Understanding the Assets and Gaps to Create an Enabling Environment for MMS

- Develop an agenda that aligns donor interests and priorities with gaps in advocacy, policy, and MMS implementation (including implementation research).

- Achieve a greater shared understanding of the upcoming advocacy opportunities for MMS vis-à-vis the MNF 5th Global Conference, the Tokyo Nutrition for Growth Summit 2020 (N4G2020).
PRE-REQUISITES FOR AN ENABLING ENVIRONMENT:

- UNIMMAP must be formally approved by local regulatory authority
- MMS is listed in the country’s Essential Medicine List
- MMS is recommended in the country’s antenatal care guidelines

- Favorable regulatory and tax policies for local procurement, production and/or importation of high-quality MMS
- Government has a budget line for provinces/districts to order and purchase MMS

- Government has a budget line for training of antenatal care providers on appropriate counseling on the benefits of MMS over IFA
- Government has a budget line for a social and behavioral change campaign for MMS
**TOOLKIT**

Skills, expertise, and resources you might need to implement your advocacy strategy

<table>
<thead>
<tr>
<th>Experience and expertise in:</th>
<th>Relationships with:</th>
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<tbody>
<tr>
<td>• Social Media</td>
<td>• Media</td>
</tr>
<tr>
<td>• Policy analysis</td>
<td>• Decision-makers and influencers</td>
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<tr>
<td>• Effective communication and advocacy</td>
<td>• “Champions”</td>
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<tr>
<td>• Policy analysis</td>
<td>• Donors</td>
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<tr>
<td>• Drafting policy briefs</td>
<td>• Community and social mobilization networks</td>
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<td>• Technical knowledge</td>
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<td>• Coalition-building</td>
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**Demonstrated track record of:**

- Mobilizing resources
- Policy change and advocacy efforts
STAKEHOLDERS

Important stakeholder groups to keep in mind when brainstorming:

• Ministry of Health
• Ministry of Finance
• Provincial nutrition departments
• Civil Society Organizations — influencers
• Local academic institutions — influencers

WHO ELSE SHOULD WE TAKE INTO ACCOUNT?
GUIDE

**STEP 1:** For groupwork, we will have 6 groups and 2 groups will be assigned the same country:

Group 1: Indonesia
Group 2: Bangladesh
Group 3: Haiti
Group 4: Bangladesh
Group 5: Indonesia
Group 6: Haiti

**STEP 2:** In each of your groups, you will answer 3 questions

**STEP 3:** Based on your discussions, you will identify key assets and gaps for each stakeholder group

**STEP 4:** One person from each group will report back to the larger group
HOW DO WE IDENTIFY AND NURTURE “CHAMPIONS” IN COUNTRY?
HOW DO WE CREATE TAILORED ADVOCACY AND POLICY TOOLKITS FOR VARIOUS STAKEHOLDERS, AT DIFFERENT LEVELS, IN THE COUNTRY?
WHAT ARE SOME EFFECTIVE WAYS TO DELIVER OUR MESSAGES TO THE RELEVANT DECISION MAKERS AND INFLUENCERS?
FROM YOUR PERSPECTIVE WHAT ARE THE BIGGEST GAPS AND ASSETS?

- DONOR (Philanthropies, Bilateral, Multilateral)
- ACADEMIA
- TECHNICAL AGENCIES (iINGOs, NGOs, UN)
- PRIVATE SECTOR