Community	Relationships among organizations, institutions, and informational networks within defined boundaries, including the built environment village associations, community leaders.
Organizational	Organizations or social institutions with rules and regulations for operations that affect how, or how well, for example, nutrition services are provided to an individual or group.
Policy / Enabling Environment	Local, state, national and global laws and policies, including policies regarding the allocation and access of resources for nutrition activities, especially restrictive policies or lack of policies that promote nutrition-related activities/services.

07.

Advocacy Section



Advocacy means providing support to have ones voice heard. It is a service aimed at helping people understand their rights and express their views.



Advocacy is a process of supporting and enabling people to express their views, thoughts and concerns, access information, advice and guidance, and explore choices and options for services and care.

Advocacy means providing support to have one's voice heard. It is a service aimed at helping people understand their rights and express their views. Advocacy in all its forms seeks to ensure that people, particularly those who are most vulnerable in society, are able to:

- Have their views and wishes genuinely considered when decisions are being made about their lives.
- Have their voice heard on issues that are important to them.
- Defend and safeguard their rights.

The following have been identified as issues requiring interventions through advocacy. The process of identifying the issues was through one-on-one meetings with staff of the various units of WFP Zambia Country Office (CO), a desk review of various documents availed by the CO Unit Heads. Some issues were taken from the desk review report on Barriers to consumption of healthy diet in Zambia.

- 1. Low ranking of nutrition issues on the political agenda.**
- 2. Lack of substantive progress to global and national commitments.**
- 3. Inadequate resource allocation to the nutrition agenda.**
- 4. Poor policy support towards food fortification upstream.**
- 5. Poor engagement of community leadership in community-based nutrition – related activities.**
- 6. Poor awareness in stakeholders about policies that support nutrition.**
- 7. Poor knowledge about nutrition-related policies in mid-level managers (provincial, district levels.)**
- 8. Poor capacity of government line ministries in providing nutrition support to downstream activities.**
- 9. Weak nutrition programming at grassroots level involving smallholder farmers.**

S/ No.	ISSUE	OBJECTIVE	APPROACHES	TARGET AUDIENCE
1	Low ranking of nutrition issues on the political agenda.	Increase presence of nutrition related matters on policy makers list of priorities by 2021.	Meetings lobbying presentations with data on current status; national, global.	Parliamentarians, Permanent Secretaries, Ministers, Directors.
2	Lack of substantive progress to global and national commitments.	The Nutrition for Growth Summit commitments and the \$40 commitment to improve child nutrition through failure of sectors to allocate to nutrition programmes and interventions.	Meetings lobbying presentations with data on current status; national, global.	Policy Makers e.g. Parliamentarians, District Commissioners, Provincial & Ministry PS (MoA, MoH,)
3	Inadequate resource allocation to the nutrition agenda.	Increase resource allocation to the nutrition agenda	Meetings lobbying presentations with data on current status; national, global.	Parliamentarians, Permanent Secretaries, Ministers, Directors.
4	Poor policy support towards food fortification upstream.	Enhance policy development support upstream to enhance food fortification at house hold level (downstream).	Lobbying, presentations, meetings, workshops, subject matter specialists, partners, capacity building.	Permanent Secretaries Directors Parliamentarians, Line Ministries.

ACTIVITIES	ALLIES	IEC MATERIALS	CALL TO ACTION/ MESSAGE CONCEPT
Conduct advocacy meetings with policy makers about the importance of increasing presence of nutrition on the development agenda.	CSO MoA MoH NFNC DNCC	Advocacy kit. Key facts, Policy briefs, Brochures	Importance of Nutrition on the political agenda Community leaders, Policy makers. Nutrition contribution within the broader national vision and development agenda.
Conduct advocacy meetings with policy makers.	MoA MoH NFNC	Advocacy kit. Key facts, Policy briefs, Brochures	Nutrition activities need resources. Support DNCCs with resource at district level.
Conduct advocacy meetings with policy makers about the importance of increasing resources to the nutrition agenda.	MoA MoH NFNC	Advocacy kit. Key facts, Policy briefs, Brochures	Nutrition activities need resources. Support DNCCs with resource at district level.
Facilitate development of policies to support food fortification. conduct meetings with high level policy makers to review existing policies on food fortification.	MoA MoH NFNC MCTI	Advocacy kit. Key facts, Guidelines on fortification policies. Regular key nutrition updates	Food fortification policies, Capacity building opportunities around Food fortification policy development and planning.

S/ No.	ISSUE	OBJECTIVE	APPROACHES	TARGET AUDIENCE
5	Poor engagement of community leadership in community based nutrition – related activities.	Increase engagement of community leadership in community based nutrition related activities by December, 2021.	Community meetings, Lobby presentations	<ul style="list-style-type: none"> • Community leaders • Traditional leaders, • Religious leaders, • Political leaders
6	Poor awareness in stakeholders about policies that support Nutrition.	Increase awareness levels in Stakeholders about policies that support nutrition activities downstream.	Stakeholder mapping meetings	Senior line government ministries, Officials, Community leadership
7	Poor knowledge about nutrition related policies in mid-level Managers (Provincial, District levels.)	By Dec 2020, MOH, MoA and MoSWCD will disseminate Policy guidelines and protocols on the components of nutrition.	Meetings, Summary sheets with information about policies on nutrition.	Director - Health Promotion, Health Promotion Officers, Snr Agric Ext Officers, HQ Snr, MoSWCD Officers, Other key frontline services providers from other sectors.
8	Poor capacity of government line ministries in providing nutrition support to downstream activities.	Increase government line ministries support to downstream activities.	Capacity development Meetings / Workshops	Health Promotion Officers, Snr Agric Ext Officers, HQ, Snr MoSWCD Officers, DNCC Other key frontline services providers from other sectors.

ACTIVITIES	ALLIES	IEC MATERIALS	CALL TO ACTION/ MESSAGE CONCEPT
<p>Mapping of community leadership at district level. Advocacy to community leadership about community-based nutrition activities.</p>	<p>Agric. Extension Workers MoH MOGE MCDSS MOA, MFL MWDSEP</p>	<p>Advocacy kit, Key facts, Regular key nutrition updates.</p>	<p>Community leadership, Nutrition engagement</p>
<p>Engage Senior line government ministries officials about nutrition policies.</p>	<p>Agric. Extension Workers MoH MOGE MCDSS MOA, MFL MWDSEP</p>	<p>Advocacy kit, Key facts, Regular key nutrition updates on policies and programmes, engaging at planning stages.</p>	<p>Policies stakeholders nutrition</p>
<p>Facilitate availability and distribution of relevant nutrition policies to stakeholders.</p>	<p>MoA MoH NFNC DNCC MOGE MCDSS MOA, MFL MWDSEP</p>	<p>Advocacy kit, Key facts, Regular key nutrition updates on policies and programmes, engaging at planning stages.</p>	<p>Mid-level managers, Nutrition provincial district downstream managers</p>
<p>Conduct educational programmes upstream for government line ministries, Leadership capacity building targeted at key nutrition focal point staff within government system (Nutrition planning and support implementation.)</p>	<p>MoA, MoH NFNC DNCC MoH, MoH MOGE MCDSS MOA, MFL MWDSEP</p>	<p>Advocacy kit, Key facts</p>	<p>Downstream support nutrition</p>

S/ No.	ISSUE	OBJECTIVE	APPROACHES	TARGET AUDIENCE
9	Weak nutrition programming at grass root level involving Smallholder farmers.	Enhance support to nutrition programming at grass root level.	Consultative meetings, Presentations	DNCC, Agric Extension Officers, Health Promotion Officers, Other key frontline services providers from other sectors.

