

Transform Nutrition and Save the Children Nutrition for Growth spokespeople training.

14-16 March 2016, London

Introduction

The meeting will train 20 nutrition champions as Nutrition for Growth (N4G) spokespeople. Participants will undertake an intensive 3-day training programme, during which they will hear primarily from expert media trainers and be given a chance to share their own examples of good practice.

Criteria

Participants:

- Have a track record of excellence as a nutrition advocate.
- Have a current ability to undertake nutrition advocacy.
- Have the intention to utilise the Rio Nutrition for Growth Summit as an opportunity to win political and financial commitments from their government targets (national, regional and international)
- Are their organisations' or networks' most likely media spokesperson in the run up to the Nutrition for Growth Summit.

Objectives

Participants will know how:

- To identify, collect, and utilise compelling nutrition evidence and narratives to support their own work.
- To articulate their nutrition priorities verbally and in writing in a way that has the best chance of:
 - o Galvanising public support via the media
 - o Influencing decision makers in meetings and events.
- To maximise the opportunity of the Nutrition for Growth summit as an opportunity to secure political and financial nutrition commitments from their advocacy targets

Participant list:

Neerja Chowdhury

Position: Transform Nutrition Champion (India)

Bio: Ms Neerja Chowdhury is a political journalist of repute with a strong interest in social activism, and a member of the Citizens Alliance Against Malnutrition (Citizens Alliance)

Neerja entered the realm of nutrition after being approached by UNICEF to help with child rights advocacy. She became really interested in nutrition after the 2005-06 National Family Health Survey (NFHS-3), which brought home the realisation that rates of child malnutrition in India were among the highest in the world

Manaan Mumma

Position: Transform Nutrition Champion (Kenya)

Bio: After training as a nutritionist, Manaan Mumma started her career working in maternal and infant nutrition, especially on infant and young child feeding (IYCF) and integrated management of acute malnutrition (IMAM) programmes. Manaan then pursued a career in HIV. When Kenya joined the Scaling Up Nutrition (SUN) movement in 2012, she saw this as an opportunity for her to go back into nutrition. Her role was to support SUN CSA with capacity building on nutrition advocacy and media engagement. She has since moved on to be a Regional Nutrition and HIV Officer for the World Food Programme Regional Bureau for East and Central Africa.

Basanta Kar

Position: Transform Nutrition Champion (India)

Bio: Mr. Basanta Kumar Kar is currently working as the Senior Advisor in The Coalition for Food and Nutrition Security, India (<http://www.nutritioncoalition.in/>), the largest food and nutrition coalition in India committed to fostering collaboration and evidence based advocacy for improved programs to achieve sustainable food and nutrition security. Throughout his career, he has successfully demonstrated a number of sustainable development models in the areas of nutrition, health, HIV, food and livelihoods security, disaster and emergency. Championing the cause of nutrition, food security and development has been an endeavour of Basanta ever since he became a development practitioner in the early 80s. Basanta also has a keen interest in art, culture and literature. Basanta has published numerous academic and research works as well as being the author of three collections of poems in English.

Frealem Shibabaw

Position: Transform Nutrition Champion (Ethiopia)

Bio: When Frealem Shibabaw was running a private school in BahirDar, Ethiopia, a five year old child approached her and asked to be registered at the school despite him not being able to afford it. He was enrolled and performed very well until third grade, when he started bringing in an empty lunch box to school. This made Frealem realise how malnutrition affects school performance, and triggered her interest around the issue. It was a turning point for Frealem, who then started a formal dialogue with the Cabinet members and State presidents to discuss the issue.

In less than three years, Frealem's advocacy has helped to establish a school meal initiative in Ethiopia building on a sustainable community-centered approach with small dairy farms in each school. Frealem also advocated for last year's "Seqota Declaration" – a government commitment to end child under nutrition in Ethiopia by 2030. In line with the Seqota Declaration, she hopes that Ethiopia will no longer have malnourished children in 10 to 15 years, and that Ethiopia can grow to become a country the international community and neighbouring countries refer to for successful interventions.