ACTIVITIES	ALLIES	IEC MATERIALS	CALL TO ACTION/ MESSAGE CONCEPT
<ul style="list-style-type: none"> • Conduct consultative meetings. • Develop workplans with indicators for nutrition programming. 	MoA MoH NFNC DNCC MoH MoH MOGE MCDSS MOA MFL MWDSEP	Advocacy kit, Key facts, Regular key nutrition updates, Promote multisector planning and implementation.	Nutrition programming, Smallholder farmer

08.

Strategic Outcome (SO) 1



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Crisis-affected people in Zambia, including refugees should be able to meet their basic food and nutrition needs all year round.

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S/ No.	ISSUE	CURRENT BEHAVIOURS	IDEAL BEHAVIOURS	BARRIERS TO RECOMMENDED BEHAVIOUR	MOTIVATORS/ INFLUENCERS
1	Inadequate male involvement in nutrition programmes for crisis affected communities.	Women take lead in nutrition programmes with only few males participating.	Both men and women should be involved in nutrition programmes in emergencies. Encourage community support to mothers to avoid work over load.	Misconceptions that nutrition issues are for women and children and are therefore best addressed by women.	Community leaders support. Interested male leaders. Current gender awareness initiatives.
2	Inadequate dietary diversity among crisis affected populations.	Households depend on limited food options for their families.	Households should be encouraged to explore ways to consume diversified diets.	HHs depend on food rations distributed during emergencies. Limited financial resources at household level. Limited food choices available to households	Availability of a variety of foods. Access to cash to purchase diversified food items.
3	Limited nutrition education provided to crisis affected communities on healthy diets and diet diversification.	There are limited nutrition education sessions and activities for crisis affected communities to engage in.	Regular nutrition education sessions provided by Nutritionists, Agricultural Extension Workers and Community Volunteers for the crisis affected populations.	Inadequate human resources to provide the services. Lack of Information, Education and communication materials to address nutrition and diet diversification issues at individual and community level.	Agricultural Ext Officers DNCCs Health Workers NFNC Community Health Volunteers Community Leaders

S/ No.	ISSUE	CURRENT BEHAVIOURS	IDEAL BEHAVIOURS	BARRIERS TO RECOMMENDED BEHAVIOUR	MOTIVATORS/ INFLUENCERS
4	Poor infant and young child feeding practices (MAIYCN) in refugee settlements practiced by Caregivers.	Some Caregivers among crisis affected people do not conduct recommended infant young child feeding practices (MAIYCN)	Caregivers of infant and young children should practice correct feeding practices.	Caregiver's poor knowledge about appropriate feeding practices.	Healthcare Providers at health facilities Agric Ext Officers DNCCs NFNC Community Volunteers
5	Inadequate involvement of Community leaders in nutrition programmes in crisis affected communities.	Non participatory engagement of crisis affected Community leaders in nutritional programmes.	Crisis affected Community leaders actively participating in community based nutritional programmes.	Low knowledge levels among crisis affected Community leaders about nutrition activities.	Availability of leaders amongst crisis affected people.
6	Social and cultural factors negatively affecting women and children nutritional status among crisis affected communities.	Despite availability of various nutritious foods, pregnant women and children are not allowed to eat them owing to traditional and cultural norms.	Women and children should not be denied certain foods based on social norms.	Social and cultural factors.	Traditional Leaders and Community Leaders.

S/ No.	ISSUE	CURRENT BEHAVIOURS	IDEAL BEHAVIOURS	BARRIERS TO RECOMMENDED BEHAVIOUR	MOTIVATORS/ INFLUENCERS
7	Inappropriate WASH and food safety issues among crisis affected people.	Crisis affected communities could suffer from water borne and food safety related diseases.	Improved WASH and sanitation facilities are in place for quality food safety and of approved standards.	Financial and material resources.	Partners Healthcare Givers and Community leaders.
8	Inadequate nutrition education activities in crisis affected communities.	Crisis affected communities poor consumption of nutritious foods as a result of inadequate nutrition education knowledge.	Crisis affected communities poor consumption of nutritious foods as a result of inadequate nutrition education knowledge.	Ignorance about nutrition education.	DNCC CHWs Nutrition Care Groups

Channel of Communication

S/ No.	OBJECTIVE	PROPOSED ACTIVITIES
1	To increase men's involvement in sourcing and preparation of nutritious food in crisis affected communities.	Food safety, storage and preparation. Theatre For Dev (TfD) performances , Radio programmes. School based singing competitions. Traditional Leaders to speak against low male involvement in nutrition related activities at community level. Conduct food preparation demos.
2	To enable households access different types of affordable but nutritious food.	Promotion of income and savings / lending groups. Promotion of livelihood activities to supplement household incomes. Formation of clubs and support groups to conduct house visits to discuss food access different types of affordable but nutritious food. Theatre For Dev (TfD) drama performances.
3	To sensitise community members about nutrition mainstreaming at household and community level.	Promote nutrition mainstreaming along the various commodity value chains. Create awareness about diversification by focusing on production, preservation storage processing and utilisation of foods. Orient extension workers on nutrition mainstreaming and diet diversification. Conduct awareness creation sessions among farmers on nutrition aspects during food preservation, processing and consumption.
4	To promote MAIYCN practices among Caregivers in crisis affected communities.	Conduct community dialogues, Demos and Theatre for Dev (TfD) on MAIYCN. Produce and disseminate IEC materials on MAIYCN. Support inter school competitions on MAIYCN principles. Conduct House to House awareness programmes with flip charts on MAIYCN. Engage community leadership (Women, Men leaders) to address men, women and schools.

	TARGET AUDIENCE	MESSAGE CONCEPT	CHANNEL OF COMMUNICATION
	Men and Women Caregivers, Schools (Teachers) Community leadership, Traditional & Religious leaders.	Pronounced roles of men in nutritious foods. Address the misconception that women should be the only ones responsible for nutrition related activities.	<ul style="list-style-type: none"> • Markets • Schools • Radio • Household visits
	<ul style="list-style-type: none"> • Men • Women • Youths • School Staff • Churches 	Food access, affordability, food consumption of diverse diets, nutritious foods.	<ul style="list-style-type: none"> • Household visits • Public places • Markets • Schools
	Women and Men at community level. Agric. Extension Workers, Health workers at local health facilities, School authorities / DEBS, Teachers.	Importance of nutrition mainstreaming into various activities at house hold and community level. The various commodity value chains.	<ul style="list-style-type: none"> • Radio • TV • Public places such as markets, schools.
	<ul style="list-style-type: none"> • Mothers • Fathers • Grandmothers • Grandfathers • Community opinion leaders • Gate keepers 	General feeding activities at household, community levels. Food for the young, Diet diversification in MAIYCN. Roles of family members in supporting MAIYCN.	<ul style="list-style-type: none"> • Radio • TV • Posters • Flip Charts

S/ No.	OBJECTIVE	PROPOSED ACTIVITIES
5	To increase involvement of community leaders in nutritional programmes in crisis affected communities.	Mapping of Community Leaders, Engage in community dialogues, Conduct theatre for dev (TfD) on engaging Community leaders in nutrition activities.
6	To promote social and cultural factors affecting women and children nutritional status among crisis-affected communities	Identify / mapping of social and cultural factors that affect women and children nutritional status. Conduct theatre for dev (TfD). Promote songs that promote social and cultural factors affecting women and children nutritional status.
7	To enhance appropriate WASH and food safety issues among crisis affected people.	Conduct community dialogues, Conduct theatre for dev (TfD), Promote songs about WASH and food safety issues.
8	To facilitate nutrition education activities in crisis-affected communities.	Identify topics for a nutrition education manual / guide for CHWs in crisis affected communities with focus on food safety. Develop IEC materials to support the manual / guide. Conduct theatre for dev (TfD.) Conduct home visits. Build capacity in Community health workers in nutrition education and how to use the Manual.

	TARGET AUDIENCE	MESSAGE CONCEPT	CHANNEL OF COMMUNICATION
	Crisis affected Community leaders	Child feeding, Diet diversification, Healthy diet.	<ul style="list-style-type: none"> • Radio • TV • Posters • Flip charts
	<ul style="list-style-type: none"> • Community leaders • Traditional leaders • Religious leaders • Political leaders • Women groups • Youth groups 	<ul style="list-style-type: none"> • Negative social / cultural issues • Positive social / cultural issues • Role of Community leaders 	<ul style="list-style-type: none"> • Radio • TV • Posters • Flip charts
	<ul style="list-style-type: none"> • Community leaders • Traditional leaders • Religious leaders • Political leaders • Women groups • Youth groups 	<ul style="list-style-type: none"> • WASH • Food safety 	<ul style="list-style-type: none"> • Radio • TV • Posters • Flip charts
	<ul style="list-style-type: none"> • CHWs • Schools • DNCC 	<ul style="list-style-type: none"> • Nutrition education • Basics of adult education • Diet diversity 	<ul style="list-style-type: none"> • Radio • TV • Posters • Flip charts • Brochures

09.

Strategic Outcome (SO) 2

“

Vulnerable people in Zambia should have improved nutritional status in line with national targets by 2024.

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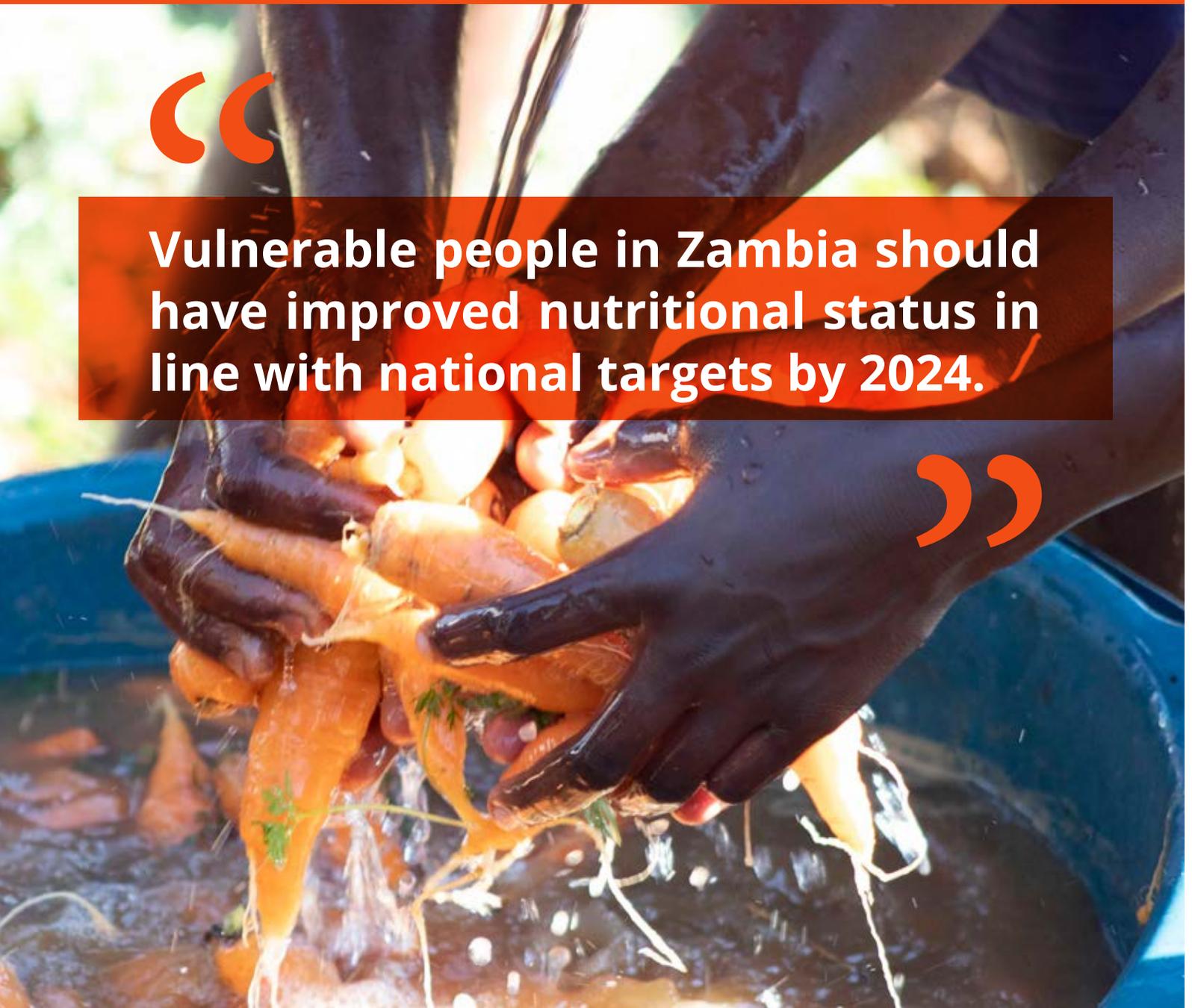


Table 4: SO2, SBCC

S/ No.	ISSUE	CURRENT BEHAVIOURS	IDEAL BEHAVIOURS	BARRIERS TO RECOMMENDED BEHAVIOUR	MOTIVATORS/ INFLUENCERS
1	Low knowledge levels about optimal nutrition practices at household level.	Poor nutrition related practices due to low nutrition knowledge.	Positive optimal nutrition related practices at household level.	Social norms and Cultural practices.	Agricultural Ext Officers, DNCC structures, Community based volunteers in health, agriculture and Community development and Social welfare ministries.
2	Negative social and cultural factors and practices that affect women and children nutritional status.	Poor nutritional and health practices that affect women and children nutritional and health status.	Adopt and promote nutritional and health practices that positively affect nutrition related activities.	Local practices in communities due to social norms. E.G Women and children not allowed to eat eggs as these are meant for men.	Positive social norms and cultural practices.

S/ No.	ISSUE	CURRENT BEHAVIOURS
3	High levels of micronutrient deficiency at household level.	<p>Poor skills and knowledge to promote diversified nutrition diets.</p> <p>Mono-cropping affecting availability of diverse and nutritious food.</p> <p>Lack of national policies to support availability of fortified foods.</p> <p>Inadequate engagement with private sector to ensure availability of nutritious foods through private sector initiative.</p>
4	Increasing trend of overnutrition diet resulting in obesity and NCDs related health challenges.	<p>Poor diet consumption and lifestyles choices resulting in increase in risk of obesity and NCDs.</p>
5	Poor dietary diversity at household level among women, adolescents and infant and young children.	<p>Consistent practice of non-diverse diet at household level with high consumption of vegetables, but low consumption of fruits and animal source foods at household level.</p>
6	Weak mainstreaming of nutrition among nutrition sensitive sectors; school, agriculture and social protection.	<p>Haphazard and uncoordinated teaching about nutrition to vulnerable populations.</p>