Christine Muyama

Position: Transform Nutrition Champion (Uganda)

Bio: Christine is the Nutrition Programmes officer at the Graca Machel Trust where she supports Civil Society Alliances in Malawi, Mozambique and Tanzania to lobby leaders to prioritise nutrition at the national, district and community levels. Prior to this she was National Coordinator for the Civil Society Coalition on Scaling Up Nutrition in Uganda (UCCO-SUN). During this period, on realizing that nutrition had been left out of the first draft of Uganda's National Development Plan (NDP) II, Christine and her team met with the national planning authority, presented a position paper which included views and perceptions of communities, and successfully advocated to ensure nutrition was addressed as a key development issue in the plan....

Sansan Myint

Position: Save the Children & Transform Nutrition Champion (Myanmar)

Bio: Sansan Myint is a medical doctor with a post graduate diploma in Obstetrics and a Master of Public Health degree in Population and Family Health. She has several years of experience working in Health, Nutrition and HIV with national governments, donors and Civil Society Organizations and the United Nations in different country settings – Myanmar, Botswana, Zambia, Laos, Vietnam, Cambodia and Yunnan and Guangxi provinces of China.

She has been extensively involved in evidence based Advocacy work with governments, National AIDS Councils, Civil Society Organizations and donors in HIV/AIDS, Drug Harm Reduction and Maternal and Newborn Child Health. She maintained her focus on nutrition matters across the different areas of work given the visibility of different sets of nutrition problems in the different settings. She has strongly advocated for equity of access to services - social, health, nutrition, protection services and drug harm reduction services in different work settings under different country and culture contexts.

Caroline Nenguke

Position: Save the Children (Zambia)

Bio: To be provided

Julia Schilling

Position: Save the Children (Germany)

Bio: To be provided

Eriko JIBIKI

Position: Save the Children (Japan)

Bio: Eriko Jibiki studied International relations at Tokyo University. During the course, she worked as a Cultural and Educational Attache at the Japanese Embassy in UK for 2 years. After working at the Diplomatic Record Office of MOFA, she worked as Junior Professional Officer at the World Food Programme in Rome HQ and Laos Country Office. In Laos, she was in charge of School Feeding Programme and De-worming Programme, where she developed her interest in health and nutrition. After she came back to Japan, she worked as official in charge of health, as well as UNICEF at MOFA.

She joined Save the Children Japan since April 2015. She is also studying long-distance at the London School of Hygiene and Tropical Medicine Master's course

Majella Hurney

Position: Save the Children (Australia)

Bio: Majella joined Save the Children Australia in January 2016 as a Health and Nutrition Policy Adviser. Prior to joining Save, she worked in Humanitarian and Emergency Affairs at World Vision and was deployed frequently across Asia, Africa and the Middle East. Her work focused on protracted conflicts in Afghanistan, Pakistan, South Sudan and Sri Lanka. She previously worked as a Legal Adviser at the Global Fund to Fight Aids, TB and Malaria in Geneva, Switzerland and before this a commercial lawyer for the global law firm, King & Wood Mallesons.

Olayinka Adekugbe

Position: Save the Children (Nigeria)

Bio: In 7 of public health practice Dr Olayinka Adekugbe has worked in program development/implementation, advocacy and communication. In Olayinka's present capacity as Advocacy Advisor with Save the Children Nigeria areas of nutrition interest are coordination, evidence generation, resourcing and policy implementation.

Olayinka works with Houses of Assembly at the national and sub-national level to institutionalize and advocate for sustainable funding mechanisms for f

Elvis Sukali

Position: Save the Children (Malawi)

Bio: To be provided

Lioul Berhanu

Position: Save the Children (Ethiopia)

Bio: To be provided

Tatak Ujyati

Position: Save the Children (Indonesia)

Bio: To be provided

Rodrigo Arias

Position: Save the Children (Guatemala)

Bio: To be provided

Amado Parawan

Position: Save the Children (Philippines)

Bio: Dr. Amado R. Parawan is a trained Pediatrician and is currently the Health and Nutrition Advisor of Save the Children Philippines Country Office where he has been connected since 1997. As an

expert in child nutrition and in early childhood care and development, he was a presidential appointee to the Governing Board of the National Nutrition Council from 1999 to 2001 by President Joseph Estrada, and the Council for the Welfare of Children from 2007 to 2009 by President Gloria Macapagal-Arroyo.

He has implemented emergency and developmental health and nutrition projects with UN, donors, and corporate groups. His expertise includes: Community Pediatrics; Maternal, Newborn and Reproductive Health; Maternal, Infant and Young Child Nutrition; School Health and Nutrition; and Nutrition in Emergencies. His competencies include health and nutrition program management; policy advocacy; research; and, child rights-based and gender-equitable health and nutrition programming.