	IDEAL BEHAVIOURS	BARRIERS TO RECOMMENDED BEHAVIOUR	MOTIVATORS/ INFLUENCERS
	<p>Promotion of diversified nutrition diets at household level. Promote consumption of fortified foods at household level. Engagement with private sector to ensure availability of nutritious foods through private sector initiative.</p>	<ul style="list-style-type: none"> • Social norms and cultural practices. • Traditional beliefs. • Poor food fortification skills at household level. • Inadequate availability of nutritious foods on the market specifically fortified foods. 	<p>DNCC NFNC Local Extension Workers Ministry of Agriculture Community based volunteers in health, agriculture and community development and social welfare ministries</p>
	<p>Practice diet diversity, better lifestyle choices.</p>	<ul style="list-style-type: none"> • Peer pressure • Cost considerations • Lack of information to help consumers make informed choices when procuring processed foods. • Inadequate policies and guidelines to support availability of healthy foods and promotion of healthy diets. • Inadequate knowledge to drive demand for healthy foods. 	<p>Social media messages promoting good lifestyles and good diets. Heathy members of the community as a result of practicing diet diversity and better lifestyle choices.</p>
	<p>Promote dietary diversity at household level including consumption of animal sources foods, adequate servings of vegetables and fruits.</p>	<ul style="list-style-type: none"> • Lack of information about advantage of diverse diets. • Availability of nutritious food. 	<p>DNCC NFNC Ministry of Agriculture</p>
	<p>Mainstreaming of nutrition enhanced using a curriculum and teaching materials; school, agriculture and social protection.</p>	<ul style="list-style-type: none"> • Lack of policy guidance on mainstream of nutrition into the current school curriculum. • Lack of integrated nutrition teaching materials. 	<p>Partnerships in nutrition at various levels; provincial, district that promote nutrition mainstreaming.</p>

S/ No.	ISSUE	CURRENT BEHAVIOURS
7	Inadequate WASH at household level	Poor WASH practices leading to increased incidence of childhood illness – diarrhoea and ARI.

Channel of Communication

S/ No.	OBJECTIVE	PROPOSED ACTIVITIES
1	To promote innovative optimal infant and young child feeding practices. (IYCF)	<ul style="list-style-type: none"> • Support household level gardening. • Conduct cooking demonstrations. • Conduct face to face counselling sessions among PLW and MAICYN. • Conduct Theatre for Development (TfD) performances. • Conduct community dialogues. • Radio discussions • TV discussions
2	To reduce negative social, cultural factors and practices that affect women and children nutritional and health status.	<ul style="list-style-type: none"> • Conduct theatre for dev (TfD) performances • Conduct community dialogues • Conduct radio discussion

	IDEAL BEHAVIOURS	BARRIERS TO RECOMMENDED BEHAVIOUR	MOTIVATORS/ INFLUENCERS
	Vigorous Promotion of CLTS and SLTS.	Lack of knowledge on adequate and optimal WASH practices.	Partnerships in Nutrition at various levels provincial, district that promote WASH.

	AUDIENCE	MESSAGE CONCEPT	CHANNEL
	<ul style="list-style-type: none"> • Community leaders • Traditional leaders • Religious leaders • Political leaders • Women leaders • Youth group leaders • Community volunteers • Women of reproductive age groups • Adolescent girls • Other family support systems - fathers, inlaws etc 	<ul style="list-style-type: none"> • Healthy children • Balanced diets • Diet diversity • Micro nutrients supplementation • Minimum acceptable diets for IYC • Recommended meal frequency for IYC • Diverse diets for PLW and adolescents • Preparation of nutrient dense foods for IYC • Adequate preparation of vegetables, fruits, meats to add to infant foods - e.g. mashing, pounding, chopping and grinding. 	<ul style="list-style-type: none"> • Radio programmes • Face to face talks. • TV • Practical work/ demos. • Care group model support systems for nutrition. • Recipe booklet production and distribution. • EC materials E.G posters and brochures. • Drama
	<ul style="list-style-type: none"> • Community leaders • Traditional leaders • Religious leaders • Political leaders • Women leaders • Youth group leaders • Community volunteers • Women of reproductive age groups • Adolescent girls • Other family support systems - inlaws etc 	<ul style="list-style-type: none"> • Peer pressure • Cost considerations • Lack of information to help consumers make informed choices when procuring processed foods. • Inadequate policies and guidelines to support availability of healthy foods and promotion of healthy diets. • Inadequate knowledge to drive demand for healthy foods. 	<p>Social media messages promoting good lifestyles and good diets.</p> <p>Heathy members of the community as a result of practicing diet diversity and better lifestyle choices.</p>

S/ No.	OBJECTIVE	PROPOSED ACTIVITIES
3.	To support preparation of balanced diets at household level in order to address micronutrient deficiencies.	<ul style="list-style-type: none"> • Theatre for dev (TfD) performances. • Conduct community dialogues. • Conduct demos for crops and cookery activities. • Promote household gardens with diverse crops.
4.	To reduce the high trend of over nutrition diets that result in obesity and NCDs related health challenges.	<ul style="list-style-type: none"> • Theatre for dev (TfD) performances • Disseminate messages about Obesity, NCDs • Conduct community dialogues • School debates • School singing competitions on over nutrition and obesity themes.

AUDIENCE	MESSAGE CONCEPT	CHANNEL
<ul style="list-style-type: none"> • Community leaders • Traditional leaders • Religious leaders • Political leaders • Women leaders • Youth group leaders • Community volunteers • Women of reproductive age groups • Adolescent girls • Other family support systems - fathers, inlaws etc 	<p>Promote consumption of micronutrients rich foods.</p> <p>Promote utilisation of micronutrient powders in infant children.</p> <p>Preparation of nutrient dense food additions for MAIYCN.</p> <p>Production of nutrient dense crops and livestock at household level.</p>	<ul style="list-style-type: none"> • Radio • TV • Theatre for dev (TfD) performances • Social media • Care group model support systems for nutrition • Recipe booklet production and distribution • Technical guides on nutrient dense food production • Establishment of demonstration gardens • Complementary feeding manual • IEC materials eg Posters, Brochures. • Drama
<ul style="list-style-type: none"> • Community leaders • School authorities • Churches leaders • Religious leaders • Youth leaders • Community volunteers • Women of reproductive age groups • Adolescent girls • Other family support systems - fathers, inlaws etc 	<ul style="list-style-type: none"> • What is obesity? • Over nutrition • Non-Communicable Diseases (NCDs) • Healthy diets • Raise awareness on healthy foods to create demand for nutritious and healthy foods. • Good food logo promotion 	<ul style="list-style-type: none"> • Radio • TV • Theatre for dev (TfD) performances • Social media • Care group model support systems for nutrition • Promotion of the good food logo • IEC materials E.g Posters, Brochures. • Drama

S/ No.	OBJECTIVE	PROPOSED ACTIVITIES
5.	<p>Facilitate dietary diversity at household level.</p> <p>Promote production of diverse food products including animal source foods.</p>	<ul style="list-style-type: none"> • Conduct demos • Develop training guide on dietary diversity • Conduct community dialogues • Develop radio jingle on diet diversity
6.	<p>Facilitate mainstreaming of nutrition into the school curriculum.</p>	<ul style="list-style-type: none"> • Brainstorm methodology of mainstreaming. • Identify key players to facilitate mainstreaming activities at district level. • Engage religious leaders about religious literature identification as ref points of mainstreaming. • Conduct orientation for DNCC to support mainstreaming activities. • Train sectors in nutrition mainstreaming at various levels.
7.	<p>Raise awareness and increase engagement with communities on WASH related activities.</p>	<p>Integration of WASH messages and Support CLTS and SLTs, Baby WASH at community level within nutrition.</p>

AUDIENCE	MESSAGE CONCEPT	CHANNEL
<p>Community leaders, Traditional leaders, Religious leaders, Political leaders, Women leaders, Youth group leaders, Community volunteers, Women of reproductive age groups, Adolescent girls, Other family support systems - fathers, inlaws etc</p>	<p>Challenges faced due to poor diet diversity. Examples of food in a healthy diet.</p>	<ul style="list-style-type: none"> • Radio & TV • Theatre for dev (TfD) performances & Drama • Social media • Care group model support systems for nutrition. • Recipe booklet production and distribution. • Technical guides on nutrient dense food production • Establishment of demonstration gardens. • Complementary feeding manual • IEC materials eg Posters, Brochures.
<p>DEBS, NGOs in nutrition activities Community leaders, DNCC, MCDSS, MWDSEP, MOCTA (Chiefs & Traditional affairs), MOH, MOGE</p>	<ul style="list-style-type: none"> • Importance of nutrition • Use of nutrition data • Nutrition sensitive agriculture, health, social protection, education and WASH. 	<ul style="list-style-type: none"> • DNCC • Local school authorities • Training in nutrition sensitive guidelines for agriculture, health, social protection, education and • WASH
<ul style="list-style-type: none"> • MWDSEP • MOGE • MOH • Community volunteers 	<ul style="list-style-type: none"> • Hand washing at critical periods. • Trigger construction of latrines. Establishment of handwashing facilities near latrines. • Water treatment messages • Safe disposal of faecal matter. Open defecation prevention • messages 	<ul style="list-style-type: none"> • WASH technical guides training • WASH nutrition sensitive messages dissemination • Community champions sensitisation and support • Care group model support systems • EC materials E.g Posters, Brochures. • Drama

10.

Strategic Outcome 3:



Smallholder farmers in Zambia, especially women, have increased access to markets, enhanced resilience to climate shocks and diversified livelihoods by 2030.



Table 5: SO 3a Production, SBCC

S/ No.	ISSUE	CURRENT BEHAVIOURS	IDEAL BEHAVIOURS	BARRIERS TO RECOMMENDED BEHAVIOUR	MOTIVATORS/ INFLUENCERS
1.	Smallholder farmers have low knowledge about crop diversification.	Poor crop diversification practices due to low knowledge in small holder farmers.	Crop diversification increased by Smallholder farmers as a result of knowledge.	Social norms and practices hampering the practice government Farmer input support programme.	<ul style="list-style-type: none"> • Agricultural Extension Officers • DNCC
2.	Poor farming techniques in climate change compromised agricultural situations.	Smallholder farmers apply poor farming practices in climate change compromised agricultural situations.	Smallholder farmers practice modern farming techniques to climate change compromised agricultural situations.	Lack of knowledge information. Social norms / practices	<ul style="list-style-type: none"> • Agricultural Extension Officers • DNCC • Policies
3.	Poor access to biofortified inputs for nutrition dense crops.	Nutrition dense crops grown without biofortified inputs by Smallholder farmers.	Smallholder farmers grow nutrition dense crops grow using bio-fortified inputs.	Lack of knowledge about the inputs. Social norms / practices.	<ul style="list-style-type: none"> • Agricultural Extension Officers • DNCC • Policies

S/ No.	ISSUE	CURRENT BEHAVIOURS
4.	Poor access to hybrid seed varieties	Small holder farmers use local seeds in farming resulting in poor harvests.
5.	Lack of resource support quality and high crop production (materials, credit).	Smallholder farmers lack of resource for crop production results in poor quality and quantity harvest.
6.	Procurement of cheap but poor quality inputs hence affecting yield quality.	Poor yield harvest due to procurement of poor quality inputs for farming.

Channel of Communication

S/ No.	OBJECTIVE	PROPOSED ACTIVITIES
1.	To enhance Smallholder farmers skills in crop diversification.	<ul style="list-style-type: none"> • Conduct training for Smallholder farmers in crop diversification. • Conduct drama to increase awareness about advantages of crop diversification. • Design IEC materials to support awareness programmes. • Use lead farmer model demos. • Stakeholder mapping.

IDEAL BEHAVIOURS	BARRIERS TO RECOMMENDED BEHAVIOUR	MOTIVATORS/ INFLUENCERS
Use modern hybrid seeds with increased harvests.	Lack of knowledge about sources of hybrid seeds.	<ul style="list-style-type: none"> • Agricultural Extension Officers • DNCC • Policies
With resources availed, Smallholder farmers have high quality and quantity crops.	Lack of resources	<ul style="list-style-type: none"> • Agricultural Extension Officers • DNCC • Policies
Increased crop yield as a result of good quality inputs.	Lack of resources social norms / practices.	<ul style="list-style-type: none"> • Agricultural Extension Officers • DNCC • Policies

	AUDIENCE	MESSAGE CONCEPT	CHANNEL
	<ul style="list-style-type: none"> • Smallholder farmers • Local schools • Women leaders • DNCC • Community leaders • Traditional leaders • Political leaders • Religious leaders 	<ul style="list-style-type: none"> • Importance of crop diversification • Identification of nutritious food crops 	<ul style="list-style-type: none"> • Radio • Markets • IEC materials E.g Posters, Brochures • Drama

S/ No.	OBJECTIVE	PROPOSED ACTIVITIES
2.	To strengthen capacity of small holder farmers about climate change compromised agricultural situations.	<ul style="list-style-type: none"> • Stakeholder mapping. • Conduct training in climate Smart Agriculture. • Conduct drama to create awareness • Conduct demos. • Design IEC materials to support awareness programmes. • Conduct House to House visits with IEC materials. • Facilitate formation of producer groups (Farmer Groups) to enhance delivery of services to participating Smallholder farmers. • Enhance Smallholder farmer-groups for selected commodity value-chains through farmer led groupings/demos.
3.	To increase Smallholder farmer access to biofortified seed/ planting materials for nutrition dense crops.	<ul style="list-style-type: none"> • Facilitate access for farmers to biofortified seed / planting materials for nutrition dense crops. • Conduct training for Smallholder farmers on good agricultural practices (GAP) in using bio fortified seeds / planting materials. • Design IEC materials to support awareness programmes.
4.	To facilitate access for Smallholder farmers to hybrid seed varieties in order to increase production.	<ul style="list-style-type: none"> • Facilitate access sources of quality and high seeds through local agro-dealers, aggregation network and DNCC. • Conduct value chain analysis with focus on seed access, development in aggregation facilities. • Conduct awareness campaign about local sources of hybrid seed varieties. • Facilitate farmer school programmes.

	AUDIENCE	MESSAGE CONCEPT	CHANNEL
	<ul style="list-style-type: none"> • Smallholder farmers • School heads • Women leaders • DNCC 	<ul style="list-style-type: none"> • What is climate change? • Why climate change. • Addressing climate change in agriculture. 	<ul style="list-style-type: none"> • Radio • Markets • IEC materials E.g Posters, • Brochures • Drama
	<ul style="list-style-type: none"> • Smallholder farmers • Local leaders • Traditional leaders • Religious leaders • Political Leaders 	<ul style="list-style-type: none"> • What are bio fortified inputs? • What are nutrition dense crops? • List of nutrition dense crops. 	<ul style="list-style-type: none"> • Radio • Posters • Brochures • TV • Drama
	<ul style="list-style-type: none"> • Smallholder farmers • Local leaders • Traditional leaders • Religious leaders • Political Leaders 	<ul style="list-style-type: none"> • What are hybrid seeds? • Why hybrid seed? • Accessibility • Value chain 	<ul style="list-style-type: none"> • Radio • Posters • Brochures • TV

S/ No.	OBJECTIVE	PROPOSED ACTIVITIES
5.	To strengthen resource mobilization skills in smallholder farmers.	<ul style="list-style-type: none"> • Facilitate market sources of quality and high seeds. • Conduct awareness campaign about resource mobilization for small scale farmers. • Conduct value chain analysis with focus on production technology development including aggregation facilities. • Leverage partnerships with public and private sector financial providers smallholders and aggregators. • Conduct drama about potential sources of resources. • Conduct community dialogues with Smallholder farmers.
6.	Procurement of cheap but poor quality inputs by Smallholder farmers, hence affecting yield quality.	<ul style="list-style-type: none"> • Conduct drama to create awareness on quality farming inputs. • Conduct demos. • Conduct House to House visits with IEC materials/messages. • Design IEC materials to support awareness programmes.