Jean Pierre Zeelie

Position: Save the Children (Canada)

Bio: Jean-Pierre Zeelie has recently joined Save the Children Canada as a Technical Advisor for Health and Nutrition, working predominantly on the Rapid Access Expansion (RACE) Program in Mozambique and Malawi, and the MNCH and Livelihoods Project in Northern Ethiopia. Jean-Pierre was recipient of the Provincial Researcher of the Year award, presented by the South African National Department of Health, for his involvement on a randomized control trial to evaluate the impact of community health workers on PMTCT outcomes for HIV-positive women and children.

Smita Baruah (TBC)

Position: Save the Children (United States of America)

Bio: To be provided

Meeting agenda

Time	14th March
9.00am – 9.30am	Arrival
9.30am – 10.30am	<p>Plenary Training 1: What is Rio Nutrition for Growth?</p> <p>With Marie Rumsby (Head of Hunger and Nutrition, Save the Children) and Annabel Fenn (Acting Head of Campaigns, Save the Children)</p> <p>Room: Seminar Room, Shelter Training, 4 Garrett Street</p>
10.30am – 1.15pm	<p>Plenary Training 2: New nutrition narratives</p> <p>With Helen (Weber Shandwick) and Katie (Saatchi and Saatchi)</p>

	<p>Room: Seminar Room, Shelter Training, 4 Garrett Street</p>
1.15pm – 2.15pm	Lunch
2.15pm- 3.15pm	<p style="text-align: center;">Plenary Training 3: Financial evidence for nutrition advocacy</p> <p style="text-align: center;">With Hugh Bagnall-Oakeley (Save the Children)</p> <p style="text-align: center;">Room: Seminar Room, Shelter Training, 4 Garrett Street</p>
3.15pm – 3.30 pm	Break
3.30 pm – 4.30pm	<p style="text-align: center;">Plenary Training 4: Preparing for advocacy meetings</p> <p style="text-align: center;">With Kirsty McNeill (Save the Children)</p> <p style="text-align: center;">Room: Seminar Room, Shelter Training, 4 Garrett Street</p>
4.30 pm – 5.30pm	<p style="text-align: center;">Plenary Training 5: Strategy development</p> <p style="text-align: center;">With Kirsty McNeill (Save the Children)</p> <p style="text-align: center;">Room: Seminar Room, Shelter Training, 4 Garrett Street</p>

Time	<h2 style="margin: 0;">15th -16th March</h2> <p style="margin: 0;">For the remainder of the workshop participants will split into 6 groups (3 each group) and undertake each of the following intensive workshops in turn. Workshops are repeated six times over the next two days, giving every participant the chance to benefit from each.</p>					
	Workshop 1 Interview Training Trainer: Malcolm Douglas (pm) and Roz Morris (am)	Workshop 2 Engaging the Media Trainer: Roddy McDougall	Workshop 3 DIY Rio strategies Trainer: Selena Victor	Workshop 4 Evidence for Nutrition Advocacy Trainer: Katie Mark	Workshop 5 Public Speaking Trainer: Anna Ostergren	Workshop 6 Writing for Change Trainer: Amy Barry

Session outlines

Plenary Training 1: What is Rio Nutrition for Growth?

Description: An introduction to the Rio Nutrition for Growth

Objective: To identify the opportunities of the Nutrition for Growth summit and its lead-in to secure accountable political and financial nutrition commitments.

Provider: Marie Rumsby (Head of Hunger and Nutrition, Save the Children) and Annabel Fenn (Acting Head of Campaigns, Save the Children)

Plenary Training 2: New nutrition narratives

Description: Consultants who've developed a new narrative for nutrition are given a chance to disseminate their toolkits and messages. Including:

- A walk-through of the narrative including overall proposition, key messaging pillars, and how the messages can be used with different audiences
- A discussion on how stories used by participants can be used with the narrative

Objective: Participants equipped with the skills to utilise the narrative in their work.

Provider: Helen (Weber Shandwick) AND Katie (Saatchi and Saatchi)

Plenary Training 3: Financial evidence for nutrition advocacy

Description: Presentation on using financial information to support nutrition advocacy. Including a focus on:

- Potential uses of World Bank's forthcoming costing WHA nutrition targets
- Current uses of budget analysis evidence.