	AUDIENCE	MESSAGE CONCEPT	CHANNEL
	<ul style="list-style-type: none"> • Smallholder farmers • Local leaders • Traditional leaders • Religious leaders • Political leaders 	<ul style="list-style-type: none"> • Crop production • Farming inputs • Resource mobilization • Value chain 	<ul style="list-style-type: none"> • Radio • Posters • Brochures • TV
	<ul style="list-style-type: none"> • Smallholder farmers • Local leaders • Traditional leaders • Religious leaders • Political leaders • Agro-dealers 	<ul style="list-style-type: none"> • Farming inputs • Yield quality • Agro-dealers 	<ul style="list-style-type: none"> • Radio • Posters • Brochures • TV

Table 6 SO3 b Processing and Value addition

S/ No.	ISSUE	CURRENT BEHAVIOURS
1.	Lack of knowledge about food utilization skills.	Inadequate knowledge on food utilization among smallholder farmers.
2.	Lack of access to markets for nutritious food.	<ul style="list-style-type: none"> • Indiscriminate sale of raw materials (crops). • Deliberate avoidance of markets for processed foods as most households especially those from rural areas depend/ consume mostly own produced foods which they process themselves.
3.	Lack of cottage industries where local farmers can process.	Haphazard processing of crops due to lack of cottage industries.
4.	Poor supply of quality raw materials for food processing and value addition.	Processing of raw materials regardless of the quality.
5.	Inappropriate Smallholder food preservation methods.	Poorly preserved harvest due to inappropriate preservation methods.

	IDEAL BEHAVIOURS	BARRIERS TO RECOMMENDED BEHAVIOUR	MOTIVATORS/ INFLUENCERS
	Quality food processing as a result of knowledgeable Smallholder farmers.	Poor food processing knowledge levels in Smallholder farmers.	<ul style="list-style-type: none"> • DNCC • Agro dealers • Lead farmers
	Quality harvest sales in organised and registered markets.	Competition among Smallholder farmers to access markets.	<ul style="list-style-type: none"> • DNCC
	Well-coordinated cottage industries and systems where local farmers process their produce.	Availability of building structures and resources.	<ul style="list-style-type: none"> • DNCC
	Processing of produce using sufficient and quality raw materials.	<ul style="list-style-type: none"> • Non availability of transport -related expenses to source raw materials. • Non-consideration of quality especially high quantity production situations. • Ignorance about facilities / equipment. 	<ul style="list-style-type: none"> • DNCC
	Acceptable and appropriate preservation methods.	<ul style="list-style-type: none"> • Social norms and cultural practices • Ignorance about facilities 	<ul style="list-style-type: none"> • DNCC

S/ No.	ISSUE	CURRENT BEHAVIOURS
6.	Inappropriate packaging and labelling of processed food due to high service cost.	Poorly packaged, labelled processed food.
7.	Lack of credit facilities to support Smallholder food processing.	Incomplete processed food due to lack of credit facilities for Smallholder farmers.

Channel of Communication

S/ No.	OBJECTIVE	PROPOSED ACTIVITIES
1.	To increase Smallholder knowledge on food processing.	<ul style="list-style-type: none"> • Conduct community dialogues. • Conduct drama performances. • Develop training manual for Smallholder farmer technological skill transfer.
2.	To facilitate Smallholder farmer access to markets for their processed goods.	<ul style="list-style-type: none"> • To develop a step by step guide to support Smallholder farmer access to markets. • Community meetings / dialogues about markets. • Conduct drama about market accessing.

	IDEAL BEHAVIOURS	BARRIERS TO RECOMMENDED BEHAVIOUR	MOTIVATORS/ INFLUENCERS
	Well packaged and labelled processed food.	Social norms and cultural practices.	<ul style="list-style-type: none"> • DNCC
	Credit facilities available for Smallholder farmers food processing services.	Ignorance about facilities.	<ul style="list-style-type: none"> • DNCC

	AUDIENCE	MESSAGE CONCEPT	CHANNEL
	<ul style="list-style-type: none"> • Smallholder farmers • Community leadership • Traditional leaders • Religious leaders • Political leaders 	<ul style="list-style-type: none"> • Technological skill transfer • Current Smallholder traditional 	<ul style="list-style-type: none"> • Radio • ICT/SMS • TV • Markets
	<ul style="list-style-type: none"> • Smallholder farmers • Community leadership • Traditional leaders • Religious leaders • Political leaders 	<ul style="list-style-type: none"> • Market access • Processed goods 	<ul style="list-style-type: none"> • Radio • ICT/SMS • TV • Markets

S/ No.	OBJECTIVE	PROPOSED ACTIVITIES
3.	To facilitate cottage industries availability where local farmers can process their produce.	<ul style="list-style-type: none"> • Mapping of locations to avail for cottages. • Engage potential owners of cottage industries • Engage traditional leaders to support Smallholder farmers on the need for cottage industry service. • Conduct drama about cottage industries operations.
4.	To enhance supply of raw materials for food processing and value addition.	<ul style="list-style-type: none"> • Mapping of required raw materials and their sources for food processing. • Facilitate logistics for raw materials supply. • Conduct dialogues with potential raw materials suppliers.
5.	Facilitate Smallholder food preservation methods	<ul style="list-style-type: none"> • Conduct sensitization activities such as public announcements about preservation methods. • Conduct community dialogues. • Conduct drama in public places. • Conduct meetings with community leaders.
6.	To support Smallholder farmers to undertake appropriate packaging and labelling of processed food.	<ul style="list-style-type: none"> • Identify packaging examples-good and bad examples for use in sensitization meeting. • Conduct drama / TfD. • Engage community leaders. • Engage Smallholder farmers in dialogue meetings.
7.	To facilitate credit facilities for Smallholder farmers to support food processing.	<ul style="list-style-type: none"> • Conduct community dialogues about credit facilities. Engage community leaders regarding their roles to facilitate credit facilities. • Conduct drama about credit facilities.

AUDIENCE	MESSAGE CONCEPT	CHANNEL
<ul style="list-style-type: none"> • Smallholder farmers • Community leadership • Traditional leaders • Religious leaders • Political leaders 	<ul style="list-style-type: none"> • Cottage industry • Smallholder farmers • Produce 	<ul style="list-style-type: none"> • Radio • ICT/SMS • TV • Markets
<ul style="list-style-type: none"> • Smallholder farmers • Community leadership • Traditional leaders • Religious leaders • Political leaders 	<ul style="list-style-type: none"> • Raw materials • Availability • Processing • Value addition 	<ul style="list-style-type: none"> • Radio • ICT/SMS • TV • Markets
<ul style="list-style-type: none"> • Smallholder farmers • Community leadership • Traditional leaders • Religious leaders • Political leaders 	<ul style="list-style-type: none"> • Preservation • Smallholder • Food 	<ul style="list-style-type: none"> • Radio • ICT/SMS • TV • Markets
<ul style="list-style-type: none"> • Smallholder farmers • Community leadership • Traditional leaders • Religious leaders • Political leaders 	<ul style="list-style-type: none"> • Packaging • Label • Processed • Food 	<ul style="list-style-type: none"> • Radio • ICT/SMS • TV • Markets
<ul style="list-style-type: none"> • Smallholder farmers • Community leadership • Traditional leaders • Religious leaders • Political leaders 	<ul style="list-style-type: none"> • Credit • Food • Processing • Smallholder 	<ul style="list-style-type: none"> • Radio • ICT/SMS • TV • Markets

Table 7: SO3c Post-harvest handling and storage and market access, SBCC

S/ No.	ISSUE	CURRENT BEHAVIOURS
6.	Poor skills, knowledge and techniques in smallholder farmers food storage.	Smallholder farmers poorly harvest and store food/harvest.
7.	Smallholder farmers lack food preservation facilities and techniques.	Smallholder farmers use poor preservation facilities resulting in poor food quality and quantities.
	Poor pest control techniques by Small holder farmers.	Smallholder farmers use poor pest control techniques.
	Poor grain quality management by small holder farmer at harvest stages.	Smallholder farmers apply poor skills to store grain appropriately.
	Poor aggregator knowledge and skills to manage quality aggregation points.	Aggregation points poorly managed, hence affect quality of harvest before reaching consumption.
	Poor Smallholder farmer access to predictable markets and post-harvest management promotion.	Smallholder farmers experiencing losses or no profit on their produce.

IDEAL BEHAVIOURS	BARRIERS TO RECOMMENDED BEHAVIOUR	MOTIVATORS/ INFLUENCERS
Smallholder farmer should use better storage techniques for their harvest.	<ul style="list-style-type: none"> • Social norms • Socio-economic factors 	<ul style="list-style-type: none"> • Agricultural extension officers • Farmer groups. • DNCC
Application of quality skills in food preservation.	<ul style="list-style-type: none"> • Social norms • Socio-economic factors 	<ul style="list-style-type: none"> • Agricultural extension officers. • Farmer groups exchanging. • DNCC
Skilled pest control techniques.	<ul style="list-style-type: none"> • Social norms • Socio-economic factors 	<ul style="list-style-type: none"> • Agricultural extension officers. • Farmer groups exchanging. • DNCC
Skilled smallholders' farmers able to store grain appropriately.	<ul style="list-style-type: none"> • Poor grain storage systems • Lack of skills to store grain appropriately 	<ul style="list-style-type: none"> • DNCC • Lead farmer group
Skilled aggregators with quality skills and knowledge to manage aggregation points.	Social norms and poor practices currently in use	<ul style="list-style-type: none"> • Farmer leads at community level.
Smallholder farmers making profits from their produce as a result of accessing quality markets for their produce.	Lack of market information	<ul style="list-style-type: none"> • Farmer leads at community level.

Channel of Communication

S/ No.	OBJECTIVE	PROPOSED ACTIVITIES
1.	To enhance Smallholder farmers food storage knowledge, skills and techniques.	<ul style="list-style-type: none"> • Conduct stakeholder mapping. • Conduct capacity building for Smallholder farmer in storage management. • Conduct community dialogues. • Conduct drama to increase awareness about advantages of crop diversification. • Design IEC materials to support awareness programmes. • Use lead farmer model demos.
2.	To develop Smallholder farmers capacity in food preservation techniques.	<ul style="list-style-type: none"> • Conduct stakeholder mapping. • Conduct training for Smallholder farmers in food preservation. • Conduct community dialogues. • Conduct drama to increase awareness about advantages of good food preservation management. • Design IEC materials to support awareness programmes. • Use lead farmer model demos.
3.	To develop Smallholder farmers pest control techniques.	<ul style="list-style-type: none"> • Conduct stakeholder mapping. • Conduct training for Smallholder farmers in pest control. • Conduct community dialogues. • Conduct drama to increase awareness about advantages of crop pest control. • Design IEC materials to support awareness programmes. • Use lead farmer model demos.

AUDIENCE	MESSAGE CONCEPT	CHANNEL
<ul style="list-style-type: none"> • Community leadership • Traditional leaders • Women Groups leaders • Religious leaders • Youth leaders • Smallholder farmers 	<ul style="list-style-type: none"> • Smallholder farming • Food storage • Food quality 	<ul style="list-style-type: none"> • Demos • Radio • ICT / SMS • Markets • IEC materials
<ul style="list-style-type: none"> • Community leadership • Traditional leaders • Women Groups leaders • Religious leaders • Youth leaders • Smallholder farmers 	<ul style="list-style-type: none"> • Smallholder farming • Food preservation • Food quality 	<ul style="list-style-type: none"> • Demos • Radio • ICT / SMS • Markets • IEC materials
<ul style="list-style-type: none"> • Community leadership • Traditional leaders • Women Groups leaders • Religious leaders • Youth leaders • Smallholder farmers 	<ul style="list-style-type: none"> • Smallholder farming • Pest control • Food quality 	<ul style="list-style-type: none"> • Demos • Radio • ICT / SMS • Markets • IEC materials

S/ No.	OBJECTIVE	PROPOSED ACTIVITIES
4.	To enhance small holder capacity in grain quality management at harvesting stage.	<ul style="list-style-type: none"> • Conduct stakeholder mapping. • Conduct training for Smallholder farmers in pest control. • Conduct community dialogues. • Conduct drama to increase awareness about advantages of crop pest control. • Design IEC materials to support awareness programmes. • Use lead farmer model demos.
5.	Enhance aggregators knowledge and skills in the management of aggregation points.	<ul style="list-style-type: none"> • Conduct stakeholder mapping. • Conduct training for Smallholder farmers in pest control. • Conduct community dialogues. • Conduct drama to increase awareness about advantages of crop pest control. • Design IEC materials to support awareness programmes. • Use lead farmer model demos.
6.	Support small holder farmers access to predictable markets and post-harvest management and promotion.	<ul style="list-style-type: none"> • Conduct resource mapping with focus on markets. • Conduct training for Smallholder in accessing predictable markets and post-harvest management and promotion. • Conduct community dialogues. • Conduct drama to increase awareness about advantages of aggregation points. • Design IEC materials to support awareness programmes. • Use lead farmer model demos.

AUDIENCE	MESSAGE CONCEPT	CHANNEL
<ul style="list-style-type: none"> • Community leadership • Traditional leaders • Women Groups leaders • Religious leaders • Youth leaders • Smallholder farmers 	<ul style="list-style-type: none"> • Smallholder farming • Grainquality • Foodquality 	<ul style="list-style-type: none"> • Demos • Radio • ICT / SMS • Markets • IEC materials
<ul style="list-style-type: none"> • Community leadership • Traditional leaders • Women Groups leaders • Religious leaders • Youth leaders • Smallholder farmers 	<ul style="list-style-type: none"> • Smallholder farming • Aggregation points • Foodquality 	<ul style="list-style-type: none"> • Demos • Radio • ICT / SMS • Markets • IEC materials
<ul style="list-style-type: none"> • Community leadership • Traditional leaders • Women Groups leaders • Religious leaders • Youth leaders • Smallholder farmers 	<ul style="list-style-type: none"> • Markets • Post-harvest management • Post-harvest promotion of produce 	<ul style="list-style-type: none"> • Demos • Radio • ICT / SMS • Markets • IEC materials

11.

Strategic Outcome (SO) 4:



Government institutions in Zambia have more efficient, effective and shock-responsive social protection systems to contribute to SDG2.

ISSUE	CURRENT BEHAVIOURS	IDEAL BEHAVIOURS	BARRIERS TO RECOMMENDED BEHAVIOUR	MOTIVATORS/ INFLUENCERS
<p>Poor information flow and coordinated national programming to support home grown school meals shock responsive, nutrition sensitive social protection system.</p>	<p>Limited interaction of beneficiaries with other key sectors such as health, wash, and agriculture.</p>	<p>Enhance linkages of beneficiaries with other vital sectors.</p>	<p>Poor attitudes and beliefs towards social protection programmes</p>	<p>ICT (incl) Social Media</p>
<p>Weak community structures to support shock-responsive social protection system and most vulnerable from shocks and stresses, particularly with a focus on nutrition.</p>	<p>Weak coordination in responding to shock responsive social protection systems.</p>	<p>Strong community structures that are coordinated and organised.</p>	<p>Traditional systems interfering with new set ups.</p>	<p>Guidelines in place to support structures.</p>
<p>Negative social norms at household level not supportive of the social protection systems and safety nets. For example; poor women's involvement.</p>	<p>Limited women engagement and empowerment and development capacity on social behavioural change programmes.</p>	<p>Effective household level support from women hence strong social protection systems and safety nets at household level.</p>	<p>Weak capacity of women networks to support social protection systems and safety nets.</p>	<p>NGOs Community / Religious Leaders</p>

S/ No.	ISSUE	CURRENT BEHAVIOURS
4.	Weak systems to support integration of food and nutrition for social protection systems and safety nets PLHIV.	Poor support provided into social protection systems and safety nets that support PLHIV.
5.	Weak community ownership of social protection and safety nets support and interventions.	Poor programme implementation as a result of poor community ownership.