Objectives: Participants given suggestions for using latest financial evidence in their work.

Providers: Hugh Bagnall-Oakeley (Senior Hunger Policy and Research Adviser, Save the Children)

Plenary Training 4: Preparing for advocacy meetings

Description: Top tips for preparing for face-to-face meetings with decision makers.

Objective: To advise participants on preparing for high-level advocacy meetings.

Provider: Kirsty McNeill (Director of Policy, Advocacy and Campaigns, Save the Children)

Plenary Training 5: Strategy development

Description: A presentation on putting together great advocacy strategies.

Objective: To familiarise participants with the process of creating change strategies.

Provider: Kirsty McNeill (Director of Policy, Advocacy and Campaigns, Save the Children)

Workshop 1 – Interview Training

Description: Intensive spokesperson workshop

Objective: To prepare participants for delivering excellent TV and Radio Interviews

Provider: Malcolm Douglas and Roz Morris (Good Morning Britain, ITV Studios)

Workshop 2 – Engaging the Media

Description: Tailored advice for advocates looking to engage with local, national and international media (Press and Print)

Objective: To give participants their best chance of securing media coverage.

Provider: Roddy McDougall, TV News London Ltd

Workshop 3 – Strategic Action Plans for Rio

Description: Semi-structured session allow each participant to develop their own tailored Nutrition for Growth advocacy strategies / project plan)

Objective: Support participants to develop strategic action plans outlining their (or their organisation or network's) advocacy and campaign strategies and plans for the three month period in the run up to and at Rio 2016. Although participants will not be able to complete a full strategic action plan in the two hour session, they should leave with the right tools to complete the plan, and bring in others from their organisations and networks.

Provider: Selena Victor has spent the last 15 years in humanitarian and human rights work. Having worked in field programmes in the horn of Africa for Oxfam and MSF, she became Sudan Researcher and Advocate for Human Rights Watch based in New York. She then spent 5 years as Director of Advocacy for the International Rescue Committee in London. She is now a consultant providing advocacy training and support to a range of organisations, including British Red Cross, HelpAge International, Save the Children and the Norwegian Refugee Council.

Workshop 4 – Evidence Gathering for Nutrition Advocacy

Description: This workshop will look at ways to gather compelling and credible evidence and then turn the data you gather on nutrition into a narrative, that will make for a good news story. What evidence do you need and how do you get it? How can you then articulate your ideas in a way that gets it on the news agenda.

- We will work on ways to convert your research from data to headlines.
- What data journalist are looking for from press releases
- The evidence you need and how it needs to be presented, how you need to have gathered it and what makes it credible.
- How to make a story more relatable, i.e. moving the research from the academic stage to being more accessible and captivating
- The importance of recognizing and using a good character in a story to narrate the issue and draw in the audience.
- Ways to represent, recognize and priorities testimonies and look at the missing voices in the nutrition conversation.
- Finding the right people to collect the most powerful testimonies, who to talk to and how to present their testimony in order to create an engaging story
- Targeting testimonials to your audience and outlet, i.e. traditional news packages, social media, viral videos, investigative programming
- Pitching your idea using the testimonies you have – The Do's and the Don'ts

Objective: participants able to identify, collect, and utilise compelling nutrition evidence in their own work.

Provider: Katie Mark is a documentary filmmaker and journalist with experience working for established news organisations such as BBC, Sky and Aljazeera English News. Her interest has always been in investigative journalism and following up on the stories behind the headlines. She has spent the last few years between New York, Lagos and London helping to establish TVC Investigates, the investigative strand for TVC News, a new 24 hour Pan-African news channel based in Nigeria.

Website: <https://vimeo.com/katiemark>

Trailer for upcoming feature, Street Girls: <https://vimeo.com/48901705>

On Air: <https://vimeo.com/125026847>

Workshop 5 – Public Speaking

Description: Tips on techniques for public speaking engagements, including body language.

Objective: Participants better able to utilise public speaking opportunities and TV interviews

Provider: Anna Ostergren, TV News London Ltd

Workshop 6 - Plenary Training 6: Writing for Change

Description: Participants receive tangible tips for writing media articles, blogs, op-eds and press releases.

Objective: To prepare participants for delivering excellent print for press content.