Channel of Communication

S/ No.	OBJECTIVE	PROPOSED ACTIVITIES
1.	To enhance management of information flow and coordinated programming to support home grown schoolmeals and shock-responsive social protection system mechanisms with a focus on nutrition.	<ul style="list-style-type: none"> • Review and enhance existing traditional systems. • Rollout of the nutrition sensitive social protection guidelines. • Nutrition sensitive HGSM implementation.
2.	To strengthen community structures in order to enhance shock responsive social protection system and most vulnerable from shocks and stresses.	<ul style="list-style-type: none"> • Conduct training workshops on social security opportunities. • Increase knowledge on social assistance opportunities to vulnerable households. • Empower vulnerable households with viable farming activities to be self-sustaining in productivity and nutrition security.

IDEAL BEHAVIOURS	BARRIERS TO RECOMMENDED BEHAVIOUR	MOTIVATORS/ INFLUENCERS
Social protection programmes providing food and counselling to PLHIV especially severely malnourished children.	Weak traditional / community networks for support to PLHIV.	PLHIV network
Community owned and driven interventions.	Social and Cultural norms.	Existing traditional structures

AUDIENCE	MESSAGE CONCEPT	CHANNEL
<ul style="list-style-type: none"> • Community leaders • Traditional leaders • Religious leaders • Political leaders • Womens groups • Youths 	<ul style="list-style-type: none"> • Social protection • Vulnerability • Community leaders 	<ul style="list-style-type: none"> • Radio • Posters • Brochures (visuals) • Markets • PA system
<ul style="list-style-type: none"> • Community leaders • Households 	<ul style="list-style-type: none"> • Social protection • Vulnerability • Community leaders 	<ul style="list-style-type: none"> • Radio • Posters • Brochures (visuals) • Markets • PAsystem

S/ No.	OBJECTIVE	PROPOSED ACTIVITIES
3.	To strengthen women empowering systems at household level to enhance social protection systems and safety nets.	<ul style="list-style-type: none"> • Mapping of existing women network programmes especially for vulnerable and disadvantaged groups.. • Conduct capacity building activities. • Conduct community dialogues with focus on women empowerment to enhance social protection systems and safety nets.
4.	To enhance systems that support integration of food and nutrition for social protection systems and safety nets PLHIV.	<ul style="list-style-type: none"> • Review current Social Support / Assistance programs for PLHIV. • Link PLHIV with public welfare assistance scheme and other social services. • Engage community leaders for their support to PLHIV.
5	To enhance community ownership of social protection and safety nets support and interventions.	<ul style="list-style-type: none"> • Mapping of community leadership. • Conduct community dialogues focusing of enhancing programme community ownership.

	AUDIENCE	MESSAGE CONCEPT	CHANNEL
	<ul style="list-style-type: none"> • Community leaders • Traditional leaders • Religious leaders • Politicians • Civic leaders 	<ul style="list-style-type: none"> • Social protection • Vulnerability • Community leaders • Women empowerment 	<ul style="list-style-type: none"> • Radio • Posters • Brochures (visuals) • Markets • PA system
	<ul style="list-style-type: none"> • Parliamentarians • District Commissioners • Ministry of Community Development • Community leaders • Religious leaders 	PLHIV Vulnerability	<ul style="list-style-type: none"> • Radio • Posters • Brochures (visuals) • Markets • PA system
	<ul style="list-style-type: none"> • Community leadership • Traditional leaders • Religious leaders • Civic leaders • Women leaders 	<ul style="list-style-type: none"> • Community Ownership • Safety nets 	<ul style="list-style-type: none"> • Radio • Posters • Brochures (visuals) • Markets • PA system

Our Partners

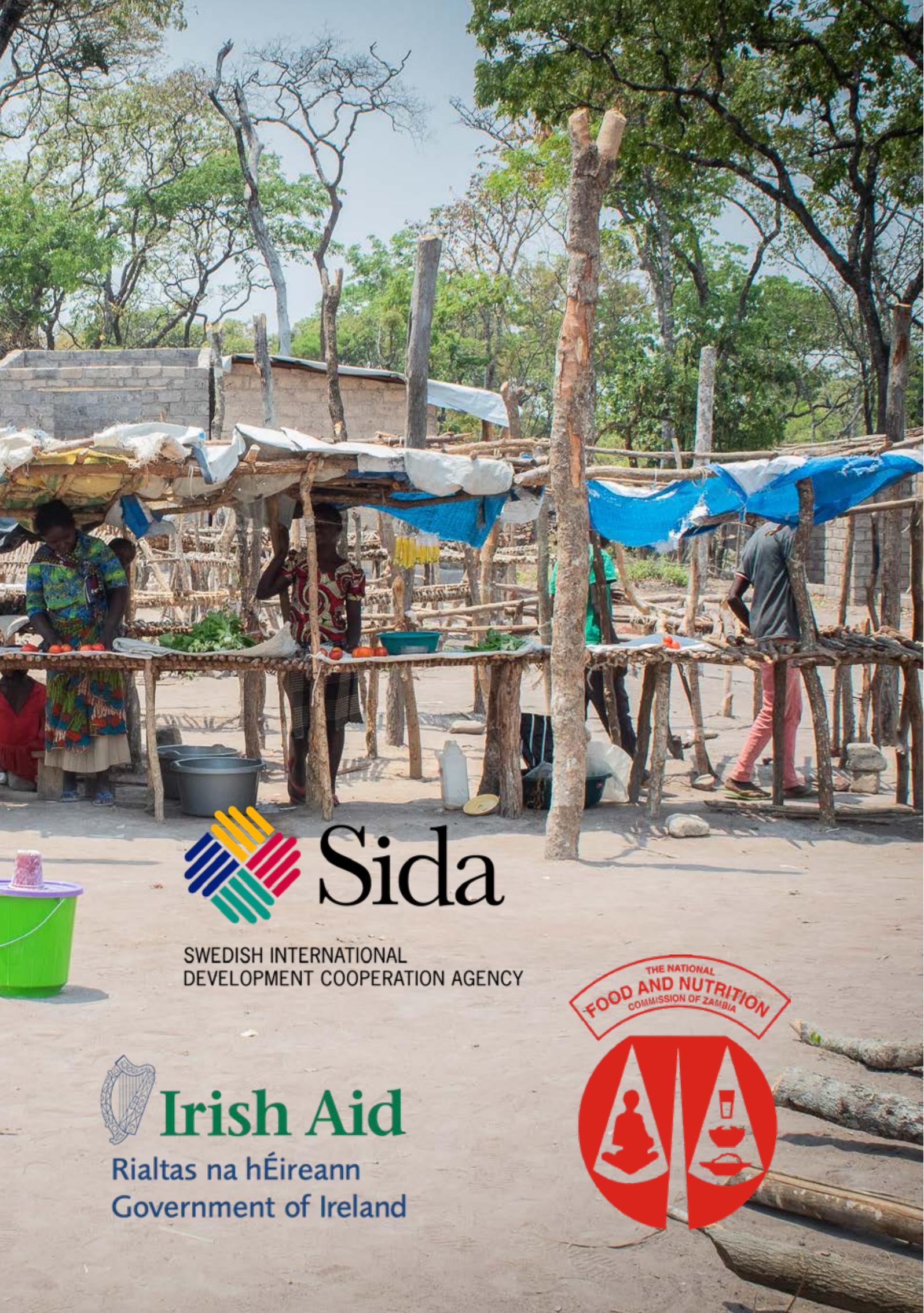
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